

Predictions and Trends 2021

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2021 is here.

Most organizations are planning for whatever new normal will emerge in the coming months and thinking about longer-term trends that will impact our people, markets, operations, and economy for decades. Many are struggling, making hard choices to ensure day-to-day and month-to-month survival.

We have collected dozens of articles to make your planning a little easier, because never have the phrases “pay me now or pay me later” and “if you snooze, you lose” had as much impact. The roller coaster is going faster. Buckle up.



 SWAN ISLAND NETWORKS

Predict 2021

TX360[®]

02. 2021 Predictions

The screenshot displays the TX360 Predictions dashboard, which is organized into several sections:

- TX360 Logo and Description:** A circular logo with a cityscape and the text "TX360". Below it, a description states: "Our enterprise level solution delivers 360° situational awareness, threat monitoring, and smart alerting services for the security industry and global corporations." A "LEARN MORE" button is present.
- Longer Term Predictions - 2021 and beyond:**
 - Adobe : Top Ten Predictions for the Next 10 Years <https://www.adobe.com/content/dam/cc...>
 - Inverse : 20 Predictions for the 2020's <https://www.inverse.com/innovation/the-...>
 - The Atlantic : 2030 Predictions <https://www.theatlantic.com/ideas/archiv...>
- Video Predictions:**
 - Bernard Marr's 5 Biggest Technology Predictions <https://www.youtube.com/watch?v=sPRI...>
 - Gerd Leonhard 10-year Predictions <https://www.youtube.com/watch?v=021J...>
 - Forrester Video Predictions <https://www.youtube.com/c/forrester/vid...>
- Global Economic Predictions:**
 - Goldman Sachs US Economic Predictions <https://www.goldmansachs.com/insights...>
 - The World Bank Global Outlook <https://www.worldbank.org/en/publicatio...>
 - Forbes - 2021 the Year of Advertising
- Everything at Once - Generalized Predictions:**
 - Avast 2021 Predictions <https://securityboulevard.com/2020/12/2...>
 - Fortune 2021 Predictions <https://fortune.com/2020/12/01/2021-pr...>
 - Tom Standage at the Economist - 2021 Predictions <https://www.economist.com/the-world-ah...>
- Cyber Predictions:**
 - Government Technology Top 21 Security Predictions <https://www.govtech.com/blogs/lohrman...>
 - Digicert 2021 Predictions <https://www.digicert.com/blog/digicert-2...>
 - Security 2021 Cyber Predictions
- Physical Threat and Security Industry Predictions:**
 - Swan Island Networks Security Prediction <https://www.swanislandnetworks.com/w...>
 - Interface Security Industry Predictions <https://www.globenewswire.com/news-re...>
 - Security - Terrorism and Security Threat Predictions
- Technology Predictions:**
 - SimpliLearn - Top 9 New Technology Trends <https://www.simplilearn.com/top-technol...>
 - Ark Investment Management Founder & CEO Predictions <https://www.ft.com/content/cbe2861c-06...>
- Health and Climate Predictions:**
 - Telemedicine and Cloud Growth - Deloitte <https://venturebeat.com/2020/12/07/del...>
 - CDC COVID-19 Forecasts (1-month) <https://www.cdc.gov/coronavirus/2019-n...>
 - Technology and Healthcare 2021 - TechRepublic <https://www.techrepublic.com/article/7-p...>
- Future Trends in Graphics:** A section titled "What Lies Ahead?" featuring a large, colorful infographic with various charts, maps, and data points, including a world map and a bar chart.

Use the password
PREDICT2021
to see a demonstration of
Swan Island Networks
technology at
<https://txlink.net/demo>

TRY IT NOW

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Worldwide, the number of unemployed people has skyrocketed. The pandemic is accelerating income inequality issues as people with few resources to begin with have to either spend what little they have keeping food on the table, or look to stressed community programs for help. Rising levels of desperation, frustration, and anger drive antisocial behaviors and domestic violence. Protests against racial injustice are increasingly being marred by opportunistic violence and looting. We have already seen spikes of shootings and murders in several major US cities. We're predicting an uncertain global situation where careful monitoring and early reactions will help mitigate damages for organizations and communities.

Swan Island Networks
Security Predictions and Trends

Interface
Security Industry Predictions

CSO Security Trends for 2021

Security: Terrorism and Security
Threat Trends in 2021

Do Epidemics Precede Civil
Unrest?

