

Inside the Hype Cycle: What's Hot and What's Not in 2009

Jackie Fenn

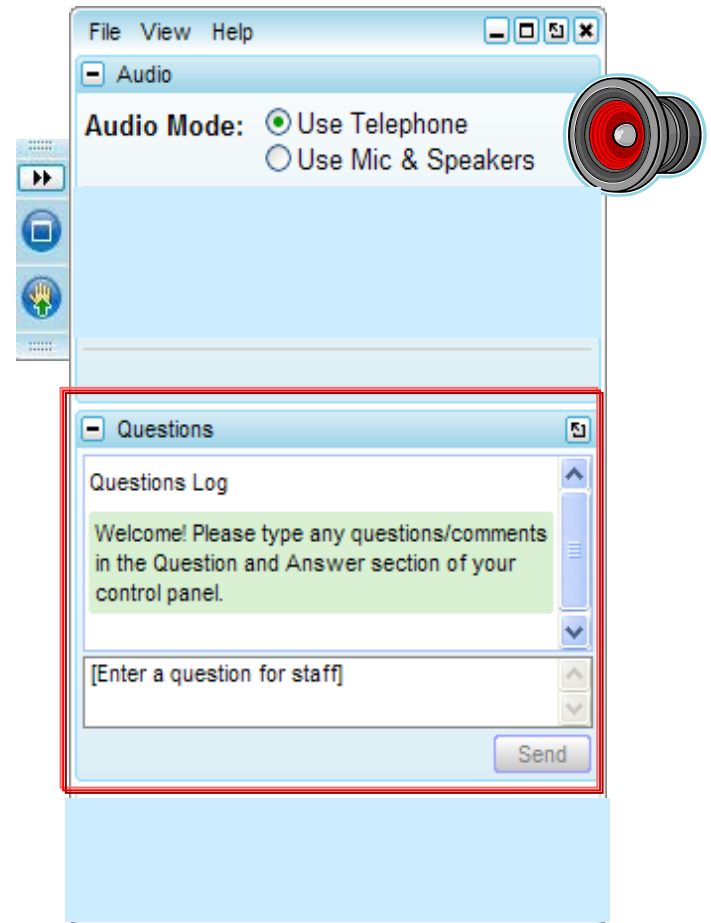
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