

5 Key Enterprise Trends for 2023 and Beyond



The dawning of a new year is the perfect time to take stock of how far your business has come and set your plans for its future. While the past three years have been extremely challenging ones for businesses worldwide, they have also offered opportunities for innovation and development in a variety of new directions. Organizations that have managed to pivot with these recent changes have seen first-hand the importance of keeping a close eye on the shifting business landscape.

With this in mind, we take a look at five trends that are sure to make waves in business as we head into 2023 and beyond.

1. The digital transformation will continue to pick up speed.

Digital technologies transformed the way we do business during the pandemic and the changes have only accelerated as the world continues its return to “business as usual”. Despite the return of brick-and-mortar options, e-commerce remains the preferred way of shopping for many customers, with global e-commerce sales projected to account for more than 22% of all retail by 2023 and reach US\$8.1 trillion by 2026.

Additionally, groundbreaking technologies have opened up new worlds for businesses looking to enhance virtually any aspect of their operations. With cloud computing, artificial intelligence (AI), blockchain, augmented and virtual reality (AR/VR), the internet of things (IoT) and 5G internet becoming more accessible, it’s easier than ever to optimize and scale every part of your business, from marketing and customer service to manufacturing processes and business decision making.

2. Supply-chain issues are likely to stick around.

Experts expect the supply chain challenges that impacted many industries during the pandemic and worsened as a result of the Ukraine conflict to persist into 2023. To weather this storm, businesses will need to build resilience into their pipelines to prevent supply chain disruptions from bringing them to a standstill. Recent developments in scaling technology offer avenues for spotting vulnerabilities, including industry cloud platforms that combine Software as a Service (SaaS), Platform as a

Service (PaaS) and Infrastructure as a Service (IaaS) tools to help businesses adapt quickly to any disruptions in their supply chain.

Wireless-Value Realization tools can also increase the pace of product delivery by providing real-time tracking data, which helps to address the often inefficient, unreliable and costly nature of last-mile delivery.



3. Your customers will care about sustainability.

Amid a growing awareness of the impacts of climate change, particularly in the Caribbean and Latin American regions, customers are increasingly looking for sustainability in their purchases. In fact, recent reports have shown that, globally, 85% of people have made sustainable changes to their shopping habits in the past five years. With customers showing a growing interest in the environmental, social and governance (ESG) processes

of their chosen brands, businesses will need to keep an eye on their end-to-end environmental impacts, inclusive of the IT tools they use. Fortunately, sustainable technology frameworks enable businesses to boost the energy efficiency of their IT services through a variety of tools that allow them to track their emissions and achieve their sustainability goals.

4. 2023 is the year of customer experience.

With the rise of the metaverse, businesses are increasingly looking to immersive technologies such as augmented reality (AR), virtual reality (VR) and mixed reality (MR), to engage their customers in new and exciting ways. With these tools, customers can interact with virtual representations of products in online stores, enjoying a 360° view of a new piece of furniture or virtually “trying on” a new outfit from the comfort of their own home.

Artificial intelligence (AI) is also becoming an increasingly integral part of improving the customer experience, streamlining the customer service process by providing helpful recommendations, handling customer queries and providing after-sales support. The positive impacts are already apparent, with companies that employ AI solutions reporting three times more customer satisfaction improvement than those that do not.

5. The new world of work is here to stay.

Despite efforts to put the genie back in the bottle, remote and hybrid work remain very popular, with much of the workforce actively seeking roles that allow them to retain at least some of the flexibility they first experienced during the pandemic. As this trend continues, many organizations are pivoting towards technology that enables them to monitor worker productivity. These tools, which can monitor screens, record keystrokes and scan workers’ faces are expected to become increasingly popular as companies seek to strike a balance between providing flexibility and ensuring productivity.

2023 is poised to be another challenging year for businesses seeking to navigate the ever-changing landscape of the post-pandemic era. Fortunately, a variety of innovative technological tools are available to help your organization achieve success and Liberty Networks has the cloud computing and connectivity technology that can bring it all together for you seamlessly and reliably.