

• DIGITAL HORIZONS

# Digital *trends* set to redefine business strategies in 2025

January 2025

# Introduction

## Insight to impact

From shifting consumer behaviours to new online platforms, the digital landscape surrounding businesses as we enter 2025 is changing at lightning speed. With such unprecedented advancements in digital technologies, moving at a faster pace than we've ever seen before, how are businesses expected to keep up?

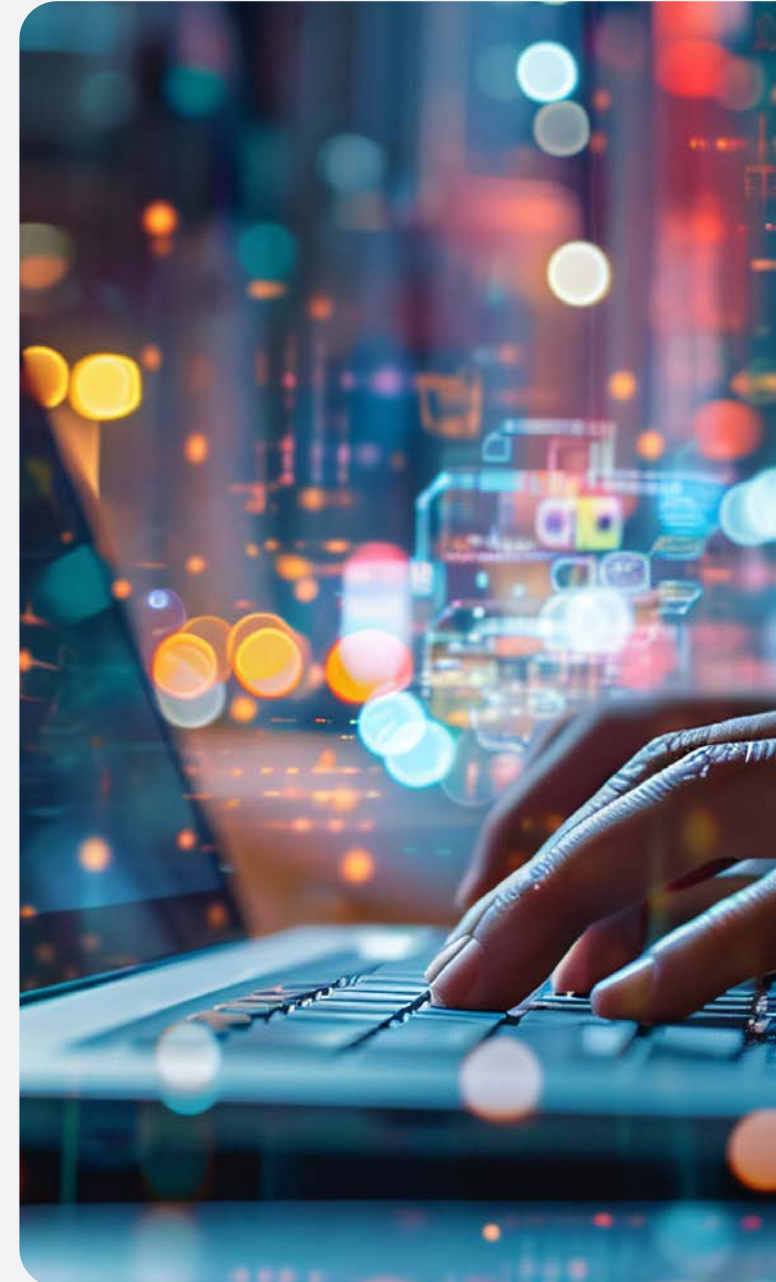
### The answer: data.

Data has been a buzzword in practically every business-focused conversation for the last 5 years. But 2025 will be the year when data goes from being a point of discussion and a source of insight to a practical solution with real business impact.

A combination of factors, including advancements in technology, increased data literacy, and – of course – AI, have made data more accessible for businesses than ever before. In 2024 businesses started picking up the pace on looking at the data available to them, and 2025 will be the year businesses start putting this data into action.

Amidst this overarching movement towards data utilisation, there are many other emerging digital trends which are expected to come into play in 2025. In all areas of the digital landscape, from digital marketing to development, design, and beyond, there are new strategies, tactics, and platforms that are beginning to gain traction – and data is at the heart of them all.

In this report, we will take a deep dive into these emerging digital trends. Using combined secondary research and primary consumer intelligence insights, let's get to know what digital professionals are anticipating to be the data-led game-changers for 2025.





# How to use this report

Turn the insights from this report into impact for your business.

## Get your team on board

- Compile the most relevant information from this report for your business, and get your team together to dive into the findings.

## Share your own thoughts

- Have a critical think about everything we have to say, and start a conversation with your own thoughts on LinkedIn or in your own piece of content.

## Plan your business strategy

- Use our insights to begin planning the next phase in your business strategy, making the most of the opportunities we've identified.

The first step to growing your business in 2025 is to keep on top of the latest digital trends and technologies. We release detailed reports on a quarterly basis, covering all areas of the digital landscape and looking at everything from consumer trends to digital transformation.

**Sign up to our mailing list to benefit from our data-backed report insights and stay ahead of the digital curve.**



# Methodology

This report is based on combined first- and third-party research.

Our first-party primary data consists of consumer intelligence insights acquired through social listening and mention data across online channels including X, Meta, Reddit, web pages, blogs, forums, podcasts, and online news (list inexhaustive).

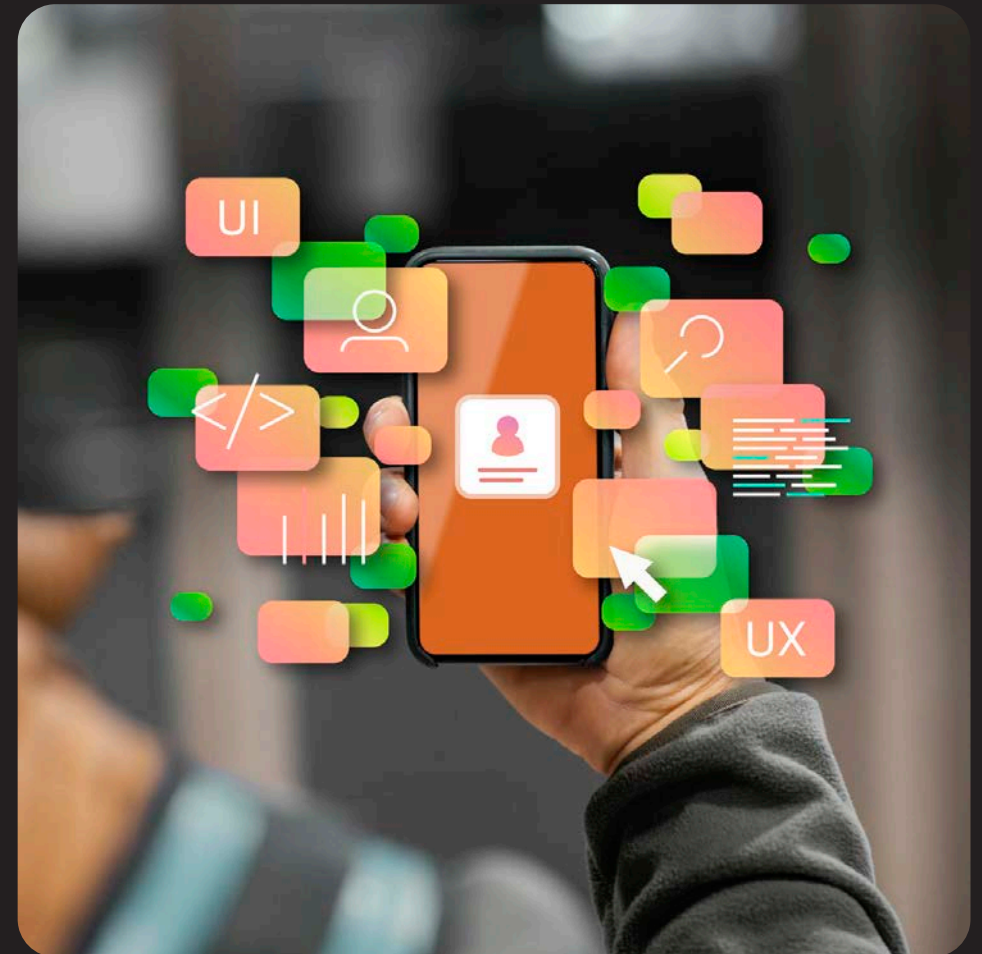
Our primary data has been bolstered and supplemented by secondary research from sources including Statista, McKinsey, Deloitte, Accenture, Forbes, and Gartner. Third party sources are referenced throughout and have been carefully selected for their authority and trust, unique data, and industry-leading standings.

## Overview of first-party data collection

- **13 Million** - online discussions monitored
- **17.5 Billion** - accumulated reach of these discussions
- **8.5 Million** – Contributing content sources (including online news, social networks, forums, and blog sites)
- **235,000** – Contributing industry professionals (including Business Executives, Software Developers, IT Professionals, and Sales/Marketing/PR Professionals).
- **14 months** - Historical data collection from December 2023 to January 2025

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● DIGITAL MARKETING

# The ‘Personalised with AI’ Trend

## AI is driving the delivery of personalised marketing tactics

It’s fairly old news in the world of marketing trends that consumers are now seeking more personalised experiences, especially when it comes to advertising, shopping, and customer service. The consumer drive for personalisation has become so high in the 2020s, that a report from McKinsey found 76% of consumers on average become frustrated when personalisation doesn’t occur in their experience with a business.

While the consumer desire for personalised marketing campaigns isn’t new for 2025, we’re starting to see more and more businesses outside of the large enterprise realm actively deliver this. The key driver behind this growth in personalised campaign delivery has been generative AI. Globally, the AI market has grown by \$80 billion in 2024, and a crucial contributing factor has been the improved accessibility of AI for businesses that has occurred in the past year (Exploding Topics, Hostinger).

**76% of consumers become frustrated when personalisation doesn’t occur.**

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## Customer service, data analysis and strategy take the lead in AI-driven personalisation tactics

Our primary research highlighted increasing interest in how AI can support marketing personalisation going into 2025. Based on the data collected, the frontrunning personalisation tactic of interest is customer service. This aligns with a broader trend in 58% of B2B businesses and 42% of B2C businesses adopting Chatbots and digital assistants in 2024, with marketing being the third highest use-case for them doing so (Master of Code).

