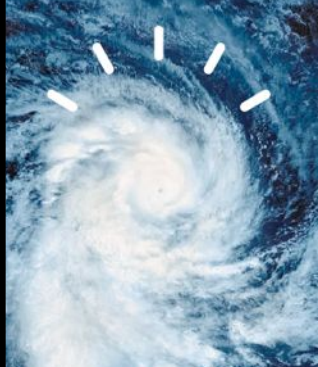




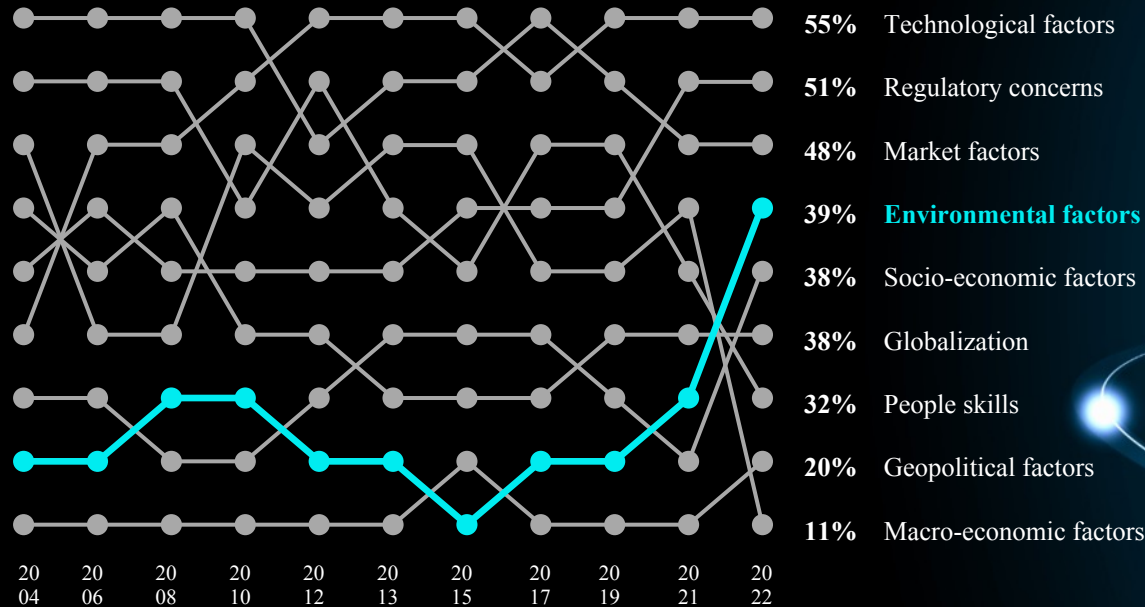
# 5 Business & Technology Megatrends 2022

Aileen Judan-Jiao  
President and Country GM, IBM Philippines



# Trend 1: Sustainability as a Digital Transformation Catalyst

Most important external forces to impact an organization's enterprise over the next 2–3 years



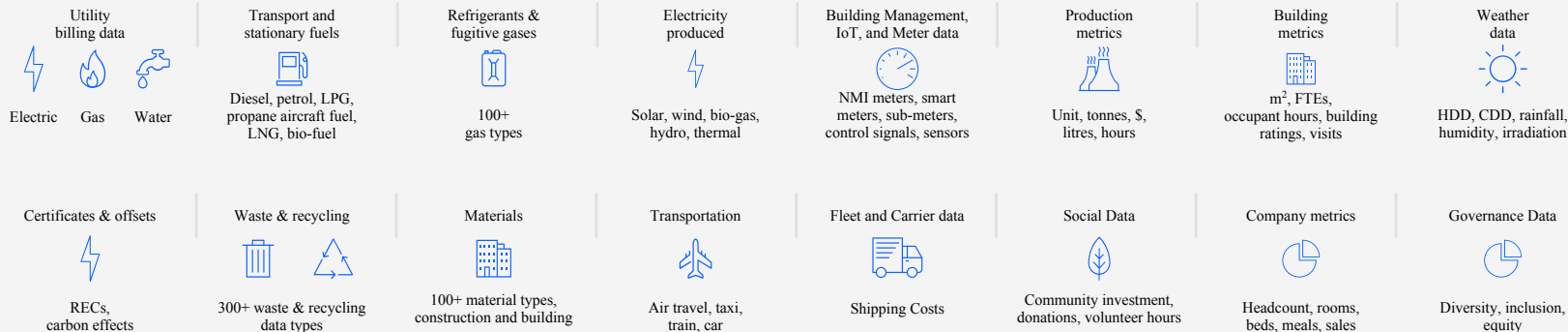
Q3. What are the most important external forces that will impact your enterprise over the next 2–3 years?



