

# Informativo Gerencial

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April 2022

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**Tech Trends 2022**

Deloitte's Thirteenth Annual Tech Trends Report

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**Technology, Media and Telecommunications Predictions 2022**

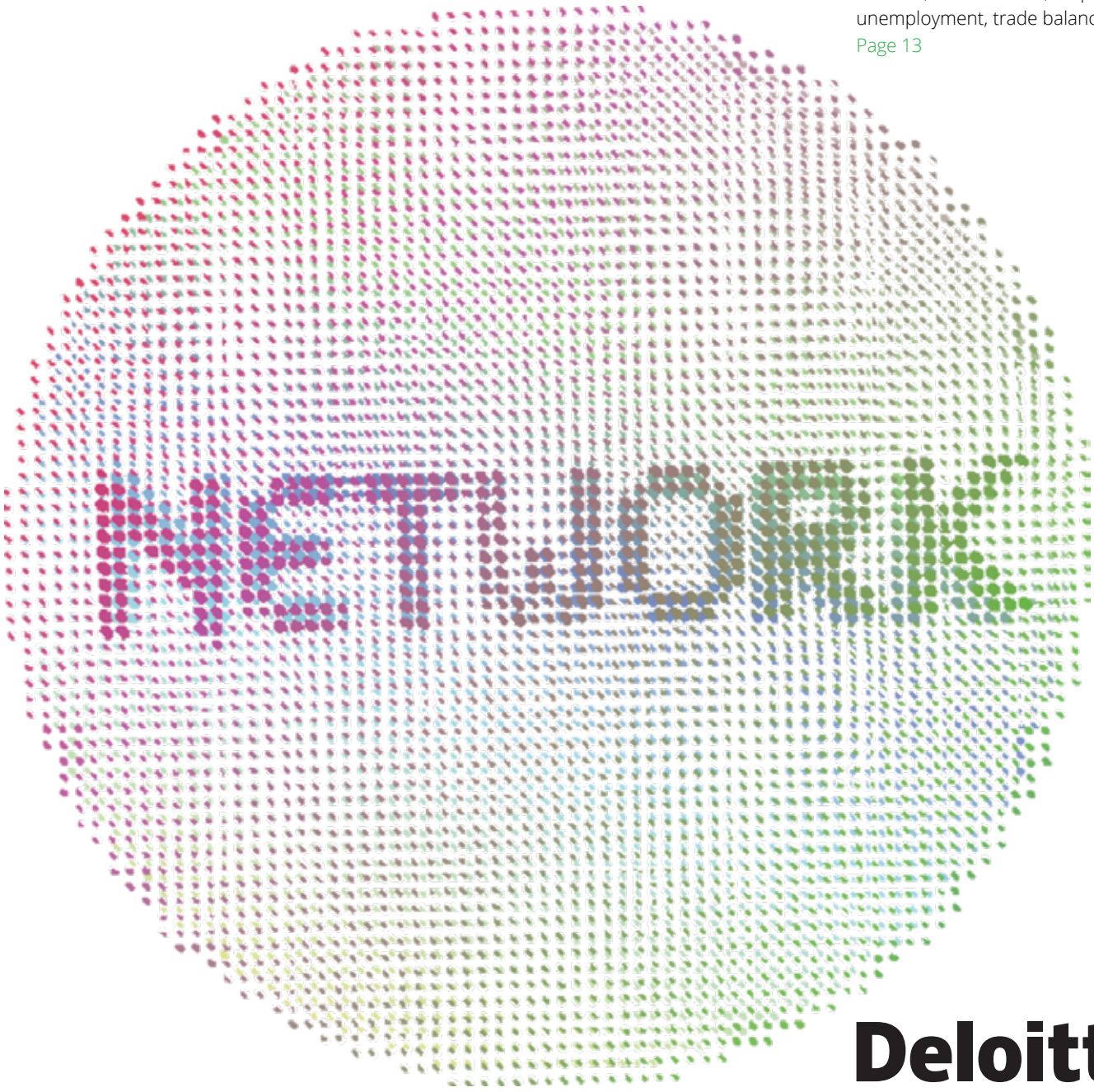
What's next for Technology, Media and Telecommunications?

