

# 2024

## Industry Trends

**Where Experience Meets Innovation.**

Cloud Communications for a Flexible, Hybrid Workforce.

# NWN Carousel 2024 Industry Trends

1	Intro .....	3
2	AI-Powered Visual Collaboration Takes Center Stage as Offices Embrace Self-Serve Technologies.....	4
3	AI Chatbots and Voicebots Steer the Future of Contact Centers, Emerging as Frontline Guardians.....	5
4	Security and Data Privacy Integral to Exceptional Customer Experiences .....	6
5	Operational Efficiency and Total Experience Dominate Unified Communications and Collaboration.....	7
6	Device Trends Drive Enhanced AI Features and Productivity Automation, along with Sustainability .....	8
7	Full Stack Observability to Focus on User Experience.....	9
8	How Data Analytics and AI Revolutionize Tailored Customer Experiences .....	10

## NWN Carousel's offering experts have bold predictions for the tech world in 2024.

Trends focus on AI applications as the gateway to customer care in the contact center, and collaborative tools encompassing automated scheduling, smart task delegation, and predictive analytics. Additionally, the focus extends to Zero Trust security and self-service video support, as well as easy device management with voice recognition.

These trends collectively signify an effort to establish an Intelligent Workplace designed to enhance the customer and employee experience.

**"AI is the largest services opportunity in my career. You can buy AI capabilities but it requires the process and data models and people with the right expertise to implement it."**

**JIM SULLIVAN, CEO, NWN CAROUSEL**

## What's the Impact of the AI Explosion?

"Artificial Intelligence will continue to make identifying cyber-attacks more challenging while also becoming one of the most impactful tools in the security toolbox."

**CHRIS POE, VP, SECURITY & II, NWN CAROUSEL**

"AI collaboration features like automated scheduling, intelligent task allocation, predictive analytics, and enhanced search functionalities will become more common, aiming to boost productivity and decision-making."

**ALVARO RIERA, VP UC&C, NWN CAROUSEL**

"AI in the office can help leverage how conference rooms are used to help with efficiency and improve meeting equity regardless of working from the office or remotely."

**BRIAN FICHTER, VP, VCW, NWN CAROUSEL**

"Devices with integrated CPUs and GPUs strive to enhance the end-user experience by supporting additional AI functionalities."

**MIKE PATTON, VP DEVICES, NWN CAROUSEL**

"AI will automate monotonous business tasks, such as taking notes, scheduling follow-ups, and sending confirmations."

**KEVIN BASDEN, VP, CC, NWN CAROUSEL**

# 1 | AI-Powered Visual Collaboration Takes Center Stage as Offices Embrace Self-Serve Technologies

In 2024, Artificial Intelligence is set to be the dominant buzzword with major companies like Microsoft, Google, and Cisco channeling significant efforts into expanding their AI capabilities. Additionally, discussions around self-serve options are gaining traction, especially concerning Return-to-Work strategies. Self-service options in [Visual Collaboration](#) and [Unified Communications](#) are projected to increase within office flex spaces using QR codes to connect with tier 1 help desk engineers. Additionally, these spaces will offer convenient room reservation functionalities and utilize digital signage to showcase room capacity or serve as a concierge to guide guests.



NWN Carousel's [East and West Collaboration Experience Centers](#) are models for transforming traditional office spaces into innovative flex spaces.

## 2 | AI Chatbots and Voicebots Steer the Future of Contact Centers, Emerging as Frontline Guardians



In the Contact Center, AI-powered chatbots and voicebots are poised to take on a primary role as the initial line of defense. Leveraging customer data and history, these bots will tailor unique experiences for each consumer in every interaction. Real-time, dynamic AI assistance will furnish agents with rich and meaningful information while they engage with customers. The evolution of communication channels will encompass cross-channel interactions, envision interacting with an agent through a mobile phone app or SMS or engaging in a chat while collaboratively sharing a screen.



NWN Carousel's Contact Center experts act as trusted advisors to integrate the latest cloud features to reach business goals.

# 3

## Security and Data Privacy Integral to Exceptional Customer Experiences

While [Zero Trust](#) philosophy will continue to accelerate as the underpinning, AI will augment human capabilities by correlating insights and processing events at machine speed. Cloud-delivered security capabilities adoption will grow significantly as more organizations embrace [Secure Service Edge](#) and [Secure Access Service Edge](#) architectures. Yet security leaders must keep their pulse on Generative AI, which is being leveraged by bad actors in a manner that makes phishing attacks almost unidentifiable. This will place an even greater amount of responsibility on organizations experiencing a talent shortage.