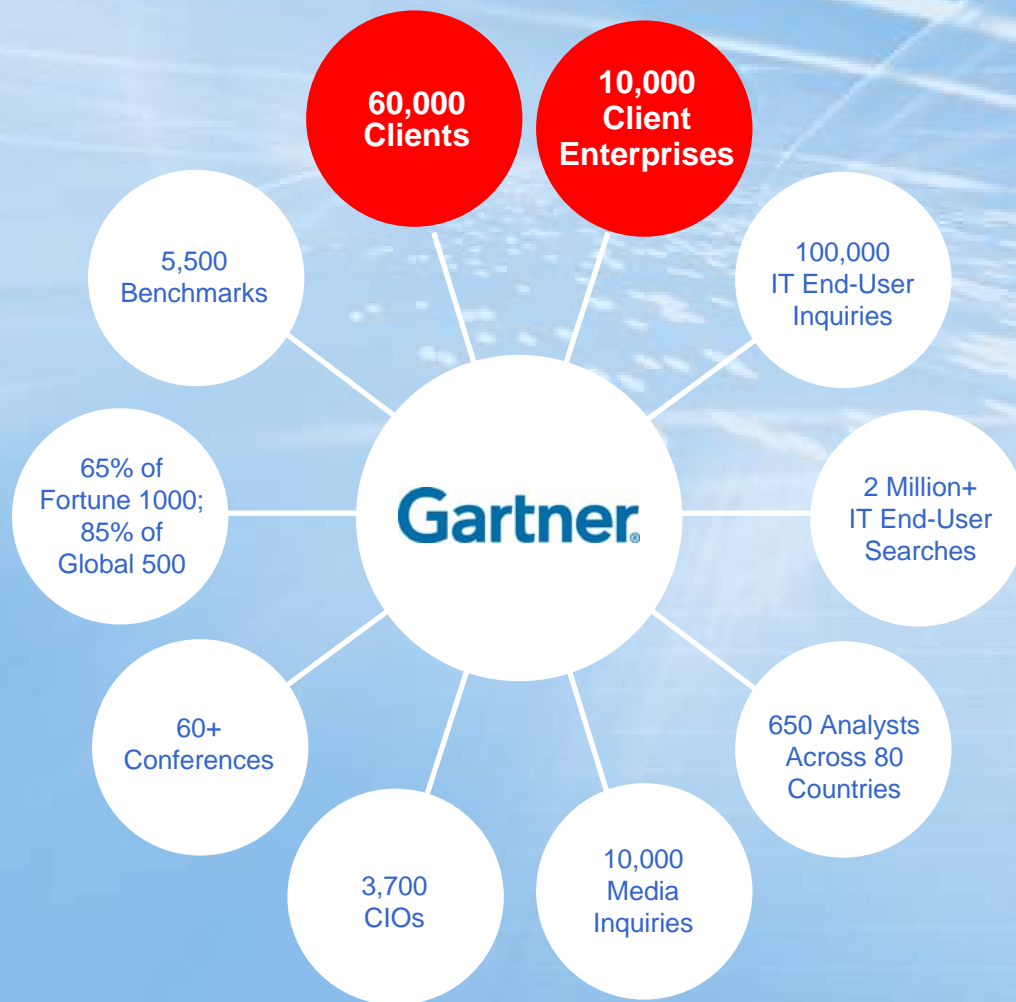
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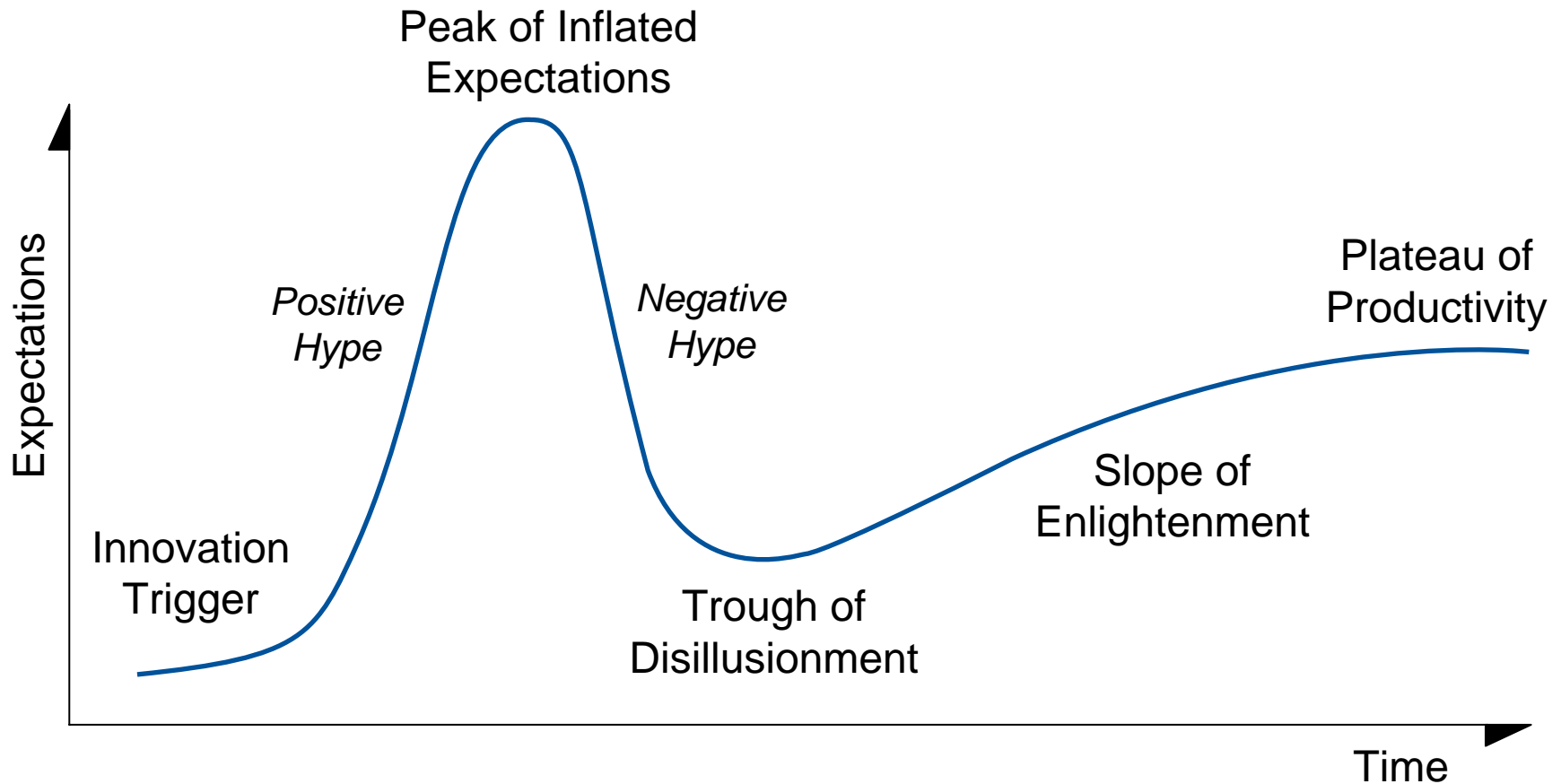