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**Economic figures**

Inflation, interest rates, employment and unemployment, trade balance.

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# Tech Trends 2022

Deloitte's 13th annual Tech Trends report provides insight and inspiration to unlock innovation, build trust, and design advantage for your digital journey ahead.

**D**eloitte's Tech Trends 2022 report outlines the seven trends likely to affect businesses in the next 18 to 24 months, including new opportunities in automation, blockchain, data sharing, and other areas.

The report shows that pioneering organizations are challenging orthodoxies, working smarter and shifting focus to drive innovation both internally and across your ecosystem technological.

## Report Trends 2022

### 1. Easy data sharing

New technologies give rise to innovative business models and products by simplifying the mechanics of data exchange between organizations, all while preserving the veil of privacy.

### 2. The cloud becomes vertical

Software and cloud providers now offer vertical-specific solutions that modernize legacy processes and drive innovation. Implementing them is an assembly process, freeing organizations to focus their resources on competitive differentiation.

### 3. Blockchain: ready for business

Blockchain and other distributed ledger technology platforms are fundamentally changing the nature of doing business across organizational boundaries and helping many companies reimagine how they create and manage tangible and digital assets.



### 4. IT Disrupt Yourself: Automation at Scale

The IT organizations of the future are modernizing the "IT back office," moving away from humans reacting to tickets and assignments to a proactive model of self-service and engineered automation.

### 5. Cyber AI: Real Defense

As organizations battle security breaches, cyber AI can be a force multiplier, enabling security teams to not only respond faster than cyber attackers can move, but also anticipate these movements. and act early.

### 6. The tech stack goes physical

The explosion of smart devices and the rise of automation of physical tasks are expanding the scope of IT to include networked smart factory equipment, industrial robots, drones, sensor-embedded devices, and countless other business-critical assets.

### 7. Field notes from the future

Get a closer look at the macro forces of the next horizon: quantum, exponential intelligence and ambient experience. Visualize the aspirational future of these forces, based on today's realities.

## Eyes to the sky; feet firmly on the ground

To bring about this change, IT teams need a constitutional commitment to exploration; otherwise, all their resources will default toward operations. They should firewall and dedicate 5 to 10% of their workforce to pure exploration of what's next, and another 15 to 20% to iterative implementation of the most promising innovation candidates.

**i** For more information, please visit [www.deloitte.com/ec](http://www.deloitte.com/ec)

# Technology, Media and Telecommunications Predictions 2022

In the TMT 2021 Predictions report, we referred to COVID-19 as a catalyst for the trends we were seeing in the TMT industry. Now, two years later, we still cannot escape its impact. But we expect 2022 to be much more than recovering from the pandemic.

It's true that COVID-19 has accelerated many of the trends we highlighted: lockdown-driven surge in console gaming, churn due to increased competition between streaming video services, decline in viewing share among traditional television broadcasters, the growing adoption of health and wellness technologies, and the growth of 5G and other advanced connectivity for businesses and homes.

But we also see bright new opportunities

emerging regardless of the pandemic. In this latter category are technologies such as RISC-V, which brings the benefits of open source to chip architecture; quantum computing and its cousins, quantum communication and quantum sensing; addressable television technology that can help expand the reach of television advertising; and non-fungible tokens (NFTs), which offer new avenues to monetize sports and other media. In fact, sports NFTs started trading after March 2020, but they already generate more than a billion dollars in transactions!

Some of this year's predictions are warning. The tech industry has continued to make progress in representing women in the workforce, but maintaining this may require a redoubled effort. Men and boys are likely to continue to read fewer books



than women and girls, which has implications for academic performance and social skills.

And tougher AI regulations may be on the horizon, with the potential to restrict or even ban some AI applications.

**All about screens**

**The games console: Fitter than ever at 50**

There's no midlife slump for the video game console market. Content, experience, and business-model innovations are keeping it competitive.

**Addressable TV ads: Targeting for reach**

Addressable TV advertising can target TV

ads to different households—but its best use may be to extend reach, not to differentiate messages.

