



2013

## Analyst Predictions For 2013

### Key Predictions

IDC predicts that Cloud Computing, Social Media, Mobility, and Big Data / Analytics will have the biggest impacts in 2013

Gartner's survey of over 2,000 CIOs also pointed to mobile, analytics, big data, social and cloud as the big items for 2013

Gartner's survey also found that CIOs expect their 2013 IT budgets to be essentially flat for the fifth straight year

Forrester predicts that organizations will increasingly need business technology (BT) leadership in 2013

Analysts point to a profound need for IT organizations to embrace innovation in 2013

Access to the web via smartphones and tablets will exceed 30% of total access in 2013

Another year, another year inundated with analyst forecasts. This document is a compilation of all the 2013 predictions we could gather from hundreds of analysts from 46 analyst firms.

Although the topics and range of predictions are broad, in general the analyst community is looking towards a flat to slightly improving IT spending picture, with some areas like cloud and big data predicted to grow substantially, while some bell-weather industry segments such as PC sales are expected to continue to decline.

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## Headlines By Topic

### 2013 Forecasts & Predictions - General

1. [Development Paradigm Shift over Zombie Apocalypse](#) | *Cutter Consortium* - Thu, 13 Dec 2012 | *Scott Ambler*
2. [1152RA Here We Go Again: Ten More Expectations and Planning Positions for 2013 and Beyond](#) | *Saugatuck Technology* - Thu, 13 Dec 2012 | *Mike West*
3. [Predictions, did Mayans have it right, or did we read it wrong?](#) | *StorageIO* - Thu, 13 Dec 2012 | *Greg Schulz*
4. [Seven trends for a lucky '13](#) | *Dachis Group* - Tue, 04 Dec 2012 | *Peter Kim*
5. [Twelve Predictions for 2013](#) | *Real Story Group* - Tue, 04 Dec 2012
6. [1162RA Saugatuck's Holiday Letter: A Refresh Cycle for Readers and Clients](#) | *Saugatuck Technology* - Fri, 28 Dec 2012 | *Bruce Guptill*
7. [Welcome to 2013: The Implications of Sufficiency](#) | *Farpoint Group* - Fri, 21 Dec 2012 | *Craig Mathias*
8. [2013 – Predictions aren't us](#) | *Freeform Dynamics* - Wed, 19 Dec 2012 | *Tony Lock*
9. [SMB Group's 2013 Top 10 SMB Technology Market Predictions](#) | *SMB Group* - Mon, 17 Dec 2012 | *Laurie McCabe*
10. [My 2013 Telecom Industry Anti-Forecasts](#) | *Dean Bublely* - Sun, 30 Dec 2012 | *Dean Bublely*
11. [ZapThink's 2012 Retrospective and Predictions for 2013](#) | *ZapThink* - Wed, 02 Jan 2013 | *Jason Bloomberg*
12. [It's Time to Get the Trap Back Jumping](#) | *Gartner* - Thu, 03 Jan 2013 | *Jarod Greene*
13. [New BIA/Kelsey Report: Annual Analyst Picks & Predictions](#) | *Kelsey Group* - Fri, 18 Jan 2013 | *Charles Laughlin*

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### Application & Web Development

1. [IDC Predictions 2013: The Next Frontier for Applications, AD&D and Software Business Strategies](#) | *IDC* - Thu, 31 Jan 2013
2. [IDC Predictions 2013: Application Development & Deployment](#) | *IDC* - Wed, 23 Jan 2013
3. [Gartner 2013 Software as a Service Predictions](#) | *Gartner* - Thu, 27 Dec 2012 | *Robert Desisto*

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### Cloud Computing and as a Service

