

CES 2024

Tech innovation reshaping industry

The need for speed when it comes
to tech innovation and unlocking
next-level growth



Consumer
Technology
Association®

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Five key trends are driving industries and shaping new businesses

About CES

4,300+ exhibitors, 135,000+ delegates from 150+ countries, 1,400+ start-ups, and 1,000+ speakers at more than 250 sessions

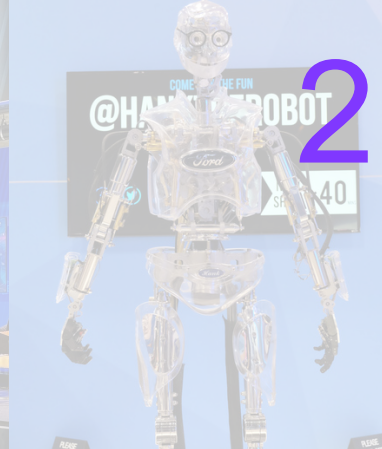
60% of Fortune 500 companies represented

1,500 companies present from China alone, with several breakthrough innovations from Korea and Japan



AI/GenAI

AI is **mainstream**. Increased focus on **purpose-driven AI use cases** (specific foundational models). AI that adheres to **ethical standards** paving the way for a new growth sector: **companies that specialize in auditing LLMs**.



Robotics

Companies **automating everyday tasks** and enhancing previously mundane experiences with **AI assistants**. **More mature use cases** evolving. **Many household robots but limited new ideas**.



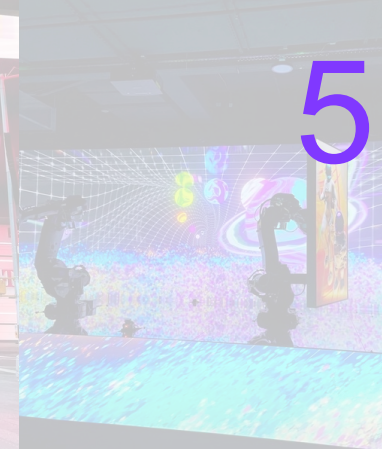
Sustainability

Products combining robotics, software, and AI focused on **reduced energy consumption**—integrated home energy solutions from solar to in-house battery banks. **Overall, less of a priority vs. previous years**.



Connectivity

Everything has a chip. From tires, to kitchen appliances, to cities, software is dominating the world with everyday objects containing IoT sensors and chips for low-latency data exchange. The key question remains: **How to monetize?**



Innovation speed

The gap between **Asian and European players is widening**—not only in tech innovation, but also in ecosystems, in start-ups, and in corporations. **Moving at “China speed” becomes the key headline**.

IoT = Internet of Things; LLM = large language model

How are industries impacted? Responses from >200 CES visitors

Mobility



Industrials



Health



Consumer goods



Energy



80% believe that the winners are those that are most advanced in the software-defined vehicle.

>90% believe that everything will have a chip and software services; predictive maintenance will become the leading use case.

>90% believe that AI is the biggest theme for pharma, especially to accelerate R&D by improving quality and speed of research.

100% AI from algorithm-driven skin enhancements to mirrors that detect your mood—AI integrated into every product.

>90% focus on decarbonization through matrix diversification considering usage efficiency.

60% believe that the role of traditional OEMs and suppliers is still open.

70% believe that corporations should enter partnerships with big tech players, citing examples including Siemens and Microsoft.

100% investing in mobilizing internal data on new platforms.

AI and IoT are being embedded into our daily lives via household appliances to make our world better.

100% exploring alternative paths to expand their clean energy offering.

Traditional companies struggle to apply a **software mindset.**

Traditional companies struggle with **software monetization.**

Traditional companies struggle with trust in **AI guiding investments.**

Traditional companies struggle with **data monetization.**

Increase capex efficiency and return in new **clean energy technologies.**

IoT = Internet of Things

What are the top 5 takeaways?

- 1 AI is all you need.**
AI is mainstream. Lots of existing features rebranded just using the word “AI.” Is it true AI or exaggerated marketing? The question remains: What are meaningful opportunities?
- 2 Microsoft is everybody’s darling.**
Microsoft and OpenAI were **the** hot topic across town, with many questioning whether keyboards should now include a dedicated OpenAI button.
- 3 Tech is not the issue. The speed of adoption is.**
Technology, especially software, exists to unlock next-stage innovation in any product but businesses are constrained by the speed at which they learn to harness it effectively.
- 4 Asia is leading the way. And by a long way.**
More than 40 percent of all companies present hailed from China, Korea, and Japan, exhibiting step changes in technology and capability development unmatched by European players.
- 5 Returns on tech investments are a challenge.**
While investment in technology continues unabated, most organizations have not solved their monetization challenges yet, triggering the need to prioritize business model innovation.

For a long time now, I acknowledge we need to extend our primarily hardware topics with software solutions. One of my key priorities will now focus on “**how to monetize software-driven solutions and products**” better.

Client – CEO

So, what does it all mean?

Be faster—the need for speed is real.

