

accenture





# NYC

**COMPANIES ARE AT THE  
FOREFRONT OF LEVERAGING  
EMERGING TECHNOLOGIES.**

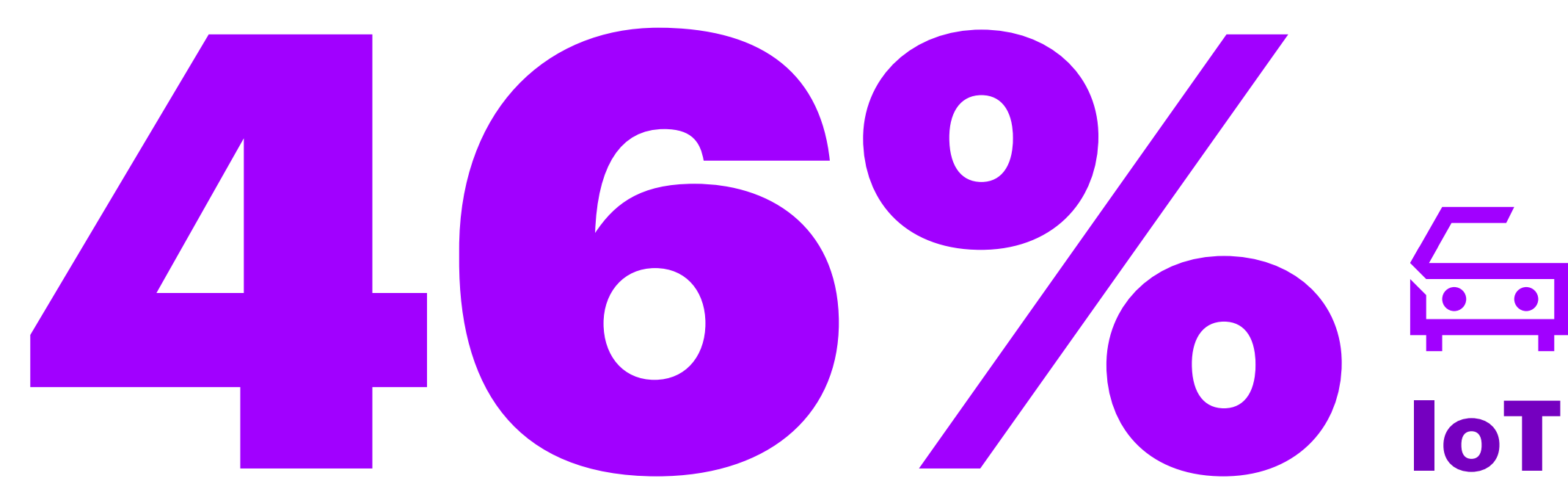
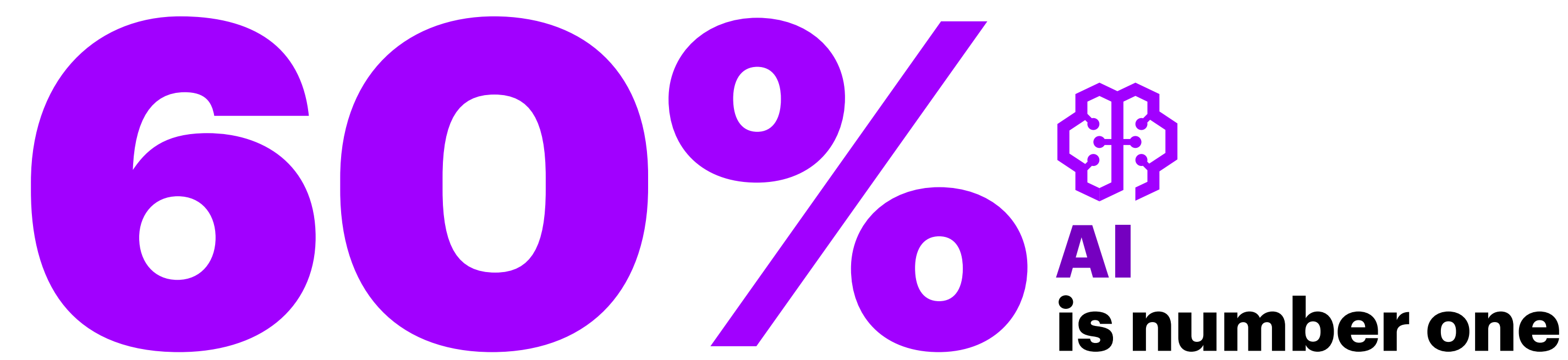
**BUT HOW PREPARED ARE  
THEY TO NAVIGATE FUTURE  
CHANGES?**

**BOTH LARGE COMPANIES AND STARTUPS AGREE THAT**

# **ARTIFICIAL INTELLIGENCE (AI)**

**IS THE MOST IMPORTANT INNOVATION OVER THE NEXT THREE YEARS.**

**For large companies (> \$1B):**



**For startups (≤ 20 employees):**



**BOTH LARGE COMPANIES AND STARTUPS BELIEVE THAT IT IS EXTREMELY IMPORTANT TO BE AT THE FOREFRONT OF LEVERAGING EMERGING**


# **TECHNOLOGY**

**BUT FEW FEEL AS IF THEY ARE PREPARED.**

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**For large companies:**

**60%**



of respondents believe emerging tech is extremely important to their future;

however, only

**35%**



are extremely prepared.