Our research shows data analysis and marketing strategy make up a combined 33% share in personalisation tactics for which businesses are starting to use AI going into 2025. This is largely backed by a desire from business decision makers to deliver hyper-targeted campaigns that optimise their marketing budgets for maximum return (Steve McHenry – UK Managing Director at Yahoo). Within these broader tactics, analysing large quantities of customer data, mapping out customer journeys, and identifying topics or messaging to align with customer preferences and value propositions are some key ways businesses are seeking to use AI to improve the personalisation of their marketing campaigns in 2025.

● % SHARE OF MARKETING PERSONALISATION TACTICS FOR WHICH BUSINESSES ARE SEEKING TO USE AI TO SUPPORT IN 2025

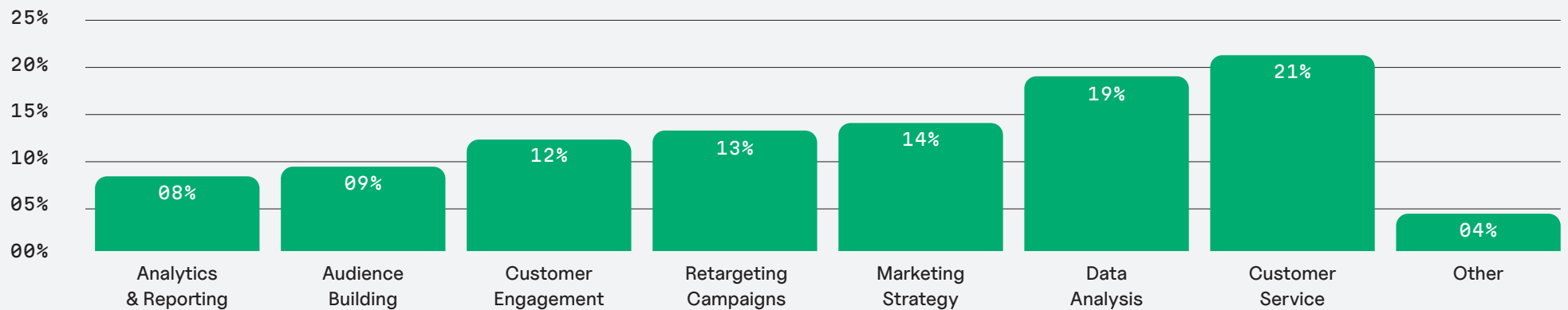
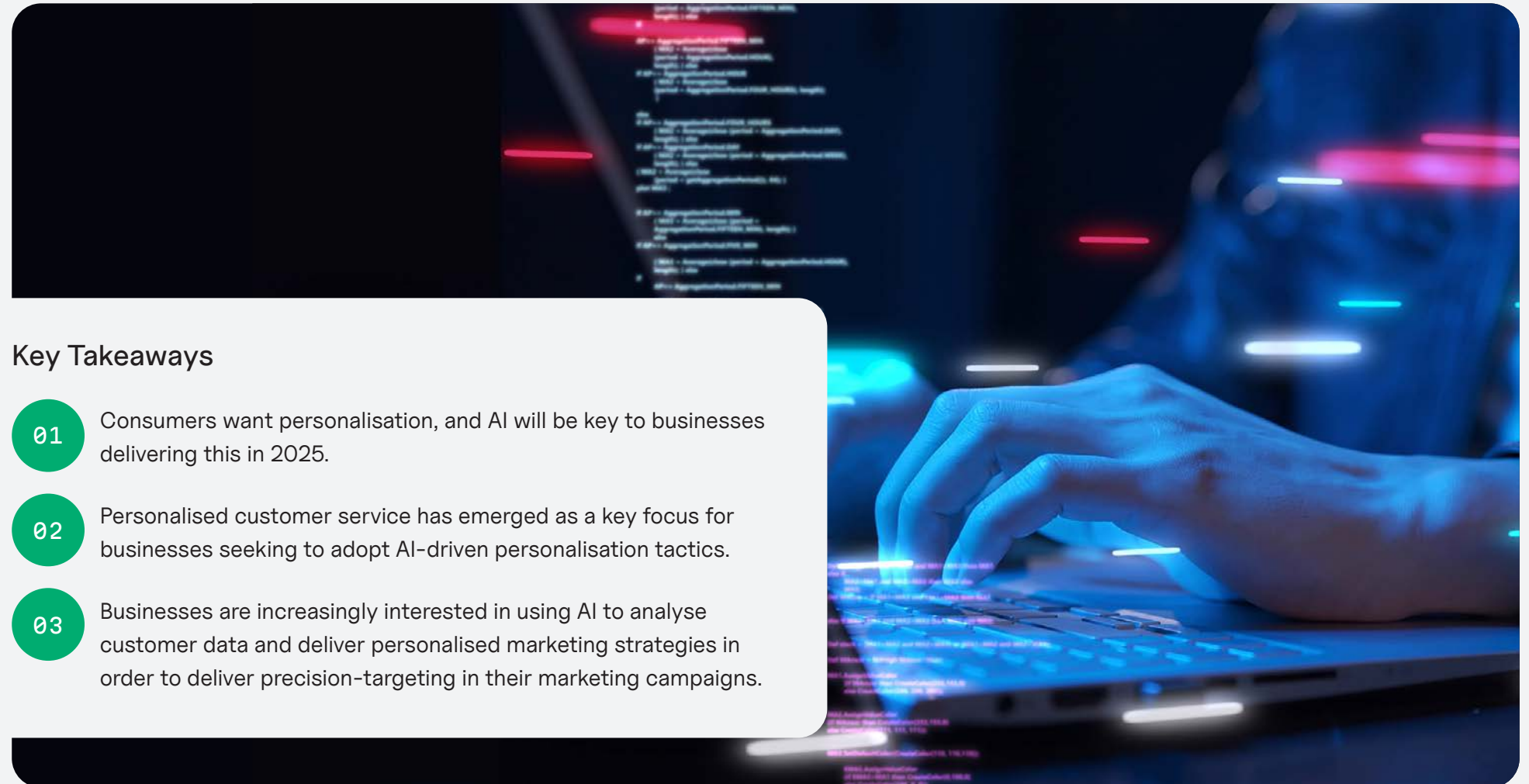


Figure 1- Source: Blue Frontier (Jan 2025)

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Data analysis and marketing strategy make up a combined 33% share in personalisation tactics for which businesses are starting to use AI.



### Key Takeaways

- 01 Consumers want personalisation, and AI will be key to businesses delivering this in 2025.
- 02 Personalised customer service has emerged as a key focus for businesses seeking to adopt AI-driven personalisation tactics.
- 03 Businesses are increasingly interested in using AI to analyse customer data and deliver personalised marketing strategies in order to deliver precision-targeting in their marketing campaigns.

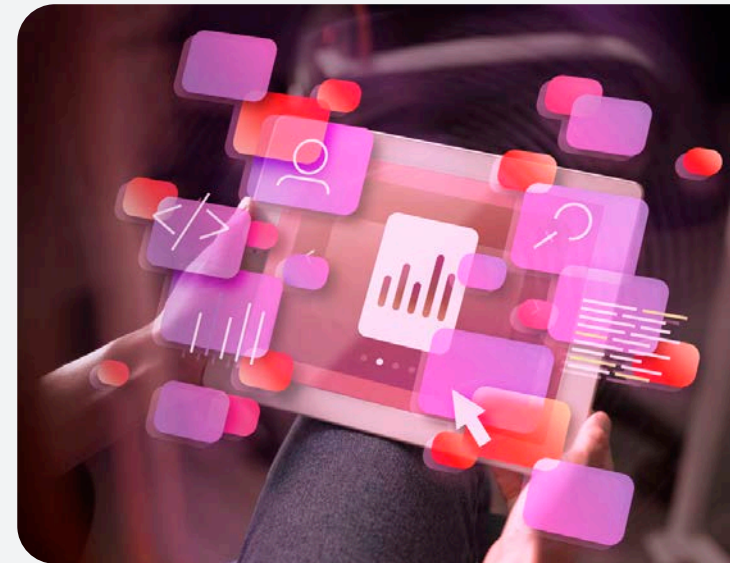


# The Omnichannel Content Marketing Trend

## Marketing budgets are down, driving a preference for omnichannel approaches

Marketing budgets have decreased, with Gartner reporting an average drop from 9.1% of company revenue in 2023 to 7.7% in 2024, equating to a 15% year-over-year decline which is expected to be mirrored or only marginally improved upon in 2025. As a result, CMOs and marketing managers are going into 2025 considering ways of optimising their budgets to secure better ROI and secure growth for their business. For many of these professionals, they are turning to omnichannel marketing tactics as the answer.

Omnichannel marketing allows businesses to maximise on the content and campaigns they produce. By distributing the same pieces of high-value content across multiple marketing channels, businesses can create a consistent messaging approach and experience for their customers, helping to bolster memorability and trust. An omnichannel approach also allows businesses to become active on more digital channels and platforms, as it provides a more efficient and targeted route to high-investment content creation. This is why companies with omnichannel customer engagement strategies report as much as 73% higher ROI in their marketing activities (Aberdeen Group).