Gartner's Hype Cycle Special Report, 2009

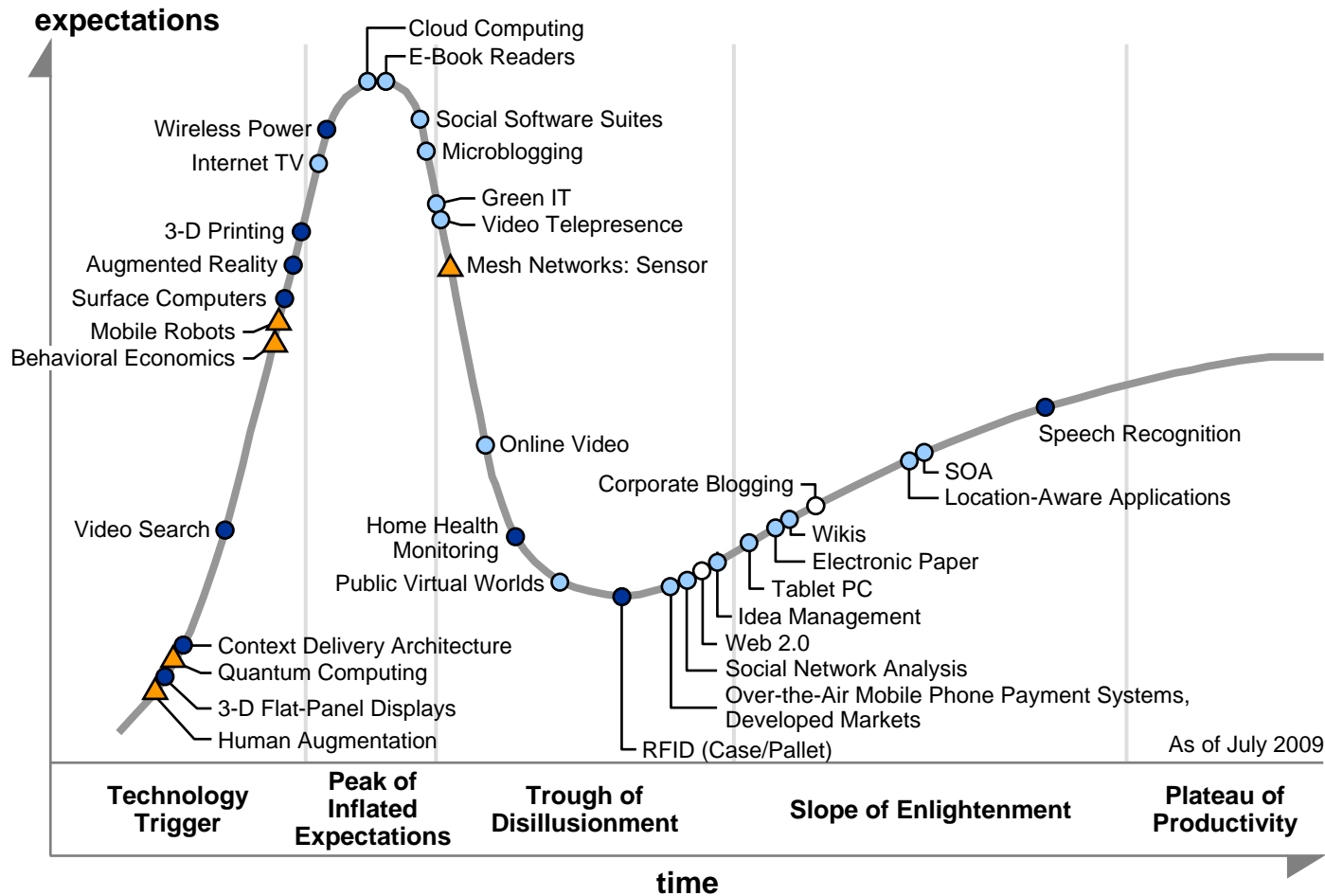
- 79 Hype Cycles (technologies, applications, management, industries, regional)
- Over 1600 individual technology profiles (including definition, assessment of business impact, advice on adoption and example vendors for each)
- New Hype Cycles this year:
 - cloud computing
 - data center power and cooling technologies
 - enterprise information management
 - media broadcasting
 - mobile device technologies
 - photovoltaic solar energy.
 - virtualization
- Hype Cycle landing page