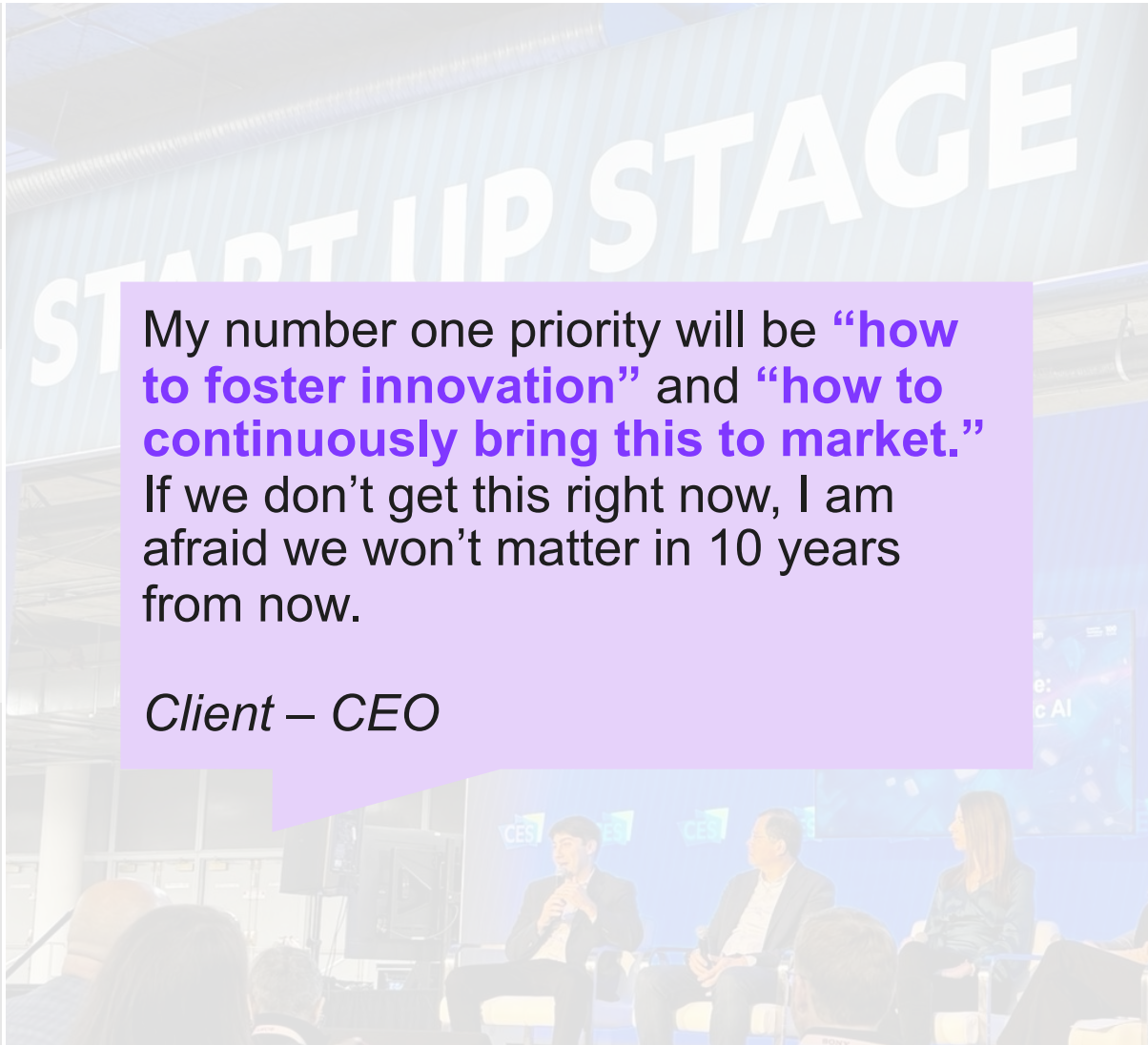
Encourage transparent discussions at leadership level to collaboratively **identify and strategize the necessary changes essential for fostering speed** and translating intentions into tangible action.

Build foresight and innovation muscle.

Set up an intelligence function that runs **continuous market research for technology solutions and partnerships** and helps you identify what to own and where to buy.

Push for faster execution vehicles.

Push for corporate venturing and **build separate innovation vehicles** that fit for the core business and the core-adjacent “new” businesses to accelerate adoption, integration, and growth.



My number one priority will be “**how to foster innovation**” and “**how to continuously bring this to market.**”
If we don’t get this right now, I am afraid we won’t matter in 10 years from now.

Client – CEO

What questions should you ask yourself now?

- 1 How do companies, especially in Europe, **accelerate to keep pace** with **competition coming out of Asia**?
- 2 What should we **build versus buy** to **drive faster technology** adoption?
- 3 How can **cross-industry collaboration** models be more purpose driven and allow **win-win for all participants**?
- 4 How to develop more **purpose-driven LLMs** and train AI models with **unique corporate data** while being ethically aligned and representative?
- 5 How do we more effectively **monetize our tech-enabled products** and allow for more **business model innovation**?

LLM = large language model

Want to make shift happen?

Please get in touch.



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