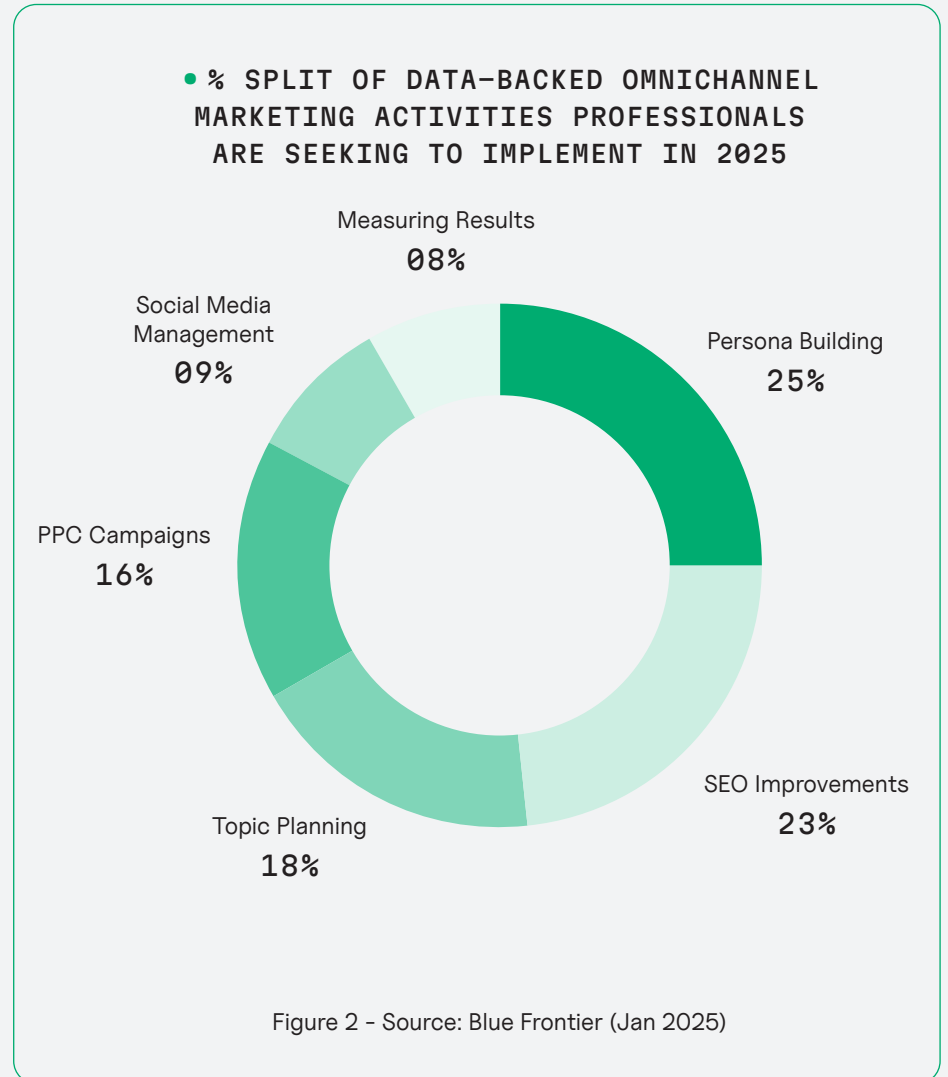
**Companies with omnichannel customer engagement strategies report a 73% higher return on marketing investment.**

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## Businesses are looking to data to identify audience interests and SEO tactics.

When it comes to omnichannel marketing, business executives and marketing professionals are showing increasing interest in how they can use their data to determine how best to target their audiences. In our primary research, we identified the omnichannel marketing activities that these professionals are looking to use data to implement or improve in 2025. A quarter of these professionals mentioned wanting to build data-backed audience personas, making this the largest trend. Topic planning (i.e., what these businesses will speak about and cover in their omnichannel content) emerged as another popular data-backed tactic for 2025, with 18% of professionals interested in it. Overall, there is a clear trend towards a desire to use data to truly understand what audiences are interested in seeing from brands.

Another data-backed omnichannel marketing activity that 23% of professionals are looking to improve in 2025 is their Search Engine Optimisation (SEO). As an organic marketing channel, SEO can merit great ROI if businesses can get their content ranking on page 1 of SERPs; using data analytics, targeted keyword research, and high-authority content can help them achieve this.

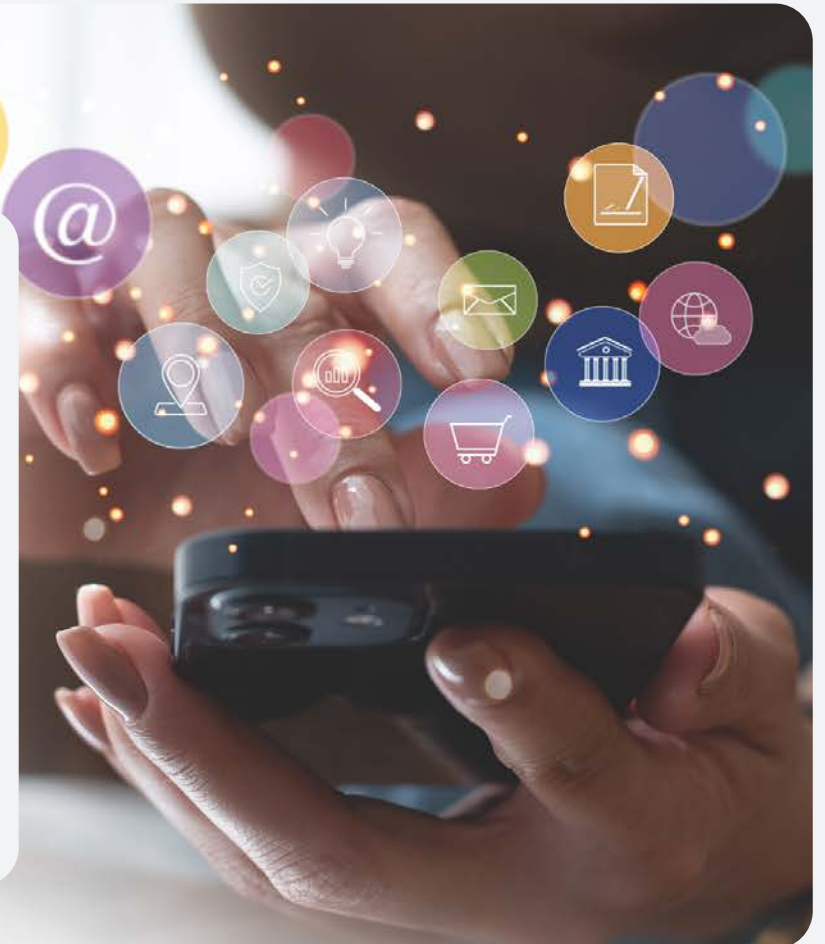


## ● DIGITAL MARKETING

Businesses want to use data to find out what their audiences are interested in, so they can build data-backed personas and publish omnichannel marketing content that will garner more engagement.

### Key Takeaways

- 01 Businesses are favouring omnichannel marketing tactics as a way to help increase customer engagement and return on marketing investment.
- 02 Marketing professionals are starting to understand the importance of making sure their content appeals to their customers' interests and needs; they are seeking ways to use data for persona building and topic planning to achieve this more effectively.
- 03 Other omnichannel tactics businesses are looking to implement in 2025 are SEO improvements, PPC campaigns, social media management, and uplift in results reporting.



# The Generative Search Trend

## AI search engines are revolutionising how marketers approach SEO and PPC

As of 2025, most major search engines have integrated AI into their platforms, with many implementing AI-powered search. Most notably, both Google and Microsoft Bing – 2 leading search engines – have built AI-generated results into their traditional search results pages. This shift in the way search engines not only operate, but present information to users, is significantly impacting the tactics marketers are strategising for both SEO and PPC. The effect of generative search is prominent within the industry, with a Statista survey finding that over 80% of SEO professionals feel generative search has impacted their SEO strategies.

A key impact that marketers are dealing with is the shift in placement for both ads and rich results, as AI-powered results take the valuable 'position 0' slot on most SERPs. This is severely impacting click-through-rates (CTR) on many SERP results (both paid and organic) as more users get their immediate answer from zero-click AI content instead of from landing pages. Other SEO impacts include changes in keyword strategy as content needs to align with more conversational LLM-driven searches, and greater importance placed on structured data by AI-driven ranking algorithms. As a result, we can expect many 2025 SEO and PPC strategies to align with these tactics.

**81.5% of SEO professionals worldwide feel that generative search has impacted their SEO strategy; 24.3% of these professionals feel the impact has been significant.**

● DIGITAL MARKETING

## ChatGPT overtakes Google in marketers' optimisation priorities

Google remains king when it comes to market share of worldwide searches, with 83.54% share-of-search as of October 2024 (Datos, SimilarWeb, and SparkToro). However, this is a marked drop from the 91.62% share Google reportedly held at the end of 2023 (Statista), equating to a loss of around 240 Billion searches over the course of 1 year. Meanwhile, other traditional search engines, including Bing and Yahoo, also saw decreases in percentage share in 2024, whilst Chat GPT, YouTube, TikTok, and other non-traditional search engines grew.

As a result of this shift in search engine preferences from users - particularly the continued trend in ChatGPTs growth whilst Google continues to decline in popularity - the priorities for search marketers has changed going into 2025. Ultimately, marketers are prioritising optimising for AI-driven search. Our primary research delved further into which AI search engines marketers believe are most important to optimise for in 2025, and found ChatGPT's algorithm to be a higher priority for more marketers than both Gemini (Google) and Copilot (Microsoft/Bing). With this priority in mind, we can expect SEO professionals to begin implementing new strategies in 2025, including tactics such as conversational longtail keyword targeting, greater structured data, and more.

● CROSS-PLATFORM SHARE OF SEARCH (OCT. 2024)\*

(Using a select group of traditional social and LLM tools on desktop and mobile web)

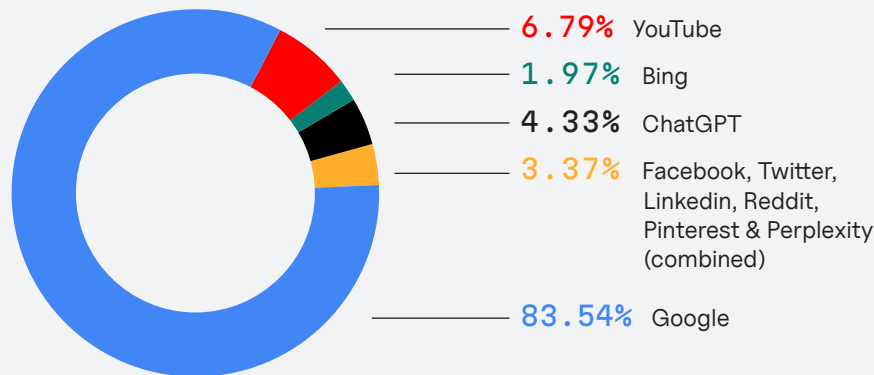


Figure 3 - Source: Datos, SimilarWeb, and SparkToro (Nov 2024)

\* NOTE: Only includes desktop and mobile web traffic, not app visits (social networks are likely undercounted). Assumes all LLM requests are 'searches'. Uses a mix of data from SimilarWeb (visits) and Datos (searches/visits)

● AI SEARCH ENGINES MARKETERS BELIEVE ARE MOST IMPORTANT TO OPTIMISE FOR IN 2025

(BY NUMBER OF MENTIONS)

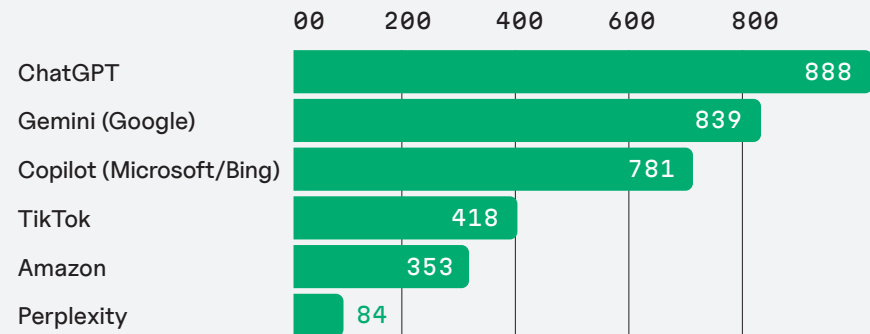


Figure 4 - Source: Blue Frontier (Jan 2025)

ChatGPTs share-of-search continues to grow, whilst Google and Bing are in decline; as a result, marketers are prioritising optimising for OpenAI's algorithm in 2025.

