



What's the key to effectively navigating the world of tech trends?

EY Trend Sighter



Building a better
working world

The better the question. The better the answer. The better the world works.

The technology industry faces multifaceted challenges, similar to trying to navigate with a rapidly shifting compass. The relentless pace of technological progression necessitates constant updates to stay relevant. This is compounded by concerns about cybersecurity threats and data privacy. Also daunting is the task of integrating emerging technologies into existing systems. Negotiating multiple and often changing regulatory environments adds to these complexities. The quest to acquire essential technical skills often proves to be as challenging as finding true north.

EY Trend Sighter

EY Trend Sighter emerges as an effective tool for navigating the complex tech landscape. It provides the latest trends and insights from over 80 technologies, helping businesses stay updated and competitive. Its user-specific content accelerates decision-making, addressing integration issues. With its global tech insights, organizations can better prepare for cybersecurity threats and regulatory changes.

Tech and innovation trend insights tool

EY Trend Sighter is a cutting-edge tech and innovation trends insights tool. This immersive tool provides an enhanced view of over 80 technologies, offering the latest insights and real-world examples.

EY Trend Sighter enables users to stay abreast with the most recent tech innovations and explore potential outcomes. With its rich, harmonized insights from a global perspective, users can enhance their technical acumen and align tech priorities with their specific needs.

The tool also accelerates decision-making processes with role- and function-specific content. It offers instant access to the latest tech and innovation insights, enriched data for priority tech trends, and facilitates a deep dive into tech-driven priorities. EY Trend Sighter is a go-to digital tool for navigating the ever-evolving technology landscape.

Case studies

Key product features

- ▶ **In-depth tech database:** Offers comprehensive information on more than 80 technologies.
- ▶ **User-friendly interface:** Provides intuitive navigation for easy information access.
- ▶ **Tailored insights:** Allows customization based on user preferences and needs.
- ▶ **Relevant content curation:** Provides role and industry-specific content.



Please [click here](#) to open a short product overview video in your browser

Key product benefits

- ▶ **Stay informed:** Gain global insights into the latest tech trends.
- ▶ **Make better decisions:** The digital tool aids in making informed business decisions.
- ▶ **Customize the experience:** Tailor the content to your unique needs.
- ▶ **Stay ahead of the curve:** Constantly updated content helps you stay on top of latest tech trends and news.

Continuing the conversation



Daniel Krauss
EY Global Consulting Transformation
Platform Leader
daniel.krauss@de.ey.com



Matt Barrington
EY Americas Emerging
Technologies Leader
matt.barrington@ey.com

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

© 2024 EYGM Limited.

All Rights Reserved.

EYG no. 003763-24Gb

BMC Agency
GA 213243531

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

ey.com

Certain services and tools may be restricted for EY audit clients and their affiliates to comply with applicable independence standards. Please ask your EY contact for further information.