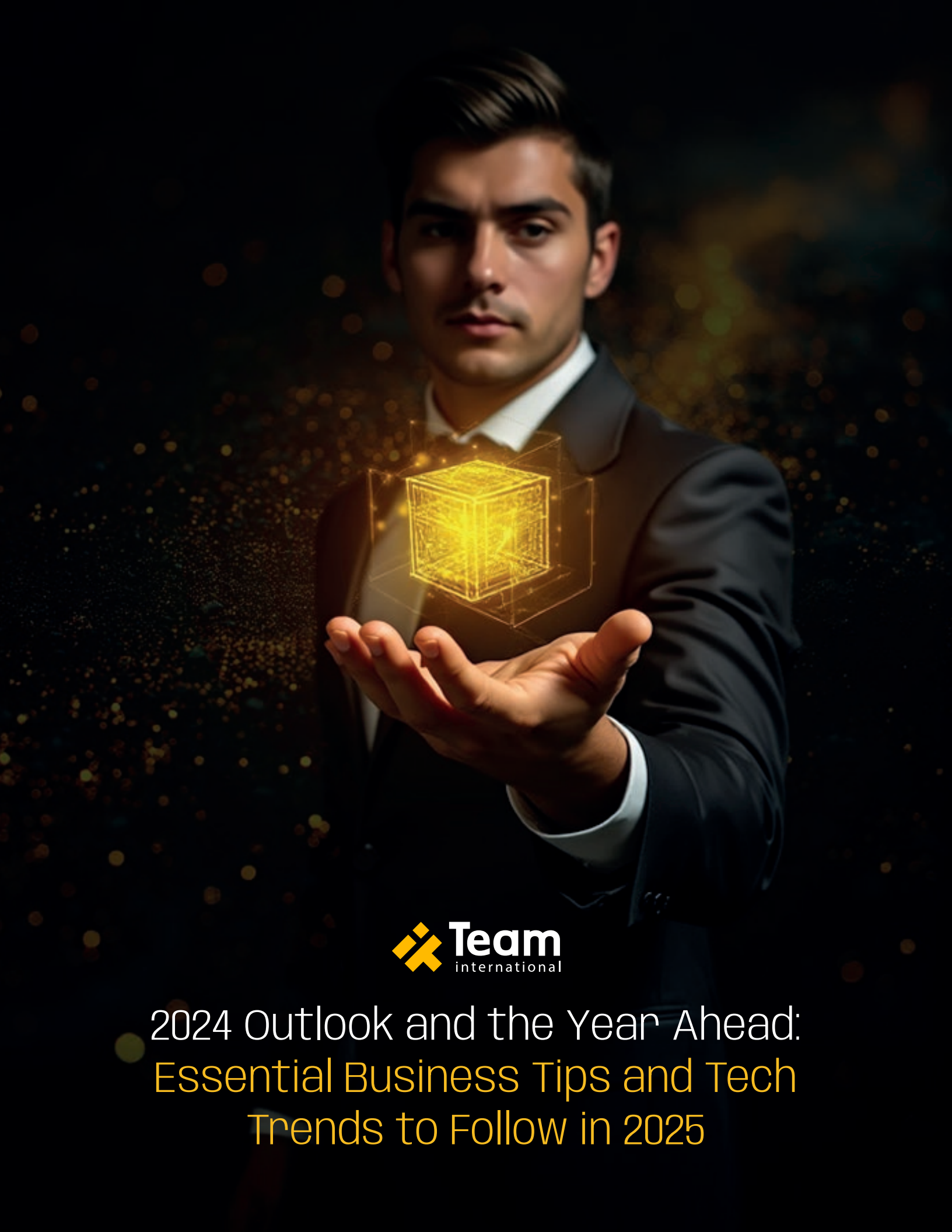


Team international

2024 Outlook and the Year Ahead: Essential Business Tips and Tech Trends to Follow in 2025

To say the least, 2024 was challenging and insightful... But we've managed to enter 2025 intact. That's something worth celebrating, indeed. However, in the dynamic business landscape, there is almost no time to reflect: the beginning of the year is always about strategic and tactical planning, preparations, and goal setting. Looking back on 2024, have you achieved everything you wanted? If not, don't worry — 2025 is your chance to pave new ways for business growth. You just need to equip yourself with the right knowledge, tools, and mindset. Ready to make your success leap?

Here is our quick recap of 2024 accompanied by the hand-picked business and tech insights from TEAM International that will help you succeed in 2025.

Disruption #1. The Gen AI Rally

We've seen the avalanche of transformations happening in almost every industry, from military and healthcare to finance and software development, thanks to rapid advancements in generative AI. According to Boston Consulting Group, "To be an industry leader in five years, you need a clear and compelling generative AI strategy today." Ambitious and pretentious, sure, but what other choice do business executives have?

Intelligent enterprise automation powered by AI and ML is here to stay — there is simply no going back now. Companies lagging behind in such tech implementation will most likely suffer from a decline in customer experience and lower ROI. Although, it's not that sunshine and rainbows only. The AI sector is full of both optimism and skepticism, hopes and fears.

Yes, this technology fuels growth and innovation, drives profitability, and improves employees' productivity. However, it also comes with risks associated with the reliability of AI models, cybersecurity, ethical dilemmas, complex implementation, and a lack of in-house skills. Not to mention the concerns about algorithmic bias and hallucinations — robust AI governance and human supervision are still a must.

