

Vodafone Trends Barometer 2018

4 key developments that will impact your business

Vodafone's global network supports businesses wherever they operate, enabling businesses to intelligently and securely connect their places, people, information and things.

The future is exciting.
Ready?



1



New global landscape

Managing disruption and retaining trust in a rapidly changing world

The global economy is being re-defined

Citizens and customers are becoming more empowered

Division and disparity hinder progress

Trust is being eroded and chains of influence altered

Customers are seeking new trusted relationships

2



Rethinking business models

Embracing innovation, knowledge and societal goals

Transforming businesses with digital technologies

Big data and growing insights

Building platforms for communities

Focus on society and ethical objectives

New skills and business cultures are required

3



Human and machine

Creating new relationships that increase productivity

Artificial intelligence is progressing rapidly

AI assistance for humans

Changing roles

New interfaces

New legal, regulatory, and ethical questions

4



Digital workplace

Faster to market with flexible working and more effective employees

Flexible and agile working

Skills and the Gig Economy

Digital natives

Physical-digital convergence

Context-based decisions