

# CRM goes Back to the Future by Evolving to Focus on the Customer

IN 2016

**55%**

of salespeople will access sales applications exclusively through smartphones or tablets

IN 2017



At least one multibillion-dollar publicly traded company will lose

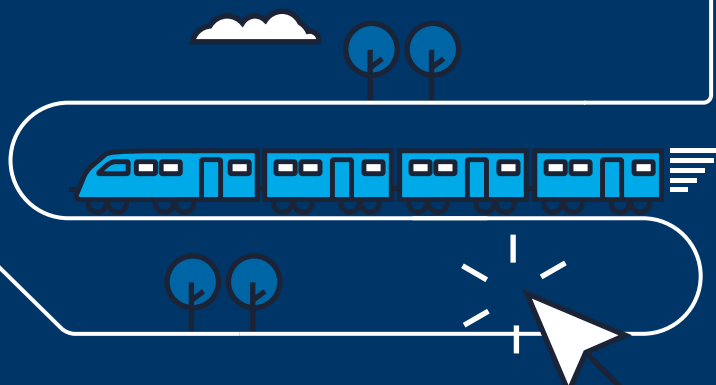
**50%**

of its shareholder value because of a digital ethical problem that deeply upsets the market and the regulators

IN 2018

**60%**

of large organizations will develop in-house customer journey mapping capabilities



IT organizations without a bimodal IT strategy will find

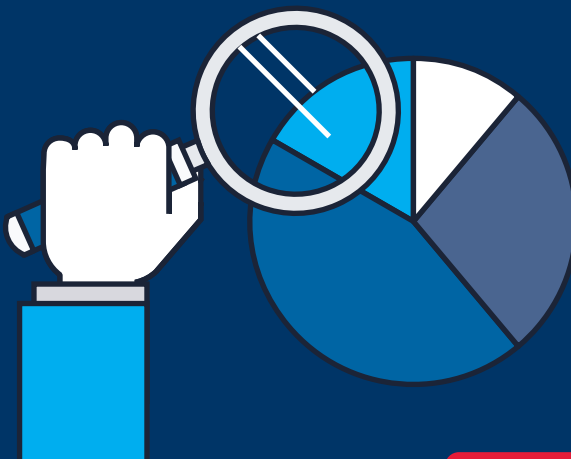
**50%**

of new CRM applications sourced without their knowledge

IN 2019

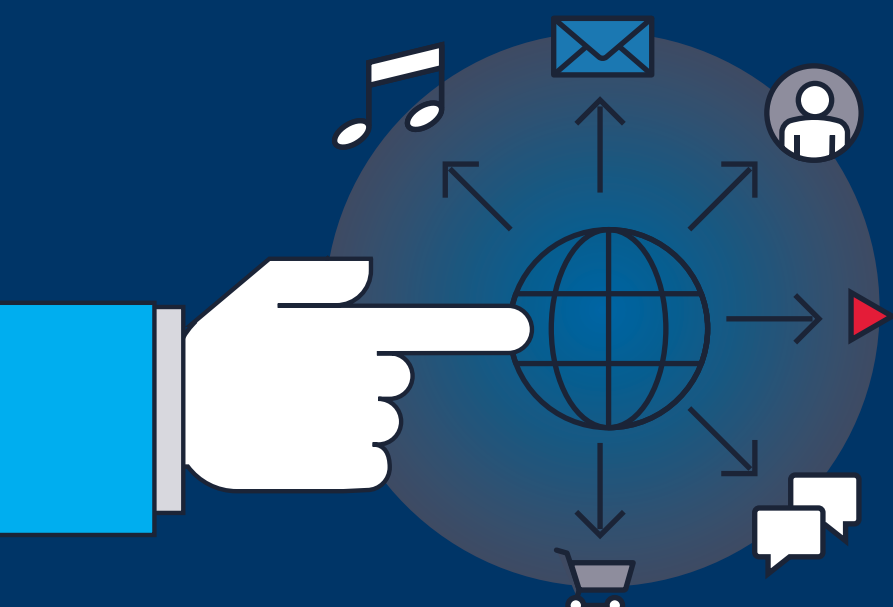
**75%**

of analytics solutions will incorporate 10 or more exogenous data sources from second-party partners or third-party providers



IN 2020

There will be over 25 billion “things” connected to the Internet



Poor customer experiences will destroy

**30%**

of digital business projects



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