Still, how do Big Tech industry leaders manage to harness AI's full power and potential?

NVIDIA

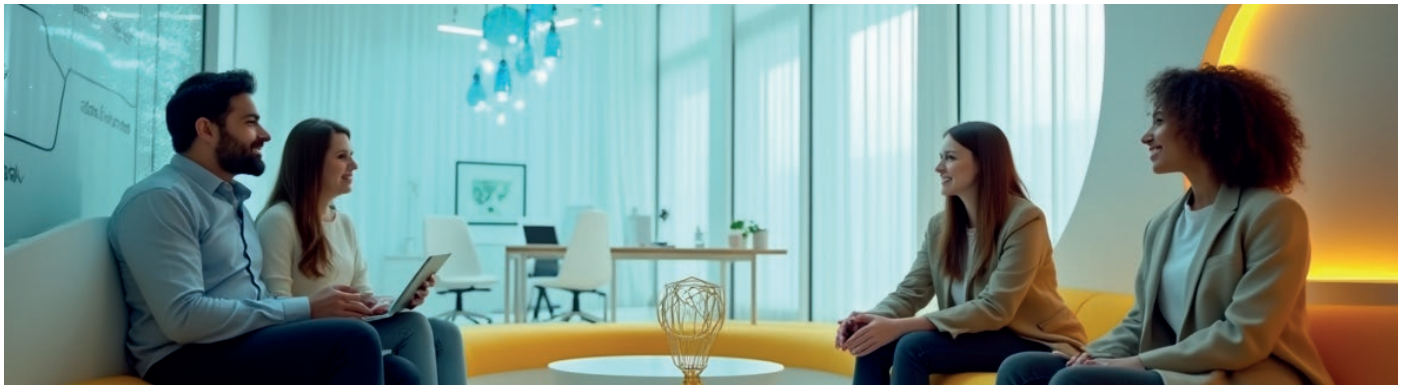
As one of the pioneers in the AI revolution, the company moves at lightning speed when it comes to innovations. NVIDIA leads the race toward hyper-realistic virtualization, from accelerating AI implementation across Thailand and Vietnam to supercharging AI inference and advancing with physical AI-powered robotics simulations on AWS.

Just picture this: NVIDIA AI PCs and GeForce RTX GPUs are set to drastically revolutionize gaming, quantum computing, content creation, entertainment, and other sectors. RTX GPUs were released with specialized AI Tensor Cores that can deliver more than **1,300 trillion operations** per second of processing power. This is the future!

Microsoft

In addition to AI-enabled Office tools and Copilot, the market giant announced the launch of autonomous **artificial intelligence agents** and adapted AI models that will satisfy the unique needs of every particular industry.

Moreover, to complement these expanded capabilities, Microsoft launched new **custom chips** for powering workloads on its Azure cloud and bolstering data processing, security, networking, and storage tasks.



IBM

The trusted tech leader introduced a Gen AI cybersecurity assistant for threat detection and response services built on IBM's watsonx data and AI platform. It aims to advance and streamline all corporate security operations, potentially handling up to 85 percent of alerts automatically.

Along with numerous other innovations, IBM also released watsonx Gen AI Assistant for Z that supports teams as they work with the mainframe. And pushing the boundaries further, the company introduced new high-performing AI models called Granite Guardian 3.0. They ensure IBM's most comprehensive guardrail capabilities to advance safe and trustworthy AI.

Amazon

Have you heard about the buzz this tech giant sparked just before the New Year at their AWS re:Invent event? That was a bang because aside from already in-use AI tools like personalized product recommendations and AWS cloud management automation, Amazon has shown a serious intent to focus on the future of AI. They presented its newest batch of homegrown AI models (low-cost and high-performance), **Amazon Nova**, an Amazon Bedrock marketplace, and much more.

As Bezos believes AI to be the new fuel for innovation, the company announced its plan to establish a new lab that will work on fundamental capabilities for AI agents that will be integrated into every possible customer-centric application and service. It's also worth mentioning that Amazon's processors — Graviton, Trainium, and Inferentia — are becoming fierce competitors to NVIDIA's products.

Google

The Big Tech leader has been in the AI race back-to-back with others, launching artificial intelligence bots and models one after another. However, recently, they announced that Google's engineers started testing large language models to discover **real-world vulnerabilities** under the umbrella project "Big Sleep." And the first pilot succeeded with an artificial tool finding a previously unknown hazardous memory-safety issue in software widely used globally. Cyber defense of another level from Google Project Zero and Google DeepMind, right?

Moreover, in collaboration with World Labs, DeepMind unveiled AI tools to create full-on 3D spaces from simple prompts, leveraging its proprietary model Genie 2. This means we might soon be able to visualize explorable, immersive virtual worlds Gen AI builds using only our text or image prompts.

What else is there? Google also has Veo in production, the **Gen AI image-to-video model** that aims to streamline video production workflows, and its first AI agent, Gemini, that can perform your browser-related tasks like navigating websites and filling out forms, generate images and audio in several languages, and write code.

