The future of search

Search is transforming from a reactive service requiring precise data inputs to produce ranked outputs to a predictive service that thinks ahead of your needs and delivers personal results on any device.

What will search look like in the future?

Personal and more natural way to search

Search will deliver more personalized results and allow for more natural and personal ways to interact with computing like with voice.

Pervasive in our everyday lives

Search technology will be the intelligence behind the billions of connected devices from PCs, smart speakers, phones, wearables, gaming consoles and even appliances — making them smarter and more useful.

Conversational experiences

50 billion connected devices expected by 2020 and consumers will expect ways to interact and search seamlessly.

Predictive

Search will be able to better predict what consumers want next but also search data will empower organizations with predictive analytics.

Prep for the future

Prepare for the future of search.

Learn more about the latest industry trends.

Sources

1. Microsoft Internal 2016.
3. KPCB 2016 Internet Trends.
4. BI Intelligence 2016.