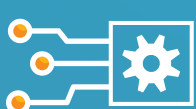# Emerging Technologies: Profiles in Adoption

As emerging technologies continue to attract attention and interest, adoption strategies vary from business to business. By looking at different innovation mindsets, we can better understand and navigate percieved barriers to adoption and start deriving measurable value from these technologies. The following information reflects the survey responses of leaders, sideliners and laggards in their approach to adopting additive manufacturing and other advanced emerging technology.

LEADERS

32% of survey participants said their company is on the leading edge in its industry when it comes to adopting innovative technologies

LEADERS HAVE VISION AND OPTIMISM.

64% said their company was improving its business by embracing one or more advanced emerging technologies

WHAT IS HOLDING LEADERS BACK IN ADOPTING INNOVATIVE TECHNOLOGY?

50% cited lack of training as a barrier to adoption

35% cited lack of expertise as a setback during implementation

HOW DO LEADERS NAVIGATE THESE CHALLENGES?

34% name seeking expert counsel as a key component for successful innovation

39% cite quality assurance and testing as a solution to address setbacks in implementation

SIDELINERS

30% of survey participants said their company is neither leading nor lagging when it comes to adopting innovative technologies.

SIDELINERS TEND TO BE ON THE FENCE ABOUT EMERGING TECHNOLOGIES AND WAIT FOR OTHERS TO TAKE THE FIRST STEP:

Only **35%** said they were improving their business by embracing one or more advanced emerging technologies

WHAT IS HOLDING SIDELINERS BACK IN ADOPTING INNOVATIVE TECHNOLOGY?

68% identified a lack of industry and technology expertise as a hinderance to adoption

42% listed lack of industry expertise as a setback once implementation of a project has begun

HOW DO SIDELINERS SAY THEY PLAN TO GET IN THE GAME?

45% said training and support is key to addressing the challenges of implementation

LAGGARDS

23% admitted their company lags within its industry when it comes to adopting innovative technologies.

75% of laggards say their organization struggles with change management

WHAT'S HOLDING THEM BACK?

60% reported multiple barriers preventing them from adopting advanced emerging technologies

43% also reported encountering setbacks along the way

HOW DO LAGGARDS SAY THEY COULD ADVANCE?

35% identified the need for better planning and strategy

34% said cost-saving measures would help

31% said expert counsel and consulting on planning and adoption would address setbacks

The need for expert guidance, training, and quality measures was a common theme across the adoption profiles of survey participants. Regardless of where a company currently stands, developing confidence with emerging technologies is a process that spans the planning, design, adoption and implementation of major changes to business strategies and production.

For more insights, download the full report.

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