OpenAI

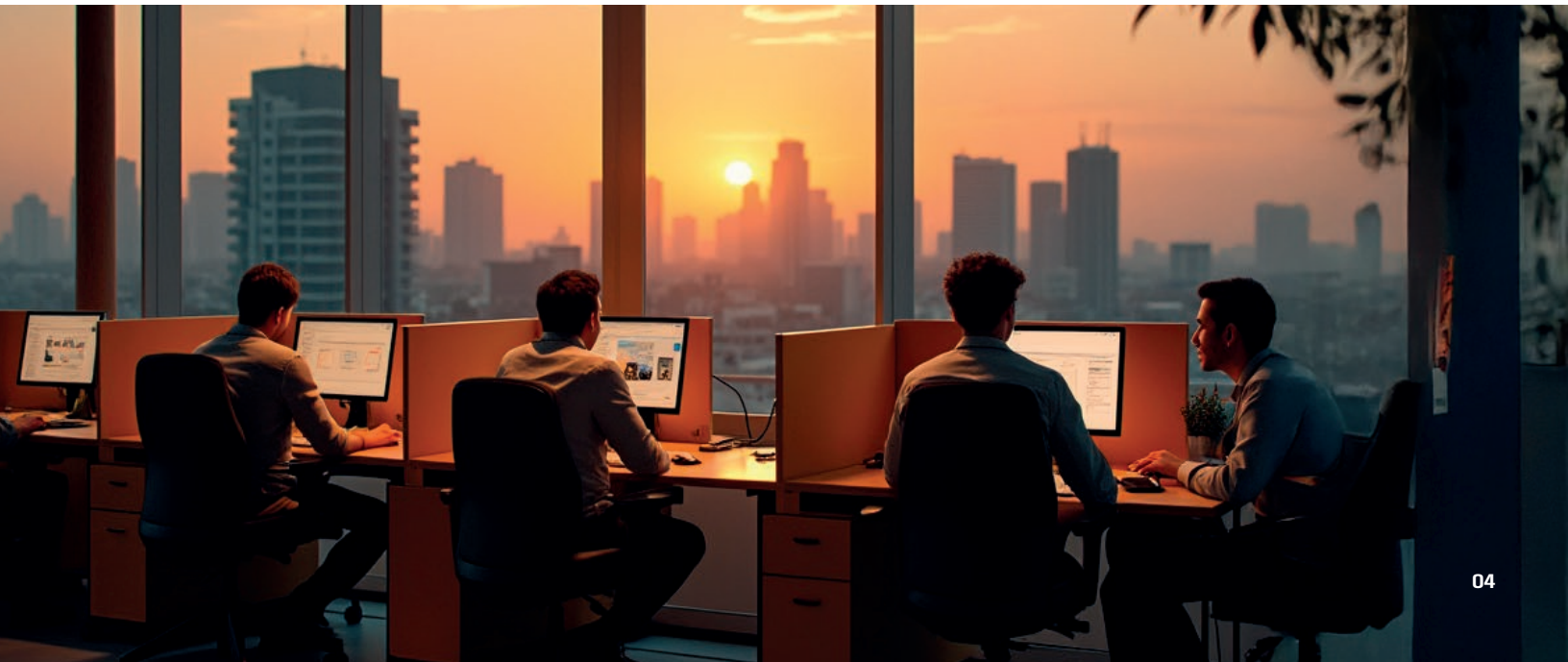
Do we really need to say anything about these folks? They're cooking hard behind those closed doors, launching video-generating AI tools like Sora that are set to reimagine traditional media production. Of course, they increase the monthly subscription price up to $200, yes. However, OpenAI also stands accountable for one of the biggest breakthroughs in generative artificial intelligence.

ChatGPT will remain with us for the foreseeable future; that's a fact. More so, ChatGPT's advanced voice mode now **has video capabilities**—you can point your phone at objects and have the bot respond in real-time. It can also read your device's screen. However, aside from this, the company began stress-testing its large language models to make them safer, less biased, and more reliable, using basically real-world users to push the limits.

Meta

2024 was, indeed, a sort of breakthrough year for a suite of Meta's artificial intelligence tools that just got better and faster. Users can now talk to and share photos with the **Meta AI assistant**, unlocking new ways to communicate with you and get answers faster. Still, the company aims to transform Meta AI further down the road into the ultimate personal virtual assistant for all users alike. It's to have free unlimited access to its AI models applied in Meta's entire app line.

Moreover, the engineers announced the launch of a brand-new AI model, **Llama 3.3 70B**, joining the Llama family. It's a text-only model with the same capabilities as Meta's larger Llama 3.1 405B model; the perk, however, hides in the fact that this new one will be available at a lower cost. Hence, we can expect Meta's AI tools to become even more fun, user-friendly, and accessible.



Disruption #2. Sustainability & Net-Zero Goals

Yes, sustainable business still matters and still wins over the crowd. COP29 proved that everyone looks at 2025 cautiously and carefully as the world faces dramatic shifts in climate, financing, regulation, markets, and geopolitics. One thing that remains adamant, though, is the imperative to improve sustainability metrics. Companies just need to be very careful with their strategy to ensure ROI expectations are met without hurting business continuity.

For that, ambitious organizations must urgently accelerate action and set achievable tactical goals after a clear assessment of their current situation and resources when it comes to corporate sustainability strategies. Waiting and hoping without taking a big leap is no longer an option. From now on, they'll need to refresh their financial models and set new courses for leadership mindset as there is only more volatility looming ahead.

One of the most vital aspects of this journey is to establish smooth collaboration within all relevant operational ecosystems, embracing the full power of digitalization and utilizing all available tech innovations, like automation, cloud, and IoT, to drive more business value.