1. [2013 Cloud Predictions: We'll Finally Get Real About Cloud](#) | *Forrester* - Mon, 03 Dec 2012 | *James Staten*
2. [Culture, Culture, Culture](#) | *Cutter Consortium* - Sun, 02 Dec 2012 | *Johanna Rothman*
3. [Cloud computing hubs will become increasingly data-centric](#) | *Ovum* - Thu, 15 Nov 2012 | *Laurent Lachal*
4. [First Steps to Creating a Cloud Computing Strategy for 2013](#) | *Software Strategies* - Wed, 19 Dec 2012 | *Louis Columbus*
5. [Cloud Predictions and Trends for 2013](#) | *Neovise* - Tue, 18 Dec 2012 | *Paul Burns*
6. [Gartner Predicts Cloud as a Delivery Model to Shape Buying and Prioritization of Security](#) | *Gartner* - Tue, 22 Jan 2013
7. [Gartner 2013 Software as a Service Predictions](#) | *Gartner* - Thu, 27 Dec 2012 | *Robert Desisto*
8. [Predictions 2013 \(1 of 10\): Partners will use Cloud as a Loss Leader](#) | *IDC Insights* - Mon, 21 Jan 2013 | *Steve White*
9. [Predictions 2013 \(4 of 10\): Cloud Resale Will Evolve into Two Distinct Paths](#) | *IDC Insights* - Fri, 25 Jan 2013 | *Darren Bibby*

10. [Big Data Cloud: 2012 Winners and 2013 Outlook - Finalists](#) | *The Enterprise Strategy Group* - Thu, 17 Jan 2013
11. [Thoughts On The ERP Market As 2012 Shifts Into 2013](#) | *Forrester* - Mon, 10 Dec 2012 | *China Martens*
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19. [2013 Predictions \(7 of 10\): All Partner Types Will Become ISVs](#) | *IDC Insights* - Tue, 29 Jan 2013 | *Darren Bibby*
20. [IT Channels and Alliances: Trends and Predictions 2013](#) | *IDC* - Wed, 06 Feb 2013

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1. [Big Data Solutions Gain Momentum in 2013; Choosing The Best First Project Will Be Critical, Says IDC](#) | *IDC* - Thu, 29 Nov 2012
2. [Big Data Solutions Gain Momentum in 2013; Choosing The Best First Project Will Be Critical, Says IDC](#) | *IDC* - Thu, 29 Nov 2012
3. [Big Data Predictions For 2013](#) | *Forrester* Wed, 02 Jan 2013 | *Mike Gualtieri*
4. [Recap of Big Data Predictions 2013: Infrastructure perspective](#) | *IDC Insights* - Wed, 09 Jan 2013
5. [Big Data Database: 2012 Winners and 2013 Outlook – Finalists 10gen, DataStax and SAP](#) | *The Enterprise Strategy Group* - Tue, 15 Jan 2013
6. [Big Data Hardware: 2012 Winners and 2013 Outlook](#) | *The Enterprise Strategy Group* - Mon, 14 Jan 2013
7. [The Big Deal is in the 2013 Business Analytics Research Agenda](#) | *Ventana Research* - Wed, 16 Jan 2013 | *Jill Ventana*
8. [Big Data Solutions: 2012 Winners and 2013 Outlook - Finalists LucidWorks, Splunk, and Tableau](#) | *The Enterprise Strategy Group* - Wed, 16 Jan 2013
9. [Big Data Cloud: 2012 Winners and 2013 Outlook - Finalists](#) | *The Enterprise Strategy Group* - Thu, 17 Jan 2013
10. [Ingest to Insight Big Data Vendor of the Year 2012 and 2013 Outlook: Finalists - Cloudera, IBM, Opera Solutions](#) | *The Enterprise Strategy Group* - Tue, 22 Jan 2013
11. [Some trends that will continue in 2013](#) | *Monash Research* - Thu, 13 Dec 2012
12. [Predictions 2013 \(5 of 10\): Partners Will Help Big Data Go Smaller](#) | *IDC Insights* - Sat, 26 Jan 2013 | *Marilyn Carr*
13. [2013 Data Breach Motivation, Detection & Prevention](#) | *Skillsoft* - Tue, 04 Dec 2012
14. [Cloud computing hubs will become increasingly data-centric](#) | *Ovum* - Thu, 15 Nov 2012 | *Laurent Lachal*
15. [IDC Predictions 2013: Big Data - Battle for Dominance in the Intelligent Economy](#) | *IDC* - Tue, 08 Jan 2013
16. [2013: Year of the slog](#) | *TechnoQWAN* - Wed, 02 Jan 2013 | *Robin Harris*

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## Data Centers

1. [Ovum predicts the corporate data centre will remain the IT power-house in 2013](#) | *Ovum* - Mon, 19 Nov 2012 | *Roy Illsley*
2. [IDC Predictions 2013: The New Datacenter Dynamic](#) | *IDC* - Tue, 18 Dec 2012
3. [Predictions 2013: Enterprise Communications and Datacenter Networks](#) | *IDC* - Thu, 10 Jan 2013

