# BearingPoint Top 5 Tech Trends

2023

**BearingPoint**®

**1. Generative AI**
Accelerating innovation with new data

**2. Metaverse**
Merging digital and real

**3. Cloud native platform**
New ways of developing products

**4. Embedded Data & Analytics**
Companies get lost without prioritized use cases

**5. Zero Trust at Scale**
Cybersecurity at the core of IS architecture