**For startups:**

**51%**



of respondents believe emerging tech is extremely important to their future;

however, only

**35%**



are extremely prepared.

# COLLABORATION

**WILL BE KEY TO LEVERAGE NEW TECHNOLOGIES, COMPANIES WILL NEED TO BUILD NEW RELATIONSHIPS.**

**When asked if large companies and startups collaborate with a larger ecosystem focused on emerging technology –**

**Large companies:**

**88%**

said "yes"

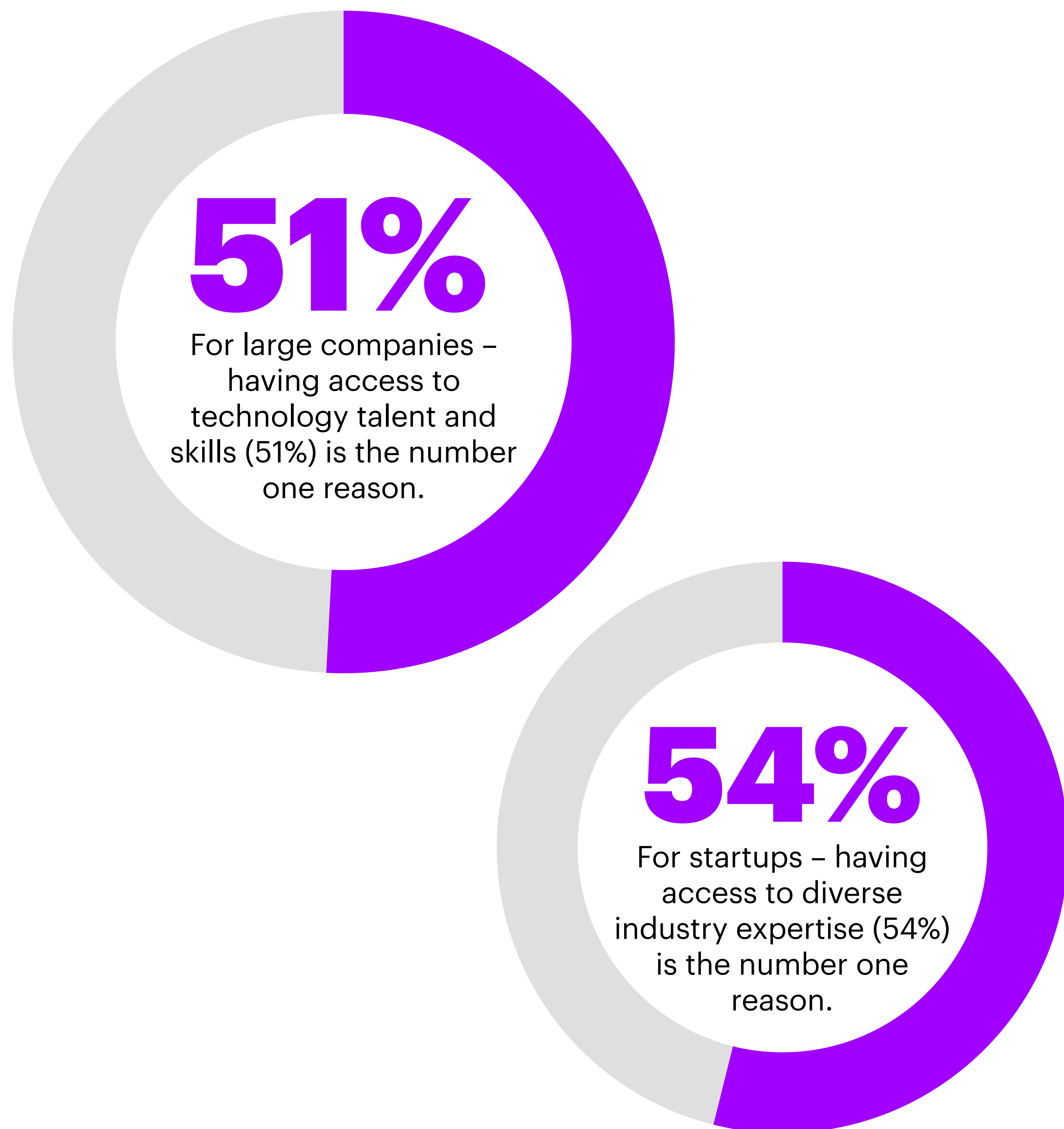
**Startups:**

**51%**

said "yes"



**BOTH LARGE COMPANIES AND STARTUPS BELIEVE THAT BEING LOCATED IN NYC HELPS THEM STAY AT THE FOREFRONT OF EMERGING TECHNOLOGY.**



**WHEN LOOKING AT**

# **EMERGING TECHNOLOGY**

**47%**

of respondents at large companies strongly agree that emerging technology will transform their industry in the next three years.