<http://www.gartner.com/technology/research/reports/hypecycle.jsp>

The Hype Cycle of Innovation



Emerging Technologies Hype Cycle 2009

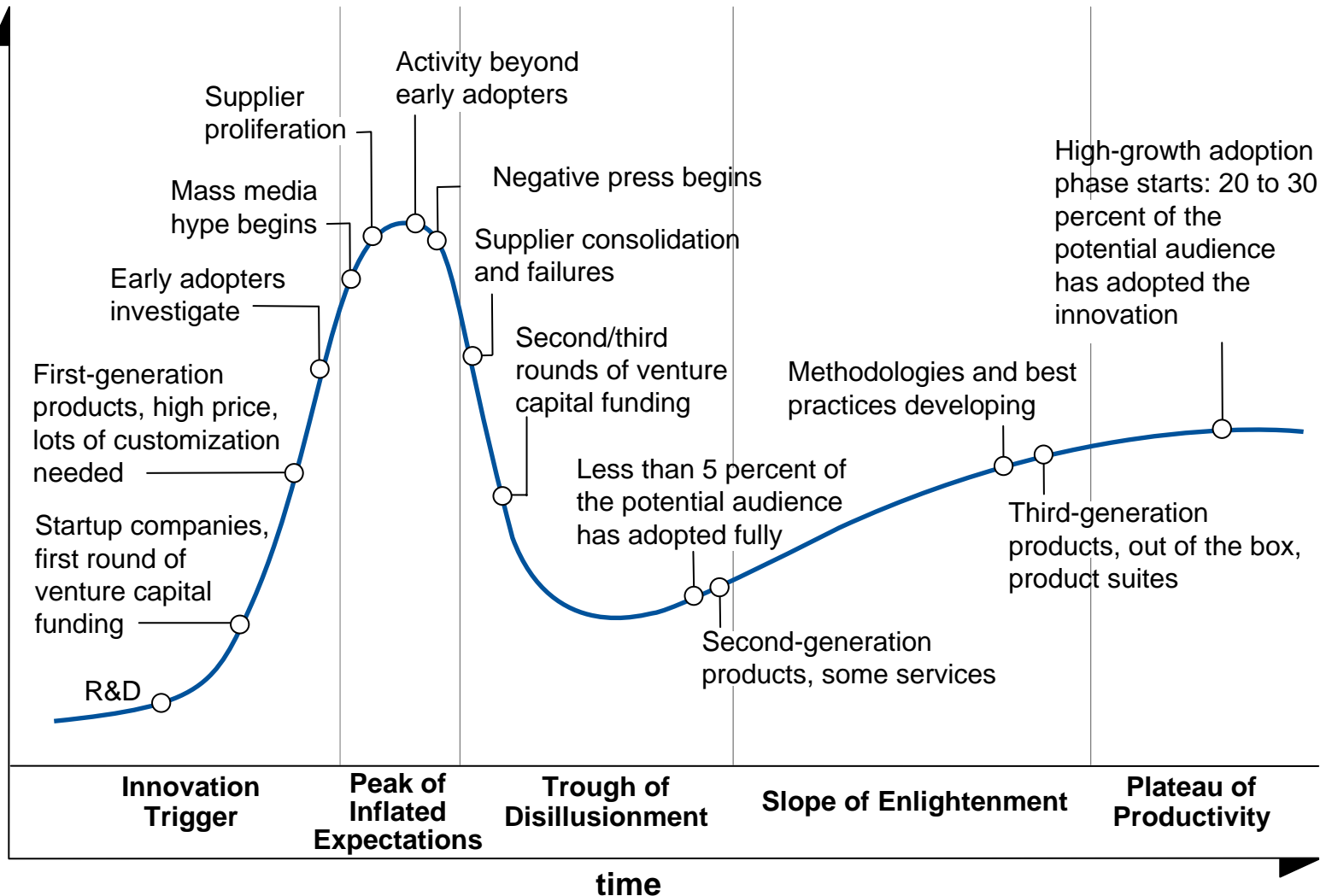


Years to mainstream adoption:

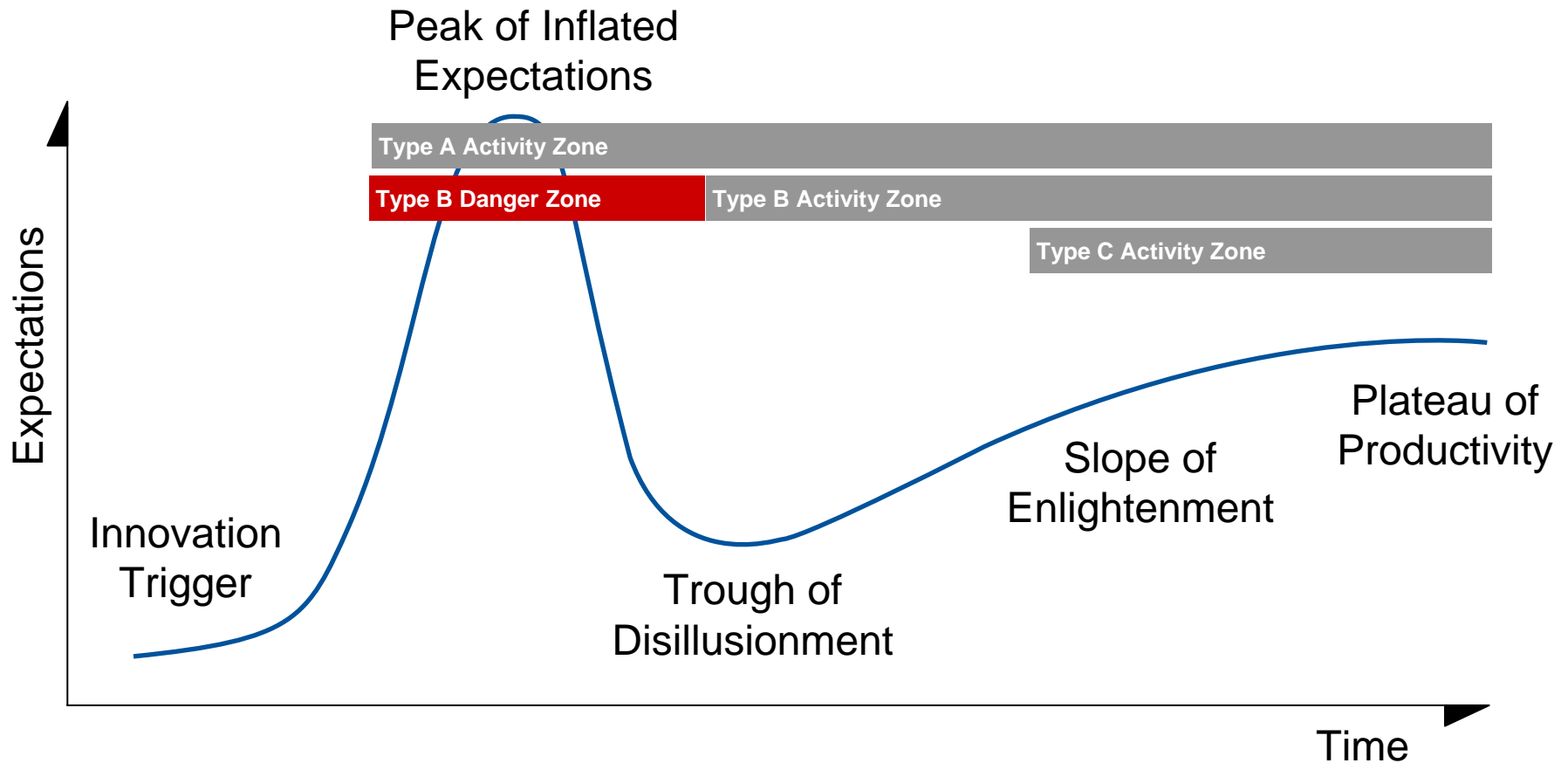
○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

