15 INDUSTRY LEADERS SHARE THEIR VOTES FOR THE TOP BUSINESS TECH STORY OF 2022

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It's not just tech leaders scanning the latest tech headlines these days. As companies across industries become increasingly dependent on technology, it's every leader's job to be familiar with the tech tools leveraged in their organization and industry and to have an ear to the ground for what's to come.

In 2022, among the myriad tech stories on countless international media sites, a few have stood out to tech leaders, who see signs pointing to new ways businesses will soon be leveraging tech (and some ways they may need to stop doing so). Below, 15 members of Forbes Technology Council share their selections for the most important business tech stories to date in 2022, and why businesses should pay attention.

1. The Full Emergence Of AI
The most important business tech story of 2022 is the emergence of artificial intelligence as a viable option for businesses to automate processes. There are many reasons for this; AI can be used to automate a variety of different tasks, from customer service to optimizing supply chains. While there are concerns about the ethical implications of AI, it's clear that this technology is here to stay. - *Leon Gordon, Pomerol Partners*

2. Progress Toward Diversity
For the tech industry, I think developments and progress in diversity have been a key focus. Within organizations and amongst employees, the demand and need for a more diverse workforce has become a central topic of conversation. For the organization I work for, as well as for many others in the industry, diversity has become critical to building a successful workplace culture. - *Emma de Sousa, Insight*

3. Climate-Focused Legislation
The Inflation Reduction Act being signed into law this year represents historic legislation to drive global climate action. The bill will serve as a major catalyst for the development of impact technologies that benefit both people and the planet, accelerating innovation that will ultimately have a positive social and environmental impact. - *Ryan Begin, Divert, Inc.*

4. The Mobile Consumer Privacy Movement
One of the most important developments in mobile has been the industrywide privacy movement, predominantly driven by Apple. Advertisers can no longer target and measure app users the way that they could before. This change will cause companies to find new, innovative advertising platforms, such as connected TV, and will shift the focus toward marketing transparency with users. - *Katie Madding, Adjust*

5. Data Lakehouses
The development of the data lakehouse and its use in managing analytics, machine learning and

reporting is one of the most important trends in 2022. It's a modern data platform built from a combination of a data lake and a data warehouse and enabled by a new open-system design. It incorporates similar data structures and data management features as those used in a data warehouse. - *Neeraj Sabharwal, Prophecy.io*

6. AI-Created Art

AI-based art is an indication of what's to come for many creative and computer-based professions. It not only demonstrates that a simple service—using verbal prompts to create images on demand—has wide applicability (logo creation, architecture mockups, fashion design, fine art prints and more), but it also will become a trope that will play out in many other domains, from music to medicine. - *Ricky Sahu, 1upHealth*

7. The Growing Focus On Cybersecurity

The most important tech story by far in 2022 has to be cybersecurity. It's no longer just covered in tech media; the major media is covering this topic almost on a daily basis. This is impacting everything from governments and large corporations to very small businesses and individuals. This

can range from something as severe as ransomware attacks down to daily phishing attempts. - *Kevin Beasley, VAI*

8. Compliance Regulations And Enforcement

The need to better manage the compliance of business tech assets is a clear theme this year. Amazon's record GDPR fine and the introduction of the EU's Cyber Resilience Act show regulators are recognizing the significant data risks of digital transformation for companies. This means that today, getting to grips with compliance requirements is no longer a "nice to have"; it's a necessary "license to operate." - *Carmen Ene, 3stepIT & BNP Paribas 3 Step IT*

9. Intelligent Document Processing

Industry is increasingly moving on from optical character recognition and turning to intelligent document processing. Today's industries need solutions for handling all kinds of templates when it comes to documents. For instance, while healthcare has a lot of document-handling needs, their templates are not ideal for OCR solutions anymore. - *Vasudevan Swaminathan, Zuci Systems*

10. Changes To Third-Party Cookies

In 2022, we've continued to witness major shifts in how top companies—including Google and Meta—reconceptualize the use of third-party cookies. Executives are increasingly realizing that consumers don't want their personal information to be taken advantage of online. In response, they've begun to leverage alternative strategies for personalization, including the use of technology such as AI. - *Alexandre Robicquet, Crossing Minds*

11. Passwordless Authentication

Providing users with passwordless authentication options is becoming a standard. From the user perspective, everything should work as simply as FaceID—only better protected—reducing password theft chances to zero. While the technology is still evolving, long-term operational costs will decline, ultimately removing the need for everyone to monitor or maintain passwords. - *Victor Shilo, EastBanc Technologies*

12. Consumer-Centric Technology

Consumer-centric technology is no longer a silver-bullet solution to our industry's challenges, but rather an underlying, enabling resource.

When an entity understands its customer base deeply, we see more impactful consumer engagement, deeper loyalty and better outcomes. This is at the heart of all growth-promoting innovations this year, and we'll see that trend continue into 2023. - *Michael Serbinis, League*

13. Web3

The shift to Web3 has taken 2022 by storm, driving incredible momentum in terms of corporations moving from traditional infrastructures toward this next iteration of the internet. As global leaders across various industries look to plug into Web3, there's been an unprecedented push to invest in blockchain, set up digital wallets and hire the right talent to be prepared to act when the time is right. - *Jeff Wong, EY*

14. Quantum Computing

Quantum computing will have a revolutionary impact on many sectors, including finance, pharmaceutical and cybersecurity. This year, researchers in the quantum computing space made significant progress, including demonstrating error correction in a three-qubit silicon-based quantum computing system. This discovery could pave the way for the achievement of practical quantum computers. - *Osborn Gomes, NIOSolutions Inc.*

15. Hyper-Personalization

Hyper-personalization offers digitally native brands adaptive, individualized consumer experiences that alleviate traditional marketing pains while cultivating customer intimacy in the increasingly dense e-commerce environment. By leveraging AI and real-time data, businesses have reduced customer friction and bolstered brand loyalty through curated products and highly contextualized communication. - *Christopher Yang, Away*