

# Technology trends 2013 in the eyes of CEOs

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Cloud computing is a technology trend that brings many benefits to businesses

On the occasion of the year 2013, **Forbes magazine** on December 25 quoted *CEOs (CEOs)* of a number of world-famous enterprises to share about technology trends last year. These are valuable ideas for managers to refer to the development strategy of enterprises in approaching customers and seeking opportunities.

**Marcus Nelson ( CEO of Advocate ):** This year, cloud computing has taken down traditional computing. This causes businesses to change the way they approach social networks, connect employees with customers, as well as business-to-customer communication through mobile applications.

**John Roescher ( CEO of Handsome ):** Business customers are now also eager to experience digital technology in their work tools, like entertainment applications or personal applications. This opens up a great opportunity for mobile sites and mobile devices to bring down existing fixed systems. In 2013, we witnessed many brands aiming for creative experiences on all types of devices at all times.

**Davy Kestens ( CEO of Sparkcentral ):** One of the emerging technology trends in the world is helping to meet the " *super utilities* " that customers want. This year, Amazon has introduced how to ship with unmanned aerial equipment, shortening delivery time from 2 days down to only a few hours.

**James C. Foster Kestens ( CEO of ZeroFOX ):** Traditional installation software was officially killed. Businesses now want and need cloud computing solutions so they can both save setup time and reduce investment costs.

**Jim McCarthy ( CEO of Goldstar ):** Social media communication is changing when distributed and personalized. In 2013, this change really took place. In the future, people will use more platforms, use more private properties, almost like we use email, but switch to faster platforms.

**Louis Jonckheere ( CEO of Showpad ):** 2013 is the year when business mobility took off. Mobile devices not only help businesses get closer to customers but also their employees. Large and small businesses discover valuable opportunities to increase sales efficiency as well as service structures through mobile content and tools. Unlimited ' *one-touch* ' links between marketing, customers and industry structures help increase productivity and profitability while brands are expected to grow stronger. In fact, businesses need to prepare qualified employees to work in a progressive and complex mobile world.

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