> The costs of climate change are piling up (both in money and casualties alike), causing global insurance losses from natural catastrophes to reach and exceed **$135 billion**.
>
> Source: Swiss Re

Customer demand is another driver that will help companies reorganize and set a path for future-focused sustainability. In 2024, consumers continued to prefer to cooperate with firms that have a solid commitment to eco-friendly initiatives. PwC's report revealed that people are willing to spend an average of **9.7 percent** more on sustainably produced or sourced goods.

Moreover, green solutions also lead to bottom-line growth, as proven by companies like **Walmart**, which transitioned to an EV delivery fleet, dramatically reducing its expenses on fuel and vehicle maintenance. Among others, **Microsoft** returns to renewables by announcing that the big tech leader joins the Climate and Communities Investment Coalition alongside Acadia Infrastructure Capital to invest **$9 billion to build 5 gigawatts'** worth of renewable power.

What about **Google**? It's also onboard with announced initiatives dedicated to investments in renewables. So, it's safe to say that the net-zero transition is on almost everyone's agenda, as even multilateral development banks pledged to fund an additional **$120 billion** during COP29.

Disruption #3. Geopolitical Instability

Elections and constant warfare conflicts sparking around the globe don't actually add any stability or assurances for business operations, especially those that depend heavily on international supply chains, for instance. Where does this leave executives who strive to ensure long-term resilience? Supply chain portfolios undergo close reassessments and transition to risk-mitigating diversification. It's all about going for the micro-fulfillment approach, disaster-ready design, and local vendors.

Additionally, remember that Gen AI we've discussed above? It's running to the rescue for global supply chains. After even more ESG regulations hit the markets in 2024, AI is set to direct and orchestrate supply chain planning in a more efficient and eco-friendly way thanks to its ability to analyze terabytes of data in seconds and make better predictions than us, humans. However, the essential point here is that your business will need clean, applicable data to feed it to AI models. It will be crucial for AI. So, make sure to invest in proper data gathering and cleaning tools that will ensure accuracy and regulatory compliance.

Disruption #4. Cyber Attacks and Data Breaches

Yes, now more than ever, global cybersecurity defense is under siege. A prominent cyberwarfare crisis havoc in 2024 proved that no one is truly safe as full-blown attacks hit high-profile organizations across various industries, including:

- Seattle-Tacoma International Airport
- UK Ministry of Defence
- Transport for London
- Microsoft
- MOVEit
- DELL
- CrowdStrike
- National Public Data
- Change Healthcare
- AT&T
- Snowflake
- CDK Global
- Ivanti
- Ascension
- Ticketmaster

These unprecedented challenges and costly data breaches accelerated the emergency of rapidly evolving regulatory requirements, like the CMMC 2.0 compliance framework, set to fundamentally reshape how companies approach their cybersecurity posture. Moreover, it's critical for every company to reassess its data protection strategy, establish robust disaster recovery procedures, and mitigate operational risks associated with vendor dependencies.

- The global average cost of data breaches reached **$4.88 million in 2024** — a 10% increase from 2023.

- **60% of organizations** spend over **$2 million annually** on data breach litigation costs alone.

Source: IBM

Disruption #5. Advancements in Data Management

Aside from the widespread adoption of the personalization-at-scale approach in data processing to drive better business outcomes, we also witnessed a significant impact the rapid adoption of AI had on data center availability in 2024. The skyrocketing demand for data processing capacity has intensified competition for limited resources of existing facilities, leading to a price surge.

Data is now an invaluable business asset for companies of all sizes, so this demand will only keep growing. According to CBRE, data center vacancy rates broke historical records, hitting new lows in 2024 across the North American region. Hence, this disruption indicates upcoming innovations in data center design and energy efficiency.

> The continuing adoption of AI will drive data center storage capacity from 10.1 zettabytes in 2023 to **21.0 ZB by 2027** at a CARG of **18.5%.**
>
> **Source: JLL's Data Centers**

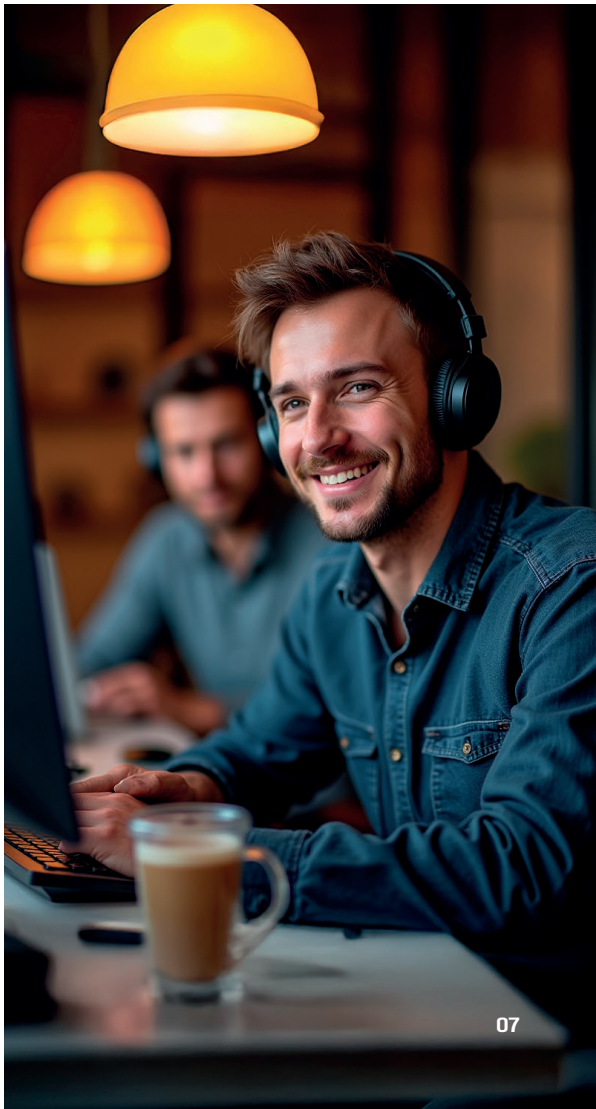
AI-focused companies will need to invest in renewable energy solutions, advanced cooling technologies for their data centers, and edge computing to stay on top of their game and ensure sustainable operations. Startup **Nexalus**, for instance, has already come up with an idea to use a hot-water approach to liquid cooling that will not only lighten up data center density but also reduce water use and repurpose the waste heat.