Hype Cycle Indicators

expectations

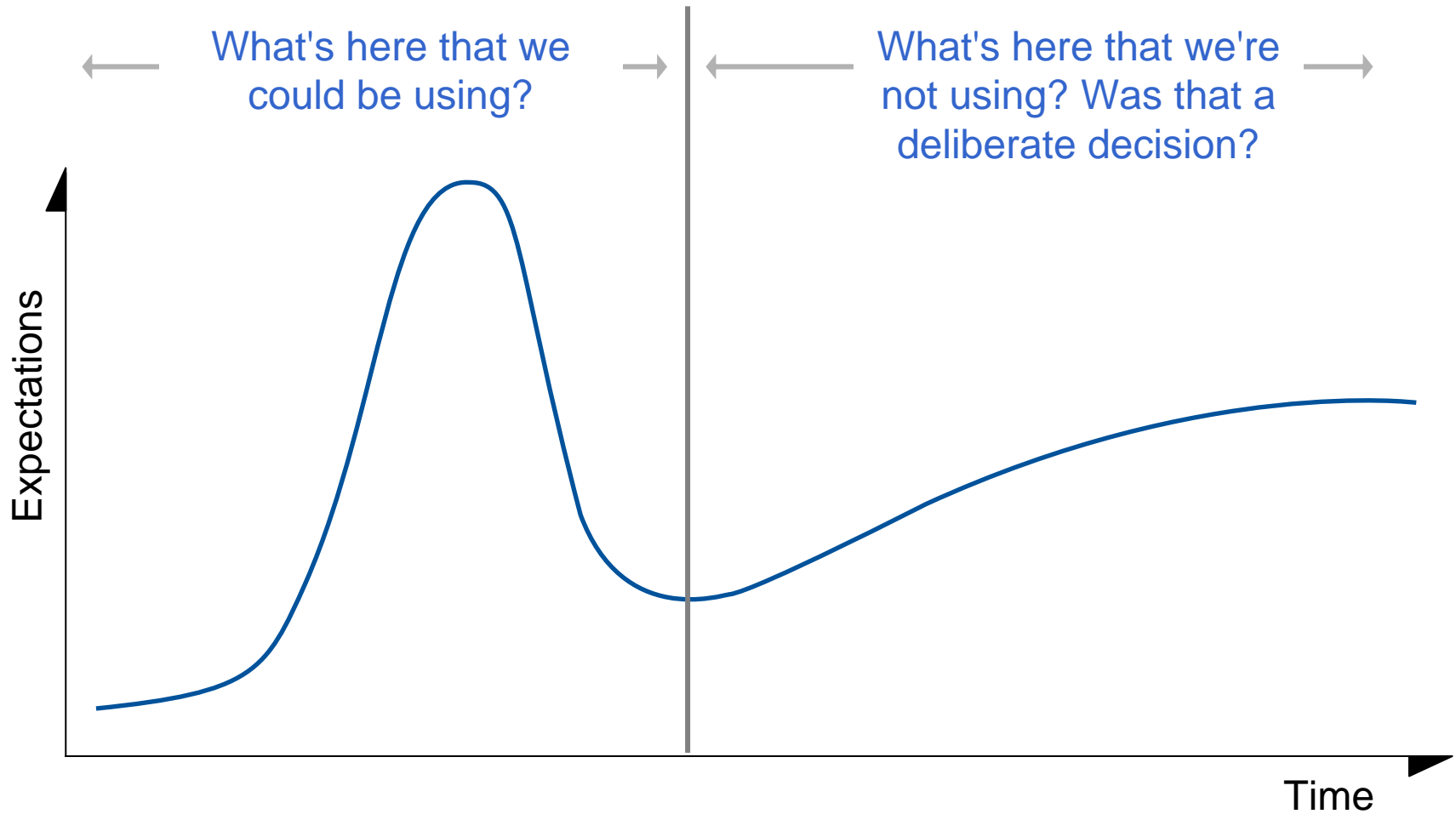


Adoption Activity By Enterprise Personality Type



Key Lesson: Be *selectively* aggressive