### Key Takeaways

- 01 Most leading search engines have now launched generative search result integrations, causing the placements of PPC listings and Page 1 SEO ranking content to be deprioritised in SERPs.
- 02 As a result of AI-driven search, SEO professionals are strategising new tactics for 2025, including longtail keyword targeting and structured data improvements.
- 03 Optimising content to be shown and referenced in AI search results will be a focus for SEO professionals in 2025, with ChatGPT optimisation being a top priority.



- DEVELOPMENT

# The IoT and AI Implementation Trend

## Increasing AIoT requirements are changing the nature of demand for developers

At the end of 2024, there were approximately 16.3 billion IoT connections worldwide, and the number of IoT connected devices is expected to reach 32.1 billion by 2030 (ABI Research; Statista). With the increasing growth in IoT connectivity, which is heavily linked with the growth in AI-driven product features (McKinsey), more and more businesses are seeking to implement AI and IoT (or AIoT) with their products and services. Wearable tech, connected automotives, precision agriculture, and software-as-a-service (SaaS) applications are amongst the fastest-growing adopters as we enter 2025, with AIoT improving these products' efficiency, productivity, innovation, and customer experience.

This ever-growing shift towards AIoT implementation has impacted the nature of demand for development professionals. Primarily, as we move into 2025 developers with the skills to build and integrate AI algorithms and IoT connectivity within new or legacy software will likely see increased demand for their specialisms and expertise. Demand for developers with experience in edge computing, cybersecurity, and cloud computing will likely also grow in tandem due to the frequent challenges or concerns associated with businesses adopting AI or IoT solutions and products.

**The number of IoT connected devices is expected to reach 32.1 billion by 2030.**



● DEVELOPMENT

## From code implementers to technology orchestrators

The role of developers is changing. With AI platforms now being highly capable of writing simple code and actioning basic development tasks, development professionals are finding they need to move on from being code implementers to more cross-disciplinary specialists.

The development community is somewhat uncertain about what their roles will look like in the future, with a combined 47% of development professionals feeling negatively towards the prospect. Significantly, almost a quarter of development professionals are feeling sad about how AI is changing their role.

However, 8% of development professionals in January 2025 are feeling joyful about the change, seeing the new direction in development requirements as an opportunity to go from being code implementors to technology orchestrators. With this change, they are anticipating being able to work on more interesting projects, providing more high-value work over repetitive tasks. This 8% is an increase from the 6% of developers in January 2024 who were feeling positive about their changing roles, indicating a gradual acceptance and shift in attitude from the development community.

● HOW AI IS CHANGING THE ROLE OF DEVELOPERS – SPLIT OF EMOTIONS FELT BY DEVELOPMENT PROFESSIONALS

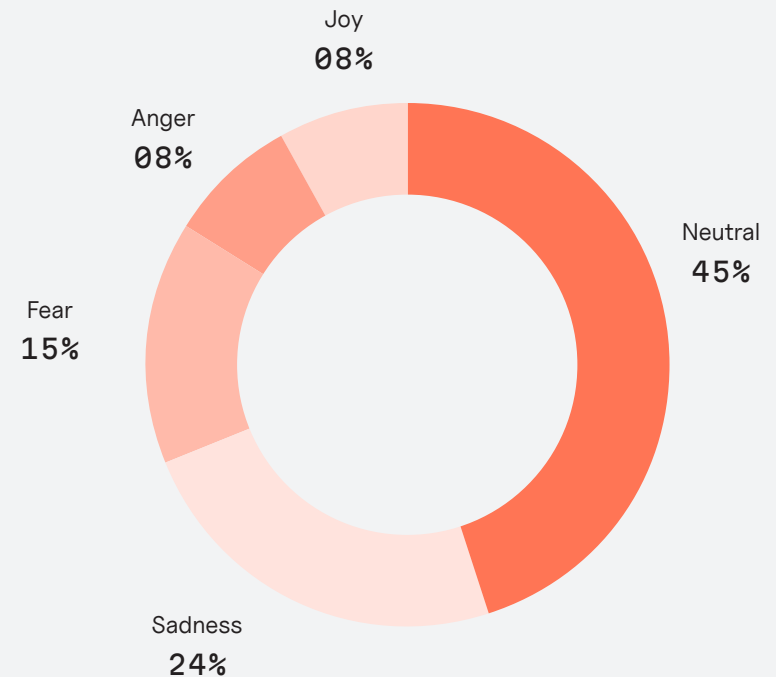
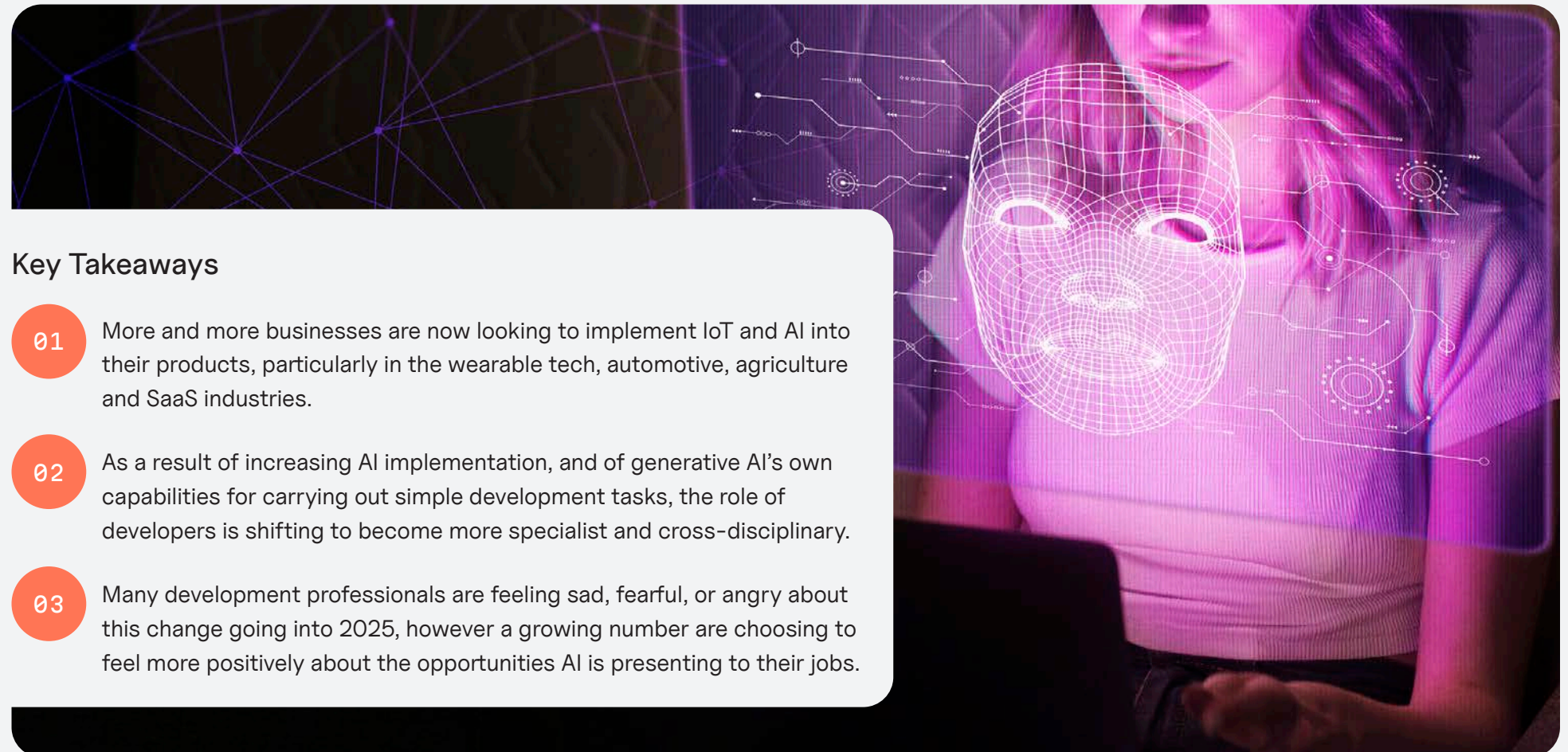


Figure 5 - Source: Blue Frontier (Jan 2025)



● DEVELOPMENT

Whilst 24% of development professionals are feeling sad about how AI is changing their job role, the number of developers feeling joyful about the change is gradually increasing.



### Key Takeaways

- 01 More and more businesses are now looking to implement IoT and AI into their products, particularly in the wearable tech, automotive, agriculture and SaaS industries.
- 02 As a result of increasing AI implementation, and of generative AI's own capabilities for carrying out simple development tasks, the role of developers is shifting to become more specialist and cross-disciplinary.
- 03 Many development professionals are feeling sad, fearful, or angry about this change going into 2025, however a growing number are choosing to feel more positively about the opportunities AI is presenting to their jobs.

# The Data Security Trend

## Increasing data use means increasing data security requirements

We know that more businesses are aiming to make use of their data in 2025, and with that overarching trend another sub-trend has emerged in the development space; the importance of data security. According to Cisco's 2024 Data Privacy Benchmark Study, 98% of organisations are now reporting data privacy metrics to their board of directors, indicating how high the focus on this subject is for key business stakeholders. Ultimately, businesses recognise that if they want to increase their use of data, then they also need to increase their internal data security measures through development and cybersecurity investment.