Disruption #6. HR Transformation and Evolution

To say the least, the talent management sector has also seen some drastic changes in 2024. As the skills shortage continues to be a prominent problem, hiring professionals turn to new approaches and tools to ensure better results. Those include strictly **skill-based hiring** and AI-powered recruitment automation, which elevate the importance of innovation in strategic talent management. Proper workforce planning must become a priority to foster long-term organizational adaptability.

Focusing on **employee well-being and DEI initiative**s is now also imperative for market leaders striving to attract and retain the brightest minds. Alongside this, companies plan to increase their investments in training and upskilling to help nurture talents based on the pressing demand for proficiency in disruptive technologies like Gen AI.

And since we're discussing automation, human touch remains critical. So, organizations started paying more attention to developing crucial soft skills — interpersonal problem solving, emotional intelligence, thought leadership, communication, and high-level strategizing. Moreover, transferable skill sets will play a key role as well — specialists with versatile skills that go beyond industries' basic requirements will be better equipped to navigate future disruptions.



Cautious Optimism Still Prevails

Is it that bad out there? Sure, every business owner worries about their enterprise staying profitable and resilient. However, if anything, 2024 proved the point that cautious optimism is still strong among market leaders and investors. The so-called **soft landing concept** was in the spotlight throughout the year, as executives expect to see more prospects for the global economy and business growth in 2025.

The key aspect here is to learn from the disruptions we saw and turn them into opportunities this year. This means ensuring your organization is well-prepped to withstand whatever threat that might be waiting around the corner. Whether economic recession, cyberattacks, environmental disasters, wars, or the emergence of new technological advancement, you should always have an anti-crisis plan with clearly outlined strategic steps. Diversification is the game-changer to avoid single points of failure in every line of work.

> 42% of CEOs from Fortune 500 companies are either “optimistic” or “very optimistic” about the global economy in 2025, compared to 29% over the summer of 2024.
>
> Source: Fortune & Deloitte

Your 2025-Ready Enterprise: Top Trends and Tips for Unlocking Opportunities

Fortune’s recent survey revealed that 66 percent of CFOs from Fortune 500 companies plan to invest in tech expansion in 2025 — definitely not a surprise. What’s surprising, however, is that this figure is the highest in almost four years. Can you imagine the level of optimism? The last surge of interest like this happened just before the pandemic hit the world. So, as the editorial director of Fortune's Brainstorm, Andrew Nusca, said, “2025: The year of “innovate or die.” And we tend to agree.

Let’s equip you with the proper knowledge to succeed instead of failing at this task.

Area 1: Cybersecurity requires vigilance

Microsoft reported that ransomware attempts **increased** 2.75-times over the last year. And that’s only one of the biggest companies out there, right? You can imagine how hard bad actors target critical national infrastructures. That’s why directives such as Network and Information Security 2 (NIS2) will keep popping up like mushrooms after rain in the future.

Moreover, aside from classic attacks (phishing, ransomware, and others) that will still persist, generative AI isn’t exactly something you can brush off casually. Whether we like it or not, this technology will completely change the cybersecurity field. So, with all those concerns about the skyrocketing number of more sophisticated hacking attempts, how can your business safeguard its most valuable data assets?

Top 10 Trends to Dominate the Cybersecurity Landscape in 2025

1. **Stronger focus on third-party risk management**
Aside from completely banning certain 3rd-party software, governments and companies will proactively mature their risk governance policies when it comes to integrating external vendor's products in complex IT environments.

2. **Eyeing AI software like hawks**
Organizations using Gen AI tools to write code or perform any other activity will have to patch up all the weak links in their systems to avoid data loss and outages, protecting all datasets and AI models used for feeding into their applications.

3. **Entrusting security teams with more responsibilities**
As the threat landscape expands, so will the scope of work for cybersecurity teams. Fo instance, they will be responsible for identity and access management instead of IT departments.

4. **Backing up specific employees targeted by bad actors**
The spotlight will be on protecting high-value workers and executives who could be blackmailed or intimidated by perpetrators due to extensive corporate influence.

5. **Staying on the lookout for more sophisticated deepfakes**
The more advanced Gen AI becomes, the more efficient deepfakes will get. Attacks powered by them will only keep coming in increasing waves, becoming mainstream.

6. **Globally emerging cyber regulations**
With the overwhelming rise in nation-state cyberattacks, we'll see even stricter legislation focused on geopolitics, cross-country intelligence sharing, and national cybersecurity interests.