**As the world churns: The streaming wars go global**

In the face of increasing competition and subscriber churn, customizing business model by market may be key to SVOD providers' success.

**All chips, all the time**

**My kingdom for a chip: The semiconductor shortage extends into 2022**

Consumers, industry, and government are clamoring for chips, and the semiconductor industry is scrambling to keep up.

**Upping the ante: Venture capital investment in chip companies reaches new highs**

As VCs push gigadollars to fabless semiconductor startups, the innovation ecosystem is the sure winner.

**Making connections**

**Fixed wireless access: Gaining ground on wired broadband**

The FWA market is growing strongly, with 5G powering enhanced performance. Will it be key to closing the digital divide?

**Wi-Fi 6: Unsung, underexposed—and indispensable to the future of enterprise connectivity**

The next generation of Wi-Fi is set to play a pivotal role as organizations innovate with advanced networking.

**Health care anywhere**

**Wearable technology in health care: Getting better all the time**

Smartwatches and wearable medical devices help people monitor their health 24/7. Trust in their utility and security will be key to growth.

**Mental health goes mobile: The mental health app market will keep on growing**

Mental health care needs are pressing around the world. Apps can deliver support on demand and on the go.

**Green and diverse**

**Making smartphones sustainable: Live long and greener**

Lengthening smartphone lifetimes would help reduce their environmental impact. But could smartphone vendors find other revenue sources?

**Floatovoltaics enters the renewable energy mix: Floating solar panels are now commercially viable**

Asia-Pacific is taking the lead in deploying floating photovoltaic arrays as the technology advances and its economics improve.

**New and next**

**From trading cards to digital video: Sports NFTs kick sports memorabilia into the digital age**

The chance for fans to acquire digital media of their favorite sports moments will likely cement NFTs' place in the sports content marketplace.

**Keeping AI private: Homomorphic encryption and federated learning can underpin more private, secure AI**

These technologies for safeguarding data used in AI applications are available and effective. The challenge is to make them more practical.

**Choice for consumers, rotation for providers**

Providers looking to retain customers through the strength of their content are spending billions of dollars annually to develop and acquire first-rate programming.

For more information, please visit [www.deloitte.com/ec](http://www.deloitte.com/ec)



Now, two years later, we still cannot escape its impact.



# 2022 Global Marketing Trends

In an increasingly complex world, brands must rethink the way they interact with their customers.



From purposeful marketing to integrated creative teams, we bring you the strategies and secrets of high-growth organizations in the 2022 Global Marketing Trends Report.

## Marketing trends for 2022

We surveyed leaders and consumers around the world and discovered the seven trends that make high-growth brands thrive. Together, these trends highlight that marketing is a powerful force for growth in designing customer experiences that build trust and meet human needs.

### 1. Purpose: the key factor for growth

How brands can gain competitive advantage through authentic purpose.

### 2. Truly inclusive marketing

Win future clients with diversity, equity and inclusion. Consumers buy more from brands that are committed to addressing social inequalities.

### 3. Creating the smart creative source

How unconventional talent strategies connect marketing with the customer.

### 4. Knowing customers in a world without cookies

Growth leaders are rethinking customer marketing and data strategy in a rapidly changing digital world that will increasingly shift to first-party data strategies.

### 5. Designing a human-centric data experience

Carefully design data-driven experiences that build trust and create customer value.

### 6. Improving the hybrid experience

Human-centered design for our physical and digital environments.



### 7. Empowering customer service with AI

Brands can combine Artificial Intelligence and customer service to deliver a true end-to-end experience.