This aligns closely with significant growth in the overall global cybersecurity market over the last 10 years (Statista), which is expected to continue with Gartner forecasting a 15% increase in global information security spending in 2025. But what does this mean for developers? In short, the increased demand for data and information security protocols is leading to significant opportunities for developers who have skills in blockchain, cloud-based solutions, and secure coding practices.



**98% of organisations are now reporting data privacy metrics to their board of directors.**

● DEVELOPMENT

## Blockchain emerges as a key tactic for secure development

Our primary research delved into what technologies developers are most actively seeking to use to help improve the data security of their projects in 2025. Blockchain emerged as the most frequently mentioned tactic, indicating that almost a quarter of development professionals are discussing how they can begin using this technology more over the following year. Similarly, many developers are also looking to use AI and Machine Learning implementation to bolster their data security protocols, whilst 13% are focusing on building zero-trust network architecture models. The rising prominence of cloud computing in tandem with data security should also be noted, with 10% of developers mentioning this as a tactic they are actively seeking to use in 2025.

Interestingly, PHP emerged as the most frequently mentioned coding language for improving data security, which is somewhat surprising considering the increased number of vulnerabilities that emerged in PHP in 2024. However, PHP has been on a downward trend for vulnerabilities overall since 2019, and our research showed that discussions attributed to PHP were often in conjunction with adhering to coding best practice. Meanwhile, JavaScript was mentioned by 12% of development professionals, in addition to React (a JavaScript library) being mentioned separately by an additional 5%. By proxy, we can therefore infer that JavaScript and its relevant libraries and frameworks may in fact be preferred over PHP by development professionals when it comes to enhancing data security.

● % SHARE OF TECHNOLOGIES DEVELOPERS ARE ACTIVELY LOOKING TO USE TO IMPROVE DATA SECURITY IN 2025

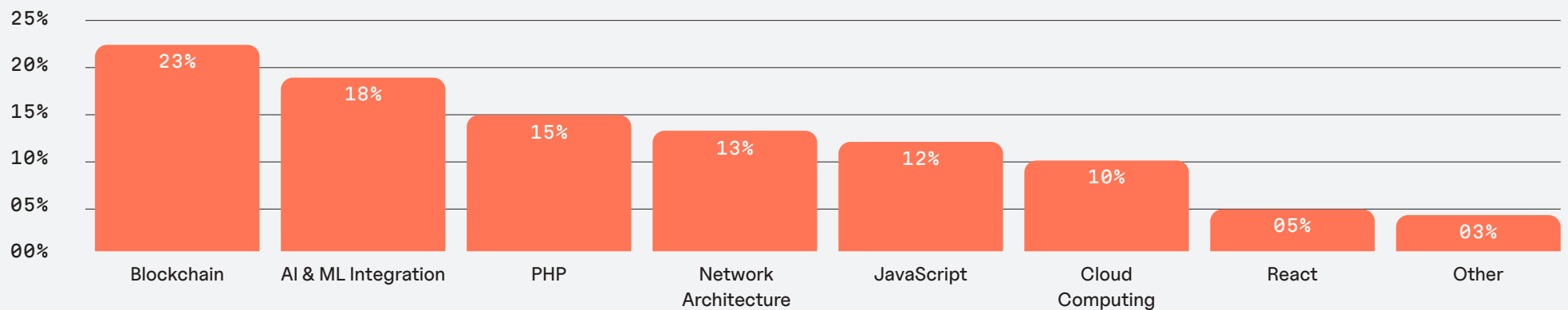


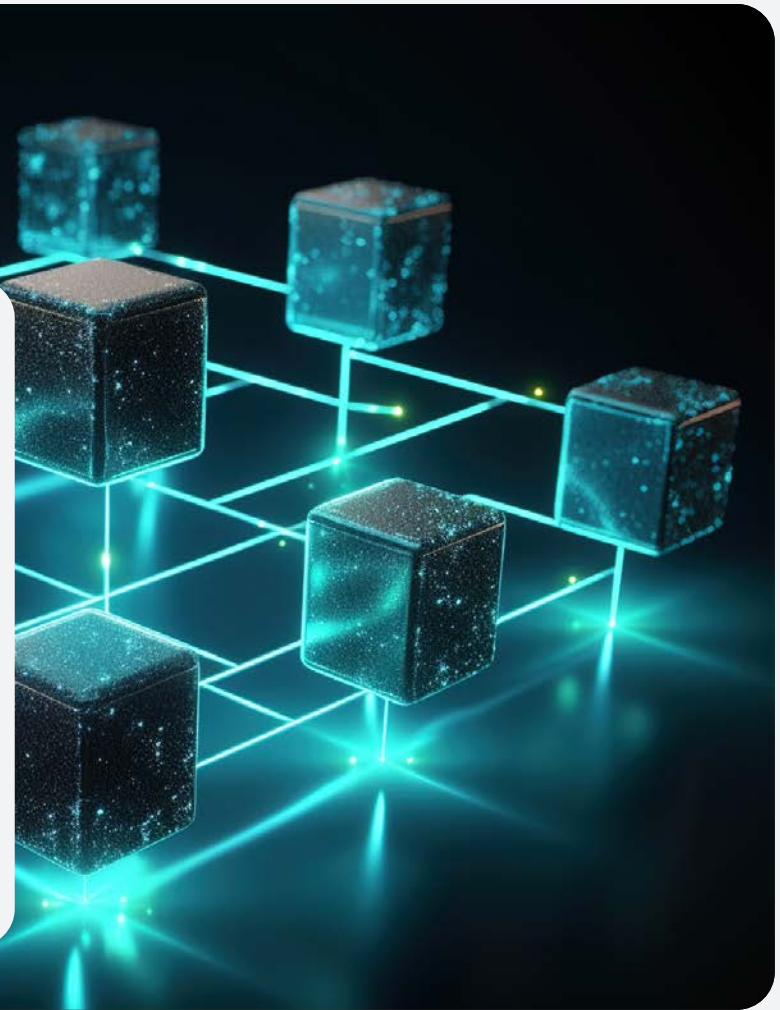
Figure 6 - Source: Blue Frontier (Jan 2025)

● DEVELOPMENT

23% of developers are actively discussing how they can implement blockchain to improve data security on their projects in 2025.

### Key Takeaways

- 01 Amidst the growing trends in data utilisation and cybersecurity, data and information security will be a top investment priority for business stakeholders in 2025.
- 02 Development professionals are set to benefit from this, particularly if they have specialisms in blockchain, cloud computing, and secure coding practices.
- 03 New tactics are emerging for developers seeking to improve the data security of their projects in 2025, including blockchain, AI & ML integration, zero-trust network architecture, and cloud computing. Meanwhile, PHP (with coding best practice) and JavaScript have emerged as the two most frequently discussed coding languages for security-conscious developers.

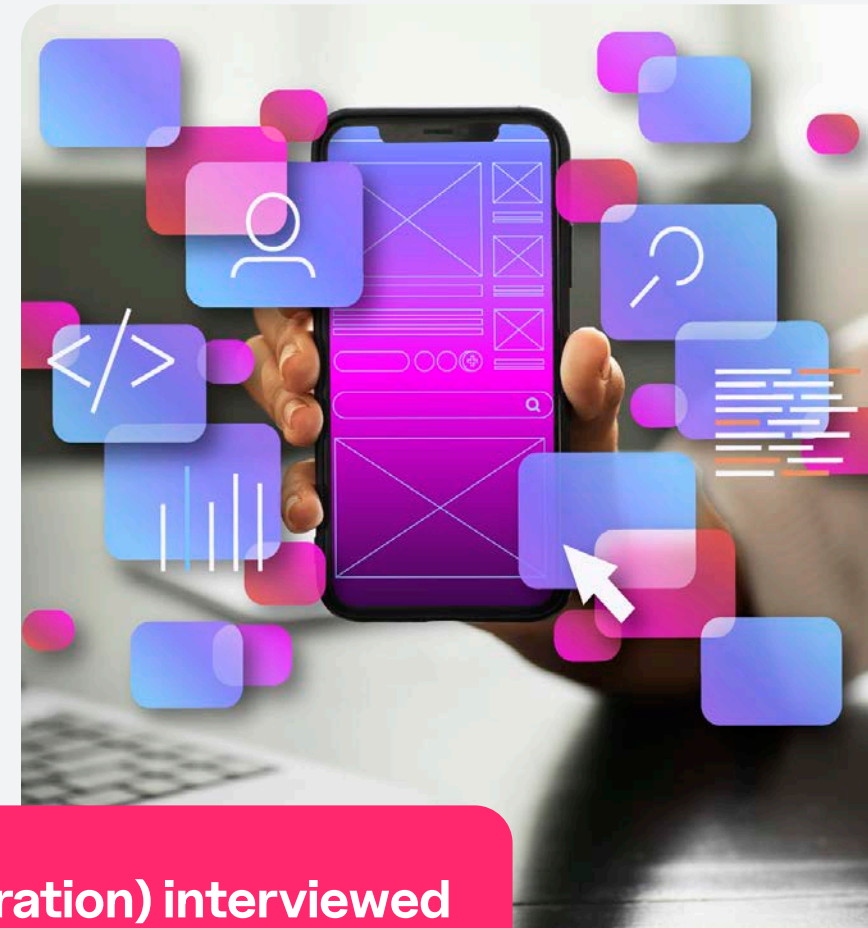


# The Evolved UX Trend

## The value of UX is becoming more tangible

Demand for UX design has grown significantly and consistently across industries such as e-commerce, education, healthcare and the wider public sector since the 'digital peak' of 2020-2021 (UX Collective). Key drivers behind this increasing demand include the uptake in online-based business models (such as the rise of eCommerce), and the improved conversion rates that businesses who adopt UX practices typically see; or, as McKinsey terms it – a growing awareness for 'the business value of design'.

Furthermore, a leading industry study on the ROI of UX found that for every \$1 USD spent on UX, businesses see an average \$100 USD in return (statistic contributed to the study by Forbes). This level of return seen across industries over the past 5 years, as well as a general trend towards consumer-first thinking (Accenture), has motivated companies to view UX as a cost-effective way to boost revenue at the same time as reducing operational inefficiencies and improving customer satisfaction as we move into 2025. In short, the benefits of businesses adopting UX design activities have become more tangible than ever, and business decision makers in their masses are catching on to this.



