

January 2024

BUSINESS EXECUTIVE CONFIDENCE BAROMETER IN NEW TECHNOLOGIES

Results of the first Viva Technology & Wavestone barometer conducted by OpinionWay in France, Germany, the United Kingdom and the United States



in collaboration with

WAVESTONE

produced by

“opinionway

FOREWORD

This Viva Technology barometer, in partnership with Wavestone, was conducted by OpinionWay between November 2023 and January 2024.

The quantitative study was carried out online between the 8th and 22nd of November 2023, among a sample of 1,006 managers of private companies with 50 or more employees. These parties are directly involved in decisions relating to the development of their company and are interested in tech issues, including 322 interviews conducted in France, 258 in Germany, 250 in the United States and 176 in the United Kingdom.

A representative sample was created using the quota method, based on salary size, business sector, and geographical location. The results were weighted by these same criteria. The representative sample was interviewed using an online self-administered survey.

The findings of this survey should be interpreted with consideration for the margins of uncertainty: 3.1 points at most for a sample of 1,006 representative respondents of the populations surveyed.

Interviews were also conducted with 10 stakeholders, selected for their sectoral representation and expertise. The objective of these interviews was to collect responses regarding the initial findings of the quantitative study. This was done to enhance the contextual understanding of the figures and to obtain participants' insights on new technologies and their perspectives regarding the integration of these technologies within both companies and society at large.

Any publication, whether in whole or in part, must use the following full title: "OpinionWay survey for Viva Technology, in partnership with Wavestone" and no reproduction of the survey may be dissociated from this title.

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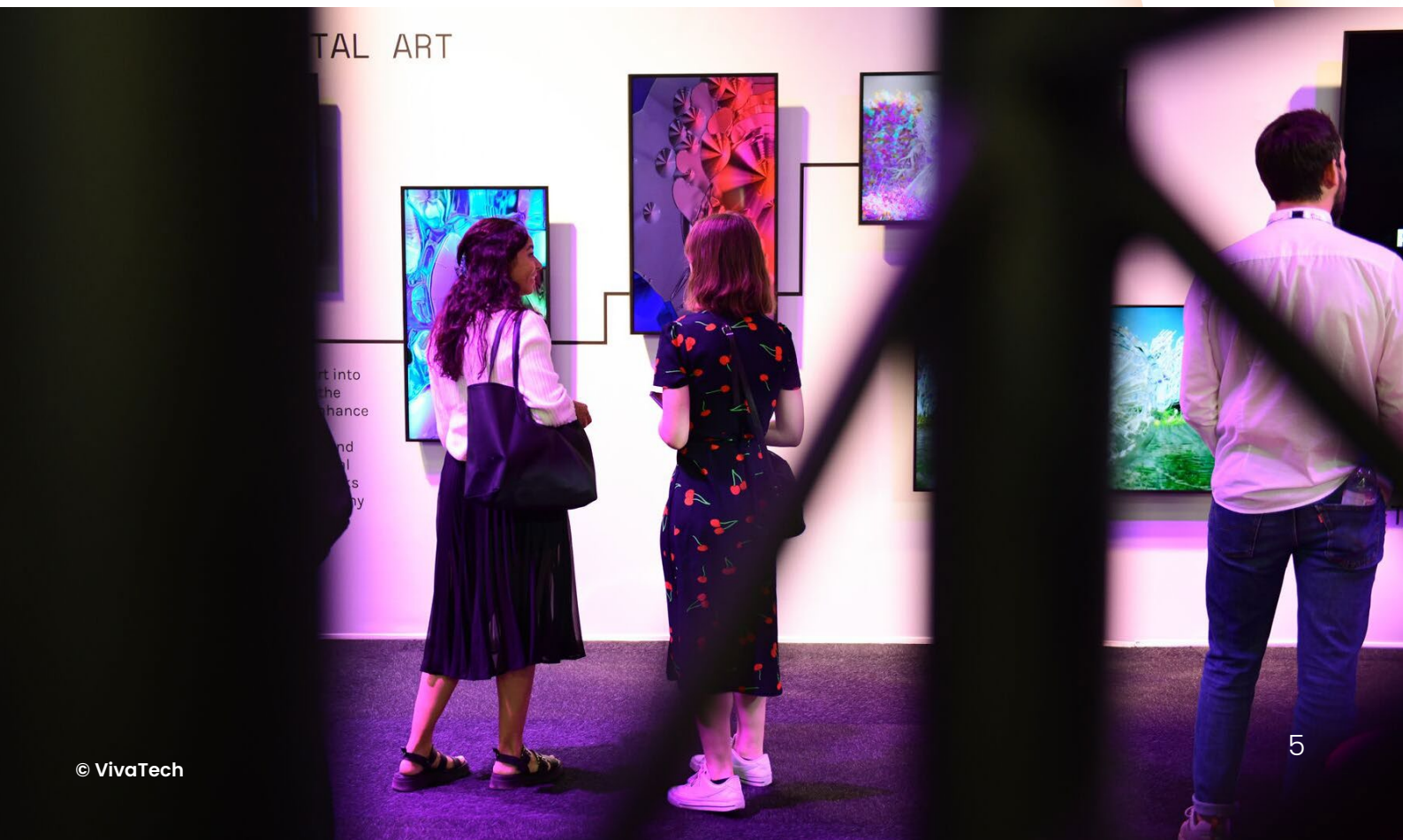
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**HOW MUCH
CONFIDENCE DO
MANAGERS HAVE IN
NEW TECHNOLOGIES
TODAY?**

Recent years have seen a remarkable expansion in the capital invested in startups and technology companies, propelled by an economic context marked by historically low interest rates and abundant liquidity in venture capital markets.

Investors, particularly venture capital funds, have played a crucial role, injecting significant sums into startups and growth companies. This has enabled many innovative technologies to develop rapidly. More recently, the rise in interest rates by the main central banks has led to a contraction in the financial markets. As a result, over the last 12-18 months, investors have become more cautious, focusing on long-term profitability and sustainability rather than rapid growth.

In this new environment of tighter economic constraints and slower growth, has management's confidence in new technologies eroded?

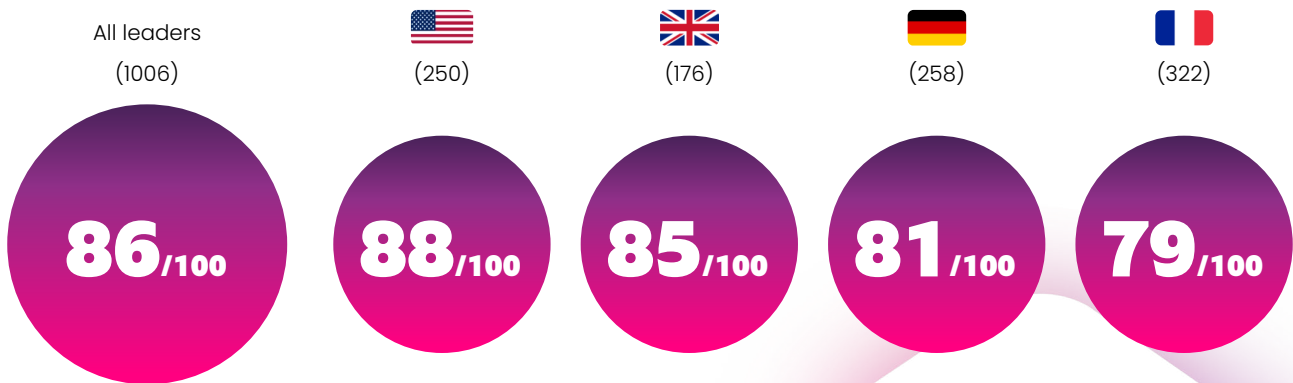


To answer this question, an in-depth study has been carried out, involving a representative panel of over a thousand international executives directly involved in decisions relating to the development of their companies. The aim of the survey was to **gauge their level of confidence in the transformative potential of technology** in several areas:

the competitive advantage it provides companies, its impact on people's daily lives, their perception of government support and its capacity to respond to major societal challenges.

