

Use Emerging Technology Benchmarks to Stay Competitive

Insights From the Emerging Technology Benchmark for High Tech Leaders

Emerging technology (ET)^a innovation moves fast in uncharted territory. Product leaders must benchmark against peers to avoid losing customer and revenue opportunities.

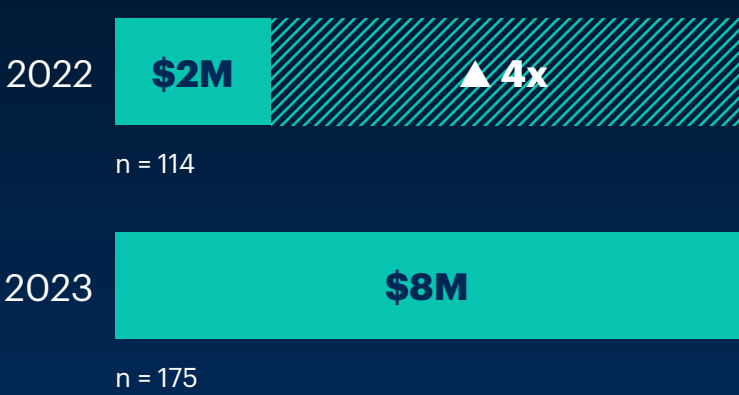
ET investments can reap significant returns for technology providers ...

20%
Annual revenue allocated to ET products or services
n = 201

8x
Median ROI
n = 169

... and technology providers are investing significantly in ET.

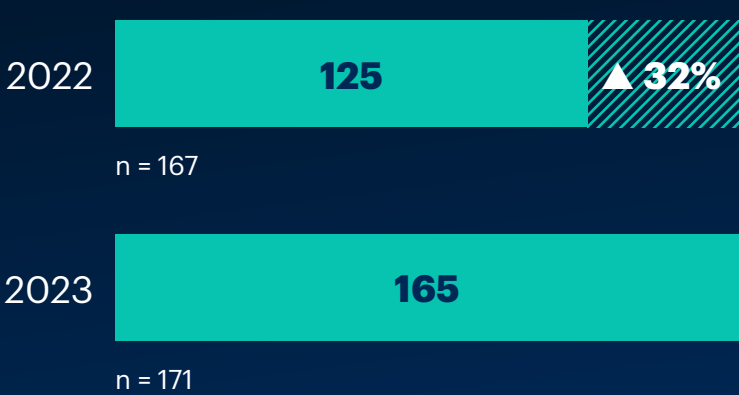
ET Investment



ET investments have a high cost of failure and must be well-planned.

Investments in ET are also driving new customer growth.

Median Total Customers



Do not wait to capitalize on this opportunity!

But the right metrics are needed to evaluate ET success.

The top **three** key performance indicators for ET include:



New Customers



Total Revenue



Profit

n = 216

ET investments can drive significant success but can be costly when they fail. Benchmark your progress against peers to improve your chances of market success.

Actionable, objective insight

Explore these additional complimentary resources and tools for high tech leaders:

Infographic

2024 Emerging Tech Impact Radar

Scope the tech landscape for innovations and opportunities.

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Research

Emerging Technologies and Trends Impact Primer for 2024

Effectively capitalize on emerging technologies.

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Webinar

Emerging Tech Impact Radar: 4 Most Critical Themes for Product Leaders

Explore the four key themes among emerging technologies and trends.

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Infographic

2024 Technology Adoption Roadmap

Understand adoption plans for key emerging technologies.

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^aET is defined as new technology that has not yet reached early majority adoption (16% target market).
Source: 2023 Emerging Technologies Benchmark for High Tech Leaders (II)
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