**The top-quartile of companies (by revenue generation) interviewed by McKinsey prioritise user-centricity in their designs.**

● DIGITAL DESIGN

## Principles alone are no longer enough, as UX design practices are becoming increasingly data driven

UX design has long been focused on the 7 fundamental UX principles, however as we move into 2025, UX practices are becoming increasingly data driven. With the opportunities presented by advancements in AI, Big Data, and consumer intelligence (in other words - data utilisation), UX designers and developers are beginning to evolve their processes to ensure their outcomes align with insight-driven decisions. This includes implementing more data-driven tactics as part of UX project processes, such as real-time feedback loops, A/B testing, AI-supported personalisation, and heatmapping behavioural analytics for navigation, layout, and content preferences. We can already see this shift toward data-driven UX in practice, from Airbnb's real-time optimisations for search results and booking flows, to the yearly-anticipated Spotify Wrapped experience.

But who is driving this change at corporate levels? Our primary research indicates that business executives (including C-Suite decision makers) are driving conversations about data-driven UX design over developers and designers. This aligns with historical findings from KPMG, which indicated that executives typically play crucial roles in process improvement initiatives, driven by a focus on business growth and ROI. Interestingly, our research suggests that designers may be more reluctant to adopt new data-driven UX practices, with this professional body showing the lowest volume of discussion. So, while executives appear keen to embrace this new opportunity, designers themselves may need more convincing.



● VOLUME OF DISCUSSIONS ABOUT DATA-DRIVEN UX DESIGN, BY PROFESSION, IN JANUARY 2025

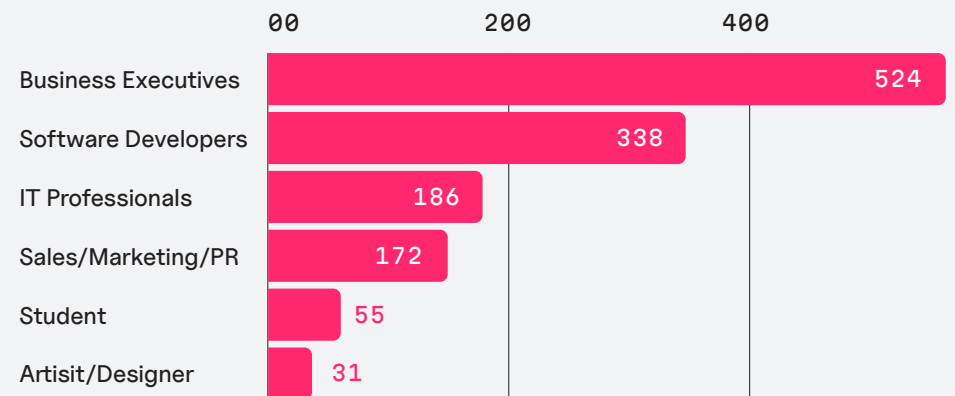


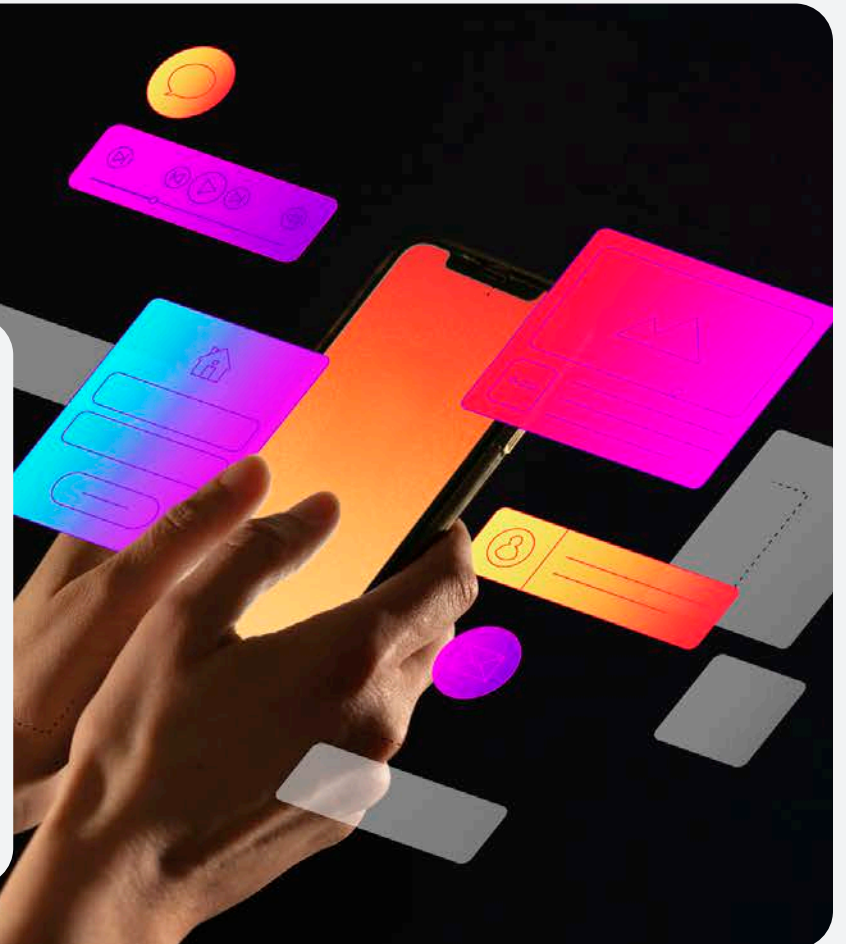
Figure 7 - Source: Blue Frontier (Jan 2025)

● DIGITAL DESIGN

Corporate adoption of new UX processes appear to be taking a top-down approach, with business executives having significantly more online conversations about data-driven UX than designers, developers, and other digital professionals.

### Key Takeaways

- 01 The tangible business benefits of prioritising UX are becoming more evident, with clear ROI driving demand for UX design implementation across organisations.
- 02 A shift is emerging in the UX industry, with business and consumer data taking a front seat in informing UX decisions over the fundamental UX design principles.
- 03 Business executives appear to be pushing more for data-driven UX design, whereas designers and developers are less active in discussing the topic.

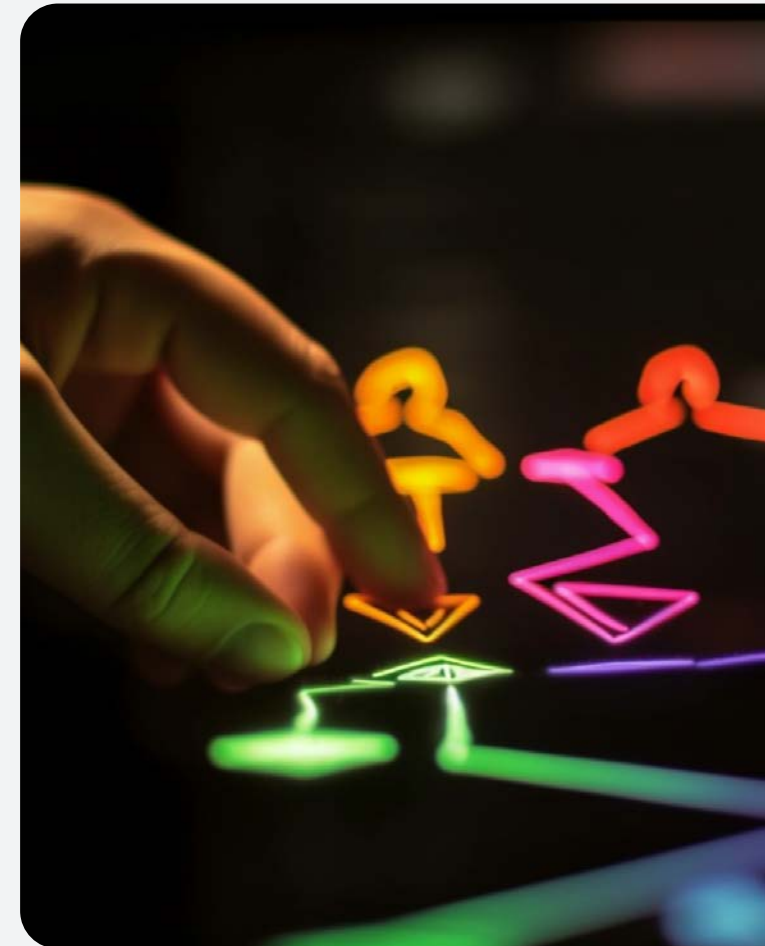


# The Gamification Trend

## Businesses look to gamification as the answer to dwindling user engagement rates

Demand for gamified websites and applications is on an upwards trajectory, with the gamification global market having seen a 23.2% compound annual growth rate (CAGR) over 2024 (The Business Research Company). A combination of factors are encouraging this growth, including the continued penetration of smartphones and significantly reduced user attention spans in the digital age (The Business Research Company; Science Direct).

Whilst the Education sector has historically paved the way for gamification through adult learning platforms such as Duolingo, other sectors including Finance, Medical & Health, Retail, and Telecoms are increasing their gamification efforts through interactive platforms, habit-building trackers, and points systems. With companies using gamification design tactics seeing as much as a 40% increase in customer interactions (Forbes & Deloitte), the benefits of adopting this approach in the design and development of online platforms is becoming more apparent to businesses. This, combined with the ever-increasing saturation of industries resulting from approximately 100 million new businesses being launched globally every year (Genius), means that more business decision makers are looking to gamification to help them increase customer engagements and stand out against their competitors.



**Using gamification can help a company increase customer interactions by up to 40%.**



● DIGITAL DESIGN

## User engagement overtakes learning as the most common theme in gamification use-cases

Our primary research looked into what professionals are seeking to use gamification for in 2025 – in other words, what they ultimately want their gamification efforts to work towards. Our findings showed that, whilst personalised learning in the education sector remains a top use-case for gamification, enhancing user experience is now the most common goal. Interestingly, the other common use-cases of showcasing innovation and driving market growth appear to be intrinsically linked with goals around business development as opposed to user experience. This suggests that professionals are also seeing gamification as an opportunity to help their businesses grow by essentially giving them a technological upper hand compared to their competitors.

Other common, more user-oriented, use-cases for gamification going into 2025 are increasing personalisation in product or service offerings online (primarily achieved through tactics such as user quizzes and recommendation models), and enhancing loyalty programs with points systems or leader boards. These indicate a clear understanding from businesses that their users are seeking more tailored, personalised experiences, as well as experiences that deliver competitive or reward-based incentivisation.

