

Emerce, Netherlands: Cognizant's AVP, Center for the Future of Work, Outlines the Digital Path for 2019



"In the years to come, we will most likely remember 2018 for the increase in interest in personal data ownership, following numerous data breaches impacting tech giants, unfortunate driverless car crashes and Bitcoin's dramatic fall in valuation," says Euan Davis. "Whilst you would be forgiven for thinking that 2018 was quite a damning year in many ways for the tech industry, the outlook for 2019 looks much brighter."

Excerpts from Emerce's article:

"In short, 2019 will be a crucial year for corporate brands around the world as they continue to tackle environmental pressures, increasing customer demand and the rise of AI. To achieve this and win in the year ahead, organisations must put more trust into the new and emerging technologies. Whether apprehensive or excited, all businesses should continue to work with experts to find ways to merge business strategy and technology seamlessly, either incorporating them into existing business models or creating new ones. Only then will they be able to meet the needs of the increasingly decisive consumer in the coming year."



Click [here](#) to read the full article in Dutch.

<https://news.cognizant.com/2019-01-22-Euan-Davis-Outlines-the-Digital-Path-for-2019>