

60 WORKTECH PREDICTIONS FROM INDUSTRY EXPERTS FOR 2024

As part of this year's Insight Jam Live event, the Solutions Review editors have compiled a list of predictions for 2024 from some of the most experienced professionals across the Enterprise Resource Planning (ERP), Business Process Management (BPM), and Marketing Technology marketplaces.

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“Limited budgets and difficulty finding IT talent have long hampered tech adoption among small and medium-sized businesses. Continued economic uncertainty will only add to headwinds for companies in 2024. Mid-market companies with limited budgets will be forced to pick and choose how and when they digitize, and these trends and technologies are poised to stand out in 2024:

Artificial Intelligence: Many companies will take a wait-and-see approach to AI. They'll utilize AI when it contributes directly to business value, such as in predictive analytics and purchasing forecasting.

Big Data: Data is the lifeblood of AI, and many enterprises have access to large amounts of valuable data that can be mined to improve the business in various ways. As the use of AI expands to companies of all sizes, many will struggle to answer core data governance questions: who has access to data, who has the right to change it, and is it protected from outsiders? Many firms must work with experienced partners to address these challenges directly.

Mobile Tools – RF guns and other mobile tools will be important in 2024 for order scanning and picking in warehouses. RF guns, in particular, have long been the workhorses of distribution companies, and they maintain

some advantages over mobile technology, including speed. But Android-based devices are getting better and are more familiar to new workers. Training new employees to use smartphones is easier because they're intuitive and familiar.

“Software vendors serving the mid-market will thrive when they can offer solutions that contribute directly to customers' bottom lines. Tools that extend relationships with customers, like AI-based recommendation engines and predictive ordering, for example, are becoming more and more common, and they're leveling the playing field between SMBs and their larger competitors.”

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800.824.7776 | sales@vai.net | www.vai.net