Although the new economic cycle has introduced a degree of caution and heightened selectivity in technology investments, **the verdict of business leaders remains resolutely optimistic, with an overall confidence score of 86/100**. This consensus confirms that, even in times of economic slowdown, **commitment to technological innovation remains a fundamental pillar for the future of businesses.**

Tech trust score by country (score out of 100)



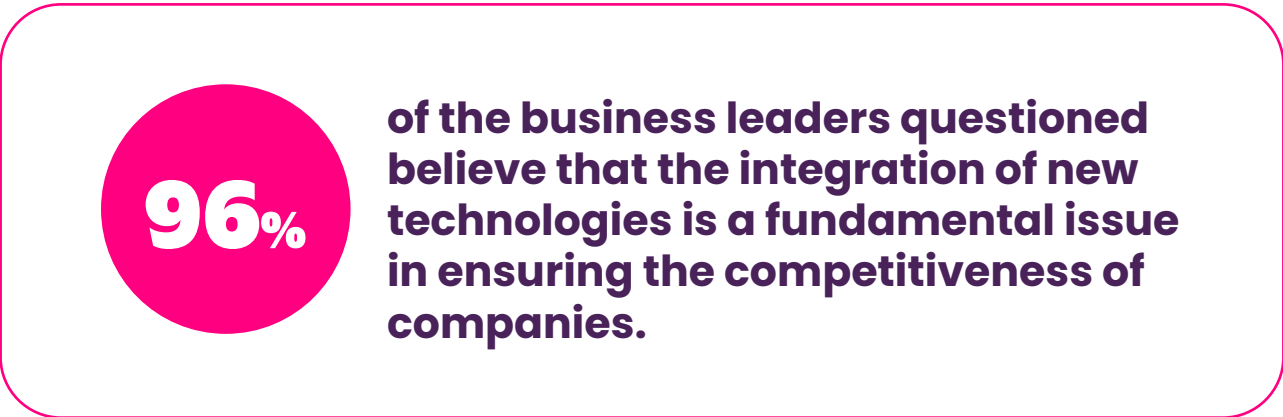
Opinion Way survey figures



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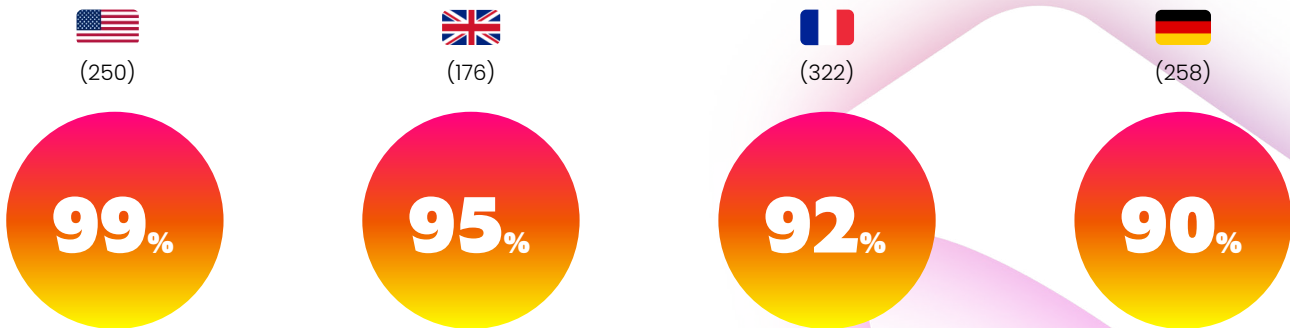
**TECHNOLOGY,
A VECTOR OF
CONFIDENCE
TO ENSURE THE
COMPETITIVENESS
OF BUSINESSES**

Today, new technologies are an essential catalyst for economic growth, and the integration of these technological innovations is becoming a pivotal issue that needs to be addressed in order to guarantee the competitiveness of businesses. The ability to adopt and exploit these technological advances seems to be closely linked to the longevity and prosperity of organizations, since **96% of the managers questioned are convinced that integrating them is a key factor in ensuring their company's competitiveness.**



As far as your company is concerned, would you say that integrating new technologies is a key factor in ensuring its competitiveness?

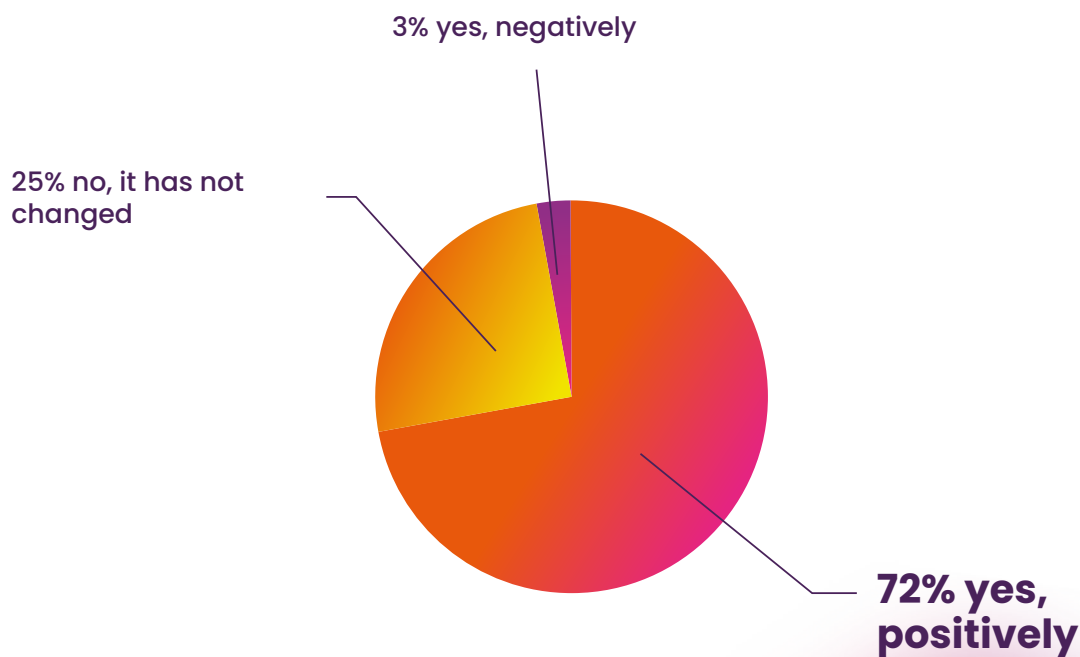
Total yes (yes, absolutely + yes, rather)



Opinion Way survey figures

Executives in **the US and the UK are almost unanimous in their confidence in future growth, while France and Germany are more moderate.** According to Ash Arora, Partner at Local Globe, the more pronounced enthusiasm on the part of the US seems to be linked to its dynamic financing ecosystem and its ability to move quickly on innovation issues, success factors that lead to major successes and, as a result, strong confidence.

Over the last 12 months, has your perception of the role of new technologies in ensuring your company's competitiveness changed?



Beyond these very reassuring confidence scores, the financing difficulties of the last 12-18 months have not eroded managers' perception of new technologies, since 72% of them have seen a positive change in their perception over the rolling year.

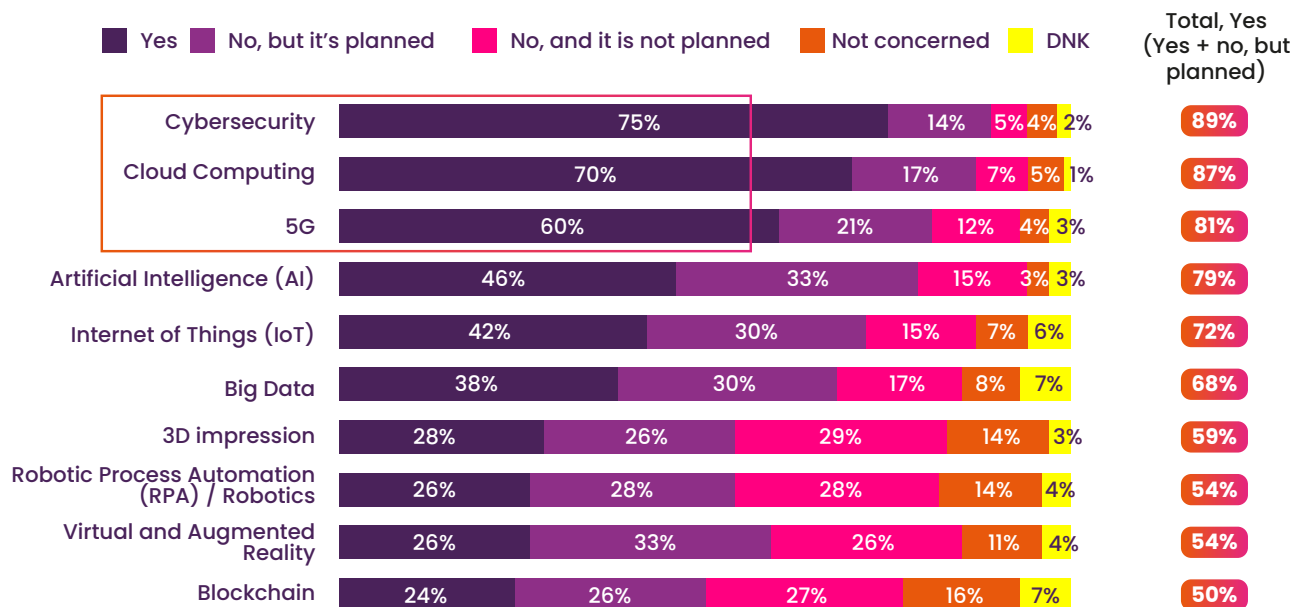
Opinion Way survey figures



3

AI, A BUSINESS BOOSTER FOR COMPANIES

Has your company invested in the following technologies?