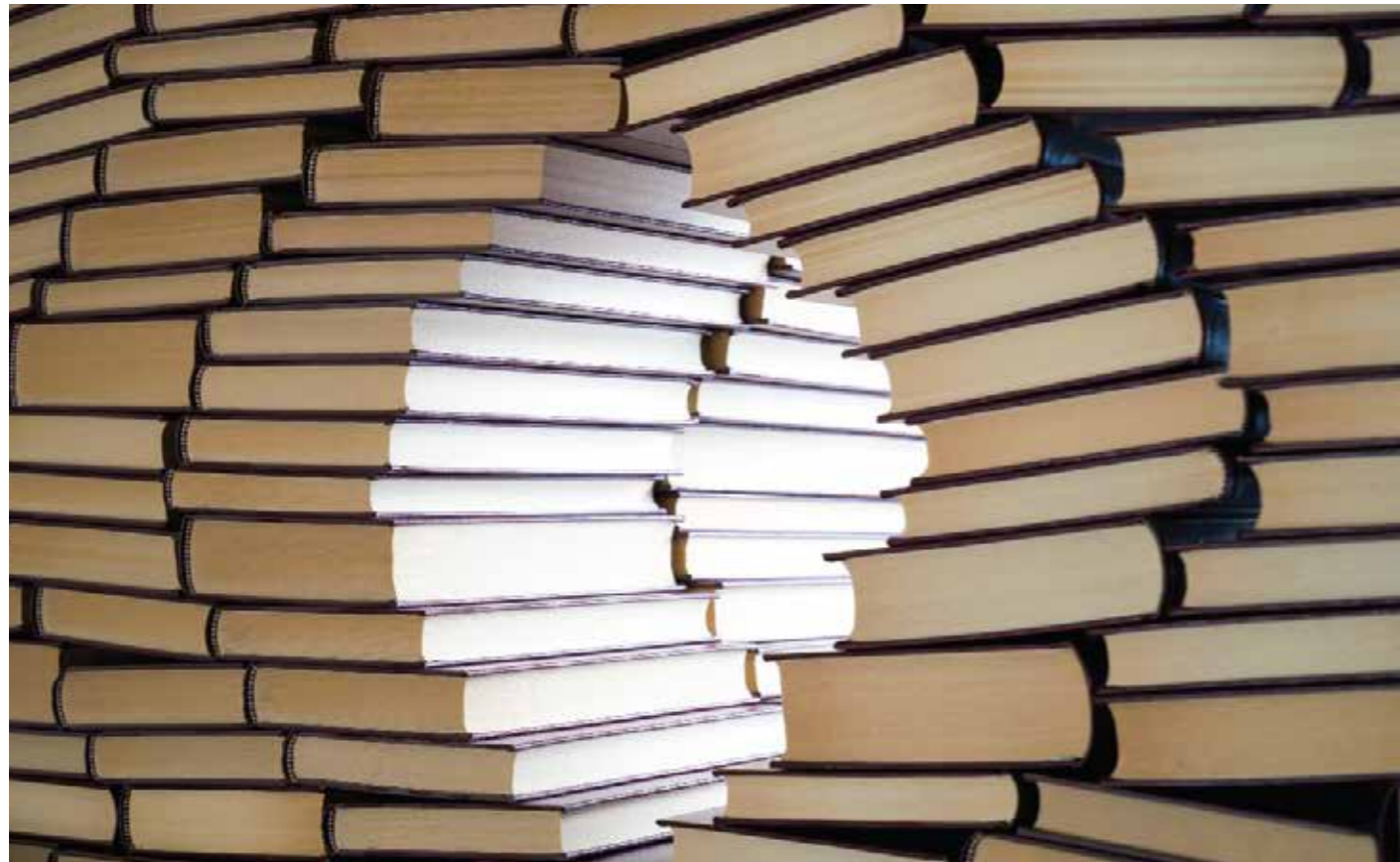
## At a glance

Marketers are constantly evolving with the world around them. If last year was about responding to an unprecedented shock, this year is about recovering and, for those best positioned, thriving in this customer-centric world.

For more information, please visit [www.deloitte.com/ec](http://www.deloitte.com/ec)

# Official gazette

Learn about the main laws, decrees, resolutions and agreements published in the Official Register.



**W**e present the most important official records of march:

## Tax Matter

**Official Gazette No.1, second supplement, March 17, 2022**

### Internal Rents Service Resolution No.12

Resolution No. NAC-DGERC-GC16-0000383 of September 8, 2016, where the General Directorate of the Internal Revenue Service authorized and systematized its delegations to increase the effectiveness of the actions of this Tax Administration, in order to deconcentrate various functions related to institutional procedures.