7. **Attackers chasing deeper decentralization**
Cybercriminals' focus will be pinned on organizing complex supply chains designed for every gang member to play a highly specific role. Moreover, bad actors will keep improving their skills, becoming increasingly specialized in their areas of responsibility.

8. **Metadata to cause privacy problems**
Metadata is still data, even if it's the behind-the-scenes data about the main data, actually. And when one chunk of metadata on its own is worthless, if an attacker gets their hands on the volumes of said metadata, one can expect huge troubles to await around the corner.

9. **New and industry-specific threats**
Aside from the advancing challenges imposed by Gen AI, other fields, like cloud security and industry-narrowed attacks on healthcare providers, will emerge as critical focal points.

10. **APIs in the target's bullseye**
Adding to a line of attacks on edge devices, APIs enter the stage as being increasingly targeted lately. Understandably so, since an API offers a threshold into interconnected and complex systems.

Tips for a soft landing:

#1 Bridge the skill gaps

Hire more qualified security experts or opt for Cybersecurity as a Service model to ensure your company has all the needed skills.

#2 Raise the awareness enterprise-wide

Enforce in-depth cybersecurity awareness training across your entire organization.

#3 Focus on 'background' data

Enable your cybersecurity teams to organize sophisticated metadata surveillance and protection defense.

#4 Elaborate a comprehensive digital risk management strategy

Outline all data governance policies, adopt top-notch data loss prevention tools, and back up your assets with efficient disaster recovery measures.

#5 Adopt zero-trust practices

Strengthen your IAM management, apply end-to-end encryption, and secure your system's endpoints.

#6 Establish asset visibility and strong cloud governance

Embrace proactive, adaptive cloud and data management to guarantee the appropriate asset discovery, security, and quality.

#7 Secure AI deployments and related data

Make it your top priority to safeguard the AI solutions you use in your operations and all the data they process with the most advanced cybersecurity defense measures.

#8 Adopt third-party risk management

Identify, assess, and mitigate risks associated with outsourcing services to third-party vendors with a well-thought-out anti-crisis plan encompassing all possible vulnerabilities.

#9 Adhere to global and local compliance standards

Together with a CISO, introduce a unified digital risk management strategy that outlines all the necessary policies to ensure your software always complies with industry regulations.

#10 Encrypt it harder than ever before

Enforce much stronger data encryption methods — consi dering the growing capabilities of quantum computing — to ensure that even if it gets stolen, bad actors will have a hard time decrypting your sensitive digital assets.

Area 2: Intelligent enterprise automation goes agentic

Takeoff:

Top 10 Trends to Dominate the Cybersecurity Landscape in 2025

1 **Data assets are in the spotlight**
Most cloud providers' key offerings will be retrieval augmented generation (RAG) services, which allow businesses to ensure their data is AI-ready through advanced data cleaning, structuring, deduplicating, validating, and ownership checking.

2 **Agentic AI takes over the stage**
The next big thing in the 4IR are small language models, multimodal models, AI-based simulations, and agentic 'orchestrator' systems designed to perform various manual tasks as a team of semi-autonomous agents. AI agents have already captured a fair share of the cryptocurrency market, for instance.

3 **AI and sustainability's complicated tango**
Energy efficiency concerns breathe down AI's back. For every beneficial use case where artificial tools improve ecological initiatives, there is a flip side of the coin related to the environmental cost of building energy-demanding data centers for running Gen AI. Seeking a resource usage balance will be imperative.

4 **Measuring the ROI of AI initiatives becomes vital**
The more advanced AI solutions your business adopts, the more important it is to analyze their impact and track ROI to avoid overspending on tools that don't work for you or your customers. However, the approach to calculating returns will also need to be more nuanced and standardized beyond mere traditional KPIs.

5 **Scientific research goes artificial**
AI will keep making a major impact not only on enterprise productivity but also on science, as four of 2024's **Nobel Prize winners** already used artificial intelligence in their research.

6 **'Factory' teams and AI 'artisans'**
According to **McKinsey**, a fundamental evolution lurks around the corner, suggesting that industry leaders will restructure entire workflows, fusing human and AI teams to enable peak productivity and creativity.

7 **Humanoid robots are still in development**
Entrepreneurs like **Musk** aren't stopping in their pursuit of developing human-like androids, and today's Gen AI capabilities signal that the idea is no longer something from sci-fi movies but rather a strong possibility for us to soon see humanoid robot assistants. Human reasoning ability for AI is close.

8 **Charging autonomous and augmented driving**
Semi-autonomous vehicles already roam our streets, but there is even more autonomy ahead. **Bosch, NVIDIA**, and **Waymo's** successful developments in this field mark a new path toward that goal now available thanks to AI's power. **Toyota** and **Uber** are already onboard!