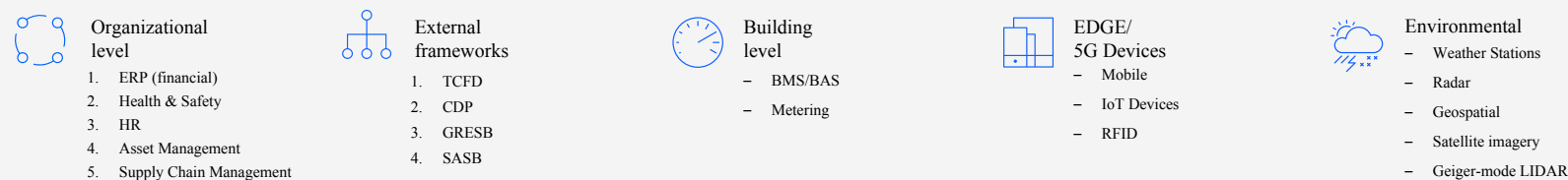
Turn sustainability  
ambition into action

# How are you capturing, consolidating, and analyzing your sustainability data?

## Data



## Systems



## Infrastructure

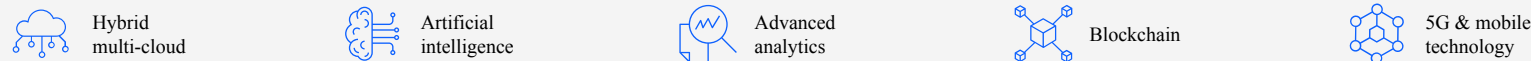
Employee Computers

Public Cloud

Private Cloud

On-Prem Data Centers

## Technology





# Energy Development Corporation (EDC)





# Trend 2: Trustworthy and Security

## Principles for AI Trust and Transparency

Explainability

Fairness

Robustness

Transparency



# Trend 2: Trustworthy AI and Security



Asia is now the #1 most targeted region for cyberattacks



# Trend 3: Platforms and Ecosystem





# Trend 4: Hybrid Workforce > Human-AI Intelligence

**Humans excel**

**at:** Locating Knowledge

Common Sense

Abstraction

Dilemmas

Pattern Identification

Dreaming

Eliminate Bias

Natural Language

Morals

Generalization

Machine Learning

**AI Systems  
excel at:**

Endless Capacity

Compassion

Imagination

# Trend 5: Accelerated Discovery

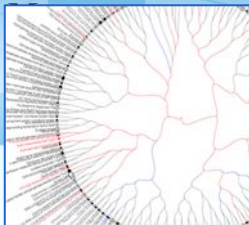
## CARBON CAPTURE



## DRUG CANDIDATE



## GENOMIC PLATFORM



## DEEP SEARCH &



## DISCOVERY ACCELERATOR

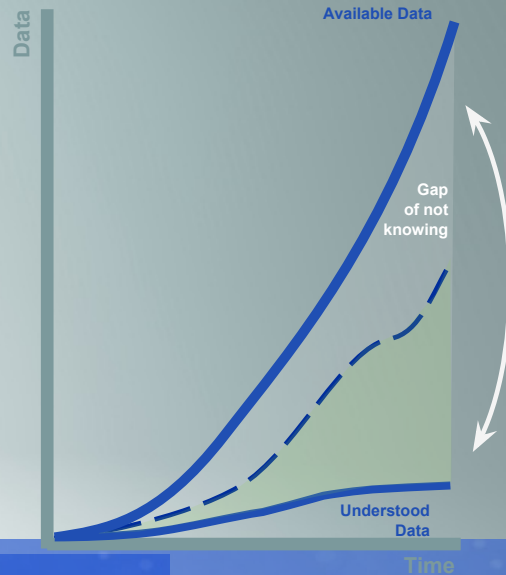


## QUANTUM CIRCUIT

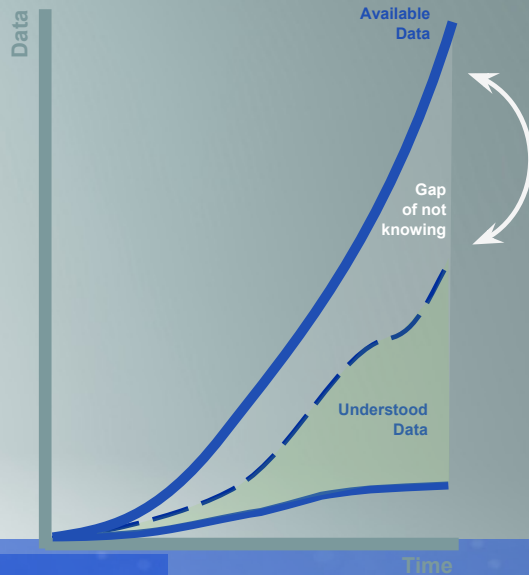


IBM Research





Like a sailor on  
a stranded ship, water  
(data) is everywhere  
but there's not a  
drop to drink

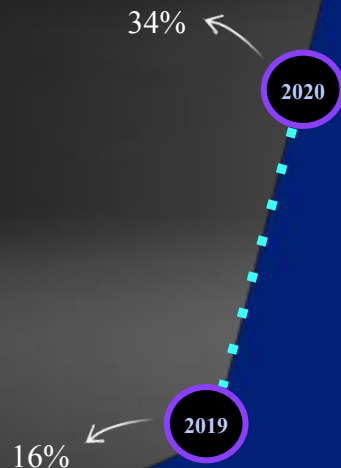


Like a sailor on  
a stranded ship, water  
(data) is everywhere  
but there's not a  
drop to drink



# The great digital shift

**10** years of digitization  
in under one year



Enterprises that  
are slow  
to digitize will  
be left behind

**7 of 10**  
are rapidly digitizing  
new business models

McKinsey  
& Company

Percent of business channels replaced by digital over the  
last decade

# Thank you!