**Official Gazette No. 4, third supplement, March 31, 2022**

### Internal Rents Service Resolution No. 7

The rules are established for the application of the zero percent (0%) rate of the Foreign Currency Outflow Tax (ISD) to transfers, shipments or transfers of foreign currency abroad, for the importation of hydrocarbon fuels, biofuels and gas. natural.

## Customs Matter

**Official Gazette No. 2, March 17, 2022**

### National Customs Service Official Letter No. SENA-DSG-2022-0045-OF

The free transfer of real estate is accepted, by the Corporación Financiera Nacional B.P, in favor of the Central Bank of Ecuador located in the province of Guayas.



## Monetary Matter

**Official Gazette No. 3 suplemento, March 23, 2022**

### Central Bank of Ecuador Resolution No. BCE-GG-005-2022

The free transfer of real estate is accepted, by the Corporación Financiera Nacional B.P, in favor of the Central Bank of Ecuador located in the province of Guayas.

# Economic figures

We put at your disposal the monthly economic figures of the following variables: inflation, interest rates, employment and unemployment rates, exchange rate, stock indices, among others.



## Inflation (CPI)

**0,11%**  
March 2022



## Country risk

**810 points**  
March 2022



## Basic basket

**725,27 dollars**  
March 2022



## Family income

**793,33 dollars**  
March 2022



## Suitable employment

**31,7%**  
February 2022



## Unemployment

**4,3%**  
February 2022



## GDP (Millions of US \$)

**106.165,90 dollars**  
2021

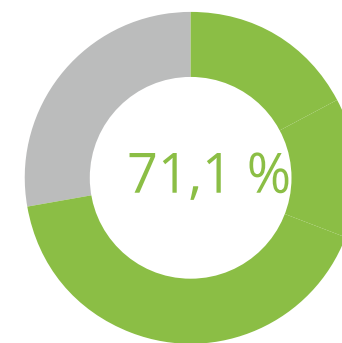


## External debt (% GDP)

**45,40%**  
December 2021

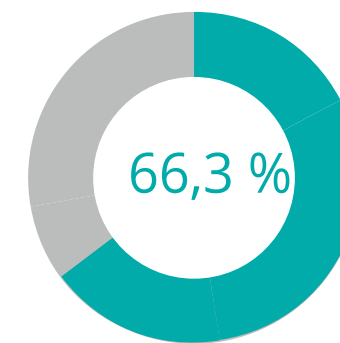
01

Total Population Composition  
February 2022



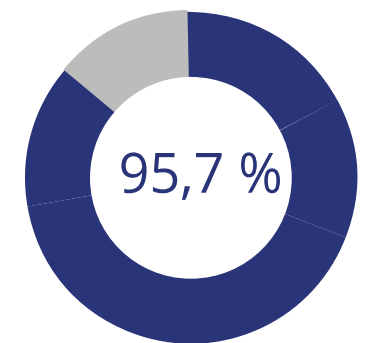
■ WAP ■ Under 15 years old

WAP Composition  
February 2022



■ EAP ■ EIP

Composition EAP  
February 2022

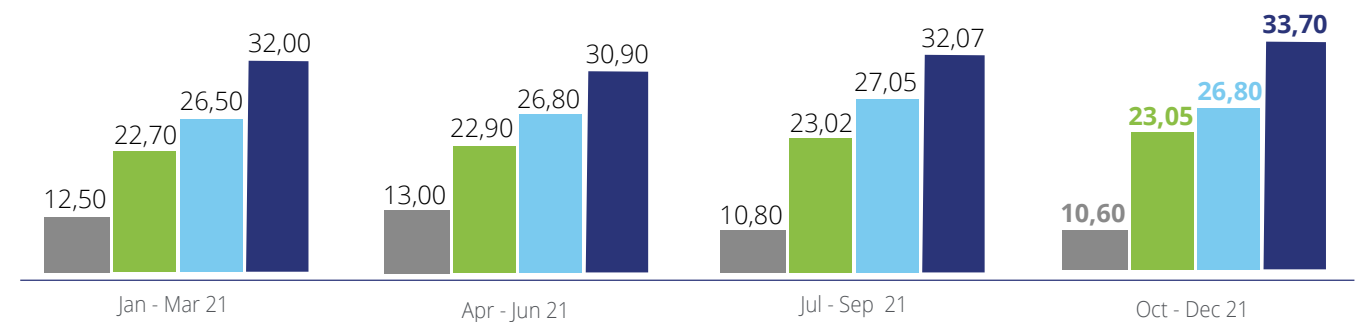


■ Employed ■ Unemployed

Source: Instituto Nacional Ecuatoriano de Estadísticas y Censos (INEC)

02

■ Unpaid employment ■ Non-full employment ■ Underemployment ■ Suitable employment



Source: Instituto Nacional Ecuatoriano de Estadísticas y Censos (INEC)