Tips for a soft landing:

1. Move from Gen AI pilots to full-scale implementation with a more targeted approach focused on specific use cases relevant to your business niche. Don't try to automate 'everything everywhere all at once.' You need a clear strategy and SMART goals.
2. Always ensure you have the right data assets for each AI project, well-trained models, and upgraded legacy systems capable of handling modern, data-heavy workflows.
3. Align business goals with the practical value your AI projects are supposed to bring to avoid unrealistic expectations and lower ROI. There is no need to do something just for the sake of impressing your shareholders or investors.
4. Establish the human–AI team model (artisan vs. factory) that will fit right with your enterprise technology domain and use cases. Effectively blending these approaches to achieve a synchronized, smooth workflow is challenging. So, as tasks are being juggled back and forth between people and AI workers, your IT leaders should also develop a proper AI governance and risk management strategy and a task processing framework to guide the team's efforts in the required direction.
5. Shifting your data science activities from artisanal to industrial to accelerate the enterprise production of proprietary machine learning models. Invest in corresponding MLOps systems, platforms, processes, and other tools to increase productivity and deployment rates.
6. Carefully estimate the costs and plan the budget for all AI projects you plan to launch, including the hidden costs as well. Keep in mind that kicking off several pilots at once or close in time can both be really expensive and lead to a loss of employees' productivity and motivation. People will struggle learning how to use your new fancy technology — that's an axiom. So, make sure you're able to balance your AI pilots after all.
7. Put the 'human' back in the 'human-AI' equation and nurture your tech talent to bridge all possible skill gaps your company might experience. Either opt for upskilling or hire more experienced specialists who will ensure your artificial intelligence projects stay human-centered and run smoothly.
8. You'll need a new multiagent IT architecture if you decide to go for agentic AI-driven workflows. Select your platform strategy for enterprise technology management wisely, considering factors such as the likelihood of proprietary data competitively differentiating business outcomes. The architecture options you can choose from include super platforms, AI wrappers, and agentic systems.
9. As regulations continue to pile up, your software must keep up with them as well. For that, we advise strengthening your AI governance frameworks to mitigate cyber risks, ensure continuous regulatory compliance, and build trustworthy relationships with your clients and partners
10. Give your AI pilots a test run before any further implementation, ensuring that each artificial tool meets your goals and delivers expected outcomes. This will give you room for critical improvements during the trial phase and not under the hectic pace of everyday business operations that will suffer downtimes due to low-performing AI agents.

The Optimism

77% of companies implementing some form of AI report successful projects.

Spending on off-the-shelf AI governance software solutions will more than **quadruple by 2030**, reaching almost **$16 billion**.

62% of companies plan to increase their Gen AI budgets **in 2025**.

54% of data executives indicate exploring AI as a data management priority.

57% of data leaders believe AI will transform customer services and 42% are also optimistic about its potential to transform product and services innovation.

40% of Gen AI solutions will be multimodal **by 2027**, up from 1% in 2023.

Softbank will invest **$25 billion** in OpenAI.

The Challenges

72% of data strategy decision-makers worry that the consequences of not implementing AI will cost them their competitive edge.

51% of data executives cite improving data quality and accuracy as an immediate priority to achieve trustworthy AI.

30% of them also report that managing large volumes of information is among the top challenges chief data officers face today.

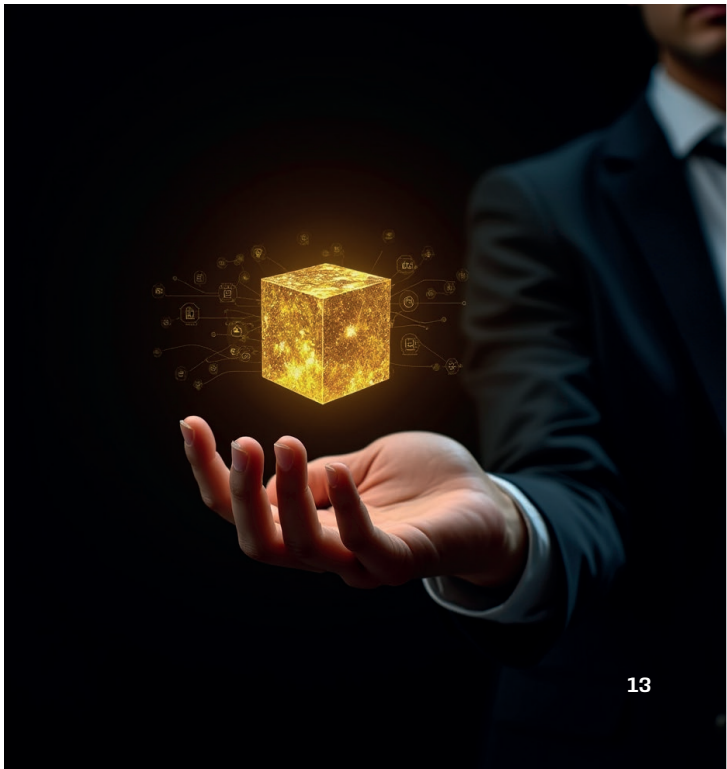
Nearly **9 out of 10** senior decision-makers said they have Gen AI pilot fatigue and are shifting their investments to projects that will improve business performance.

Area 3: Data management targets a whole new level

Takeoff:

- **The legal side is to raise the bar**

Data breaches, more often than not, lead to lawsuits, and there is no guarantee that those courts that handle the said suits will be on your soil. So, you'll have to prepare for any drastic scenarios and get all your data sorted out to be presented in any international court if needed. Considering the world's obsession with Gen AI, we expect those court cases to pile up in volume and messiness.



- **Data and AI are about to go factory-scale**

Another trend to keep in mind is that leading enterprises invest in expanding their **AI factories to** transform raw data insights into actionable business intelligence. These factories allow you to leverage extensive volumes of both historical and synthetic data, generating predictive analytics and simulations for every operational need. Looking for consumer behavior stats or supply chain optimization? Want to predict how your oil and gas site will perform using the digital twins model? AI factories will do that for you in the blink of an eye, processing the information you feed into its models. Basically, this is a way to get a key competitive advantage that will ensure your business's resilience in the long run.