NWN Carousel's [Secure by Design](#) offering focuses on solving the architectural and operational challenges of implementing and managing a secure environment.

### Market Trends

[Gartner forecasts](#) a global increase in IT spending, projecting it to reach \$5.14 trillion by 2024, up from the current \$4.72 trillion, indicating an approximate annual growth rate of nearly 4 percent. The primary contributors to sales in 2024 are expected to be IT services, software, and communications services.

# 4

## Operational Efficiency and Total Experience Dominate Unified Communications and Collaboration

For **Unified Communications** platforms, there will be a greater emphasis on the integration of collaboration tools with other business systems, such as CRM, ERP, project management, and productivity suites. This integration is aimed at creating a more seamless work environment and improving workflow efficiency. As competition in the collaboration market increases, there will be a stronger focus on user experience (UX) design. Tools will become more intuitive, customizable, and user-friendly, with personalized dashboards and settings. Video conferencing will continue to evolve with better quality, more interactive features like augmented reality (AR), virtual reality (VR), and AI-driven enhancements such as real-time translation and transcription services.



NWN Carousel's **Unified Communications & Collaboration** experts focus on delivering integrated solutions for a Total Experience.

# 5

## Device Trends Drive Enhanced AI Features and Productivity Automation, along with Sustainability

The primary trends in the realm of devices revolve around the integration of CPUs and GPUs, aiming to enhance the end-user experience by accommodating advanced AI features like voice recognition, virtual assistants, improved security, and automation of device productivity functions such as power and battery management. Additionally, there is a growing awareness of sustainability, with a focus on developing eco-friendly devices throughout their lifecycle, from manufacturing to material recycling. This trend is contributing to the ongoing effort to make devices more energy-efficient.



NWN Carousel's **Device-as-a-Service** takes on the stress of daily patch and security management, enabling organizations to prioritize bigger goals.



# 6 | Full Stack Observability to Focus on User Experience

The evolution of wireless technologies, including 5G, is anticipated to play a significant role in enhancing connectivity and supporting the increasing number of devices in a hybrid work environment. 5G as well as satellite connectivity will gain momentum as alternative transport methods to be incorporated into highly redundant SD-WAN solutions. AI advancements in infrastructure will continue to accelerate to augment, assist, and automate processes. **SD-WAN and Secure Service Edge adoption** will continue to accelerate as more organizations leverage cloud infrastructure and SaaS applications while still supporting on-site/datacenter-located workloads. Providing a seamless and secure user experience (regardless of device, connectivity, or location) is becoming table stakes for IT organizations. It shouldn't matter where the application is hosted (cloud or on-prem) from a user perspective, it should be secure.



NWN Carousel's **Intelligent Infrastructure** provide customized business connectivity including networking, telecommunications, wireless, data, and Microsoft Domain/Directory solutions.

# 7

## How Data Analytics and AI Revolutionize Tailored Customer Experience

Personalization remains a cornerstone of customer experience. With advancements in data analytics and AI, organizations can leverage customer data to create tailored interactions and experiences. The ability to offer personalized experiences is increasingly becoming a competitive differentiator and a way to foster customer loyalty.



NWN Carousel brings an experience-centric approach to the Cloud Communications market through the **Experience Management Platform (EMP)**. EMP simplifies the multi-cloud customer journey to power the hybrid work world; shifting the traditional technology-focused service delivery paradigm to an experience-centric paradigm that brings technologies and platforms together to deliver an exceptional experience for customers and employees.

Dive Deep into Trending Topics,  
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## About NWN Carousel

### The Hybrid Work Company

NWN Carousel is the leading Cloud Communications Service Provider (CCSP) focused on transforming the customer and workspace experience for commercial, enterprise and public sector organizations. We deliver hybrid work experiences for millions of users across North America's 5,000 leading organizations. Our integrated devices, communications apps, AI-enabled contact centers, networking, security, and analytics allows our customers to learn, discover, work, and connect from anywhere – all delivered as a cloud service that's simple to use and manage.

[Visit Us to Learn More about Hybrid Work Solutions](#)