Smaller companies are more bullish:

**64%**

of respondents from startups strongly agree that emerging technology will transform their industry in the next three years.

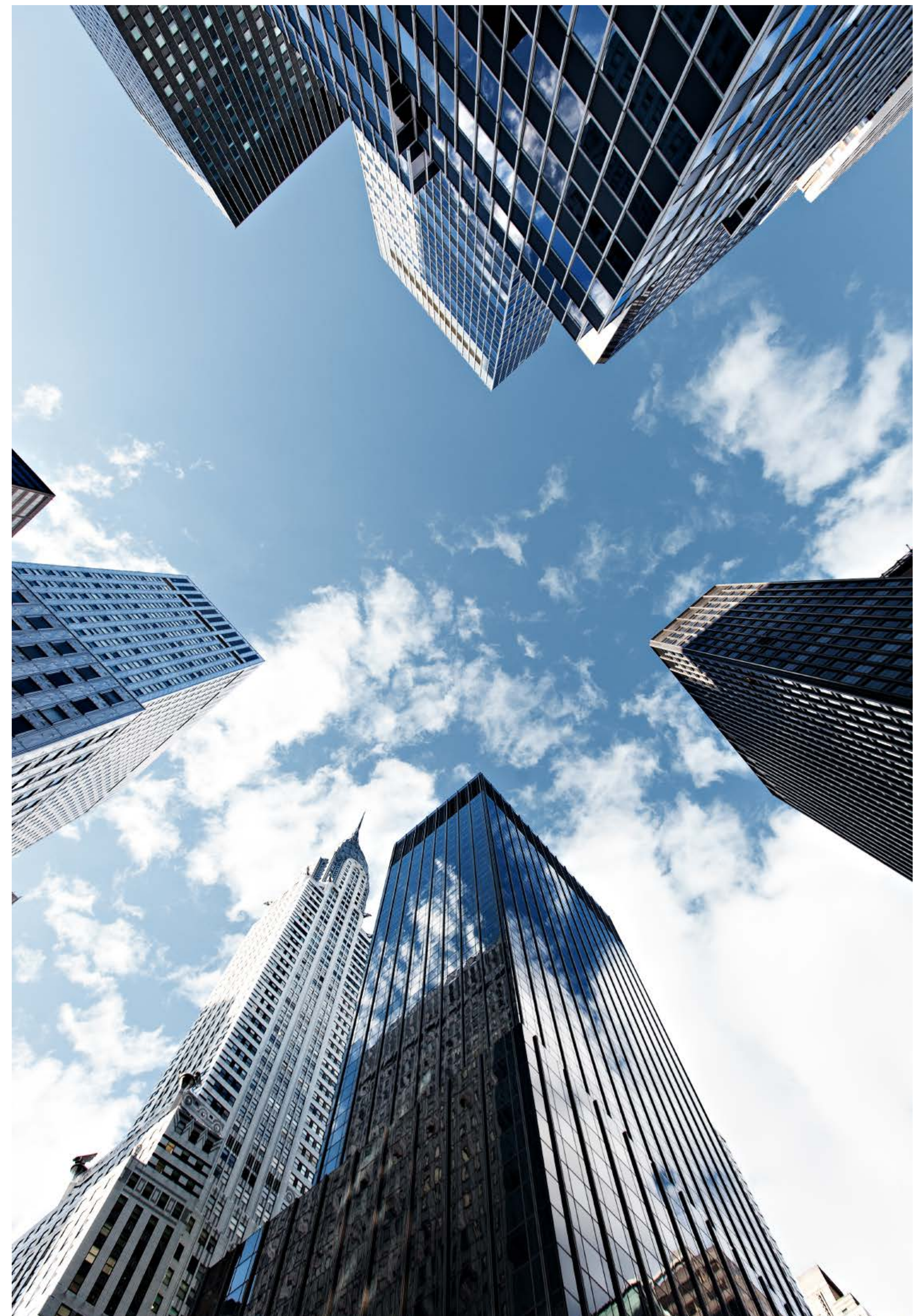


**PLACING A PREMIUM ON**  
**GROWTH**

**THE MAJORITY OF NYC  
ORGANIZAITONS PLAN TO DEDICATE**

**20%**

**OR MORE OF THEIR IT BUDGET TO  
EMERGING TECHNOLOGIES IN 2019.**







# RAMPING UP FOR RESULTS

**MORE THAN**  
**80%**  
**SAID THAT THEY EXPECTED AT LEAST A**

**5%**  
**POTENTIAL REVENUE IMPACT PER**  
**YEAR ON AVERAGE FROM APPLYING**  
**EMERGING TECHNOLOGIES TO THEIR**  
**BUSINESS. FOR A BILLION DOLLAR**  
**COMPANY, THAT EQUATES TO \$50**  
**MILLION. NO SMALL CHANGE!**

**FOR MORE INFORMATION,  
PLEASE CONTACT:**

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Tech:NYC is an engaged network of technology leaders working to foster a dynamic, diverse, and creative New York. The organization works with policymakers and business leaders to support a successful technology ecosystem, attract and retain talent, and celebrate New York and the companies that call it home. Tech:NYC represents more than 600 New York tech companies.