

A DECADE OF IT CHANGE

From the introduction of the iPad in 2010 to the recent debut of ECG-enabled smart watches, technology has changed the way people live and work in incredible ways. Take a trip down memory lane as we recap the last decade of technology transformation. Take a look back to 2010 for a glimpse into how far IT has come and just how far it can go.

2019

43% of workers say they prefer workplaces that promote collaboration and team building. As remote workforces become the norm, solutions like remote work connectedness and **collaboration software** are more vital than ever. (Gensler)

2017

Security becomes paramount as the number of cyberattacks in the U.S. double to 160,000, affect a half billion people and accounts, and highlight the alarming vulnerability of personal and business information and data. (Calyptix Security)

2016

AI comes of age as 40% of SMBs say they'll use it for email and predictive marketing. (Salesforce) In 2019, over half now view it as important to their business' success. (Oracle)

2013

SMBs spend \$18.8 billion on **cloud computing services** including \$6.5 billion on IaaS. Prediction is 1 in 4 SMBs will increase reliance on cloud software and services. (Forrester)



2018

Big Data emerged in 2005, hit the market in a big way in 2009, but 2018 marks a breakthrough in predictive analytics that allow SMBs to turn Big Data into actionable business intelligence. (Information Age)



2015

Digital transformation becomes a reality as advanced analytics, cloud/client computing, and software-defined apps and infrastructure further merge the real and virtual worlds.



2014

Low-cost connectivity makes **the IoT** a transforming force that unleashes a new era of competition. By 2019 there are 14.2 billion connected things in use. (Gartner)



2012

Shadow IT goes mainstream and experts predict that over a third of enterprise IT expenditures will soon happen outside the corporate IT budget. (Gartner)



2011

Microsoft launches **Office 365 (O365)** and over the next five years adds 50,000 SMB customers per month. Features like Groups, Teams, and Microsoft Planner are used to improve productivity no matter where employees are located.



2010

Microsoft jumps into the cloud-computing fray as **Azure launches** and SMBs embrace its familiarity, scalability, and affordability. Managed services gain wider acceptance as businesses realize significant IT cost savings.