The Hype Cycle of Innovation: Key Questions

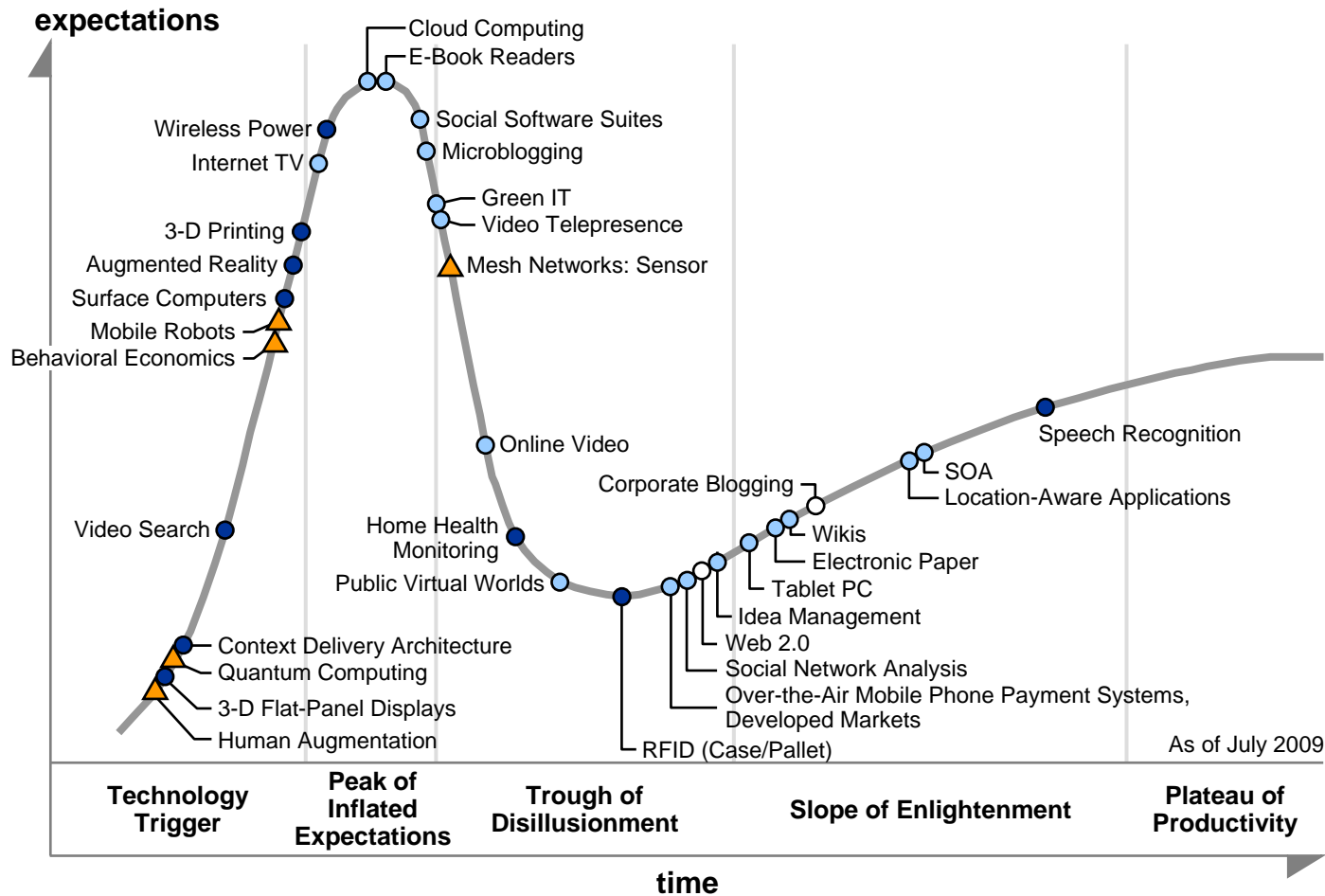


Interactive Poll

Which of these do you think will generate the most value for your organization during 2010 to 2011?

