

2020 DIGITAL HOROSCOPE



ARIES



Arians are courageous and brave: the same qualities that inspire Asia's liberal approach to technology adoption and innovation



TAURUS



Taureans' sharp and tactical outlook will be reflected through Asia's strategic investments, especially in sales and marketing functions which focus on customer engagement



GEMINI



Gemini's flexibility is a trait much-needed by CIOs, as their roles continue to evolve and require more versatility



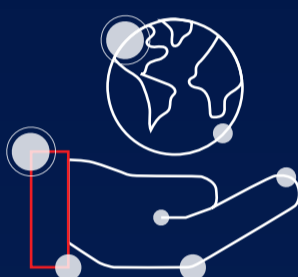
CANCER



Just like the assertive and intuitive Cancerian, companies in Asia will continue getting better at anticipating their customers' needs



LEO



Leos are natural born leaders: Asia's upcoming leadership bench will be increasingly involved in shaping IT decisions



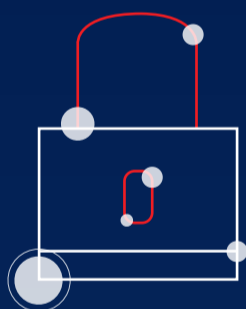
VIRGO



In times of economic uncertainty, Virgos' qualities of intelligence and reliability will guide CIOs in balancing agility with prudence



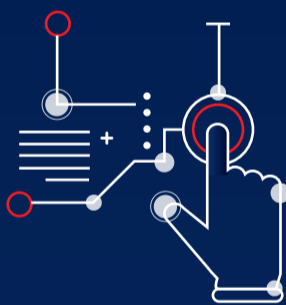
LIBRA



The perceptive Libran temperament is just what Asia needs to shape its cybersecurity strategy, at a time when the region is increasingly vulnerable to cyberattacks



SCORPIO



As Asia's biggest group of movers and shakers, the millennials are perfect examples of Scorpios' dynamism and ambition



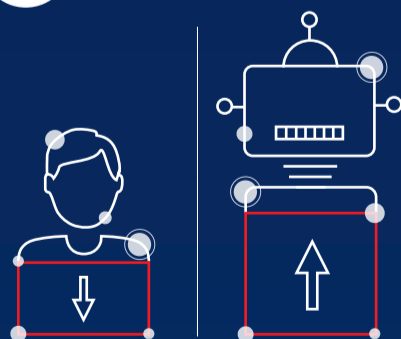
SAGITTARIUS



Freedom and flexibility are not just synonymous with Sagittarians: they also reflect our need for agility, security and intelligence in today's digital economy



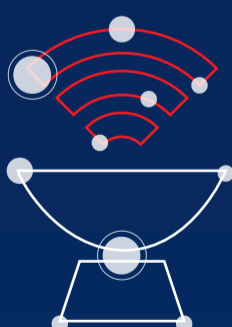
CAPRICORN



Just like resourceful Capricorns, CIOs will need to juggle the region-wide IT talent shortage with significant growth in customers' demand for automation and outsourcing models



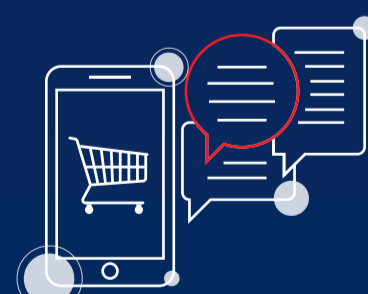
AQUARIUS



Inventiveness and an unconventional mindset - the hallmarks of Aquarians - will be key in driving Asia's dynamic telecommunications sector



PISCES



The Piscean talent of adaptability will lead the way in technological disruption: such as through evolving existing payment models from barter trade to cashless transactions



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