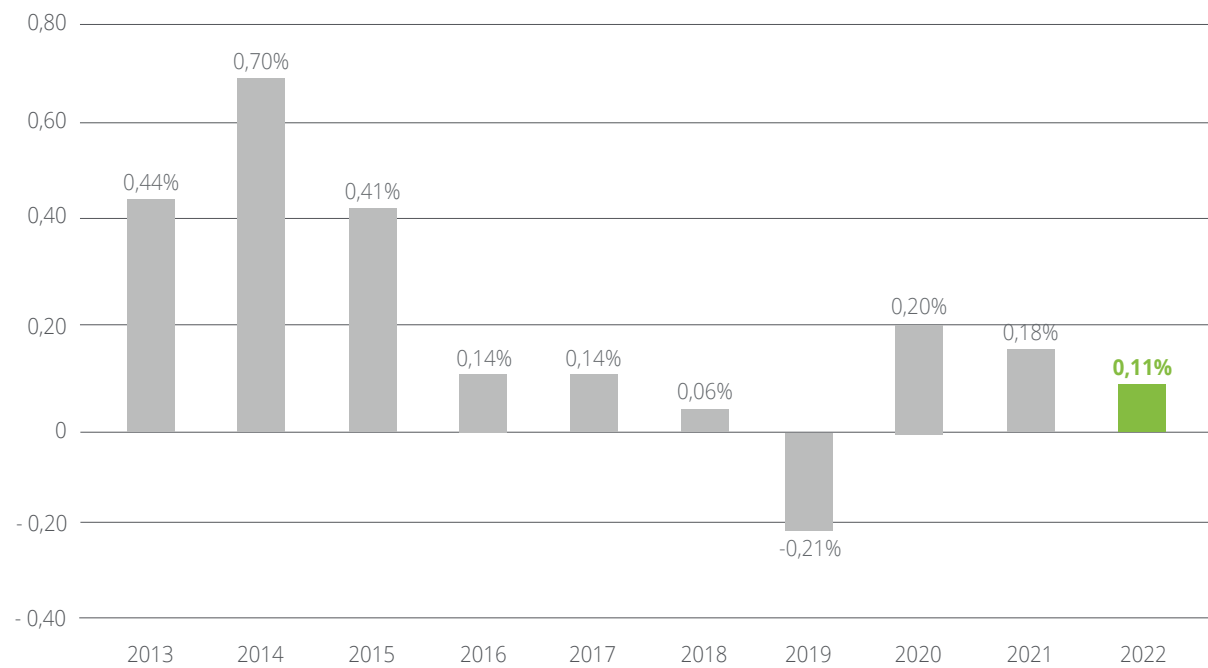
03



	2021				2022			
	Inflation				Inflation			
	Index	Monthly	Annual	Acumulated	Index	Monthly	Annual	Acumulated
January	104,35	0,12 %	(1,04 %)	0,12 %	107,02	0,72 %	2,56 %	0,72 %
February	104,44	0,08 %	(0,81 %)	0,20 %	107,27	0,23 %	2,71 %	0,96 %
March	104,63	0,18 %	(0,83 %)	0,38 %	107,39	0,11 %	2,64 %	1,07 %
April	104,99	0,35 %	(1,47 %)	0,73 %				
May	105,08	0,08 %	(1,13 %)	0,81 %				
June	104,89	(0,18 %)	(0,69 %)	0,63 %				
July	105,45	0,53 %	0,45 %	1,16 %				
August	105,57	0,12 %	0,89 %	1,28 %				
September	105,58	0,02 %	1,07 %	1,30 %				
October	105,80	0,21 %	1,47 %	1,51 %				
November	106,18	0,36 %	1,84 %	1,87 %				
December	106,26	0,07 %	1,94 %	1,94 %				

Source: Consumer Prices Index (CPI)

04



Source: Instituto Nacional Ecuatoriano de Estadísticas y Censos (INEC)