● USE-CASES FOR GAMIFICATION IN WEBSITES & APPLICATIONS, BY % VOLUME OF MENTIONS

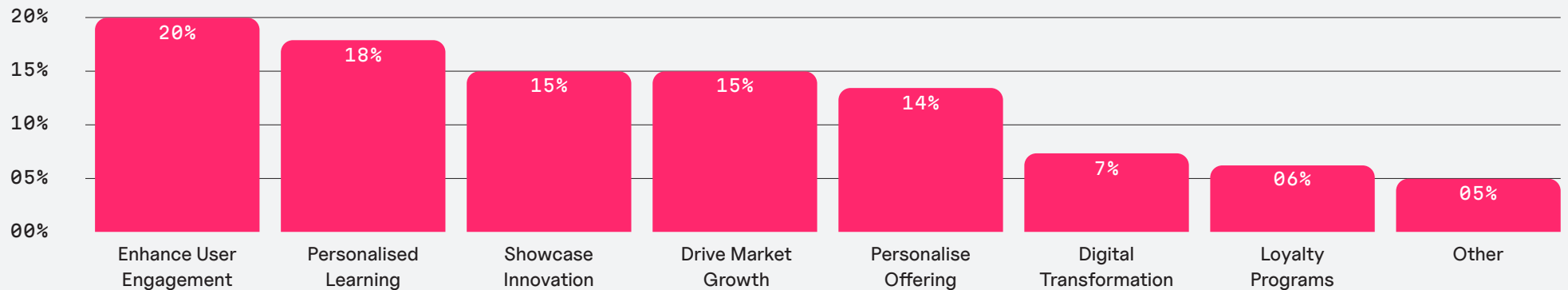
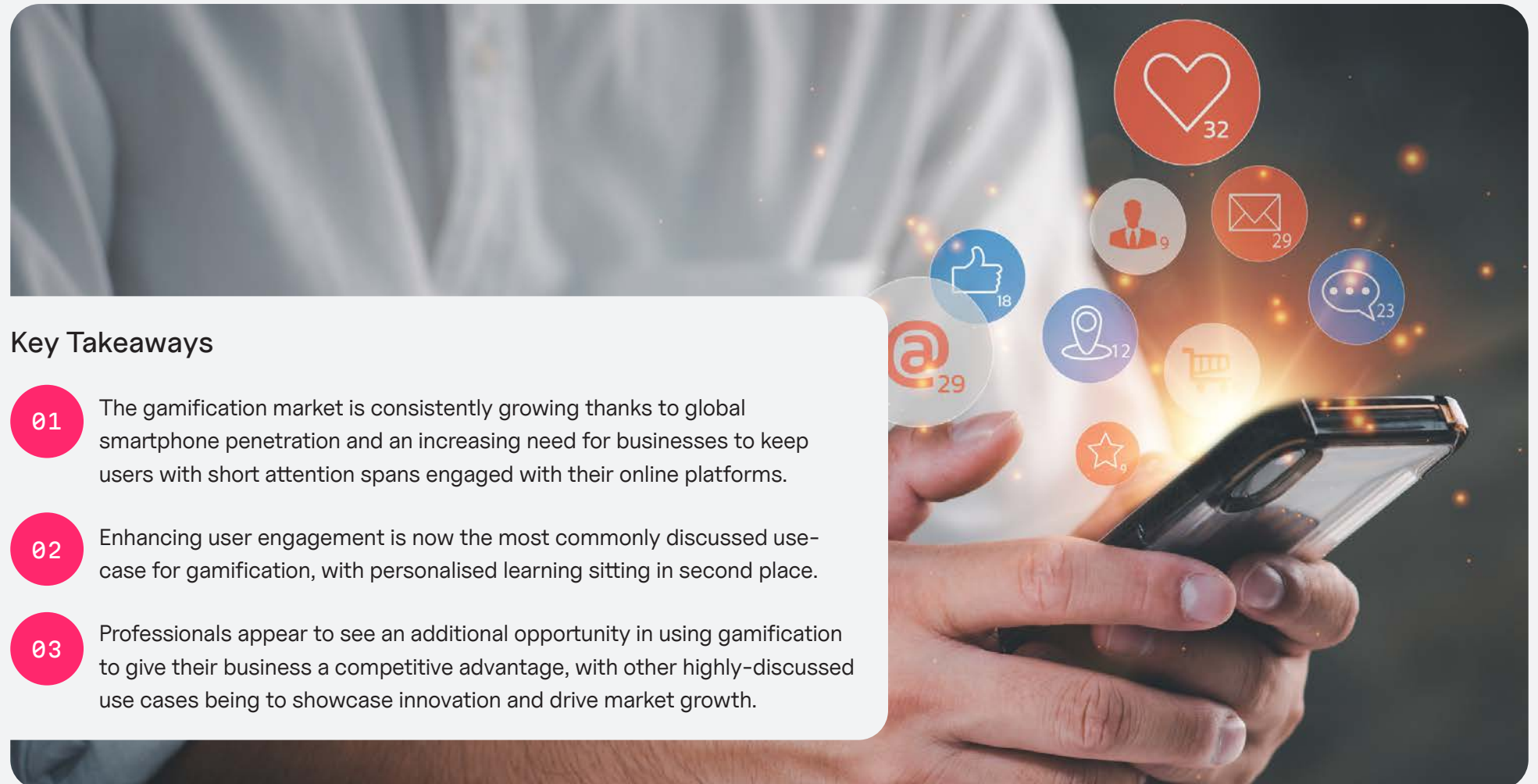


Figure 8 - Source: Blue Frontier (Jan 2025)

● DIGITAL DESIGN

1 in 5 professionals are now looking to use gamification to enhance user engagement with their website or application.



### Key Takeaways

- 01** The gamification market is consistently growing thanks to global smartphone penetration and an increasing need for businesses to keep users with short attention spans engaged with their online platforms.
- 02** Enhancing user engagement is now the most commonly discussed use-case for gamification, with personalised learning sitting in second place.
- 03** Professionals appear to see an additional opportunity in using gamification to give their business a competitive advantage, with other highly-discussed use cases being to showcase innovation and drive market growth.

# The Big Data Solutions Trend

## Bigger data equals bigger opportunities, but also bigger challenges

The Big Data space is undergoing some significant shifts as we move into 2025. These shifts are in response to advancements in technology, increasingly more complex regulatory landscapes, and consistently growing demand for efficient and scalable data solutions. As more businesses are ultimately looking to make use of the vast streams of data they have collected over the years, new Big Data trends are emerging to meet the challenges these businesses face.

Deloitte's 2025 tech report discusses the primary challenges that Big Data is presenting for businesses, including data quality and integration issues, infrastructure limitations, workforce adaptation, and concerns over trust, ethical usage, and privacy regulations. In response to these challenges, the Big Data space is moving towards new solutions to help businesses store, process, and segment their data more efficiently, and with improved security and scalability. According to Deloitte, these solutions include increased use of data lakehouses (which leverage the flexibility of data lakes combined with the reliability of data warehouses), a rise in zero-party data strategies, and - above all - the integration of AI and ML through Augmented Data Management of Big Data workflows.

**Augmented Data Management (ADM) has emerged as a major trend for Big Data, emphasising the demand for automating data management tasks using AI and ML.**

● TECHNICAL

## Systems architecture emerges as a key point of discussion for Big Data challenges and solutions

Building robust data pipelines to handle spatial computing and other advanced analytics has consistently been a complex engineering challenge for businesses seeking to make use of their Big Data (McKinsey, Deloitte, Accenture). Often, these businesses face difficulties in integrating disparate data sources and scaling their infrastructure to support real-time analytics and AI-driven decision-making; this has made systems architecture a prominent discussion in conjunction with Big Data strategies as we enter 2025.

Our research shows that discussions about Systems Architecture have increased by just under 50% in the past 6 months (to Jan 2025), indicating a rapid growth in businesses seeking to implement long-term systems solutions that allow them to adopt new, more data-driven processes and decision making. Aligning with Deloitte’s finding of ADM as a key emerging trend, our research also shows that conversations about AI and ML integration with Big Data processing have grown by a significant 34%. Overall, our findings indicate the solutions that businesses are likely looking to implement to meet Big Data challenges in 2025, and these solutions encompass a range of technical strategies, cybersecurity tasks, and workforce change management activities.

● **PERCENTAGE GROWTH IN DISCUSSIONS ABOUT SOLUTIONS TO MEET BIG DATA CHALLENGES**  
(AUG 2024 - JAN 2025 COMPARED TO PREVIOUS MONTHS)

