Tech Navigator: Building The Human-centric Future

Ideal world

- Human-machine symbiosis that directs humans toward better health and prosperity.
- Emotional human-machine interfaces alleviate stress.
- Virtual spaces enable populations to meet, innovate, and produce safely and securely.

We are at a crossroads

Dystopian future

- Technology removes our agency.
- We spend too much time on our devices, and are posed to technological threats.
- Our actions are transformed into metrics for firms to monetize.

If we want the better world, we need to build intelligent systems with humans in mind.

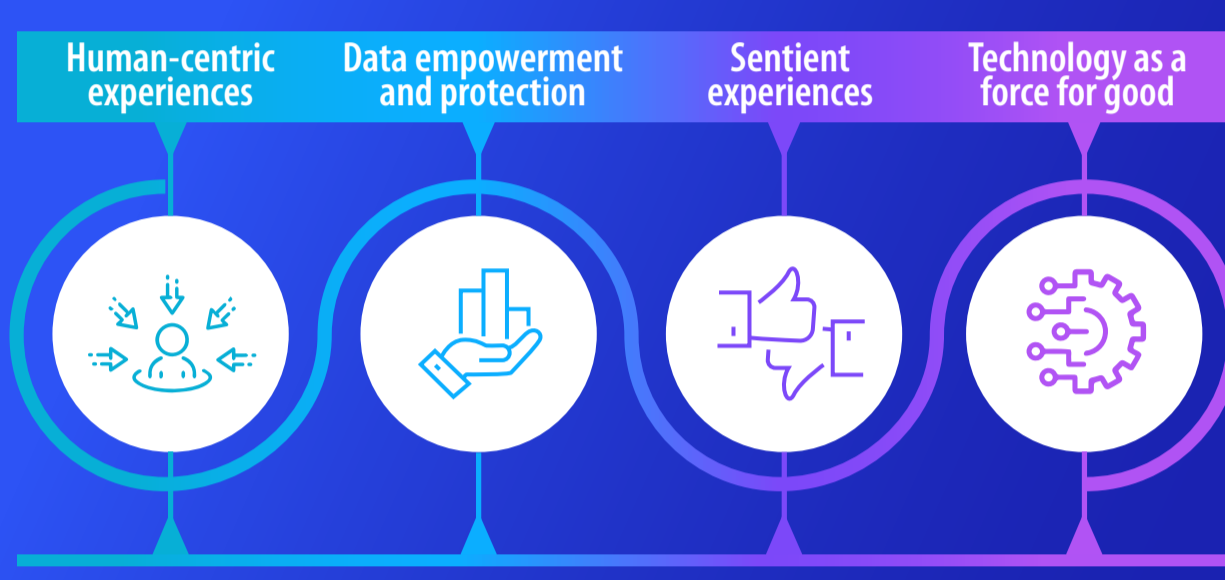This is good for humans – and for the enterprises they work with.

Our research found that when technology is adopted with high ESG focus, technology is more effective, and can boost profits by **$357 billion.**

But how?

We believe firms should take a **three-pronged approach.**

1. Put humans at the heart of technology design and development

This means thinking about:

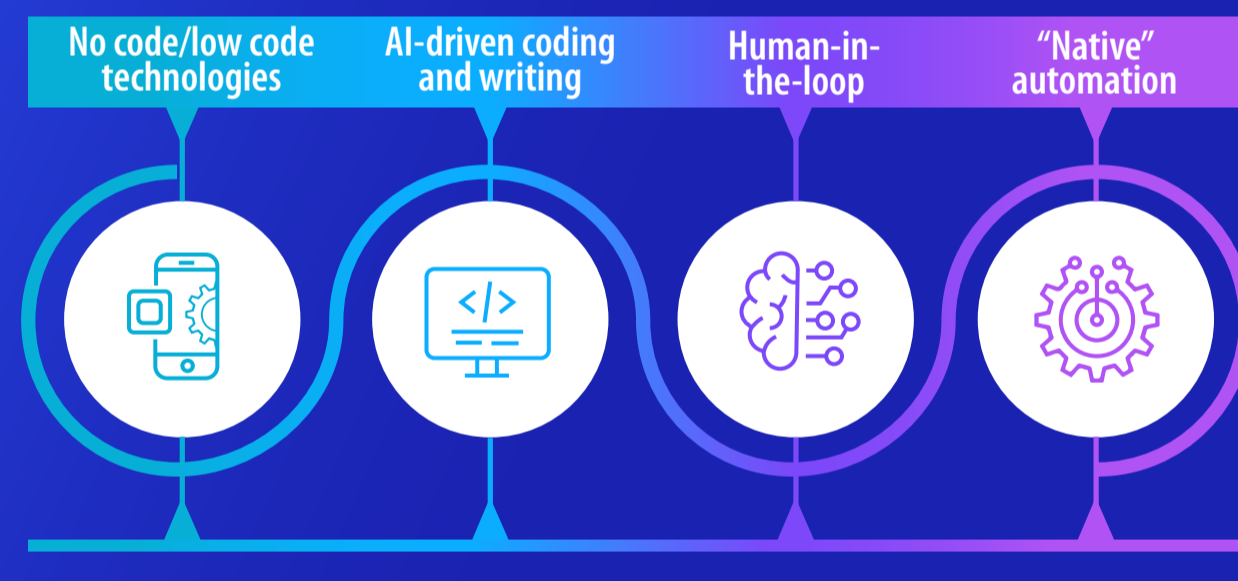| Human-centric experiences	Data empowerment and protection	Sentient experiences	Technology as a force for good
In 2022, **43% of executives concentrate on experience goals**, compared to 13% (revenue) and 11% (efficiencies).	Research shows that **no industry sector received a trust rating of over 50%** regarding how they acquire and process data.	**67% of customers switch brands due to a lack of personalized engagement,** U.S. Chamber of Commerce research found.	**Amazon** spent more on doing good in 2020 than many large EU countries, with an **increase of 19% in ESG R&D year-on-year.**

We have three recommendations:

- Focus on human needs that align with strategic vision.
- Use a piecemeal approach to onboard technologies that drive enterprise sentience.
- Onboard creative designers with good business knowledge.