Opinion Way survey figures

At the top of the podium, **Cybersecurity, Cloud Computing and 5G are the focus of current investments to keep pace with changes in the business world** – the dematerialized workplace – and a heightened need for security in a fully interconnected economic world.

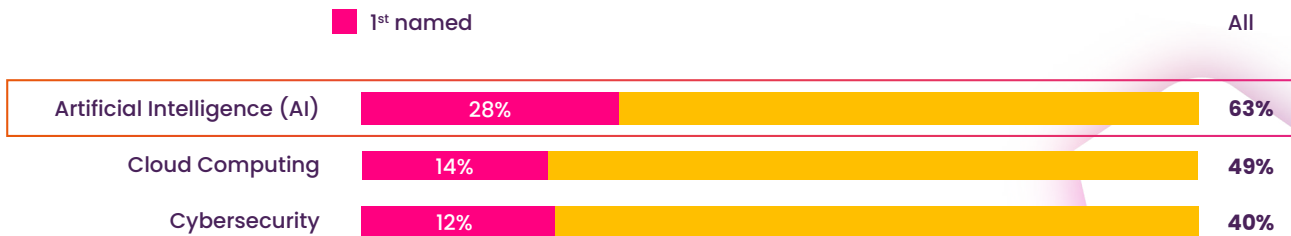
With the increasing digitization of assets and the expansion of the digital economy, businesses have been quick to recognize that **digital security risks** can have a detrimental impact on their operations and reputation.

The move towards flexible working environments, particularly in the wake of the COVID-19 pandemic, has necessitated secure and efficient remote access to IT resources. **Cloud Computing** has emerged as a solution for increased scalability, flexibility and collaboration.

The deployment of **5G** technology is also set to be a catalyst for these changes regarding usage, with increased connection speeds and reduced latency for increasingly massive data exchanges.

We can see that **forecast investment is concentrated on Artificial Intelligence, the Internet of Things (IoT), Big Data and Virtual/Augmented Reality**. A year after the popularization of generative AI with the launch of OpenAI's products, there is a particularly pronounced craze for **Artificial Intelligence**. This is emerging as a technology destined to have a major impact, **with more than a quarter of the managers surveyed considering it to be the most likely to influence their company's business**.

Which of the following technologies are most likely to have an impact on your company's business?



Opinion Way survey figures



France, for its part, is in a league of its own, **ranking Cybersecurity first on the scale** of technologies that have a significant impact on the activity of their companies. This distinction highlights a particular sensitivity to IT security issues in the French business context: according to the 7th annual CESIN barometer with OpinionWay, **45% of French businesses had suffered a successful cyber attack in 2022**. This divergence reflects a growing awareness among French managers of the specific risks facing businesses in today's digital world.



THIBAUT DE TERSANT
DEPUTY DIRECTOR AT DASSAULT SYSTÈMES

"The main concern of companies holding significant intellectual property is to protect it. These days, security is a major and crucial factor in the process of selecting new technologies: at Dassault Systèmes, significant investments are made to secure our environments. We manage our own Cloud, and it is unthinkable that its security would be compromised. This is the foundation, the base of Maslow's pyramid, in our business strategy."

After the great popularity of certain technologies such as blockchain over the last few years, we can now see that they are less regarded by managers as having an impact and are therefore attracting less investment. Rapid innovation in other areas (such as Artificial Intelligence and Cloud Computing, mentioned above) has **shifted attention and resources towards technologies that offer tangible and immediate results, with broader applications and often less complex integrations.**



ANTOINE MOYROUD
PARTNER AT LIGHTSPEED VENTURE PARTNERS

"There is a need to show how these technological advances can improve productivity, efficiency and solve real problems for businesses. There has been excitement about the perceived sudden productivity gains associated with generative AI, but there is also skepticism about how this will actually translate into tangible benefits for businesses."

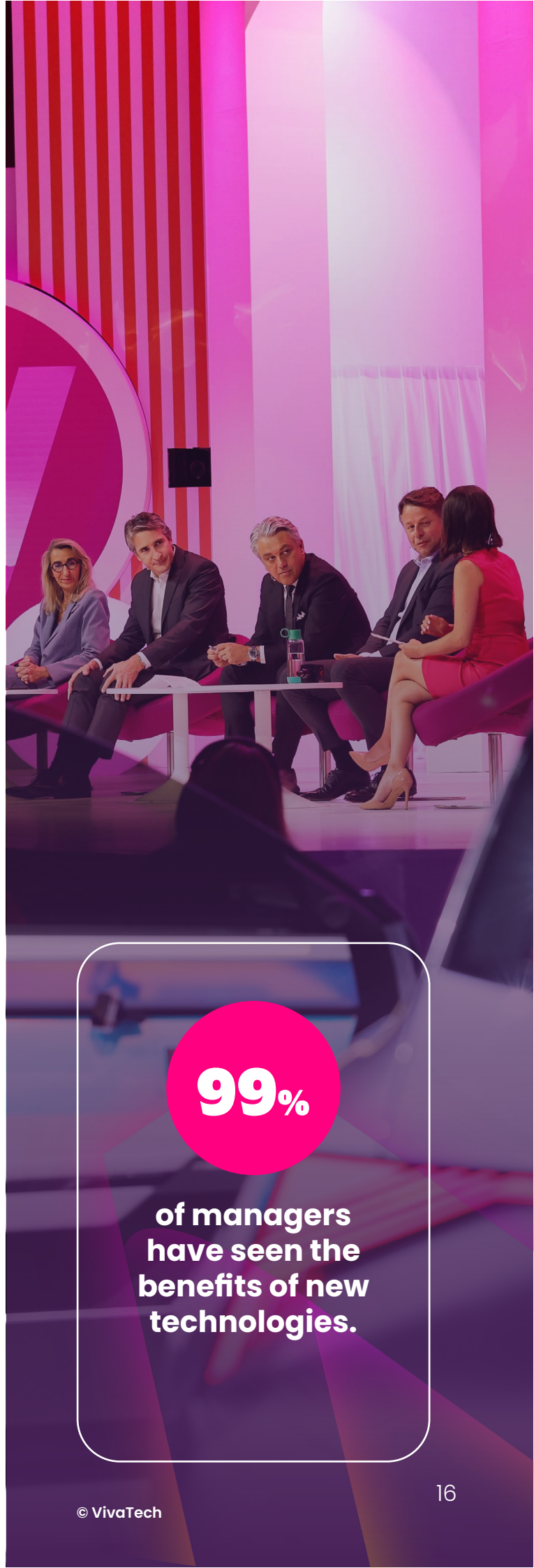


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NEW TECHNOLOGIES AS A PERFORMANCE DRIVER

By delegating repetitive and time-consuming tasks to intelligent machines, companies are significantly saving time: **65% of the managers surveyed said that they had seen an increase in productivity following the adoption of new technologies.** They free up staff to concentrate on higher added-value tasks, specifically more creative, complex or strategic tasks that cannot easily be automated.

