

Emerging Trends

Emerging trends are maturing tendency driven by the megatrends and are influencing industry trends at different level such as process driven case management is a technology megatrend and a trend in the Insurance industry.

Emerging trends can be illustrated in many ways e.g Hyper cycle (Gartner), Radar Systems (Forrester), Mind-map footprint (Frost & Sullivan), Usage Curves, Product Lifecycle (Boston Consulting Group), Underground Station Lines, etc. Common to all of them is the emphasis on specific view that misleads the reader, for example the most popular one is the annularly published Gartner Hyper-Cycle.

For those unfamiliar with these charts, the basic structure starts with a technology trigger near the origin of time and is visibility followed by a quick rise to the “peak of inflated expectations” that is often driven by a combination of unrealistic claims by proponents and the hopes of users desperate to believe those claims. The exaggerated peak of hype is inevitably followed by a crash of popularity into the so-called “trough of disillusionment.” Many ideas just die here and drop off the curve, but for others, a more realistic set of expectations develop as ‘believers’ the “Early Adoption” begin to experience measurable benefits and serves to push the idea (sometimes with changes) up the “slope of enlightenment.”¹ This gradual advance passes an important point of inflection on the performance “S” curve known as the “attitude confirmation”. The next landmark is crossing a social “chasm” at another critical inflection point called the “attitude plateau.”² Once an idea successfully crosses the chasm, it plateaus as a generally recognized productivity concept for that industry. Some ideas fly quickly along these curves passing other older ideas that seem to just plod along at a much slower pace.

Hence, we have chosen to illustrate the emerging process trends in a “Hype trend Model” to give a independent and agnostic view of the Process Trends, which incorporates trends-, actual adoption-, performance- and maturity lifecycle (figure 1).

¹ Diffusion of innovations by Everett M. Rogers. Press of Glencoe, 1962 - Technology & Engineering

² Crossing the Chasm by Geoffrey A. Moore. Publisher Capstone, 2000

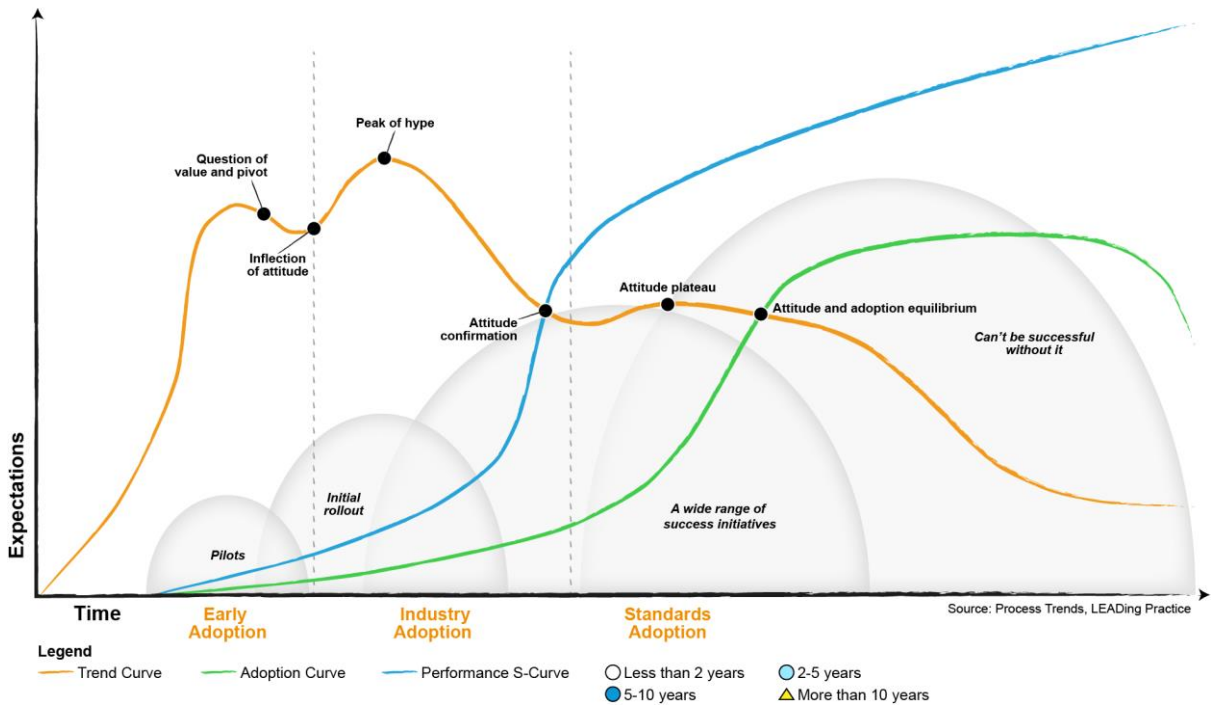


Figure 1: Process Trends, which incorporates trends-, actual adoption-, performance- and maturity lifecycle.³

³ LEADing Practice Business Process Reference Content #LEAD-ES20005BP