

## **Frequently asked questions about *The Future of Business 2008 – 2018***

### **Why is it organised around business themes, not industries?**

*The Future of Business 2008 – 2018* is, uniquely, organised around themes that are common to all businesses, with industry specific examples scattered throughout. S2 Intelligence believes this is the most powerful structure for the business innovator. It helps them cross boundaries and consider ideas from many industries and contexts, and it ensures coverage of 'back office' themes such as asset management and staff retention.

### **What industries are covered?**

Predictions relating to the following sectors are included through the report: agriculture, banking, building & construction, business services, cultural & recreational services, defence, education & science, government, healthcare, hospitality & travel, insurance, legal services, manufacturing, mining & resources, news publishing & media, property services, retail, transportation & storage, utilities.

### **If I purchase the hardcover edition now, can I upgrade to the Platinum Leadership Package later?**

Yes. S2 Intelligence will allow you to upgrade at any time during the same calendar year. The upgrade price is A\$6,250 (+10% GST for Australian buyers).

### **Can I customise the Platinum Leadership Package?**

Yes, the Platinum Leadership Package can be customised by expanding the site licenses, adding on-site workshops or including more extensive participation in your corporate planning processes. To arrange a quote, please contact us or e-mail a description of your requirements.

### **Can I buy just one chapter?**

The report fosters innovation by considering a wide variety of contexts, industries and business processes. It is the comprehensive approach that gives the material its power and value. For these reasons, S2 Intelligence does not sell the chapters individually.

### **Can I buy reports tailored to one industry or topic?**

Yes, S2 Intelligence researches and prepares customised, in-depth reports on specific topics and industry sectors. To arrange a quote, please e-mail us a detailed description of your request.

### **Can I request analysis?**

Yes, S2 Intelligence encourages all clients to send us their requests for analysis on topics, events, issues and technologies that are important to them. We will do our best to accommodate these in upcoming editions of the *S2 Innovation Review* and *The Future of Business*. Alternatively, you may wish to consider retaining S2 Intelligence to provide analysis to your organisation on an ongoing basis.

## What makes this different to other Futures reports?

*The Future of Business 2008 - 2018* is the only report of its kind in the world today. Some of the attributes that make it unique include:

- **Outcomes.** Understanding and thinking about consequences is what matters to business people. Where some reports place the emphasis on the technologies themselves, *The Future of Business 2008 - 2018* is focused squarely on the implications for industry, organisations and work.
- **Dates.** There are many reports that describe trends in general terms, but very few put dates against all their predictions. This is because dates are the hardest part: they require consideration of the probable timetables for both technological development and business adoption. Dates, however, are of immense value to business planners because they communicate expectations about when something will be important and how much time there is to act.
- **Evidence.** The most valuable insights for executives are those based on real developments. Purely speculative technologies have no place in *The Future of Business 2008 - 2018*. All predictions are evidence-based. They draw on over 800 one-on-one interviews with computer scientists, IT practitioners, researchers, business executives, policy-makers and technology leaders, and a review of more than 2,000 secondary sources.
- **Combined perspective.** The predictions in the report draw on a deep understanding of both information technology AND the social, organisational, environmental and political realities of adoption and change in business. You will often encounter technology-centric approaches elsewhere which oversimplify and overestimate adoption.
- **Structure.** *The Future of Business 2008 – 2018* is organised around themes that are common to all businesses, with industry specific examples scattered throughout. S2 Intelligence believes this is the most powerful structure for the business innovator. It helps them cross boundaries and consider ideas from many industries and contexts, and it ensures coverage of 'back office' themes such as asset management and staff retention. When futures reports are organised around specific technologies and industries they are often self-limiting for innovation purposes.

## Can you give me a better idea of the insights in the report?

Here are a few examples of questions that you will find answered in *The Future of Business 2008 – 2018*:

- How will **insurance** companies be disrupted in 2013?
- When will radio tags really displace barcodes in **supermarkets**?
- How will **workplace safety** change in 2018?
- Where will **robots** replace workers in 2015?
- Why will **importing** and **exporting** get easier in 2016?
- What will **in-store advertising** look like in 2013?
- What will collaboration on **construction sites** look like in 2014?
- Why will **green accounting** cost more than Y2K?
- How will the **structure** of organisations change through 2018?
- When will electronic **health records** be ubiquitous?
- What new services will **call centres** provide in 2011?
- Why will social network analysis change the nature of **government**?
- How and where will **software-as-a-service** matter?
- Why will **training** sales people become more effective in 2015?
- What technologies will be essential to **recruitment** in 2010?

- Where and when will 3-D displays add value to **customers**?
- What will **compliance reporting** look like in 2013?
- How will **farms** operate differently in 2016?
- What will **HR managers** be worrying about in 2012?
- When will we see **carbon labelling** in the shopping basket?
- Why is Second Life a business dead end?
- How will business and national **security** overlap in 2017?
- What will **book publishing** look like in 2018?
- Which online **advertising** channels will matter most in 2011?
- How will corporate **governance** change in 2017?
- How will **asset management** in **hospitals** change in 2012?
- Which organisations will rent customer data to one another in 2013?

### **Contact us!**

Thank you for your interest in our reports and services. If you have any questions we have not answered here, please email them to [info@s2intelligence.com.au](mailto:info@s2intelligence.com.au) and we will endeavour to reply as soon as possible. You can also contact us via +61-2-9984-7744 (International) and 1300-66-55-20 (Australia).