In addition, Artificial Intelligence offers advanced capabilities for cross-referencing and analyzing data, becoming a decision-making tool that enables more relevant and informed decisions to be made, based on accurate and tangible data. The insights generated by Artificial Intelligence implemented in Business Intelligence technologies can help to identify hidden trends and market opportunities, or optimize internal processes, leading to improved financial performance: **52% of executives surveyed reported an increase in financial performance following the adoption of new technologies.**



99%

**of managers
have seen the
benefits of new
technologies.**

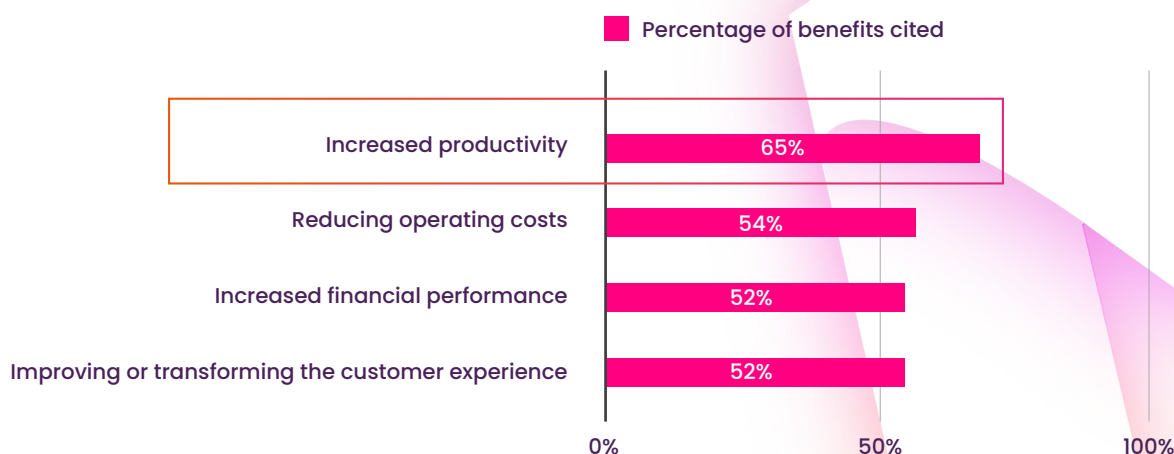
Cybersecurity is also a fundamental pillar of **value creation**. By protecting critical corporate data from intrusions and cyber-attacks, organizations not only comply with stringent regulations but also preserve their operational integrity and reputation in the marketplace.

"Some European countries do not seem to be fully aware of the importance of protecting data: they do not realize that it is a precious asset that needs to be adequately protected. Over the last three years, the number of attacks has increased tenfold, reflecting the growing value of data in our society."



THIBAUT DE TERSANT
DEPUTY DIRECTOR AT DASSAULT SYSTÈMES

What concrete benefits have you seen as a result of adopting new technologies within your company?



New technologies are also proving to be powerful tools for **transforming the customer experience**, particularly in the healthcare and education sectors, where personalization has become a key factor in differentiation and success. **52% of executives surveyed see benefits in this area following the adoption of new technologies within their company.** In the healthcare sector, the integration of advanced technologies such as Artificial Intelligence, telemedicine and mobile health monitoring applications is making it possible to provide more targeted care tailored to patients' individual needs. By structuring data and identifying irritants, it becomes possible to better understand individual health conditions, and to find and build solutions that are more tailored to patients.



EDWARD HOLLYWOOD
MANAGING DIRECTOR OF HUMAN
RESOURCES AT BOEHRINGER INGELHEIM

"Any tool that enables personalized patient monitoring and guidance (by encouraging appropriate actions, supporting adherence to treatment or encouraging lifestyle changes) is essential. The aim is to connect the patient to a resource that supports him or her, and this resource could be a generative AI or a real companion intervening remotely thanks to a technological tool."

In education, emerging technologies such as adaptive learning systems, Virtual and Augmented Reality, and online education platforms are radically transforming the way knowledge is delivered and assimilated.



JULIE RANTY
CO-FOUNDER AND CEO OF POLLEN

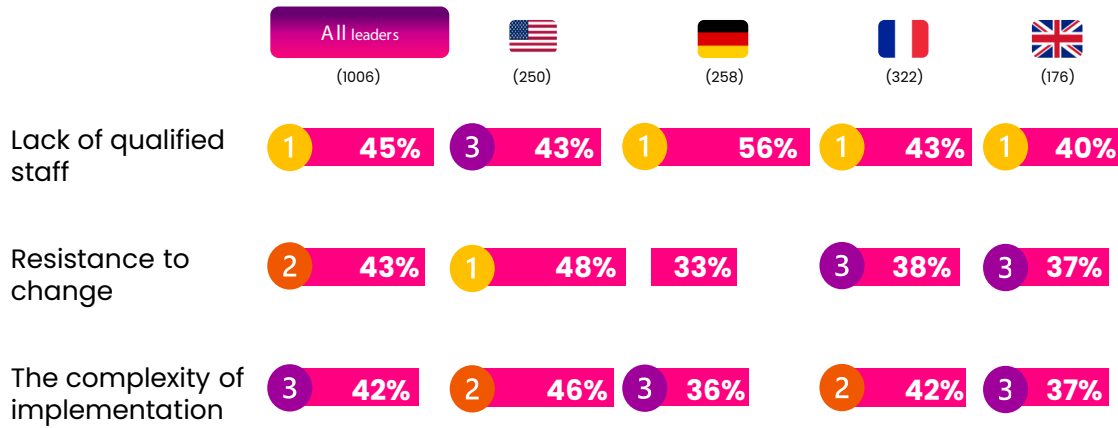
"Learners can benefit from tailored learning experiences that adapt to their level and pace of learning, offering a more inclusive and effective approach to education. This helps to improve engagement, knowledge retention and the personalization of educational content. This learner-centered approach aims to maximize the effectiveness of training and provide a more enriching learning experience."



5

**SUCCESSFULLY
TRANSFORMING
BUSINESSES:
RECRUITMENT,
TRAINING,
FINANCING**

What are the main obstacles facing companies in your country as they seek to integrate new technologies into their business?



Opinion Way survey figures

1. Managing talent

A shortage of talent in specialist areas can slow technology adoption and, as a result, hold back innovation and growth: the executives interviewed for our study believe that this is the main barrier to integrating new technologies into their business. Companies therefore find themselves competing for a limited pool of talent who have mastered the cutting-edge skills needed to drive, maintain and optimize advanced technological systems. **Without this talent, companies' ability to carry out projects over the long term may be impacted.**

On the other hand, companies have a major stake in seizing these innovations to **remain attractive on the labor market**. Talent is looking for companies that can help them train in the skills of tomorrow, and the use of innovative technologies is becoming a competitive factor for potential employees.

At the same time, it is essential to invest in the **ongoing training of existing staff** to ensure that all employees can evolve with the new technological solutions. This involves not only technical upgrading, but also adapting to the new working methodologies that these tools entail.



JULIE RANTY
CO-FOUNDER AND CEO OF POLLEN

"The Davos statistics show that by 2025, 50% of employees will need to be retrained, mainly due to technological change and automation. The accelerated pace of innovation and the limited lifespan of skills (18 to 24 months) are reshuffling the deck for current learning, which is not yet fully adapted to these new challenges. Without training, we risk creating a two-speed society with a disparity between those who have mastered the technologies and those who haven't."

2. Overcoming resistance to change

For 43% of the managers questioned, **resistance to change is an obstacle to the integration of new technologies within companies.**

The main source of resistance to change is the fear that **technology will replace certain jobs**. According to an IMF report, 40% of jobs worldwide will be affected by the impact of Artificial Intelligence. In the advanced economies and certain emerging countries, **60% of jobs will be affected**, according to Kristalina Georgieva, Director of the IMF, pointing out that this effect could also result in productivity gains leading to higher incomes. Indeed, the automation of certain repetitive tasks will undoubtedly change the way many jobs are done, particularly those involved in creative processes (developers, graphic designers, translators, etc.). For example, today's generative AIs require precise instructions ("prompting") to optimize the work of the user. For companies, the challenge will be to prove that, supported by new technologies, **individuals will be able to concentrate on higher added-value tasks and refocus on the essentials.**

Ultimately, the development of an AGI (General Artificial Intelligence) capable of developing computer systems that can reason, solve problems, learn from experience and adapt to a variety of contexts autonomously will pose a greater ethical challenge for managers.