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## Desktop & Miscellaneous Applications

1. [Wintel PC market share set to fall to 65% in 2013](#) | *Canalys - Thu, 10 Jan 2013*

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1. [China's IT Market Will Rebound In 2013](#) | *Forrester - Thu, 10 Jan 2013* | Bryan Wang
2. [Dealing with the "New Normal" A Recap of EMEA Utilities Industry 2013 Top 10 Predictions](#) | *IDC Insights - Fri, 14 Dec 2012*

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## Enterprise Applications

1. [2013: Microsoft's Big Year?](#) | *Juniper Research - Fri, 14 Dec 2012* | Nitin Bhas
2. [4 key strategic IT directions for 2013 and beyond](#) | *Bloor Research - Thu, 13 Dec 2012* | Gerry Brown
3. [Thoughts On The ERP Market As 2012 Shifts Into 2013](#) | *Forrester - Mon, 10 Dec 2012* | China Martens
4. [Looking Back and Forth: Ten Emergent Trends and Planning Positions for the 2013 Boundary-free Enterprise™](#) | *Saugatuck Technology - Fri, 07 Dec 2012* | Mike West
5. [ITSM advances set to empower and engage users in 2013](#) | *Ovum - Mon, 03 Dec 2012*
6. [2013: Lean Concepts Such as Strategic Value, Operational Kanban Will Begin to Transform Enterprises](#) | *Cutter Consortium - Wed, 05 Dec 2012* | James Sutton
7. [Enterprise Mobility 2013: Looking Forward, Looking Back](#) | *Aberdeen Group - Fri, 30 Nov 2012* | Andrew Borg
8. [Emerging Technologies to Enable Business Models & Processes at Unprecedented Pace](#) | *Cutter Consortium - Tue, 27 Nov 2012* | Stephen Andriole
9. [Smart devices and social media to drive new culture of online, always-connected customers in 2013](#) | *Ovum - Wed, 21 Nov 2012* | Aphrodite Brinsmead
10. [Asia Pacific IT Spending to Reach US\\$743 billion in 2013, Says Gartner](#) | *Gartner - Mon, 12 Nov 2012*
11. [2013 Data Resolution: Avoid Architectural Cul-de-Sacs](#) | *Gartner - Thu, 27 Dec 2012* | Merv Adrian
12. [2013 to See HP or RIM Most Improved, Apple Falling and Facebook Toast](#) | *Enderle Group - Wed, 19 Dec 2012*
13. [Gartner Identifies Top Vertical Industry Predictions for IT Organizations for 2013 and Beyond](#) | *Gartner - Wed, 19 Dec 2012*
14. [Looking Back, Looking Ahead: State of CEM in 2012 and 2013 \(Part 1\)](#) | *Aberdeen Group - Fri, 21 Dec 2012*
15. [Looking Back, Looking Ahead: State of CEM in 2012 and 2013 \(Part 2\)](#) | *Aberdeen Group - Fri, 21 Dec 2012*
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18. [IT Service Management In 2013 – How Far Have We Come Since 2009?](#) | *Forrester Thu, 03 Jan 2013* | Stephen Mann
19. [Sneak Peek: Enterprise Software 2013](#) | *Technology Evaluation Centers - Mon, 31 Dec 2012* | P.J. Jakovljevic
20. [1164RA Not This Year, Thanks – Three Enterprise IT Initiatives Unlikely to Complete in 2013](#) | *Saugatuck Technology - Fri, 04 Jan 2013* | Alex Bakker
21. [Ovum says that "stability, capability and accessibility" will be the key words for IT buyers in 2013](#) | *Ovum - Thu, 10 Jan 2013*
22. [Office of Finance Research Agenda for 2013](#) | *Ventana Research - Thu, 10 Jan 2013* | Jill Ventana
23. [Five Predictions For EA Practices In 2013](#) | *Forrester - Tue, 08 Jan 2013* | Tim DeGennaro
24. [Channels and Alliances Predictions - 2012 Year in Review \(Infrastructure\)](#) | *IDC Insights - Wed, 16 Jan 2013* | Paul Edwards