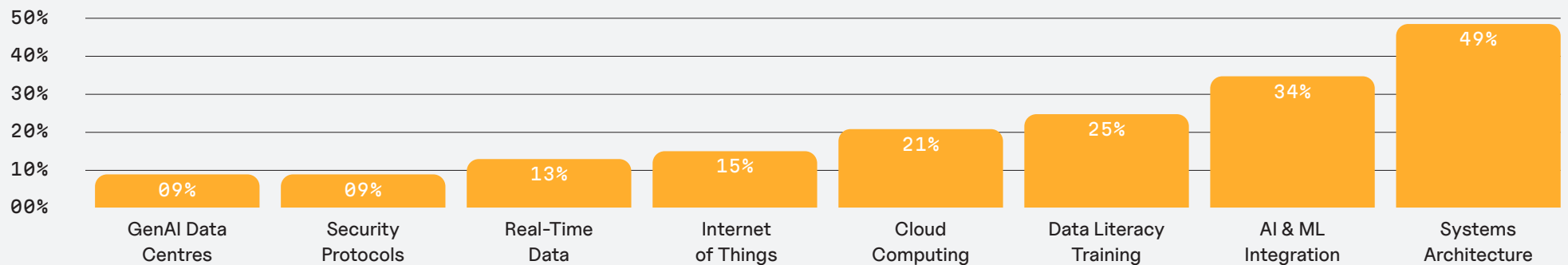


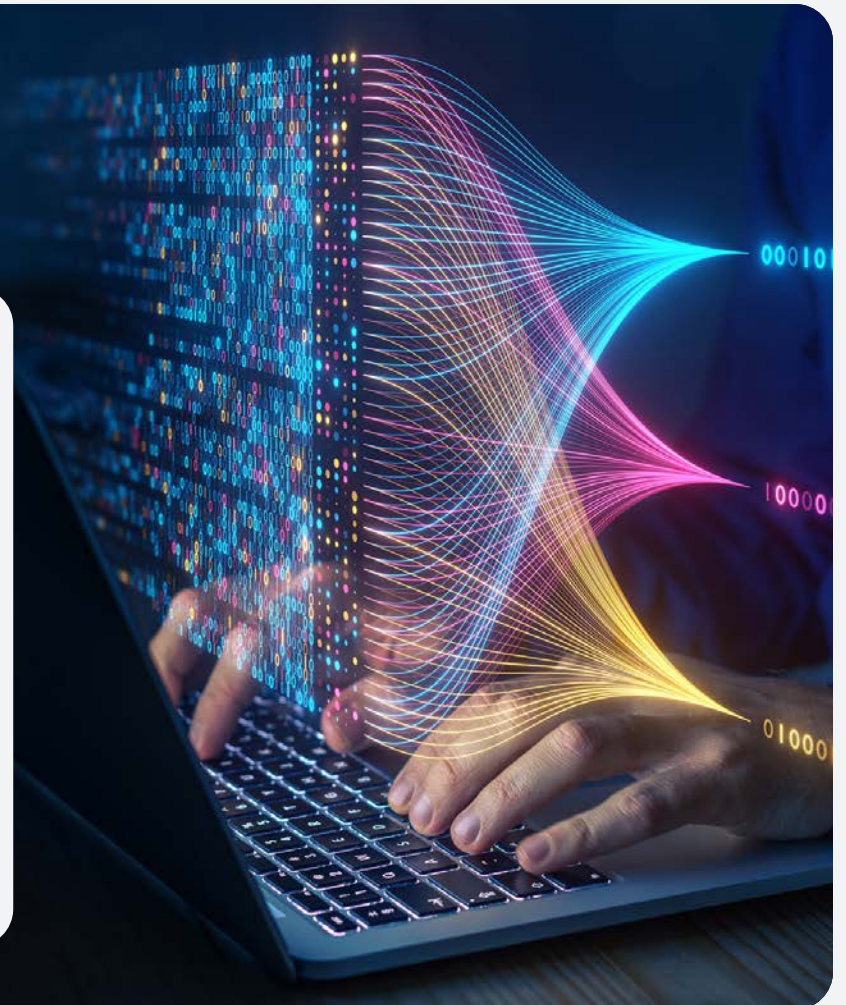
Figure 9 - Source: Blue Frontier (Jan 2025)

● TECHNICAL

Online discussions about Systems Architecture as a solution to Big Data challenges have increased by 49% in the 6 months leading up to January 2025.

### Key Takeaways

- 01 More businesses are looking to make use of their Big Data in 2025, but there is a plethora of challenges that these businesses must face before they can use their data effectively.
- 02 Augmented Data Management, with AI and ML automations, has emerged as a key trend in the Big Data space moving into 2025, alongside the use of data lakehouses and zero-party data.
- 03 Systems Architecture has also emerged as a significant challenge in the Big Data space; ultimately, businesses wanting to use their Big Data stores are needing to adopt more robust, secure, and stable systems in 2025 to futureproof their data-utilisation and storage needs.



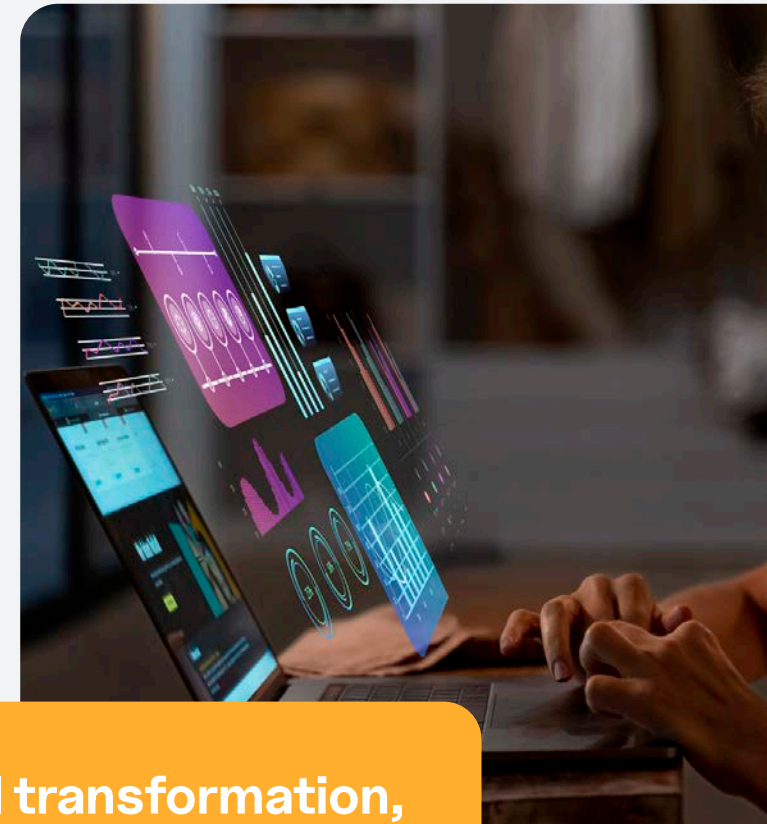
● TECHNICAL

# The Digital Transformation Priorities Trend

## Digital Transformation is going from being an aspiration to a requirement

As of August 2024, an estimated 90% of organisations are in the process of undergoing some form of digital transformation (McKinsey); however, as of January 2025 an estimated 24% of these are still in the earliest stages of planning their DT strategies (Exploding Topics). Globally, organisations have aspired to undergo digital transformations since the turn of the 21st century for several key reasons, including to meet customer expectations, relieve competitive pressures, drive sustainability goals, and improve employee experience (Accenture; Gartner; McKinsey).

However, what is becoming clear as we enter 2025 is that the urgency to undergo a digital transformation is increasing, with ever-smaller businesses beginning to invest in solutions that historically were reserved for industry leaders and innovators. A significant shift that occurred in 2024, and is driving this urgency in several sectors in 2025, was the release of several Government-backed transformation mandates and incentives in both the UK and the US (Gov. UK; USDS.Gov). In short, for sectors including construction, healthcare, manufacturing, and public services – many of which are on the backfoot of digital adoption – digital transformation is no longer an aspiration; it has become a requirement.



**90% of organisations are already undergoing digital transformation, but almost 1 in 4 of these are still in the earliest stages of planning.**

- TECHNICAL

## Customer experience goes down in the list of goal priorities, while business efficiency takes the main focus

A report from TEKSystems, released at the start of 2024, revealed that 35% of organisations identified improving customer experience as a main goal of their digital transformation plans at the time. Furthermore, an early-2024 survey from Deloitte similarly found that over 70% of companies reported using, or planning to use, AI (a key element of any modern digital transformation) specifically to improve digital customer experiences. A year later, however, and the priority for businesses appears to have shifted away from the end user, as organisations look more towards the internal benefits of digital transformation.

Our primary research revealed improving efficiencies to be a key driving force for businesses planning to conduct digital transformation activities in 2025, with almost a quarter of monitored discussions mentioning this goal. Significantly, data management and supply chain optimisation goals also took higher-weighted positions compared to customer experience. These findings suggest that businesses are looking to better-optimize their internal resources, reducing time spent on tasks and improving the output of their business strategies. They also suggest that this is of a higher priority for business decision makers going into 2025 than improving the experiences of their customers. Several factors may be driving this shift, however most notable is the economy, which continues to impact consumer spending and may therefore be a key reason why businesses are choosing to focus their transformation goals on internal improvements; at least for the time being whilst global economies continue to recover post-pandemic.

- SPLIT OF PRIMARY GOALS FOR BUSINESSES SEEKING TO UNDERGO DIGITAL TRANSFORMATIONS IN 2025

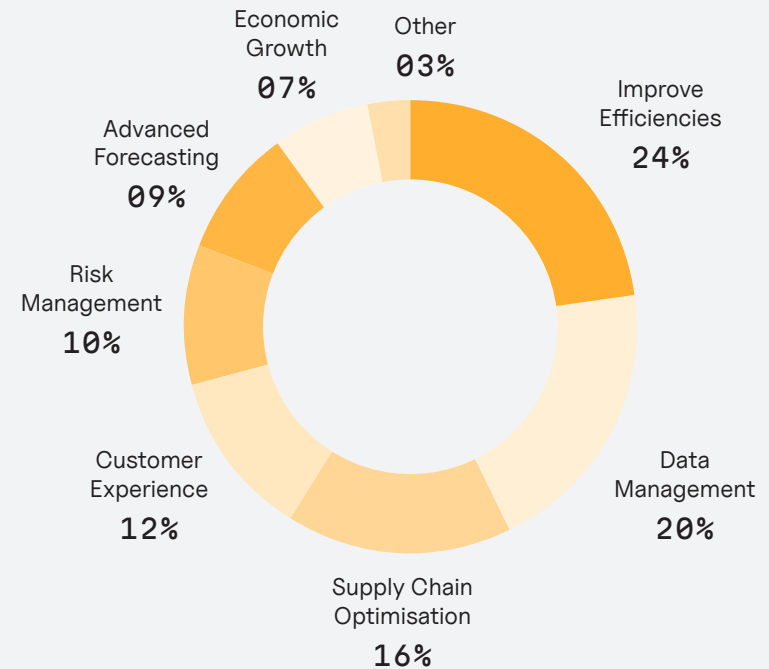


Figure 10 - Source: Blue Frontier (Jan 2025)

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23% of professionals are indicating that their primary goal behind digital transformation in 2025 is to improve efficiencies within their business.



### Key Takeaways

- 01 The rate of digital transformation continues to accelerate on a global scale, with 90% of organisations currently undergoing some form of transformation.
- 02 This increasing activity has been driven, in part, by new mandates making digital transformation a requirement in several sectors, including in construction, manufacturing, healthcare, and public services in both the UK and US.
- 03 Improving customer experiences has historically been a driving factor behind initiating digital transformation activities, however data suggests that improving business efficiencies has taken over as the front-running primary goal for organisations going into 2025.



# Unlock the power of these digital trends for your business

With over 100 digital experts all under one roof, Blue Frontier can help you maximise on these trends and take your business to the next level in 2025. Whether you're a small business or a large enterprise, we can support you in leveraging data to improve your online presence, your users' experiences, and your business operations.

We specialise in taking a data-driven approach in all areas of our work, from the smallest marketing campaigns to the largest transformation projects.

Our range of services include:

Digital Marketing

Development

Graphic & Web Design

Technical & IT Support

Cybersecurity

Consultation

Digital Transformation Consultation

Product Support

Photography & Video Production

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Get in touch to discuss how we can help you reach your digital goals.

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