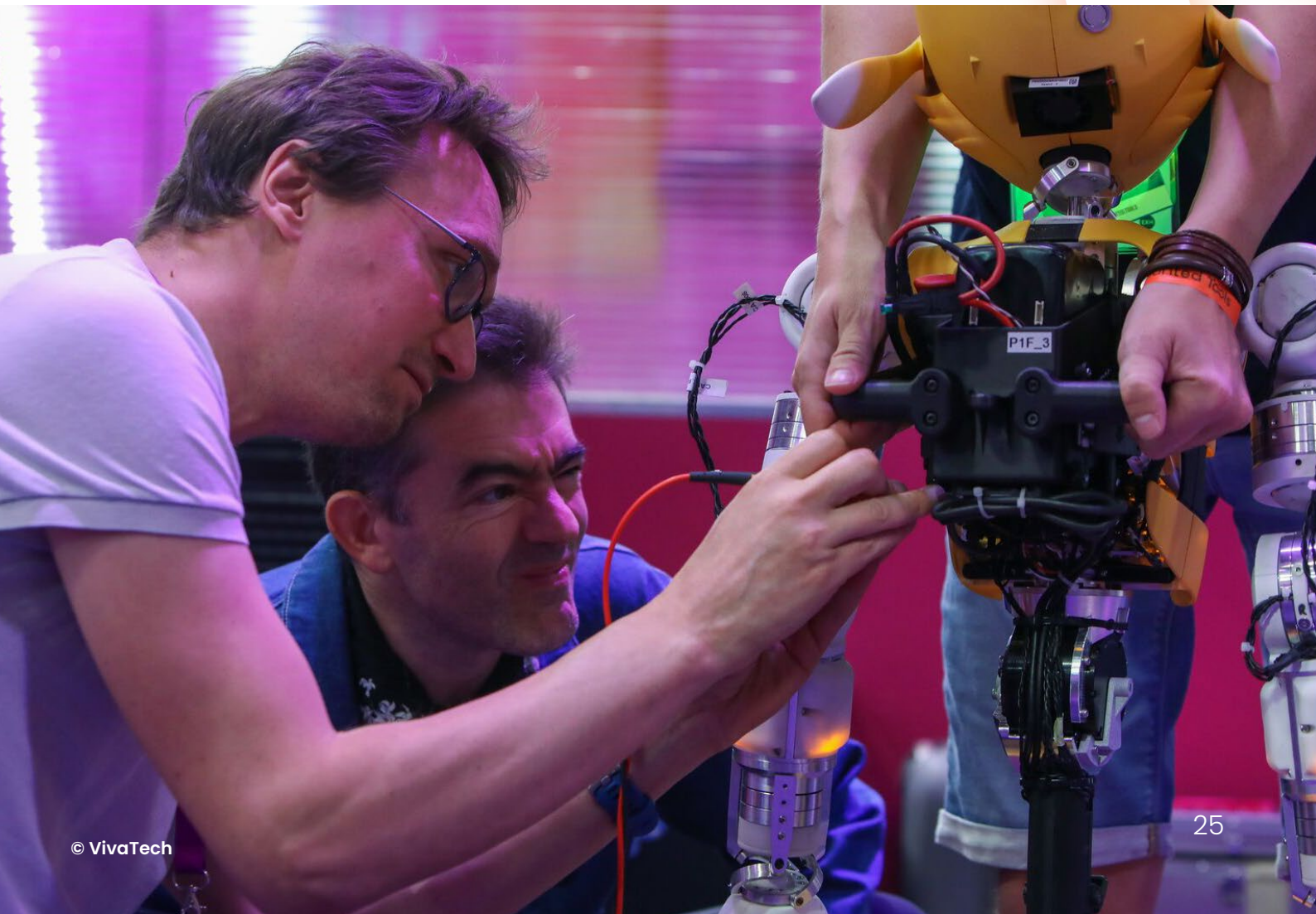


GIL DOUNKHAN
PARTNER AT IRIS

"Automation offers positive prospects. It means that employees can be redirected towards tasks with higher added value, although this involves a transition phase. Professionals often fear that they will be replaced by machines, but in reality, automation is leading to a shift in professions towards more strategic and rewarding activities, where new technologies need to be harnessed and where it is possible to focus on fundamental and innovative aspects of the job."

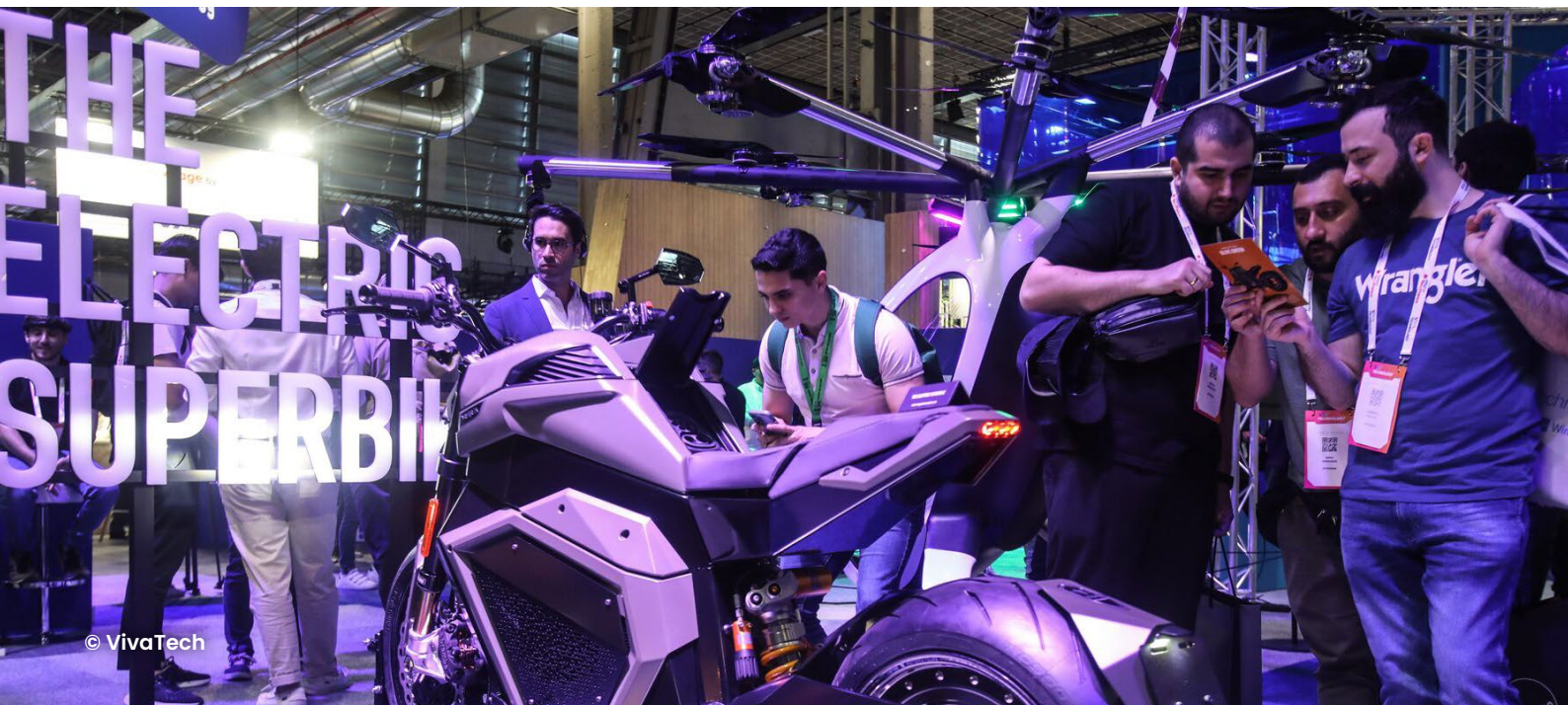
Larger organizations may also **face specific challenges related to their size**, with larger organizational structures, multiple layers of management, more complex decision-making processes and increased bureaucracy.

Larger organizations may need to demonstrate the added value of new technologies more thoroughly before integrating them, which can significantly prolong the adoption process. **Once the value has been demonstrated, the processes for contracting and detecting emerging technologies can be more demanding in larger organizations**, requiring additional effort to adapt to existing standards and structures.



