The Internet of Things to come of age in 2014, predicts FusionExperience

The convergence of Big Data and mobile will continue to blur physical and digital boundaries

London, U.K. – 8th January 2014 – [FusionExperience](), the business and data solutions company, has today predicted that the Internet of Things will mature in the year ahead and radically transform how users interact with technology. The development of smart devices, ubiquitous networks, rich applications and Big Data will all combine to create a third wave of technology that changes how organisations consume IT services.

FusionExperience has identified 2014's most prevalent trends to be:

- **A mobile first approach:** the rise of internet-enabled devices means that there will be more focus on creating platforms that connect all apps, employees, partners, products, devices, solutions and operating systems.

- **Enterprise mobility:** the rise of app ecosystems is set to transform traditional business processes. For example, the introduction of mobile apps that incentivise employees through gamification for recognition, constant feedback, and goal tracking, has already started to be adopted by forward thinking companies as a pervasive way of getting mobile employees engaged within their organisations.

- **Big Data:** businesses are placing more focus on using structured and unstructured data to understand behaviours. Over the next year, there will be more emphasis on analysing the data available within enterprises to effectively understand behaviours and create solutions that influence the way that people act. Identifying the Smart Data will be the key to operating successful Big Data programmes.

Steve Edkins, chief executive officer of Fusion Experience, explains the key developments likely to occur in 2014: *"There is expected to be 50 billion devices connected to the internet by 2020. As networks continue to get faster and are accessed through various internet-enabled devices, we will move into a data-driven mobile world where we seamlessly take our personality from one device to another. However, to create a customised user-experience that is consistent across devices, there will be a renewed focus on extracting maximum value from the growing volume of smart data available. Only then is it possible to understand end-user's needs and develop innovative solutions that connect and communicate with each other in an intelligent manner."*

"As the volume of devices connected to the internet continues to grow, there will be an incremental increase in the volume of Big Data that is being generated by mobile users," continues Steve Edkins. *"Smart organisations will recognise that a new age of embedded, intuitive computing is emerging and will focus on using the information available to create*

smart IT platforms that leverage artificial intelligence to deliver a customised experience for mobile users across all devices."

-ENDS-

Contact
Claire Unwin, Rostrum PR
e: claire@rostrumpr.com
t: +44 (0)207 440 8683

About FusionExperience
FusionExperience is an innovative business and data services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.