

# The rise of IT acronyms

 By [Rowan Fine](#)

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Acronyms have always dominated in the tech industry, but those that are set to rule the world in 2019 are the ones to remember.



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Anyone new to the IT industry invariably has two reactions. The first is always about the sheer volume of acronyms that populate every layer of the industry. The second is usually the need for a strong drink.

Over the past few years, technology's consistent evolution has seen new terms enter the market with new innovations, models and ideas, and this trend isn't set to change in 2019. In fact, many of those are the ones that every organisation should be paying attention to as they look to strategy, investment and market in the New Year.

## The as-a-Service

From the long-in-the-tooth Software-as-a-Service to the leading trend for 2019 – Hardware-as-a-Service (HaaS).

A hardware migration gives companies the flexibility they need to upgrade and downgrade their tin as they need. Using the HaaS business model, organisations of all sizes can rent their hardware off balance sheets at an OPEX cost to company rather than the weighty CAPEX. There's little need to own your IT problems anymore. Rather make it someone else's problem while simultaneously accessing the best and most relevant technology for your needs.

## **ITAM**

The next acronym on the block is ITAM – IT Asset Management.

This process ensures that your IT assets, both hardware and software, are fully aligned with your organisation's objectives. This process usually involves the management of procurement, deployment, usage and disposal of your IT assets.

Within the ITAM framework, the details such as network discovery, database customisation, managing help desk, configuration, security, reporting and more, are all taken care of. The premise is to drive more value in terms of utilisation and efficiency from your IT assets. ITAM is critical as most organisations run on IT so mismanagement usually leads to ugly business results. Hacks, computer errors – these are only two of the pitfalls that can embarrass the business.

## **MS0365**

For those in the know, this is the Microsoft Office 365 solution that rests within the technology giant's intelligent cloud.

Solutions such as MS0365 will be key to driving operational efficiency and delivering more value, taking truckloads of workloads to the cloud where it is more seamlessly managed and defined. The cloud trend is still just that, a trend that is showing no signs of slowing down.

## **PoPI**

Compliance with regulation such as Protection of Personal Information Act (PoPIA) and the General Data Protection Regulation (GDPR) isn't optional, not anymore.

Organisations will be paying far more attention to the impact of PoPIA and GDPR and how they can ensure compliance. This trend will see a further impact on digital strategy development, security, analytics and governance.

## **AI**

Artificial Intelligence (AI) is everywhere. It's the buzzword so buzzy that it hums. AI is set to become even more entrenched in business and daily lives. Already it is emerging in effortless applications across searches, online shopping, helpdesk support, television streaming and more. However, to achieve its full potential it also needs to be trusted and there needs to be understanding around what's being done with the data.

AI can potentially make big decisions that can change lives so awareness around algorithm bias and use case will see impetus in the next year.

I think one of the most interesting evolutions of AI will take place in the retail space. AI for retailers and wholesalers will study client buying patterns from receipts and invoices and use this data to determine what client's use and need so that the business can sell with improved efficiency and targeting.

These are just some of the biggest trends that I believe will rise up in South Africa, and globally, next year. There will also be the supporting acts of voice search, technology to transform employee happiness, and blockchain that will potentially surge to the forefront over the next 12 months.

## ABOUT ROWAN FINE

Rowan Fine is the Managing Director of CompuCart, a company that grows through diversification and by paying attention to market trends.  
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