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25. [Personal View on BPM predictions for 2013](#) | Gartner - Mon, 14 Jan 2013 | Jim Sinur
26. [What is on your EA To-Do list for 2013?](#) | Forrester - Wed, 16 Jan 2013 | Alan Mac Neela
27. [Technology Innovation in 2013 is a Business and IT Priority](#) | Ventana Research - Tue, 29 Jan 2013 | Jill Ventana
28. [Top 10 BI Predictions For 2013 And Beyond](#) | Forrester - Thu, 13 Dec 2012 | Boris Evelson
29. [Predicting the Future Not for the Faint of Heart](#) | Beagle Research Group - Wed, 19 Dec 2012 | Denis Pombriant
30. [IDC European Vertical Markets Survey Unveils How Different Sectors Are Drawing Up Their IT Budgets in 2013](#) | IDC - Thu, 20 Dec 2012
31. [Forrester's 2013 Customer Experience Predictions](#) | Forrester Fri, 04 Jan 2013 | Kerry Bodine
32. [Looking Ahead to 2013](#) | Technology Evaluation Centers - Thu, 03 Jan 2013
33. [2013 ERP Prediction: The Customer Takes Control](#) | Software Strategies - Tue, 08 Jan 2013 | Louis Columbus
34. [2013 Direction of Technology for Customer and Contact Management](#) | Ventana Research - Wed, 16 Jan 2013 | Jill Ventana
35. [IDC Releases Chief Financial Officer Top 10 Predictions for 2013](#) | IDC - Mon, 14 Jan 2013
36. [Predictions 2013 \(3 of 10\): Partners Will Bet Big on Managed Services](#) | IDC Insights - Wed, 23 Jan 2013 | Paul Edwards
37. [2013 Predictions \(8 of 10\): Partners Will Play Referee Between LOB and IT](#) | IDC Insights - Thu, 31 Jan 2013 | Darren Bibby
38. [IDC Manufacturing Insights Predictions 2013: Product Lifecycle Strategies](#) | IDC - Wed, 12 Dec 2012
39. [Emerging Technologies Hype Cycle: What's Hot for 2013](#) | Gartner - Thu, 29 Nov 2012
40. [2013 IT Cost Optimization: Strategy, Best Practices and Risks](#) | Gartner - Wed, 05 Dec 2012
41. [IDC Predictions 2013: Competing on the 3rd Platform](#) | IDC - Thu, 29 Nov 2012
42. [Top Technology Predictions for 2013 and Beyond](#) | Gartner - Wed, 21 Nov 2012
43. [Predictions 2013: Enterprise Communications and Datacenter Networks](#) | IDC - Thu, 10 Jan 2013
44. [Enterprise Mobility Predictions for 2013](#) | Yankee Group - Tue, 29 Jan 2013
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46. [Big Data Solutions Gain Momentum in 2013; Choosing The Best First Project Will Be Critical, Says IDC](#) | IDC - Thu, 29 Nov 2012
47. [Recap of Big Data Predictions 2013: Infrastructure perspective](#) | IDC Insights - Wed, 09 Jan 2013
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49. [2013: More Turbulence and, Sadly, More "Back to the Future"](#) | Cutter Consortium - Tue, 11 Dec 2012 | Bob Benson
50. [Gartner Executive Program Survey of More Than 2,000 CIOs Shows Digital Technologies Are Top Priorities in 2013](#) | Gartner - Wed, 16 Jan 2013
51. [23 Thoughts for Customer Experience in 2013](#) | Peppers & Rogers Group - Tue, 29 Jan 2013
52. [The 5 Lies of BYOD](#) | The EMF - Tue, 18 Dec 2012 | Hyoun Park
53. [Mobile Device Management Trends 2013](#) | Cutter Consortium - Sun, 23 Dec 2012 | Curt Hall
54. [Webinar: Enterprise Mobility Predictions for 2013](#) | Yankee Group - Tue, 29 Jan 2013 | Chris Marsh
55. [Linux predictions for 2013](#) | The 451 Group - Fri, 14 Dec 2012 | Jay Lyman
56. [Our Predictions for Global Insurers in 2013](#) | IDC Insights - Mon, 10 Dec 2012
57. [Top Technology Predictions for 2013 and Beyond](#) | Gartner - Wed, 19 Dec 2012
58. [IDC Insights Predictions 2013: Cross-Industry Overview](#) | IDC - Mon, 03 Dec 2012
59. [IT Spending Forecast, 4Q12 Update: 2013 - The Year Ahead](#) | Gartner - Tue, 08 Jan 2013
60. [Big Data Solutions: 2012 Winners and 2013 Outlook - Finalists LucidWorks, Splunk, and Tableau](#) | The Enterprise Strategy Group - Wed, 16 Jan 2013
61. [The Atlantic Ocean Divides Financial Aspirations For CISOs In 2013](#) | Forrester - Tue, 15 Jan 2013
62. [OmniChannel Retail IT M&A Predictions for 2013](#) | IDC Insights - Wed, 05 Dec 2012 | Ivano Ortis
63. [Customer and Contact Center Management Research Agenda for 2013](#) | Ventana Research - Fri, 11 Jan 2013 | Jill Ventana
64. [The End of Work Creeps a Bit Closer](#) | Cutter Consortium - Fri, 07 Dec 2012 | Robert Charette
65. [Digital Makes 2012 and 2013 important years for Technology](#) | Gartner - Thu, 27 Dec 2012 | Mark P. McDonald
66. [Five Predictions for Enterprise Mobility in 2013](#) | The EMF - Wed, 02 Jan 2013
67. [Gartner 2013 CRM Sales Predictions](#) | Gartner - Wed, 02 Jan 2013 | Robert Desisto
68. [Asian Companies Will Give Outsourcing A Fresh Look In 2013](#) | Forrester - Wed, 09 Jan 2013 | Fred Giron
69. [Culture, Culture, Culture](#) | Cutter Consortium - Sun, 02 Dec 2012 | Johanna Rothman
70. [The New Dialogue with Risk and the CIO Office - 2013 Issue of the Year](#) | IDC Insights - Mon, 14 Jan 2013