- **No code approach is to accelerate data analytics**

The ever-increasing petabytes of data generated yearly require more efficient data analytics workflows. To put it all to work, your company will have to adopt accelerated computing for data management, introducing Gen AI-powered software solutions that support "no code change" and "no configuration change" when it comes to creating custom data analytics apps. Such an approach will simplify the developer experience and enable your business to effortlessly combine existing data analytics tools with accelerated computing capabilities.

- **Liquid-cooled AI data centers will bring in the chill**

Yes, it's still about artificial intelligence workloads but also about driving business growth in a highly sustainable way. The transition to liquid cooling, as we stated before, aims to not only maximize your data-storing capabilities but also to optimize energy efficiency. There is no sense in deploying and operating complex AI infrastructures on-premises or building your own data centers when you can partner up with colocation facilities that handle artificial intelligence manufacturing and data storage at scale. This will save you tons of effort, time, and money. Moreover, opting for the services of hyperscale cloud providers that operate liquid-cooled AI data centers will surely empower your organization to win over new customers, investors, and employees who follow eco-friendly practices.

AI is projected to have a cumulative global economic impact of **$19.9 trillion** through **2030**, driving **3.5%** of global GDP.

Former NBA athlete Omri Casspi raised **$60 million** for his venture fund, Swish Ventures, to support cybersecurity, cloud, and AI startups.

Enterprises worldwide are expected to spend around **$632 billion** on AI solutions **by 2028**, at a CARG of **29%**.

Tips for a soft landing:

01

Embrace AI and ML integration

Sounds crazy, but if you haven't yet, 2025 is the perfect time to start leveraging AI and ML capabilities to automate enterprise data processing tasks, enrich analytics, and foster more data-driven decision-making that will boost your operational efficiency.

02

Adopt data mesh architecture

Implement a data mesh approach to decentralize data ownership across multiple domains, promoting scalability and domain-oriented data management to enhance agility and governance.

03

Prioritize data privacy, security, and compliance

Stay ahead of evolving global data privacy regulations by implementing robust data governance frameworks to ensure compliance and protect sensitive business information. Along with that, introduce stronger data security measures and cybersecurity protocols, including AI-driven threat detection and response systems, to safeguard data assets against emerging threats.

04

Invest in real-time data processing

Utilize real-time data analytics to make timely decisions, adjust operational processes, improve customer experiences, and respond swiftly to market changes or global disruptions.

05

Leverage cloud-based solutions

Adopt cloud-native data platforms to benefit from scalability, flexibility, and cost-efficiency, facilitating seamless and efficient data integration, transformation, and management.

06

Foster a data-driven enterprise culture

Encourage data literacy across your organization, empowering employees to utilize insights effectively in their roles and support informed actions.

07

Emphasize data quality and accessibility

Ensure that your teams always have appropriate levels of access to the highest-quality data they need for their everyday data management tasks.

08

Consider sustainable data management practices

Utilize renewable energy sources and implement green technologies and practices to reduce the environmental impact of data processing.

And so... The Adventure Begins!

2025 is here — even based on the Chinese calendar — but the transition is a long road looming ahead of all of us. Tech-focused sectors will play crucial roles in making this transition as smooth as humanly possible. Especially since business executives worldwide expect this year to balance the dual nature of innovation — seizing the benefits of AI-driven progress while simultaneously navigating consequential disruptions. And in the end, it's all about securing business resilience in the face of economic and geopolitical instability.

The optimism is still there, so every industry has a chance to position itself for a successful journey of turning emerging disruptions into lucrative opportunities. There are always threatening possibilities of unforeseen force-majors, like pandemics, economic shocks, or escalating military conflicts — but they only prove that your organization needs to ensure its agility, adaptability, and strategic competitiveness that will help it survive turbulent times.
Be it technological advancements, new business models, or better partnerships built through hybrid ecosystems, you'll have to find a formula that works particularly well for your ROI targets.

Will we see conscious, human-like androids this year? Only time will tell, but agentic AI is totally the trend that will herald this year.

How AI Can Revolutionize Industries Soon Enough

Construction
Agentic Gen AI models tailored to construction needs will extract relevant insights from massive data arrays collected with onsite IoT devices, offering actionable recommendations for more efficient project and site management.

Education
AI agents will personalize learning experiences, providing assistance in learners' native languages and asking/answering questions based on the level of knowledge in a particular subject.

Building Engineering
Predictive physics backed by physics-informed neural networks will accelerate flood prediction and enable faster design iterations in structural engineering and computational fluid dynamics.

Design and Entertainment
For conceptual design and site planning, RAG will enable better compliance during the early design phases. And for graphic designers, Gen AI-powered graphics and simulations will lead to hyper-realistic games, AI-generated clips, and human-like digital characters.

Agriculture
Farmers will use AI to optimize and streamline the food chain, improving product delivery and inventory, along with leveraging AI tools to predict greenhouse gas emissions from different crops on individual farms.

Biotech
Gen AI is set to accelerate drug discovery, protein structure prediction, and personalized medicine production. Industry-tailored AI models will help design new molecules, optimize clinical trials, and automate lab processes, drastically reducing R&D costs and timelines.

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