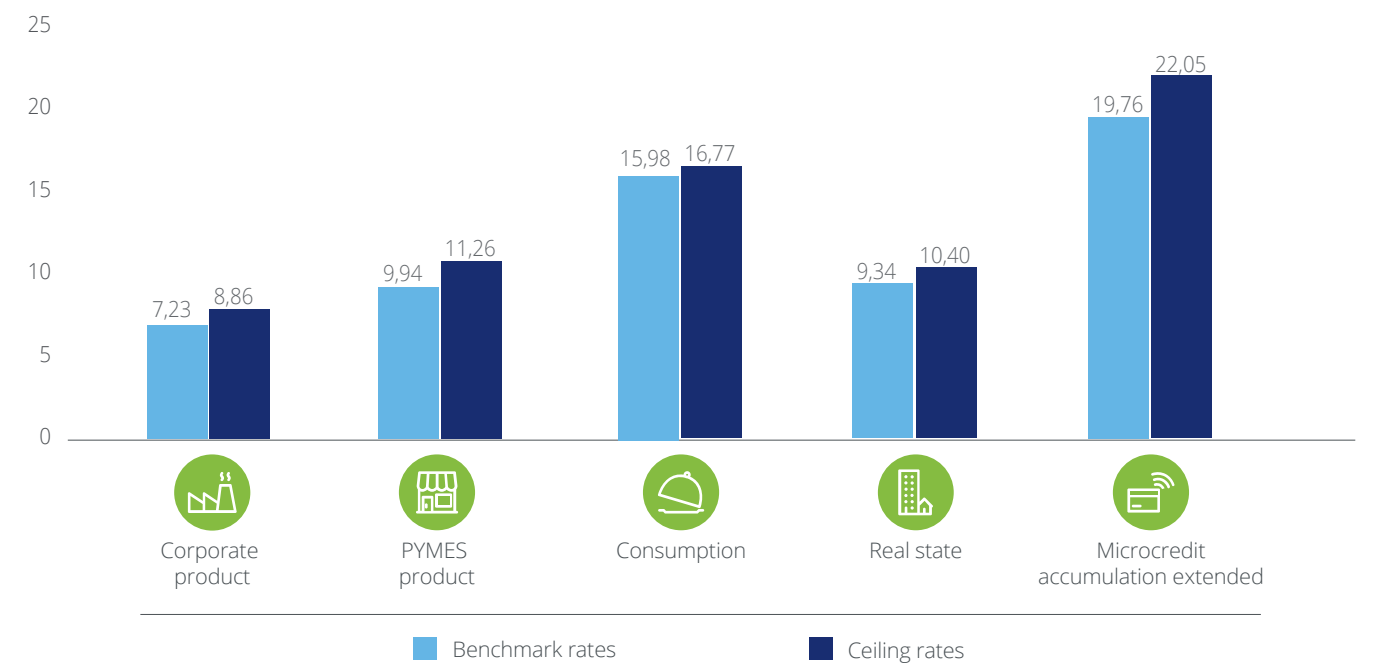
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Period	Benchmark interest rates				Internacional interest rates				
	Basic Central Bank rate	Benchmark passive rate	Benchmark active rate	Legal	Federal funds	Prime NY	SOFR *		
							30 days	90 days	180 days
2018	0,20	5,43	8,69	8,69	2,50	5,50	-	-	-
2019	0,20	5,70	8,82	8,82	1,75	4,75	-	-	-
2020	0,20	5,82	8,58	8,58	0,25	3,25	-	-	-
2021	0,20	5,91	7,44	7,44	0,25	3,25	-	-	-
<b>2022</b>									
January	0,20	5,57	7,39	7,39	0,25	3,25	0,04867	0,04945	0,04934
February	0,20	5,71	7,38	7,38	0,25	3,25	0,04967	0,04934	0,04928
March	0,20	5,51	7,23	7,23	0,50	3,50	0,15934	0,08590	0,06751
April									
May									
June									
July									
August									
September									
October									
November									
December									

