

Newsletter

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RECENT UPDATES IN THE IT INDUSTRY

In the current information age, technological expansions are happening at lightning speeds. Availability of vast data has enabled science and technological domains to take long strides on their path of innovation. The information technology industry is one of the main contributors towards the current technological boom. It has been able to provide innovative solutions for current problems and enabled a better life for humans. It has started a global phenomenon which helps everyone benefit from it.

Introduction

IT innovation has helped many domains. For example, it has aided automation in business processes, helped generate new ventures, improved efficiency of medical industry and much more. Moreover, it has enabled the alignment between business goals and technology. This helps in the creation of clear goals and both the business and people benefit from this. We have tried to compile

few of the path-breaking innovations that the IT industry helped us achieve.

Augmented Reality

One of the most intriguing innovations in IT domain is

the Augmented Reality.

This is an indirect view of

a virtual world whose environment is created by a computer. A simulated environment is



Vuzix AR3000 Augmented Reality Smart Glasses

created by taking inspiration from reality and people can interact with the elements created there. This technique plays in real time. All the features and elements are digitally manipulated and presented in form of a real world. People can perceive this information as well. This superimposition of audio, graphics and sensory aspects is now being used in many domains.

AR is being used in most of the smart devices like mobiles, pads, and computers as well. The interaction of this real and digital world is being created and is serving many purposes. For example, an AR helmet if worn by a construction worker, he/she can see detailed information about that particular construction site. In the education system, the content is being generated by scanning an image with a mobile device. It's changing the way people are accessing information and interacting with their environment.

Learning via Machines

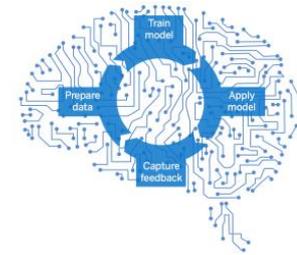
Machine learning refers to learning of the computer without exclusive programming.

This domain consists of people working on self-learning

algorithms which are not static programs but are

data driven. The predictions and decisions made by these models are based on the sample inputs fed to them. Better the quality of input data better would be the probability of a correct decision. Machine learning also depends on statistics and mathematical optimization that helps in the algorithms in deciding the final outcome based on the confidence level created by optimizers.

These machine learning methods and theories are being applied in almost all engineering domains. These algorithms are used in commercial environments where they are termed as 'Predictive Analytics'. To give an example, various online video portals like Netflix etc. use machine learning to predict user choices based on their history of views. This helps them to recommend the right watching materials to the end user and keep the customer hooked to their website. Further



Machine Learning Diagram

strides are being made towards building genetic algorithms and neural networks that work like the human brain. Technology has taken massive strides in the last few years with the help of machine learning.

Customer Centricity

One of the most important enhancements that IT industry helped achieve is the ability to understand the end-user and enhance customer experience. Understanding customer's requirements have been tricky. One needs a complete 360-degree view of this dynamic. But the startup culture and technology advancements have made it easy to provide a personalized option to an end-user. Capabilities like Design Thinking, Predictive Analytics etc. are helping the companies to study in detail the intention of a user and then predict his need in immediate future. There is a lot more focus on customer requirements and the products are being customised as per that. Many startups like Uber, Ola, Flipkart etc. are providing customer service at the doorstep. The user just has to demand and it's fulfilled within no time. From

getting cab rides, booking a stay for a night or food deliveries, everything is available with a tap on an App on one's smart device.

API Economy

API (Application Programming Interface) is a customer interface that enables software components to communicate with different software platforms. This is now also being implemented in businesses as they have started understanding the financial impact API can have. Moreover, companies are generating revenues by sharing APIs for third-party applications. Slowly APIs are becoming critical for digital transformation as they help to enable new features, third party integrations, agile product development, and innovation. Companies that have invested in API and made revenue from it Amazon, Facebook, Twitter, and Google etc. Also, finance companies like Citi have opened up their APIs to fight to become the global lead in FinTech innovation.

Telemedicine

Telemedicine has been using telecommunication to impart virtual caring of health. With improvements in technology, distance is no longer a barrier for people to interact. This also helps in providing medical care across the globe. With telemedicine, patients and doctors can communicate and transfer required information like reports, scan images etc. without any hindrance from one place to another. This reduces the need

for an isolated patient to travel far distances and doctors can monitor the patients and keep a track of his/her health. Not only this makes outreach easier but also reduces medical care cost. The countries that don't have advanced healthcare facilities would benefit the most. Also, the social workers and rescue teams with this information can save lives and provide correct medical care and support in emergency situations.

CONCLUSION

These innovations enabled by the IT industry are just a glimpse of what all it has to offer. These advancements are not only improving the technology and products but also working towards a frictionless user experience. These milestones have created a strong platform for future. Days are not far when a user will have a convenient and a hassle-free experience with each and every interaction of his in future. This technology is here to stay and will become important for our survival.

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