71. [New Year, New Device, New Dell? | IDC Insights - Tue, 22 Jan 2013 | Thom Rubel](#)
72. [IDC Releases Chief Information Security Officer Top 10 Predictions for 2013 | IDC - Mon, 14 Jan 2013](#)
73. [IDC Releases Chief Risk Officer Top 10 Predictions for 2013 | IDC - Mon, 14 Jan 2013](#)
74. [Some trends that will continue in 2013 | Monash Research - Thu, 13 Dec 2012](#)

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## Hardware, Storage & Servers

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2. [Storage technology trends to veer off course in 2013? | Bloor Research - Wed, 02 Jan 2013 | Peter Williams](#)
3. [Wintel PC market share set to fall to 65% in 2013 | Canalys - Thu, 10 Jan 2013](#)
4. [Predictions 2013 \(2 of 10\): Partners will get "Smart" to Supplement Shrinking Hardware Revenue | IDC Insights - Tue, 22 Jan 2013 | Paul Edwards](#)
5. [Summary of Storage Predictions for 2013 | IDC Insights - Wed, 30 Jan 2013 | Ashish Nadkarni](#)
6. [2013 Server Virtualization Predictions: Driving Value Above And Beyond The Hypervisor | Forrester - Fri, 01 Feb 2013 | Dave Bartoletti](#)
7. [Storage Industry Transformation: Convergence, Cloud and Scale-Out | IDC - Tue, 29 Jan 2013](#)
8. [Big Data Hardware: 2012 Winners and 2013 Outlook | The Enterprise Strategy Group - Mon, 14 Jan 2013](#)
9. [IDC Predictions 2013: A Transformation in the Making for the Hardcopy Market | IDC - Thu, 07 Feb 2013](#)
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2. [Software developers, systems analysts rated as best jobs for 2013 | Joe McKendrick - Sun, 16 Dec 2012 | Joe McKendrick](#)
3. [Strong CIO Wanted — Organizations Will Need More Business Technology Leaders In 2013 | Forrester - Thu, 27 Dec 2012 | Alexander Peters, Ph.D.](#)
4. [Enterprise Architects Will Need To ... | Cutter Consortium - Wed, 19 Dec 2012 | Roger Evernden](#)
5. [Gartner Executive Program Survey of More Than 2,000 CIOs Shows Digital Technologies Are Top Priorities in 2013 | Gartner - Wed, 16 Jan 2013](#)
6. [The Atlantic Ocean Divides Financial Aspirations For CISOs In 2013 | Forrester - Tue, 15 Jan 2013](#)
7. [The New Dialogue with Risk and the CIO Office - 2013 Issue of the Year | IDC Insights - Mon, 14 Jan 2013](#)
8. [The Rationale and Agenda for Why Human Capital Management in 2013 | Ventana Research - Fri, 18 Jan 2013 | Jill Ventana](#)
9. [The End of Work Creeps a Bit Closer | Cutter Consortium - Fri, 07 Dec 2012 | Robert Charette](#)
10. [2013 Predictions for the CIO Agenda - Time to Innovate or Lose Relevance! | IDC Insights - Wed, 19 Dec 2012](#)
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12. [Managing Talent with Technology: Research Findings for 2013 | Bersin & Associates - Wed, 05 Dec 2012](#)
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17. [2013's Must Read On Mobile Application Development | Forrester - Tue, 22 Jan 2013 | Julie Ask](#)
18. [2013 vertical outlook: industry CIOs are your constituents now | Ovum - Tue, 29 Jan 2013 | David Molony](#)
19. [IDC Insights Predictions 2013: CIO Agenda | IDC - Mon, 03 Dec 2012](#)

