

Revolutionizing tomorrow:

Top 5 emerging technologies helping businesses win over competition



Contents

3 Introduction

3 Emerging technology adoption

4 Virtual Reality (VR)

4 Artificial Intelligence (AI)

5 Blockchain

5 Internet of Things (IOT)

6 Robotic Process Automation (RPA)

7 Useful tips and recommendations

8 About Icreon

Revolutionizing industries with emerging technologies

The pace of technological advancement is transforming industries at an extraordinary rate. What once seemed futuristic is now shaping the present, with innovations like Virtual Reality, Artificial Intelligence, Blockchain, the Internet of Things (IoT), and Robotic Process Automation (RPA) driving unprecedented change. These emerging technologies are not just tools—they redefine how businesses operate, create value, and deliver customer experiences.

This e-book explores five groundbreaking technologies empowering companies to innovate and excel. Through real-world success stories, we'll uncover how these solutions are being implemented to solve complex business challenges, enhance efficiency, and revolutionize entire sectors. Whether it's AI powering predictive insights, or blockchain transforming supply chains, each story illustrates the transformative power of these technologies in action.

5 emerging technologies success stories shaping the future

Businesses across industries are embracing emerging technologies to drive innovation and streamline operations. Below are some top success stories showcasing how leading companies have harnessed these advancements to stay ahead of the curve.

If you're a startup or an existing setup who wishes to bridge the gap between innovation and growth, you can use these success stories as a starting point to:

Identify technologies with the potential to transform your business

Discover diverse use cases where these technologies can make an impact.

Evaluate and integrate these innovations in line with your organization's readiness to adapt to new technology.

Let's get started!

1. Virtual Reality



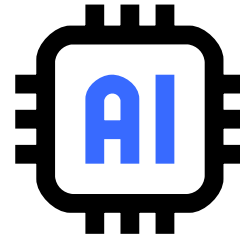
Virtual Reality (VR) is no longer a futuristic concept—it's a technology that is rapidly transforming industries and customer experiences. With hardware and software advancements driving innovation, the global VR market is projected to hit **USD 22 billion by 2025**.ⁱ

One company that has successfully embraced VR is Airbnb. The company has created VR experiences that allow users to take virtual tours of listings, giving them a better sense of the space before booking. The National Park Service used VR to create a virtual tour of the Grand Canyon, allowing people around the world to experience the beauty of the canyon without having to travel.

Another notable example of VR adoption is JCI, the world's leading security solutions provider. JCI developed a virtual showroom featuring 3D CGI rendering, allowing customers to interact with its diverse product range. This approach has streamlined the marketing and sales process, enabling JCI to engage end users in a more dynamic and efficient way.ⁱⁱ

VR's potential for immersive storytelling and product engagement is becoming indispensable for businesses seeking to offer memorable, interactive experiences.

2. Artificial Intelligence



AI is everywhere. Almost every one of us is using its potential in one form or another. Whether it's an assistant on mobile devices or automated chatbots on a website, AI expansion has been huge over the years.

Focusing on its emergence across industries, AI is anticipated to experience an annual growth rate of **37.3% from 2023 to 2030**.ⁱⁱⁱ

Apparently, AI is revolutionizing industries largely with no slowing down in the coming future. And one company that has successfully harnessed its power is Netflix. The streaming giant uses AI to recommend shows and movies to users based on their viewing history, leading to a more personalized and enjoyable experience.

Salesforce, a customer relationship management software company, uses AI to improve its products and provide better customer service. For example, the company's virtual assistant, Einstein, uses natural language processing to understand and respond to customer inquiries.

Adding to this, Shorts TV, the biggest license holder and distributor of short films, chose to incorporate AI prowess to capture the audience's interest. The organization built apps using a custom recommendation engine that suggests

films based on 360-degree digital profile of the customer.^{iv}

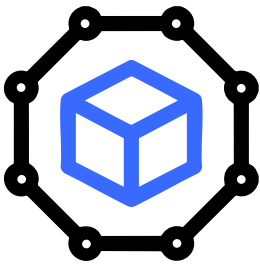
At Iceon, we partnered with a healthcare management organization to streamline the referral process for primary care providers. The challenge was an unstructured, inefficient system for collecting patient information, which led to scheduling delays. Our solution involved implementing an AI bot to gather patient data and schedule appointments in real-time.^v

a blockchain-based platform called Quorum, which helps banks process financial transactions securely and efficiently. Santander has also embraced blockchain through its One Pay FX service, allowing customers to make faster cross-border payments with real-time transaction tracking.

Walmart is utilizing blockchain to enhance food safety. By tracking the entire journey of products, from farm to store shelf, Walmart ensures faster responses to contamination issues, boosting consumer trust in the process.

These examples highlight how companies across shipping, finance, and retail are using blockchain to transform operations, reduce costs, and improve transparency in their respective industries. And this potential is not limited to these industries only. You can contact experts to lookout for options for how and where blockchain can help your business.

