



*Which of the following current topics will significantly change the market in the next year? And what is the impact? (Business Intelligence/Analytics, Customer Engagement, Mobile, Security, or Social)*

Driving flexibility and efficiency, Mobile devices have become an integral part of people's professional and personal life, and the role of mobility will become even more strategic in 2013. Mobile access to company software and information delivers improved workforce productivity, greater business ROI, and qualitative improvement in sales and marketing communications. This means that development of a complete mobile strategy, investing in mobile software solutions, and successfully executing business mobilization, should be among the top priorities for organizations worldwide.

Mobile technology trends will have a significant impact on consumers and enterprises in 2013. Mobile devices are becoming as strategic and common as PCs for web access. The Corporate Operating Systems application target list will now include Mobile Operating Systems along with the usual Windows versions and MacOS. With HTML5 adding on more capability, we will undoubtedly see more and more applications implemented as mobile web apps.

The growth in the number of enterprise mobile applications will drive organizations to create new enterprise methods for deploying apps to employees' devices. Also, many companies will look to the cloud for their mobile app deployments to simplify the delivery and activation process.

Driving change in the technology marketplace at a rapid pace, Mobility remains one of the fastest growing technology sectors today, and an increasing strategic priority for SoftServe. With more than 10 years of Mobility experience and more than 200 mobile projects delivered, SoftServe will continue to leverage sophisticated and innovative mobile solutions to empower businesses and their global clients.

SoftServe empowers Independent Software Vendors (ISVs) and technology-enabled businesses with mobility strategies, as well as the development of mobile roadmaps providing solutions along with recommendations on the benefits and risks. We also help businesses in the architecture, development, and deployment of applications from desktops and laptops to mobile technology, platforms and devices.

Another technology trend that gained a lot of momentum in 2012, and is sure to stay top of mind in the industry in 2013, is Business Intelligence (BI), Analytics, and Big Data. Enterprises have reached the point where making the proper business decision requires complex data analysis and simulation. Defining a BI strategy becomes extremely important to remain competitive. The Business Intelligence and Analytics solution becomes a strategic resource that enables access to and analysis of information to optimize decisions and manage performance. Successfully collecting and managing the ever increasing amounts of data, at higher and higher velocity, and of various types, can lead businesses to strategic insights into customer behavior and new market opportunity.

With the BI/Big Data trend gaining sudden momentum in the market, many companies are hurrying to take full advantage of all their structured and unstructured data to optimize their businesses. Big Data is especially useful for businesses that are heavily digital, while Business Intelligence and Analytics can help manage the business complexity and cost optimization. What we are seeing is that Big Data requires thorough analysis, and solutions that sometimes are based on a mix of different vendor products. Among multiple domains that utilize BI, we are likely to see a boost in Healthcare. Finally, we will most probably witness a rise of the Agile Business Intelligence trend that leverages Self-Service BI, Cloud BI and data discovery dashboards to accelerate the time it takes to deliver value with BI projects.

Having successfully completed numerous projects extracting business insight and strategic advantages from data, SoftServe empowers technology oriented enterprises and ISVs by providing BI/Big Data consulting and development services helping clients overcome related challenges. SoftServe assists businesses in creating a BI strategy and roadmap; provides assessments and recommendations for existing BI applications, as well as assists with the application development, quality control and operations.

To fit the business needs of each client that vary greatly, we use our experience and expertise gained in dozens of projects successfully completed for our clients, including Fortune 500 companies. No doubt that in 2013, BI and Analytics will be among SoftServe's top priorities in order to help our customers transform their data into strategic assets.

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