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This year's nascent technologies hold great promise for the IT domain. Nowadays, people want smarter machines, ready-to-use solutions, digital devices. Although this looks like an opportunistic scenario for some companies, for others, the outcome may be a disaster.

The drones and robotics era forces software organizations to adapt to the new realities and to unlock the power of programming in order to survive this technological phenomenon. The hardware and software fusion seems to expand its impact on society while infusing with many aspects of our everyday lives, therefore, companies need to be aware of what it is about to come and prepare in order to enhance their brand value.