3. Blockchain

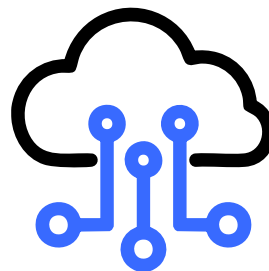


Blockchain is another emerging technology that has the potential to disrupt a wide range of industries. It offers enhanced security, transparency, and efficiency by decentralizing data management. It is being adopted across various industries, including finance, logistics, and retail.

Maersk, the world's largest shipping company, has implemented blockchain to optimize supply chain management. By leveraging blockchain, Maersk has improved the tracking and traceability of shipments, creating a more secure and streamlined process.

In the finance sector, JPMorgan Chase developed

4. Internet of Things



The Internet of Things (IoT) refers to the growing network of interconnected devices that can collect and exchange data.

One company that has successfully leveraged IoT is John Deere, a leading manufacturer of agricultural equipment. John Deere has used IoT to create innovative farming solutions, including precision irrigation systems and autonomous tractors, which help farmers increase productivity and reduce costs.

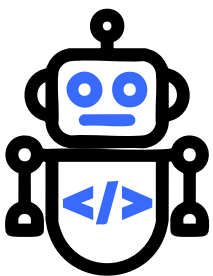
The retail industry is also adopting IoT technology to improve the shopping experience. For example, Walmart has implemented an IoT-based system that uses sensors to track inventory and automatically restock shelves.

GE Appliances has implemented an IoT-based system that uses sensors to monitor the performance of its appliances and predict when maintenance will be needed. This has helped the company reduce downtime and improve customer satisfaction.

Talking about RPA's potential in the aviation industry, multiple tasks require precision planning and administration. Thousands of intricate processes must work together to ensure efficient and effective operations. And this is where RPA helps. For instance, when Air France and KLM merged in 2004, RPA was utilized to free teams from time-consuming, monotonous, yet vital tasks. Thus, gaining **610% ROI** in the first year of RPA implementation.^{vi}

Focusing on the other industries, RPA potential has also been recognized in the legal industry. A notable example here is Labaton Keller Sucharow, which opted for an automated approach in its legal operations to grow tremendously. The organization built an automated platform to cut down the manual work, marketing communications across clients, personalized customer dashboards, and more. With a successful RPA implementation in its operations, Labaton slashed **60 hours of manual work to 4**, by simplifying end-to-end case processing.^{vii}

5. Robotic Process Automation



Robotic Process Automation (RPA) is a rising star in the business world. Its ability to automate routine, manual tasks across business processes not only improves efficiency and reduces human error but also liberates human resources to focus on higher-value activities.

Useful tips and recommendations for choosing the right technology

Selecting the right technology can be a game-changer but requires careful consideration. Here are some essential tips and recommendations to help you through the process effectively.

Evaluate business needs first

Before exploring the latest tech trends, it's crucial to clearly identify your business challenges and objectives. Align any new technology with your company's goals to ensure it addresses pain points or enhances productivity.

Conduct thorough market research

Stay updated on the latest technology trends, but don't rely solely on hype. Assess different technologies in terms of stability, adoption rate, and industry reviews. This will help you make informed decisions rather than rushing into early adoption.

Start with a clear roadmap

Before implementing a new technology, develop a comprehensive implementation plan. This should outline key steps, timelines, resources needed, and how it integrates with your existing infrastructure. A clear roadmap reduces the risk of unexpected challenges and ensures a smoother transition.

Expert guidance on technology selection

Given the rapid pace of technological advancement, it's challenging to stay updated. This is where a technology implementation partner can be invaluable. They bring industry expertise and can help you select the right solutions that fit your specific business needs.

By following these recommendations, your organization can confidently navigate the technology landscape and make choices that drive meaningful impact. With deep industry experience, Icreon specializes in guiding organizations through technology selection and implementation, ensuring each solution is tailored to meet unique business objectives while optimizing long-term success.

About Icreon

Icreon is a full-service digital experience consultancy that provides digital strategy and engineering at scale, with deep expertise in commerce, content, and cloud technologies. For over 24 years, we've partnered with leading Fortune 500 companies, non-profits, and associations to maximize business value by mapping customer lifecycles, designing optimal digital experiences, and powering them with composable content, commerce, and cloud solutions.

Headquartered in New York City, Icreon operates across 9 global offices, partnering with top brands like PepsiCo, Fox, Ferrari, JCI, New York Road Runners, and Lincoln to fulfill their digital transformation needs. With 500+ experts in engineering, digital strategy, and UX design, Icreon is the preferred digital velocity partner for growth brands aiming to excel in a competitive marketplace.

[Learn more](#)

References

1. <https://www.statista.com/topics/2532/virtual-reality-vr/#topicOverview>
2. <https://www.icreon.com/en/clients/security-products-leader>
3. <https://www.forbes.com/advisor/business/ai-statistics/>
4. <https://www.icreon.com/en/clients/shorts-tv>
5. <https://www.icreon.com/en/clients/nhs>
6. <https://www.uipath.com/resources/automation-case-studies/air-france-klm-top-management-introduced-rpa>
7. <https://www.icreon.com/en/clients/labaton-keller-sucharow>