



Deloitte Tech Predictions 2009

The arrival of netbooks as a competing PC platform, the explosion of social media networking for both business and personal use and the rise of smart grid technology are among the emerging themes according to Deloitte's 2009 global predictions for the technology industry.

“In 2009, low-cost netbooks are going to disrupt the PC industry; social networking will no longer be just for the teenager, but a mandate by the CIO; and smart grid technology will represent the biggest and fastest growing sector in green tech, perhaps even in the entire technology market,” said Eric Openshaw, vice chairman and US technology leader for Deloitte. “The most significant emerging technologies will be those that deliver cost-efficiency, contribute to environmental sustainability, and drive new forms of personal and business collaboration.”

Making Every Electron Count: The Rise of the Smart Grid

In 2009, electricity is expected to account for over 16% of all energy used. However, the average efficiency of the world's legacy electricity grids is around only 33%. Enter smart grid technologies. Smart grid companies add computer intelligence and networking to existing electrical grids, yielding a consumption savings of up to 30 percent. Smart grid solutions providers enjoyed 50 percent revenue growth in 2008 and may generate \$25 billion in revenues in 2009.

Although the global economy may make public spending on smart grid unlikely, governments may choose to offer tax incentives as well as consider how smart grid technology can reduce non-domestic energy dependence and help make the grid more secure. To conserve costs, profit-oriented utilities and enterprises may deploy smart grid technologies even without government support. Major manufacturers and utilities may even want to explore partnerships with or acquisition of smart energy companies.