3. Simplifying the approach to new technologies

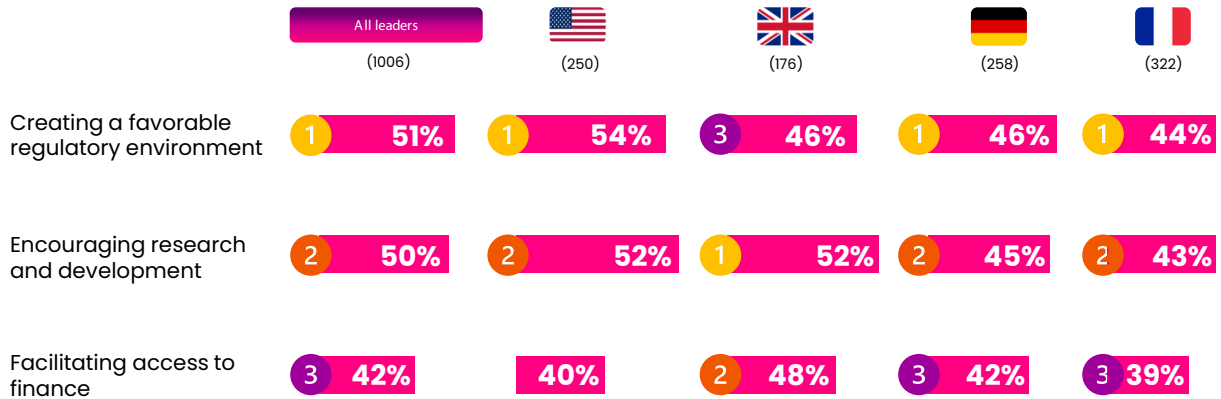
The complexity of technologies can lead to a certain reluctance to test them, particularly in the absence of validation by peers. Having talent with technical and technological skills within the company is not enough. If they are to be integrated and developed to their full potential, they need to be able to communicate with other teams. We have seen that one of the **key factors in the successful integration of a new technology is the presence of enthusiastic adopters who are motivated by the technology**, understand it, and explain it so that it spreads naturally within the organization, removing any reticence.



Startups also play an important role in making new technologies more accessible: by providing turnkey solutions or integrated platforms, startups can reduce the technical and operational barriers to entry for companies that want to adopt new technologies but do not have the in-house expertise to develop or integrate them. By focusing on disruptive solutions that are often less expensive than those offered by traditional players, **they also help to make technology more accessible to a wider range of businesses**, including SMEs that may not have the resources to invest in costly innovations.

4. Financing and regulating innovation

What measures would you like to see the government put in place to encourage the integration of tech within companies in your country?



Opinion Way survey figures

Financing innovation: for 42% of the managers questioned, **access to finance appears to be crucial in enabling companies to acquire, develop and implement innovative technologies.** This often involves high initial costs.

Private investment, from sources such as venture capital funds, business angels and crowdfunding, play a crucial role. However, these sources of finance are highly competitive and not always accessible to all businesses. As a result, **the role of government becomes key** in bridging this gap, particularly through grants, R&D tax credits, and other forms of financial support.



Regulating innovation: the role of government.

51% of business leaders surveyed expect government to create a regulatory environment that is conducive to the integration of new technologies within companies. Emerging technologies often evolve faster than existing regulatory frameworks: **governments are therefore faced with the dual need to foster innovation while ensuring security, confidentiality, and ethics.** Companies must navigate these uncertain regulatory waters, which can lead to delays and increased compliance costs. In addition, regulatory differences between regions and countries can complicate operations for companies with a global presence.



ASH ARORA
PARTNER AT LOCALGLOBE

"Governments understand the importance of striking a balance between excessive regulation, which could hamper innovation, and the need to protect investors and end-users. Indeed, this balance is increasingly essential but difficult to find as technologies evolve."

Convincing top management internally is also a challenge: investment in new technologies is often very costly for companies, and the presumed benefits can be abstract for neophytes. It is vital to explain the benefits of investing in a technology, detailing the return on investment in terms of efficiency, production, quality or cost reduction to top management. As mentioned earlier, the results of Artificial Intelligence are very tangible and easy to project, whereas the benefits of technologies such as Blockchain are more complex to grasp.



ROMAN RAPOPORT
CIO AT BPW

"It is always business-oriented top management that finances the integration of new technologies into a company, starting with a strong commitment from the CEO. The challenge lies in showing the added business value for all stakeholders, despite the absence of immediate and/or tangible results. A sensible approach is to start the process with a minimum viable product (MVP), which reduces initial costs while laying the foundations for more substantial changes in the future."

5. Optimizing synergies: the role of startups in technological innovation

Startups have become the undisputed **catalysts of technological innovation**, playing an essential role in orchestrating progress and bringing new ideas to market. More than just a component of the technological ecosystem, they are often its pioneers.

On a national scale, having a good network of existing startups not only allows us to map the entrepreneurial ecosystem, but also serves as a bridge between innovative startups and established companies keen to integrate new technologies. The aim is to make it **easier to identify startups** whose products or services correspond to the specific needs of businesses, and to enable them to integrate smoothly and productively.

For startups, the main challenge is to adapt and evolve effectively, enabling them to integrate successfully into the market. The go-to-market strategy represents a sophisticated approach for these young companies. The fundamental challenge for them **is to develop the capacity to market and build a viable and sustainable business model** that transcends the initial stages of product development and production.



EVA ROSILIO
INNOVATION INCUBATOR MANAGER
AT WAVESTONE

"There has been a significant increase in the confidence that large companies have in startups. Large companies are now convinced that innovation often comes from these smaller structures. Startups are seen as very useful in identifying trends. However, effective collaboration and the creation of spin-offs remain challenging."

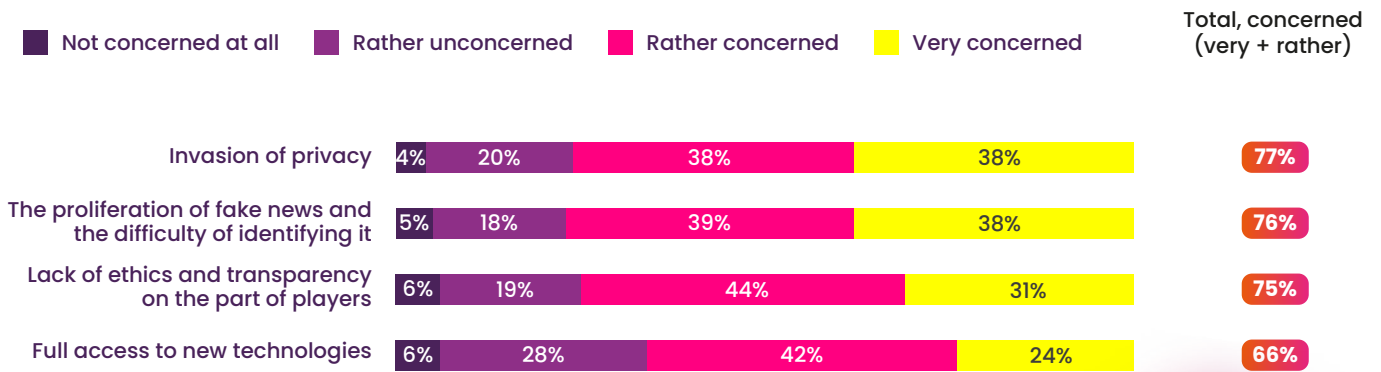


6

THE CHALLENGES OF THE DIGITAL AGE: ETHICS, SECURITY AND TECHNOLOGICAL INEQUALITIES

The advent of the digital age has opened the door to unprecedented advances while posing complex challenges, particularly in terms of ethics, security and technological fairness. These challenges are shaping the landscape in which new technologies are developed, distributed, and used.

For each of the risks and consequences of technological progress, would you say that you are ...



Opinion Way survey figures

More than three quarters of respondents believe that the lack of security, ethics, and technological inequalities are real risks that accompany technological progress.



GIL DOUKHAN
PARTNER AT IRIS

"Since the advent of the Cloud in 2010, a massive amount of data has been generated and accumulated, but often in a disorganized and dispersed way, making it difficult for businesses to process. Thanks to AI, it is now possible to use this unstructured data, potentially revealing unsuspected value for companies. However, this operation requires a series of preliminary steps and safeguards to respect data protection issues; in particular, the cleaning and structuring of data to ensure the extraction of relevant and useful information for strategic decision-making."

The emergence of new technologies has considerably increased **the risks associated with the proliferation of fake news**. This issue worries 77% of the executives surveyed: the growing sophistication of technological tools makes it increasingly difficult to distinguish fake news from genuine information. The difficulty of identifying fake news is exacerbated by the speed with which it is disseminated on social networks and other digital platforms, where it can reach a large audience in a short space of time.



FREDERICO OLIVEIRA DA SILVA
SENIOR LEGAL MANAGER AT THE EUROPEAN
OFFICE OF THE CONSUMERS' UNION

"I believe that innovation must be balanced by concrete rules to protect consumers. Generative AI can spread fake news and produce incoherent texts that can mislead people into thinking they are written by a human."