1. Cloud computing
2. Social software suites
3. Video telepresence (eg HP Halo, Cisco)
4. Virtual worlds (eg Second Life)
5. RFID

Emerging Technologies Hype Cycle 2009



Years to mainstream adoption:

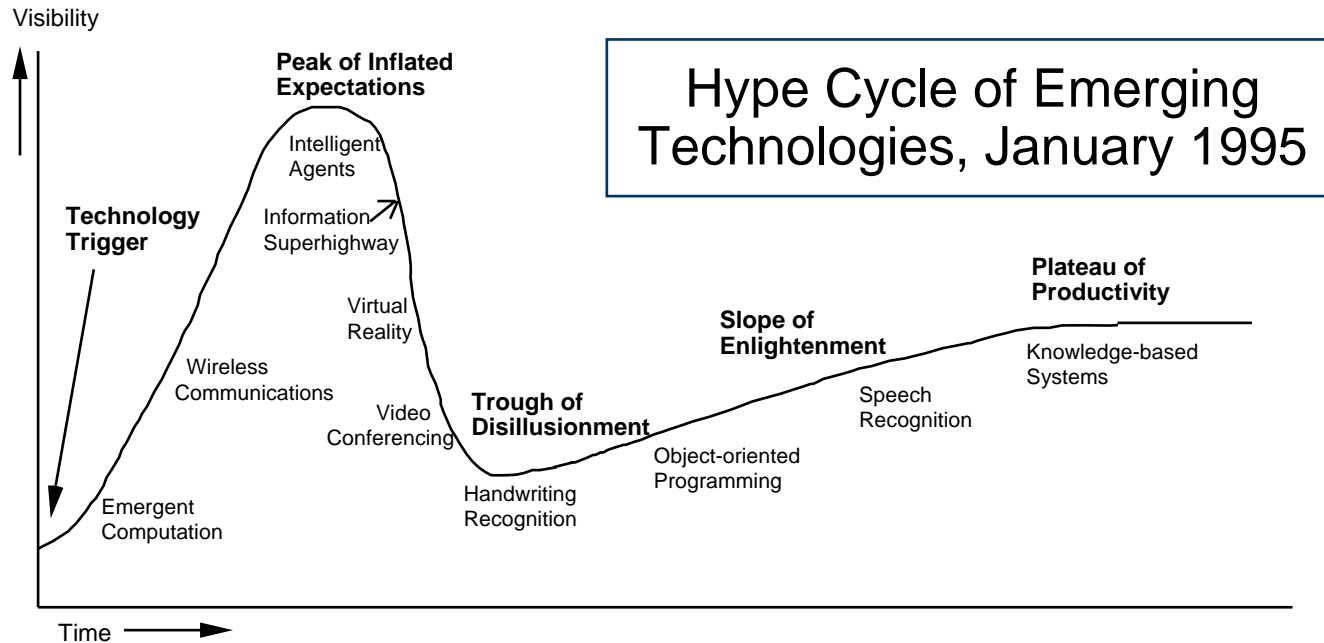
○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

Emerging Technologies Priority Matrix 2009

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
transformational	Web 2.0	Cloud Computing Internet TV Public Virtual Worlds SOA	3-D Printing Context Delivery Architecture RFID (Case/Pallet)	Human Augmentation Mobile Robots Quantum Computing
high		E-Book Readers Electronic Paper Green IT Location-Aware Applications Online Video Social Network Analysis Social Software Suites	Augmented Reality Home Health Monitoring Wireless Power	Behavioral Economics Mesh Networks: Sensor
moderate	Corporate Blogging	Idea Management Microblogging Over-the-Air Mobile Phone Payment Systems, Developed Markets Tablet PC Video Telepresence Wikis	3-D Flat-Panel Displays Speech Recognition Surface Computers Video Search	
low				

As of July 2009

Fifteen Years of Hype Cycles



Example paths

- Bluetooth: Peak 1999 → Bluetooth Cable Replacement, Slope 2003; Bluetooth Networking, Trough 2003
- Electronic Paper/Digital Ink: Pre-peak 1999 → Early Slope 2009
- Speech Recognition: Slope 1995 → Slope 2009