Infosys Knowledge Institute research found that experience goals are now the focus of big business, beyond just gaining efficiencies and generating revenues.

2. Empower humans with data and make them more productive

This means thinking about:

| No code/low code technologies	AI-driven coding and writing	Human-in-the-loop	"Native" automation
NC/LC applications will account for **65%** of all app development by 2024.	**AI augmentation created $2.9 trillion** of business value in 2021 alone, surpassing other AI initiatives.	The **AI Act in Europe** ensures that **high-risk AI systems are subject to more scrutiny and accountability.**	Organizations **leading in AI operations outperform** laggards by as much as **6 percentage points** of operating margin.

Infosys Knowledge Institute research found that making software easier to use brings business and IT closer together. Visionary firms also share data science knowledge more rigorously than others and have in-house competency to deliver AI at scale.

We have three recommendations:

- Use modular software to piece together business processes more easily.
- Set up a cross-functional leadership team for native automation and track results.
- Upskill the workforce to work in the democratized AI paradigm.

3. Build an enterprise metaverse so that humans can thrive

This means thinking about:
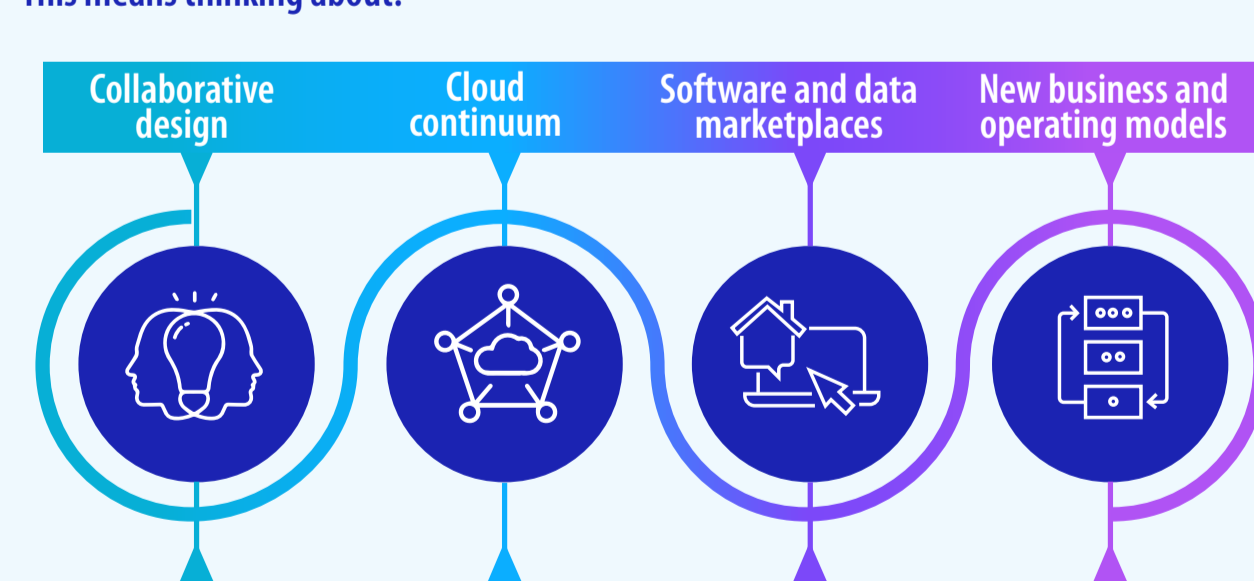
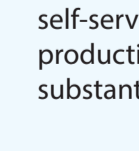| Collaborative design	Cloud continuum	Software and data marketplaces	New business and operating models
Demand for real-time **3D graphics skills** is now especially high and **increasing 601% faster** than the job market overall.	**30% of cloud deployments will include edge computing** to process data for mission-critical real-time decision support.	**35%** of large enterprises will **take part in the data marketplace economy in 2022,** increasing self-service productivity substantially.	**70%** of people say they want **work flexibility**. At the same time, **70% want human connection** so that they can collaborate.

We have three recommendations:

- Create your own metaverse slice by thinking about workspace, workforce, and customer.
- Position a chief security officer as the caretaker of the metaverse.
- Hire, hire, hire.

Infosys experts say that the metaverse will be underpinned by the cloud continuum, edge products, and other exponential technologies, with a creator economy built around NC/LC and collaborative design and development tools.

To build this future…

Leadership will be key.
Upskilling and reskilling in skills like creativity and design thinking will become more important.
And the human element should become a focus throughout the product lifecycle, extending beyond profit and into the realm of social good.

Read the report to find out more.