As Artificial Intelligence becomes more ubiquitous, the question of ethics and intellectual property becomes more pressing: **75% of the executives surveyed expressed concern on this subject.** Algorithms can reinforce unconscious biases, and the intellectual property of AI raises questions about the recognition of human contributions and the fair sharing of benefits.

Transparency is crucial to understanding how decisions are made by AI, especially when these decisions have significant consequences for the lives of individuals and society as a whole.

With the digitization of personal and professional information, data security is becoming a major issue: **76% of executives surveyed are concerned about the risks of privacy breaches linked to new technologies.** Data breaches can have dramatic repercussions, from an invasion of privacy to devastating economic impacts. Data protection must therefore be a priority in the development of new technologies, requiring a robust regulatory framework and constant vigilance.

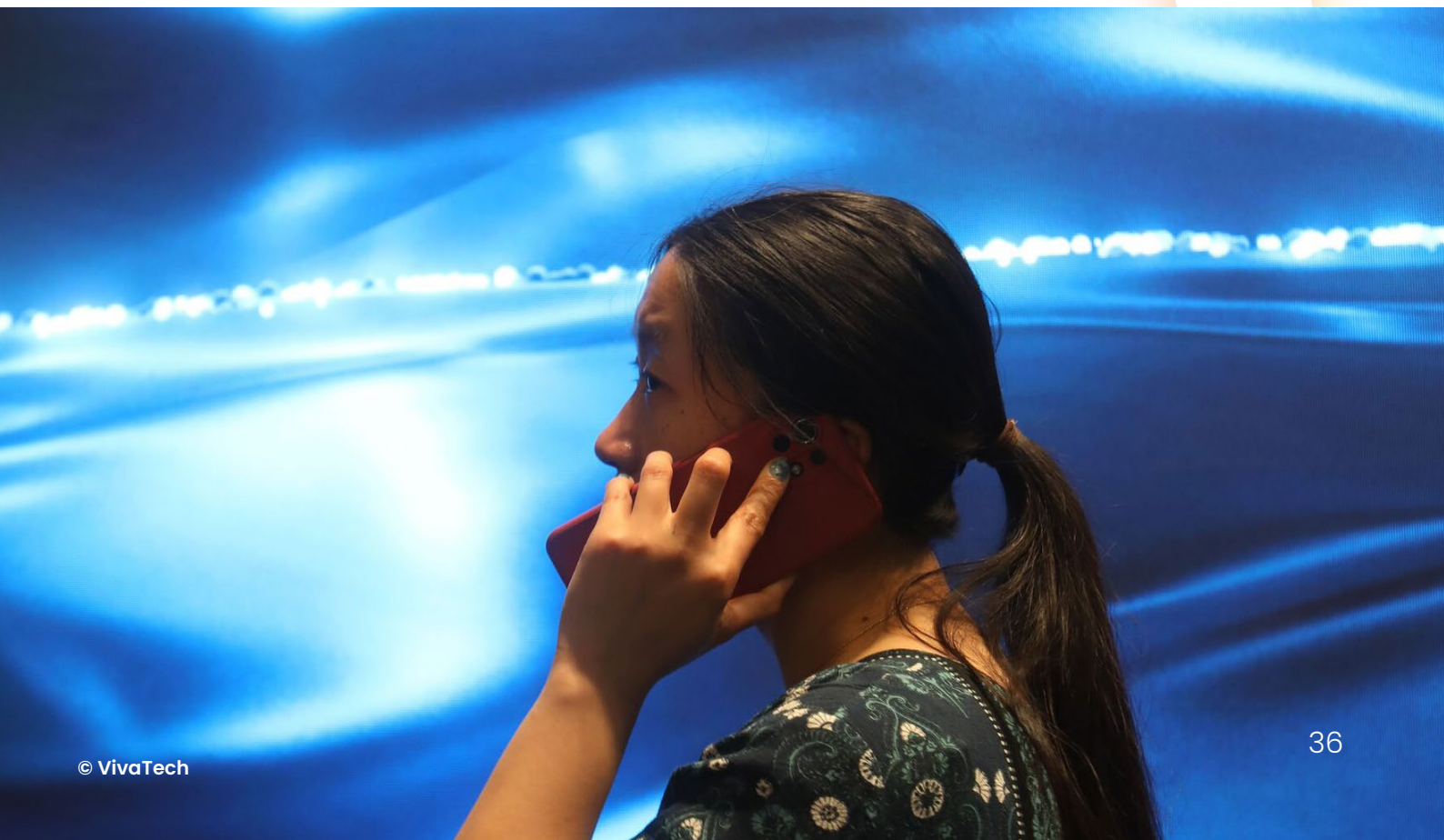
Unequal access to technology worries 66% of the leaders surveyed: it increases the risk of creating a two-speed society, where only those who can afford the latest innovations enjoy their benefits. This digital divide can exacerbate existing social and economic inequalities, leaving behind a section of the population that does not have access to the digital tools that are essential for education, health and participation in the modern economy.



FREDERICO OLIVEIRA DA SILVA
SENIOR LEGAL MANAGER AT THE EUROPEAN
OFFICE OF THE CONSUMERS' UNION

"Data collection is reaching massive proportions and there must be limits. It seems that some online companies know us better than we know ourselves. We are at a stage where we need to recognize that data collection is possible, but that it needs to be supervised."

The ecological footprint of technology is also a growing concern for 59% of the executives questioned. In France, environmental concerns are particularly acute, with three quarters of executives expressing concern on the subject. The extraction of resources needed for electronic devices, the energy consumption of data centers, and the persistent problem of electronic waste raise questions about the sustainability of our technological trajectory. As we push the boundaries of innovation, it also seems necessary to consider planetary limits and integrate sustainability principles into the design and use of technologies. The prospect of becoming a 'Low tech Nation' that prioritizes technological simplicity over hyper-innovation may be food for thought, resonating with the idea of making technology sustainable and essential, rather than simply competitive.





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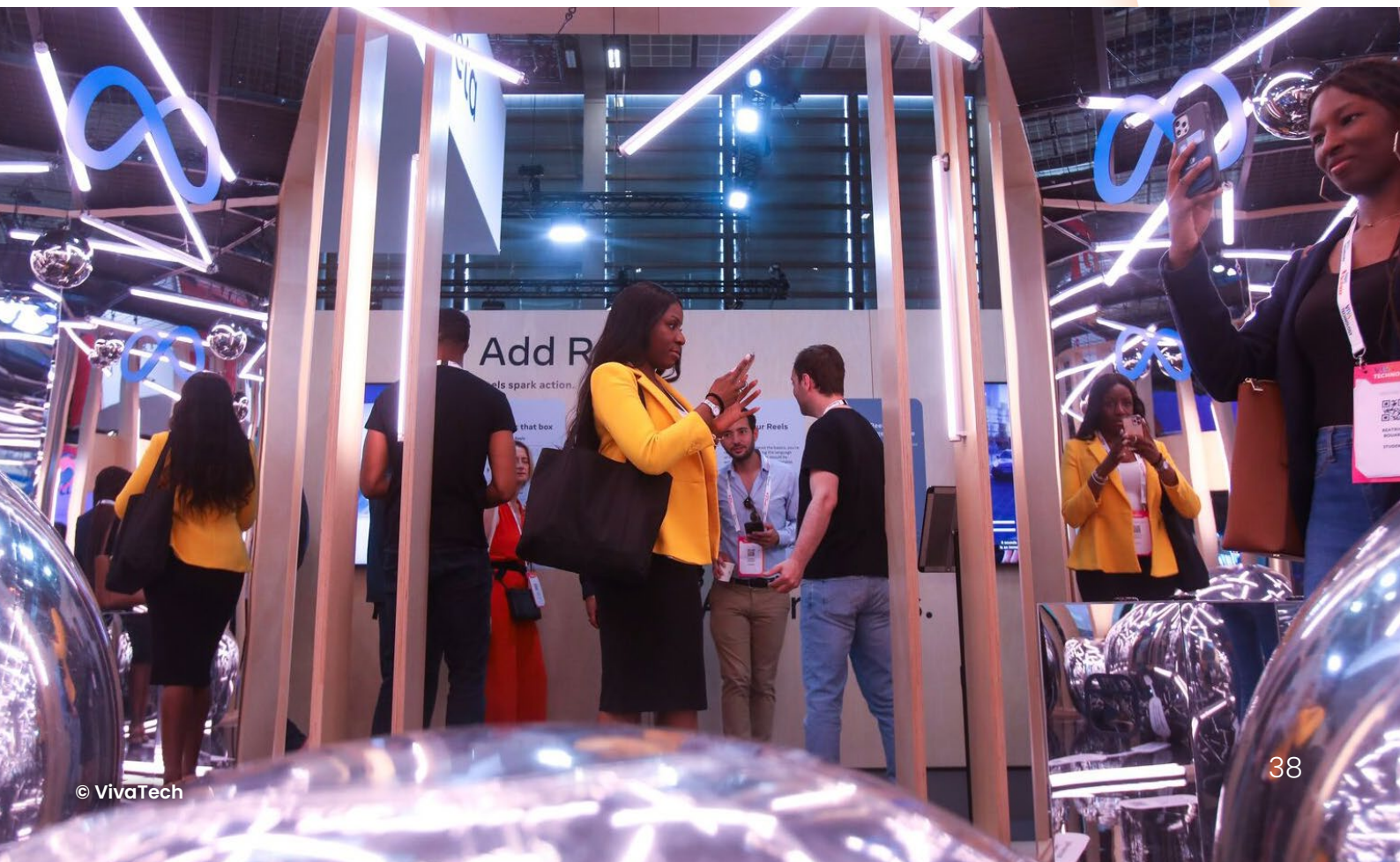
**CAN NEW
TECHNOLOGIES HELP
US MEET THE MAJOR
CHALLENGES OF
TOMORROW?**