Turchin's 2020 Prediction and
Theory of Social Upheaval

Automation, artificial intelligence, and intelligent video solutions are all appearing at a blazing pace. New technologies are continuing to emerge, and we predict a major funding uptick by the investment community (venture capital, private equity) in preventive and response capability solutions. You saw the almost-immediate repurposing of infrared sensing technologies to monitor for temperature screening, and similar reapplications with video recognition systems. One robot technology could flash a warning to non-masked entrants using object recognition capabilities. Technology continues its relentless decrease in price and increase in capabilities!

**SimpliLearn: Top 9 New
Technology Trends for 2021**

**Ark Investment Management
Founder & CEO: Big 5 Tech**

**Adobe Chief Product Officer Scott
Belskey: 8 Tech Trends**

**Simplicity Predictions
The New Imperative: Privacy**

**100 Data and Analytics
Predictions**

Tech.co Predictions 2021

Cyber Predictions



Cyber is going to continue as a top threat for corporations, complicated by work-at-home flexibility. We're predicting a potential for major breaches in cases where CISOs do not segregate work computing from family computing, and home users' access from the corporate crown jewels. Hackers will either lock down sites (ransomware) or steal valuable intellectual property.

Government Technology
Top 21 Security Predictions

Forbes: 20 Predictions of AI
Improvement

Security: 2021 Cyber Predictions

Security Boulevard: Top 10 Cyber
Security Trends

Experian: Data Breach Industry

Digicert: 2021 Predictions

Global Economic Predictions



Economic recovery is seesawing almost everywhere, forcing many organizations and communities to move a phase back, move a phase forward, open, close, and reopen again. This uncertainty will ripple through companies and impact their staffing and security postures. It's hard to define a trend here, but we have seen flexibility, innovation and rapid adoption of new methods by the firms handling this most effectively.

Goldman Sachs
Economic Predictions

Forbes: 2021 the Year of
Advertising Changes

IBISWorld: United States
Economic Predictions

CBS Review of 20 US market
strategists S&P 500 Predictions

The World Bank: Global Outlook

Morgan Stanley: Global Outlook

Health and Climate Predictions



Companies that were prepared and ready for the pandemic should take a bow (with their mask on), because most organizations got a big collection of surprises and negative impacts. We work with several companies who were aware of the virus early on, modified an already existing pandemic plan, augmented PPE on hand, and reaped the benefits.

Telemedicine and Cloud Growth:
Deloitte

TechRepublic: Technology and
Healthcare 2021

Forbes: 5 Biggest Healthcare
Trends of 2021

21 Climate and Justice
Predictions

Fortune's Non-COVID Predictions

CDC COVID-19 Forecasts
(1-month)

Everything at Once: General Predictions



The world has been accelerating in many areas for decades, and we know this rapid pace is going to continue. Our prediction centers around how organizations will reframe how they manage change. We anticipate most companies will spend more resources monitoring emerging events in order to prevent or mitigate damages—examining secondary and tertiary areas of impact due to the rising complexity they are encountering.

CNBC's Brian Sullivan's 5 2021
Predictions

Fortune: 2021 Predictions

Tom Standage at the Economist
2021 Prediction Letter

Forrester's 2021 Predictions

Avast: 2021 Predictions

Raney Aronson-Rath's Journalism
Prediction for 2021

Beyond 2021



We're predicting more—an easy extrapolation based on the last 25 years and Moore's law. It's more exciting (and harder) to predict the combinant solutions that meld multiple emerging technologies and disrupt an industry with a new integrated solution. Uber is a great example. Building an efficient ride-sharing system pre-smartphone, pre-mobile payments and other technologies would have been very difficult 15 years ago!

Adobe: Top Ten Predictions for
the Next Decade of Analytics

Inverse: 20 Predictions for the
2020's

World Economic Forum: 17
Predictions for our World by 2025

5 Climate Predictions for the
2020s

The Atlantic: 2030 Predictions

Inaccurate Predictions
from the 1900's

Swan Island Situational Awareness Tools

TX360[®]

TX360[®]

Our enterprise level solution delivers 360° situational awareness, threat monitoring, and smart alerting services for the security industry and global corporations.

[LEARN MORE](#)

TX GLOBAL



TX Global is a breakthrough global intelligence alerting service, providing highly relevant security alert coverage for all ranges of hazards.

[LEARN MORE](#)

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About Swan Island Networks

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Swan Island Networks (www.swanislandnetworks.com) offers TX360 and TX Global as cloud-based situational awareness and intelligence services that are reliable, scalable, easy to use, and affordable. TX360 is a highly secure cloud-based platform for managing the integration, display and sharing of critical real-time information, supporting virtual Global Security Operations Centers (GSOC as a Service) and security and intelligence teams around the world. TX Global is an automated subscription service starting at \$99/month. For more information, please visit swanislandnetworks.com.

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