20. [IDC - 2013 Chief Information Security Officer \(CISO\) Predictions: Securing the Expanding Walls of an Enterprise](#) | IDC - Wed, 09 Jan 2013
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28. [IDC - 2013 Chief Risk Officer \(CRO\) Predictions: Surviving the Storm with Technology](#) | IDC - Thu, 10 Jan 2013

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3. [Strong Demand for Technology Continues, but IT Executives Cautious About 2013, CompTIA Outlook Reveals](#) | CompTIA - Tue, 29 Jan 2013
4. [Asia Pacific IT Spending to Reach US\\$743 billion in 2013, Says Gartner](#) | Gartner - Mon, 12 Nov 2012
5. [A Quarter-Billion LTE Smartphones Will Be Shipped Worldwide in 2013](#) | Strategy Analytics - Wed, 19 Dec 2012
6. [US Mobile Retail Sales To Top \\$12 Billion In 2013](#) | Forrester - Wed, 16 Jan 2013 | Sucharita Mulpuru
7. [M2M Cellular Module Vendors Look to 2013 for Market Share Grab as Shipments Grow to 100 Million Units by 2015](#) | ABI Research - Fri, 25 Jan 2013
8. [45 Million Windows Phone and 20 Million BlackBerry 10 Smartphones in Active Use at Year-end; Enough to Keep Developers Interested](#) | ABI Research - Thu, 31 Jan 2013
9. [Apple iPad Shipments to Reach 100 Million in 2013?](#) | NPD Group - Wed, 12 Dec 2012 | David Hsieh
10. [Worldwide Tablet Shipments to Reach 145 Million in 2013 as Affordable Options and Windows Take Hold](#) | ABI Research - Wed, 23 Jan 2013
11. [Gartner Says Indian Insurers To Spend 101 Billion Rupees On IT In 2013](#) | Gartner - Wed, 23 Jan 2013
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13. [Bank IT Spending and Trends: What Does 2013 Look Like?](#) | Celent - Thu, 24 Jan 2013 | Jacob Jegher
14. [Gartner Says Indian Banking & Securities Firms To Spend 416 Billion Rupees on IT In 2013](#) | Gartner - Tue, 29 Jan 2013
15. [PV Industry to Enjoy Robust Installation Growth in 2013, but Revenue Dip Poses Challenges for Solar Companies](#) | IMS Research - Fri, 25 Jan 2013
16. [Safety and Security Telematics Installed in One Out of Every 7 Cars Shipping Globally in 2013](#) | ABI Research - Fri, 25 Jan 2013
17. [Magnetometers Resonate with Strong Double-Digit Growth in 2013- Smartphones and tablets will account for most of e-compass shipments](#) | iSuppli - Mon, 21 Jan 2013
18. [India Tech Market 2013 Predictions](#) | Forrester - Wed, 09 Jan 2013 | Manish Bahl
19. [Smartphones with Larger and Higher-Resolution Displays, Tablets and OLED TVs Shine at CES- The "phablet" attracts attention, as do lower-priced tablets and OLED television sets](#) | iSuppli - Mon, 21 Jan 2013
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