Technology, by its transformative essence, is a pillar that supports society in its ambition to meet the major societal challenges of tomorrow. Its ability to connect, educate and innovate makes it an invaluable ally in tackling and finding solutions to the complex problems we face.

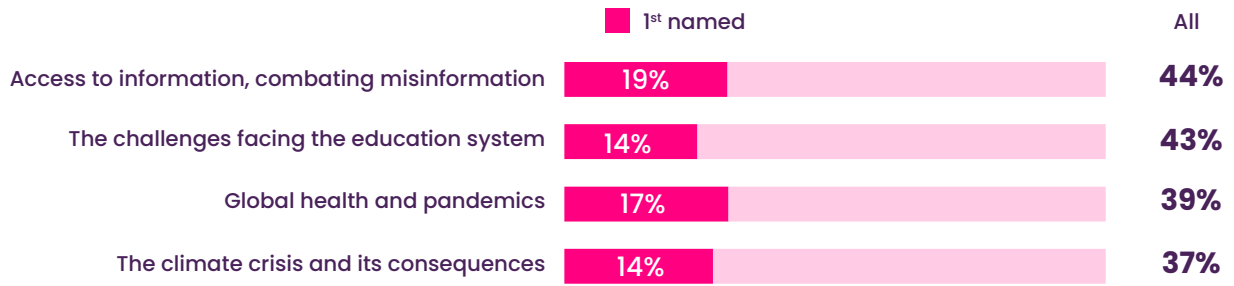
93%

of executives surveyed believe that major technological innovations are one of the solutions to the major challenges of our time

Opinion Way survey figures



Which problem is technological progress most likely to help solve?



Opinion Way survey figures

Telemedicine, disease monitoring using Big Data and AI, are making a **significant contribution to global health**. These technologies enable faster and more accurate reactions for better diagnoses and facilitate the development of new treatments and vaccines through accelerated research.





EDWARD HOLLYWOOD
MANAGING DIRECTOR OF HUMAN
RESOURCES AT BOEHRINGER INGELHEIM

"Our main objective is to optimize patient treatment. Any technology that can help diagnose a disease correctly is crucial for us. This is particularly true for general practitioners, who may only encounter a rare disease once or twice in the course of their career. The second point involves risk stratification: any tool that helps practitioners assess their patients' risks is crucial in determining the appropriate treatment or referring them to the right specialist. Finally, the third stage involves helping patients to manage their state of health, whether in terms of lifestyle or taking account of the side-effects of medication. Technology can be a great help in this area, providing patients with personalized recommendations and the best strategies to adopt."

Technology improves access to education by making it more available, efficient and tailored to individual needs. It facilitates collaboration and the sharing of educational resources on a global scale, while reducing access costs thanks to digital resources (online libraries, online courses and MOOCs, etc.).



ASH ARORA
PARTNER AT LOCALGLOBE

"Some technology companies have a transformative power that sometimes transcends state structures. I realized that Google's contributions to education in India and around the world far exceeded those of any one non-governmental organization. This led me to think that without technology, we certainly don't have a sustainable future."

However, if technology is to be a truly effective tool for resolving societal challenges, it is imperative to ensure that its development and deployment are **guided by ethical and sustainability principles**.

It seems essential to ensure that the benefits of technology reach everyone equitably to avoid exacerbating existing inequalities.

So, while recognizing the vast opportunities offered by technology, we must also acknowledge its limitations and work proactively to overcome them. By combining caution with innovation, and ensuring inclusive and accountable governance, technology can serve as a solid foundation for building a global response to the challenges of our age.



EVA ROSILIO
INNOVATION INCUBATOR MANAGER
AT WAVESTONE

"Technology will be a lever, but it will not be the complete solution. Most of the major challenges are not purely technological, and although technology is part of the solution, it is not the heart of the answer."

CONCLUSION

Against an economic backdrop marked by a significant contraction in the financial markets, **business leaders' confidence in new technologies remains remarkably solid**: 96% of them consider these technologies to be essential for ensuring business competitiveness, despite the current economic challenges.

Cybersecurity, Cloud Computing and 5G are the mainstays of the modern digital landscape, adapting businesses to an increasingly digitized and interconnected business world. **The influence of Artificial Intelligence is already palpable**, with 63% of executives identifying it as the most promising technology for the future of their business.

Executives unanimously emphasize the role of new technologies in **improving productivity and transforming the customer experience**. However, the integration of these technologies into businesses is **not without its challenges**, particularly in terms of talent management, resistance to change, simplified access to these tools and the financing of innovation.

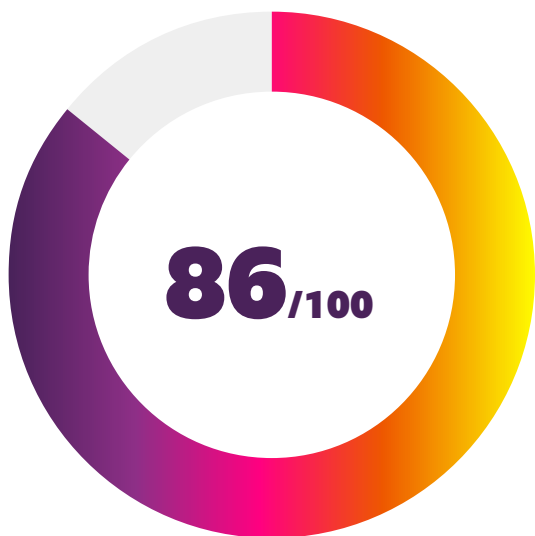


VIVA TECHNOLOGY

Together, VivaTech and Pantone have created an immersive gateway to Europe's biggest startup and tech event, connecting our shared values and immersing visitors in our innovative tech ecosystem. VivaTech brings together the brightest minds to imagine the future. On one side business and technology, on the other side, vibrant ideas, inspiration and energy.

While these technologies offer significant advantages, they also **raise complex ethical issues, particularly concerning intellectual property and data protection**. In addition, inequalities of access and environmental concerns about energy consumption raise questions about their relevance in a context of global limits.

The strategic importance of technologies in the transformation and future of businesses is therefore clear, while also calling for balanced and responsible integration. Finally, the fact that **94% of executives would recommend a career in the technology sector** to their friends and family testifies to their enduring confidence in its potential for growth and innovation, as well as the intellectual interest in being part of this constantly evolving ecosystem.



Business executive confidence barometer in new technologies

Opinion Way survey figures



FRANÇOIS BITOUZET
MANAGING DIRECTOR OF VIVA TECHNOLOGY

"This barometer shows that companies have understood that we are at the start of a new cycle of technological transformation, particularly with AI. The first piece of good news is that they are ready to seize the opportunities, thanks to the investments they have already planned for 2024. The second piece of good news is that while business leaders are Tech Positives, they are not naive, and they are aware of the responsibilities that these transformations impose on the business, and on society in general."



EVA ROSILIO
INNOVATION INCUBATOR MANAGER
AT WAVESTONE

"Leaders and experts trust technology to solve current and future challenges. AI is favored because of its concrete and immediate results, standing out from recent technological advances. Confidence in a technology increases when tangible gains are expected on key topics such as customer experience or productivity gains."

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Thank you for your interest in this barometer.

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