

Gartner's Hype Cycle Special Report, 2004

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Gartner's Hype Cycles assess the maturity, impact and adoption speed of hundreds of technologies across a broad range of technology, application and industry areas.

ANALYSIS

Welcome to the 2004 Hype Cycle Special Report. This year, more than 50 Hype Cycles feature the status and progress of emerging technologies and trends in a broad range of technology, application and vertical-industry topic areas.

Gartner's Hype Cycle highlights the progression of an emerging technology from market overenthusiasm through a period of disillusionment to an eventual understanding of the technology's relevance and role in a market or domain. The Hype Cycle is an educational tool that helps explain why technologies should be adopted based on your individual needs and goals, rather than on the generic levels of hype and disillusionment in the marketplace (see "Understanding Gartner's Hype Cycles").

Technologies

The Technology Hype Cycles provide a snapshot of emerging and maturing technologies in 20 IT domains, including security, open source, the portal ecosystem and wireless networking. Use these Hype Cycles as a checklist of technologies that may be relevant to your future business processes or IT infrastructure.

See "Hype Cycle for Emerging Technologies, 2004" for an overview of the technologies that will be most transformational in their impact within the five- to 10-year time frame, and those technologies that are noteworthy due to overhype or recent maturity.

"Hype Cycle for Application Development, 2004"

"Hype Cycle for Application Integration and Platform Middleware, 2004"

"Hype Cycle for Consumer Technologies, 2004"

"Hype Cycle for Enterprise Speech Technologies, 2004"

"Hype Cycle for Human-Computer Interaction, 2004"

"Hype Cycle for Information Security, 2004"

"Hype Cycle for IT Operations Processes and Tools, 2004"

"Hype Cycle for Linux, 2004"

"Hype Cycle for Mobile and Wireless Hardware and Software, 2004"

"Hype Cycle for Networking and Communications, 2004"

"Hype Cycle for Open-Source Technologies, 2004"

"Hype Cycle for PC Technologies, 2004"

"Hype Cycle for the Portal Ecosystem, 2004"

"Hype Cycle for Real-Time Infrastructure, 2004"

"Hype Cycle for Semiconductors, 2004"

"Hype Cycle for Server Technologies, 2004"

"Hype Cycle for Storage Technologies, 2004"

"Hype Cycle for Web Services, 2004"

"Hype Cycle for Wireless Networking, 2004"

"Hype Cycle for XML Technologies, 2004"

Applications

The Application Hype Cycles highlight technologies that are driving and contributing to 16 key enterprise application areas, such as the knowledge workplace, supply chain management and enterprise resource management. Use these Hype Cycles to track the maturity of various application features and capabilities, and to anticipate when a technology will reach a level of maturity that matches your company's adoption comfort zone.

"Hype Cycle for B2B CRM Technologies, 2004"

"Hype Cycle for B2C CRM Technologies, 2004"

"Hype Cycle for Business Intelligence, 2004"

"Hype Cycle for Contact Center Technologies, 2004"

"Hype Cycle for Content Management, 2004"

"Hype Cycle for Corporate E-Learning, 2004"

"Hype Cycle for Corporate Performance Management, 2004"

"Hype Cycle for CRM Customer Service and Support"

"Hype Cycle for CRM Marketing Applications, 2004"

"Hype Cycle for CRM for Sales, 2004"

"Hype Cycle for Enterprise Asset Management, 2004"

"Hype Cycle for Enterprise Resource Planning, 2004"

"Hype Cycle for IT Services, 2004"

"Hype Cycle for the Knowledge Workplace, 2004"

"Hype Cycle for Product Life Cycle Management, 2004"

"Hype Cycle for Supply Chain Management, 2004"

Vertical Industries

The Industry Hype Cycles take a vertical perspective on key emerging technologies and trends in 16 industries. Some topics are industry-specific — for example, reinsurance e-marketplaces for the insurance industry or price optimization for retail — while others show the variation (or commonality) between hype and adoption in an industry compared to the broader IT community, such as the adoption of Web services in each industry. Use these Hype Cycles to keep pace with the technology developments that will most impact your industry.

The following interactive Hype Cycles show the evolution of key technologies and trends for seven vertical industries:

"Hype Cycle for Government Technologies, 2004"

"Hype Cycle for Healthcare Provider Technologies, 2004"

"Hype Cycle for Higher Education, 2004"

"Hype Cycle for Retail Technologies, 2004"

"Hype Cycle for Telecommunication Technologies, 2004"

"Hype Cycle for Transportation and Travel Technologies, 2004"

"Hype Cycle for Utility Technologies, 2004"

The following research focuses on industry trends and the changes that key technologies will deliver in 10 vertical industries:

"Emerging Technology Hype Cycle for the Automotive Industry, 2004"

(www.gartner2.com/rpt/rpt-0704-0072.asp)

"Emerging Technology Hype Cycle for the Banking Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0073.asp)

"Emerging Technology Hype Cycle for the Energy Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0070.asp)

"Technology Hype Cycle for the Healthcare Payer Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0074.asp)

"Emerging Technology Hype Cycle for the Insurance Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0065.asp)

"Emerging Technology Hype Cycle for the Investment Industry, 2004"

(www.gartner2.com/rpt/rpt-0704-0066.asp)

"Emerging Technology Hype Cycle for the Life Sciences Industry, 2004"

(www.gartner2.com/rpt/rpt-0704-0067.asp)

"Emerging Technology Hype Cycle for the Manufacturing Industry, 2004"

(www.gartner2.com/rpt/rpt-0704-0068.asp)

"Emerging Technology Hype Cycle for the Media Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0069.asp)

"Emerging Technology Hype Cycle for the Retail Industry, 2004" (www.gartner2.com/rpt/rpt-0704-0071.asp)

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