**“The future is already
here, it’s just not evenly
distributed.”**

William Gibson

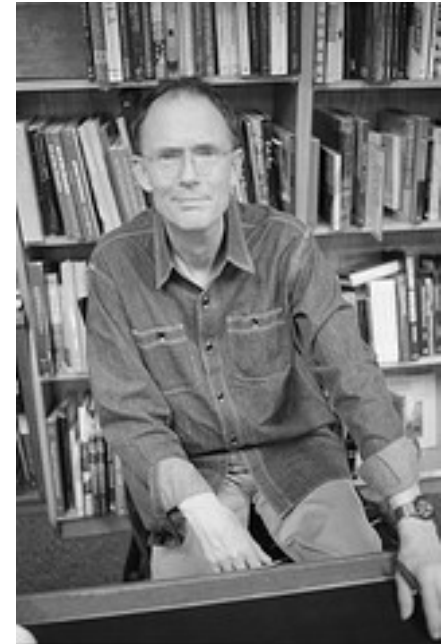
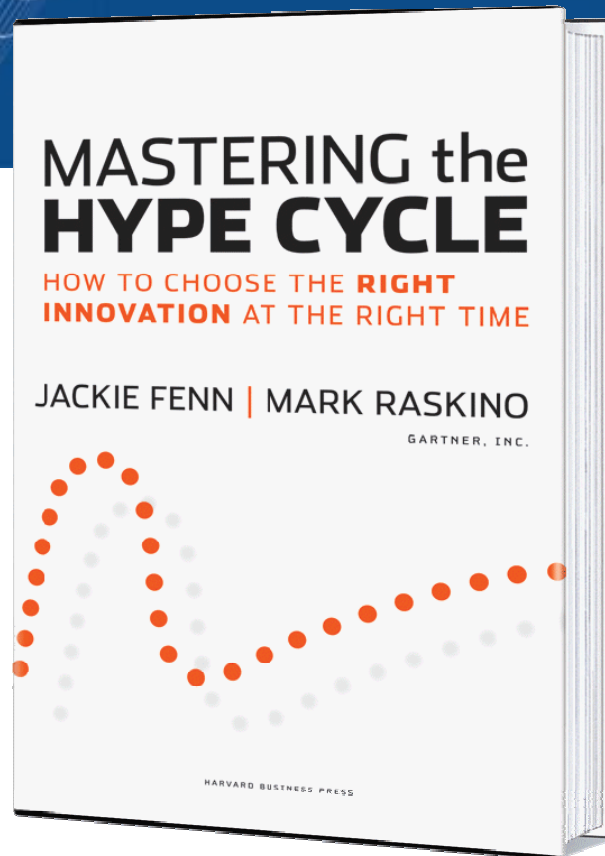


Photo: Midnightzulu

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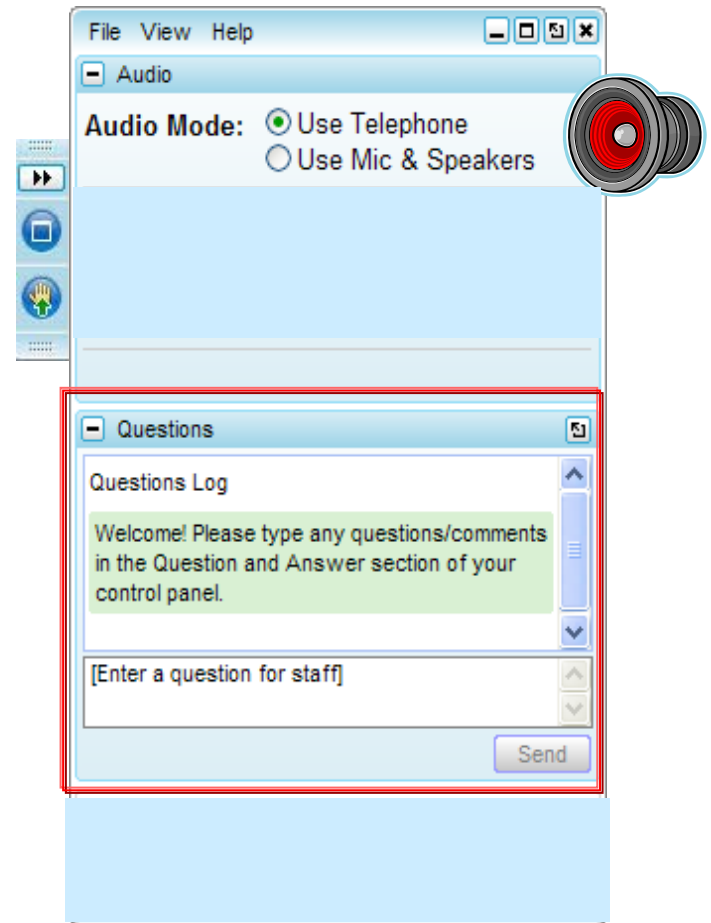
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Thanks for participating!

Do you have any questions?

- If you haven't done so already, please type your questions into the Questions pane.
- We will answer as many of your questions as time permits.



Looking to reduce your IT costs? Gartner can take the cost out of IT in four ways

The screenshot shows a Gartner website page with a blue header. The main title is 'IT and The Economy' with a subtitle 'Cost Optimization'. A featured video section shows Kurt Potter, Research Director, discussing the 'Four Levels of Cost Optimization' framework. Below this, there are several content blocks: 'Cost Optimization Spotlight' with a link to a methodology article, 'Cost Optimization Fundamentals' with links to budgeting and growth articles, and 'Key Issues for Cost Optimization, 2009'. A central 'Actions You Can Take Now' section lists four numbered items: 1. Get the best pricing and terms, 2. Identify opportunities to reduce IT costs, 3. Implement cost-saving technologies, and 4. Restructure, improve processes, innovate. To the right, there are sections for 'Join the Dialogue', 'Stay Connected' (with social media links and analyst mentions), 'Stay Up To Date' (with event listings), and 'Set up Email Alerts' (with various topic links).

- Get the best pricing and terms for your IT purchases
- Identify major cost-saving opportunities
- Implement cost-saving technologies
- Implement cost-saving process improvement

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