Abstract

As we are entering into the new business landscape, calling it "post digital era", our business world witnesses the emergence of new technology SMAC, that opens up ground for both customer and technology vendors. The indispensable technological trends social media, mobile technology, analytics and clouding (abbreviated as SMAC) join hands to bring in this Digital Transformation. Social media allows sharing and creation of knowledge easily accessible through Mobile technology which brings digital world on the fingertips of customer. The other two technology - Analytics and Cloud computing will help in allowing businesses to understand the customer’s response and their buying behavior. The basic technologies compiled to produce this technology enables customer to increase their intellectual acuity and lead to new possibilities in business. In this paper we explore the potential and opportunity that will be produced by SMAC technology.


**Index Terms**

Computer Science  
Information Sciences

**Keywords**

Social Computing; Mobile; analytics; cloud computing; communication; growth