



## The Next Disruptive Technologies Are ...

By Vincent Plaza

What's the most disruptive technology on the horizon for the small-to-midsize business market? Application and desktop virtualization.

It's actually been available to enterprises for years, but the advent of cloud computing for the masses might make this app and desktop virtualization more compelling and accessible to the SMB. This type of virtualization extends the promise of cloud computing to businesses that would otherwise not have touched the cloud.

We believe these are disruptive because they could actually allow the shift back to the old paradigm of the mainframe and dumb terminals. SMBs can now realistically consider using inexpensive endpoint devices to access systems instead of constantly trying to upgrade computers and laptops to maintain an adequate end user experience. Obviously, the cloud is an enabler for this as the centralized provider of data and processing, but the delivery of the application to thin or zero clients is the next phase. It will have an impact on how IT leaders and providers approach procurement -- and ultimately, management of endpoint devices.

### Faster Adoption of New Technologies

We've seen an increase in the rate of creation of innovative technologies. Additionally, we've seen an increase in the adoption rate for some of the newer technologies that could be considered difference-makers compared to the recent past. For example, the technology behind managed services had been around for a long time, but as a concept, managed services was really introduced to the market about seven to eight years ago. It has taken nearly that long for the MSP (managed services provider) model to be accepted by the market. Another example is Voice over IP. The promise of VoIP had been touted before managed services, yet the adoption rate is slow, even today.

Now, technologies such as mobility and cloud computing appear to have gained widespread acceptance and adoption in a much shorter timeframe. Perhaps this is due to the combination of truly capable functionality as well as very effective marketing, but for whatever reason, the market has responded.

### Figuring Out What to Adopt -- and When

This accelerated rate of technology introduction and adoption can put a strain on small companies whose executives need to understand the technologies so that they can decide on what to purchase. You want to make sure that what you buy is not obsolete the following day. This makes it more important than ever that you have a trusted advisor or partner who can help them make sense of it all. And that partner needs to have a good understanding of what the company's business needs are so as to meet those needs with the correct solution set.

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