Source: Banco Central del Ecuador (BCE)

(\*) The LIBOR has been replaced by the SOFR since January 2022.

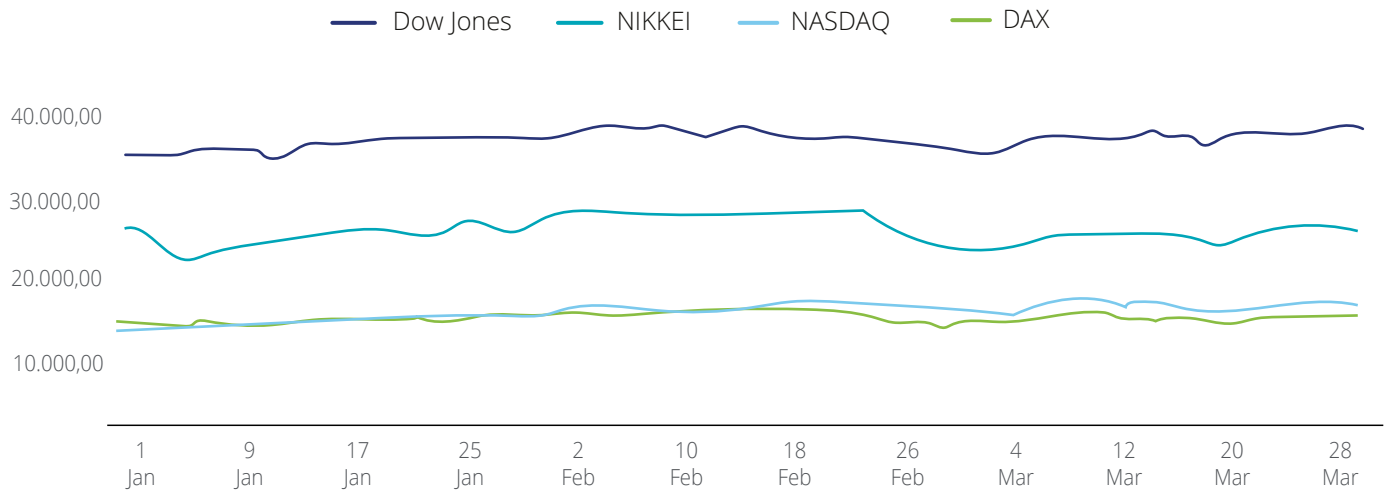
06



Source: Banco Central del Ecuador (BCE)

07

## Financial markets daily indicators



08

Currency	Internacional Price	Official rate	Transactions	
			Purchase	Sale
Bolívar soberano	4,37	4,37	4,37	4,37
Euro	0,90	0,90	0,90	0,90
Libra esterlina	0,76	0,76	0,76	0,76
Nuevo sol peruano	3,68	3,68	3,68	3,68
Peso argentino	111,00	110,99	110,99	110,99
Peso boliviano	6,80	6,84	6,84	6,84
Peso chileno	784,25	787,40	787,40	787,40
Peso colombiano	3.757,99	3.703,70	3.703,70	3.703,70
Real brasil	4,75	4,75	4,75	4,75
Yen japonés	121,55	121,51	121,51	121,51

(\*) Values express units of each currency obtained per \$ US dollar, corresponding to March 31, 2022

Source: Banco Central del Ecuador (BCE)

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