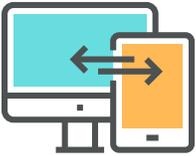


# FOUR TECH TRENDS

## FOR 2017



### TREND 1:

## DIGITAL COMMUNICATION PLATFORMS

#### WHAT IT IS:

*Collaboration technology has slowly crept into many workplaces, but let's face it - it's prone to bad quality and inconvenient, if it even works at all. The next evolution of video is conferencing applications that are as simple to use as an app on your phone.*

#### WHAT THE EXPERT SAYS:

"If you're like many users of video conferencing, you find it painful to use. At best, you waste 15 minutes trying to get it connected; at worst, the call drops and you place the inevitable call to your IT support. In 2017, we would like to introduce you to a video conferencing platform that is easy to use, whether you're an engineer or in HR. This comes in the form of Cisco Spark. It's video conferencing, enterprise messaging, and softphone functionality that is extremely intuitive and accessible through all of your favorite devices - from laptops to tablets to your mobile phone."

**Jeremy Sanders | Senior Systems Engineer, TekLinks**



### TREND 2:

## CHOOSING THE RIGHT CLOUD

#### WHAT IT IS:

*Most public cloud growth has come from Amazon Web Services and Microsoft Azure, among others. However, these big players won't be able to service every unique request so look for rising regional providers that can complement the mega companies.*

#### WHAT THE EXPERT SAYS:

"The best cloud for you in 2017 might not be the biggest cloud. The mega cloud vendors are setting the pace of innovation for the global cloud market, but they're not the only option, nor are they always best in every geography or industry. Regional vendors are uniquely positioned to assist with cloud migration, offer better local support services and provide specialization around specific business verticals. Connectivity to major cloud providers and the ability to manage multi-cloud environments are key when selecting a regional provider."

**Heath Barkley | Director of Public Cloud, TekLinks**



## TREND 3: ADAPTIVE SECURITY ARCHITECTURE

### WHAT IT IS:

*In today's "Internet of Things" environment, security architecture must become fluid and adaptive to any number of rapidly-shifting variables. Expect to see multilayered security coupled with behavioral analytics.*

### WHAT THE EXPERT SAYS:

"It is predicted that by 2020 there will be over 50 billion objects connected in the world. The latest IoT innovations - security cameras, vehicles, production machines and much more - provide capabilities that we have never seen before. However, with this innovation comes the strong likelihood for disruption. The skills and resources to build, deploy, run and secure IoT solutions are limited for many businesses. If not done correctly, IoT can quickly become the Internet of *Insecure Things*, as recently seen in attacks that leveraged internet-enabled devices such as cameras and DVRs to cause widespread internet outages and congestion."

**Chris Hoscheid | VP of Cloud & Managed Service, TekLinks**



## TREND 4: INTELLIGENT SYSTEMS

### WHAT IT IS :

*Apple's Siri and Amazon's Alexa are merely the beginning. From artificial intelligence to machine learning, look for intelligent systems that will learn, adapt and act autonomously.*

### WHAT THE EXPERT SAYS:

"Artificial intelligence has already begun slowly creeping into the lives of consumers - just look at the Amazon Echo or Google Home. These devices are beginning to learn from your behavior to predict your future actions. On the business side, a great example of this can be found in Microsoft Outlook's new Focused Inbox. This feature automatically sorts through your emails to determine which are most important to you. The rise of artificial intelligence will also likely play a large role in international business. Skype is developing technology that will provide real-time translations during conversations."

**Forrest Pachmayr | Senior Systems Engineer, TekLinks**

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WHO IS TEKLINKS? A national leader in cloud computing, managed services, engineering services, and value-added resale. We're a team of expert techies and business professionals who are passionate about building valuable relationships and getting things done right. Simply put: We make IT work for business.