In the postpandemic 2020s, the machine customers will arrive. This infographic provides examples of the physical and virtual machines you will encounter in a typical day that will become paying customers. Executive leaders must help their companies seize the growth opportunity of the decade before it disrupts their business strategies.

**A Day in Your Life in a Machine Customer World**

### Starting Your Day

- **Leave Home: Vehicle**
  - What they will buy:
    - Tires
    - Cleaning
    - Fueling/charging
    - Insurance
    - Maintenance
    - Media
    - Food and drink
  - Examples: Ford, GM, Mercedes, Tesla, VW

  Every business strategist in the automotive-related industries recognizes this will happen.

- **Drive to Work: Road**
  - What they will buy:
    - Repairs
    - Recovery
    - Police
    - Upgrades
    - Loans
  - Examples: rospy sensors, tollways

  Industrial machines, bristling with sensors, will detect demand way before their human operators.

- **Stop by the Factory: Industrial Robot**
  - What they will buy:
    - Repairs
    - Cleaning
    - Parts
    - Supplies
    - Upgrades
    - Insurance
  - Examples: Siemens, thyssenkrupp

### At Work

- **Check-in With Purchasing: Buying Algorithm**
  - What they will buy:
    - Gig workers
    - Business services
    - Energy
    - Investments
    - APIs and data
  - Examples: Datapred, Facebook, Google, Pactum, Staples

  Some of this is already the norm.

- **Go to a Meeting: Conference Room**
  - What they will buy:
    - Cleaning
    - Catering
    - Security
    - Equipment/maintenance
    - Pest control
    - Furniture
  - Examples: Cisco, Herman Miller, Microsoft

  What's the “natural” level of aggregate market control?

### At Home

- **Clean Up: Household Robots**
  - What they will buy:
    - Cleaning consumables
    - Cleaning services
    - Upgrades
    - Pet products
    - Flooring
  - Examples: iRobot Roomba, Grillbot, Gecko Window Cleaner

  Machine customers may end up generating income they can spend.

- **Cook Dinner: Appliances**
  - What they will buy:
    - Food
    - Health and nutrition
    - Maintenance
    - Upgrades
    - Cleaning
    - Insurance
  - Examples: GE, Panasonic, Whirlpool

  Proprietary platforms and walled gardens hinder market development.

- **Relax: Smart Speakers With Intelligent Assistants**
  - What they will buy:
    - Media and entertainment
    - School selection
    - Investment portfolio management
    - Almost anything?
  - Examples: Amazon, Apple, Microsoft

  If physical context isn’t relevant, then it’s likely that ambient AI wins.

### Home Fitness: Workout Mirror

- **Today, there are more machines with the potential to act as customers than humans on the planet.**

### Examples: GE, Samsung, Whirlpool

- **Appliance**
- **Health and nutrition**
- **Beauty**
- **Furnishings**
- **Training**
- **Equipment**
  - Examples: lululemon, athletic, Nautilus, Tonal

  Machine customers need to see us to help us.

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