

# Video Transcript ATL: How SOA Will Transform IT



## Technology Labs

### Accenture's five-year forecast: 2006 – 2011

The major trends  
that will shape IT

**Don Rippert**  
Chief Technology Officer  
Accenture

"In total we came up with five years of understanding, five years of projections, five years of predictions, which major technologies would be important."

**Kishore Swaminathan**  
Research Director  
Accenture Technology Labs

"Thirty Researchers, 10 thousand hours, 3 months, 150 technology satellites. A rigorous systematic back based technology mission to guide Accentures technology investments and what we bring to our clients."

Analyzing technology and science facts

"We're asking questions like how the new multi courtship architecture is going to impact IT organizations."

**Edy Liongosari**  
Senior Researcher  
Accenture Technology Labs

"We're looking at various components and standards for service orientated architecture to understand where the gaps are. We really need to understand the timing, why is it happening now, why not ten years ago or five years from now?"

Analyzing technology and market trends

Our Vision  
Four trends that are transforming IT

Infrastructure  
Computing, storage, bandwidth, pixels, battery

Old constraints being lifted

**Kelly Dempski**  
Senior Researcher  
Accenture Technology Labs

"Once you have enough bandwidth what do you want to deliver to your customers? Once you

have enough processing and storage what do you want to collect to analyze? These are the questions we are asking in our infrastructure research."

#### Information

From control to chaos

Explosion of structure and unstructured data

**Andrew Fano**

Research Director

Accenture Technology Labs

"We're witnessing a radical shift in the kind of information being generated and where it's coming from. Whereas we're used to relying on information generated within the enterprise. Increasingly a lot of the information is coming from the outside. For example, over the last ten years we've seen a massive deploy of the physical sense such as cameras. How are we going to use this information? The web has seen a tremendous explosion. The use of this in structured content, analyzing it, understanding it poses a serious challenge going forward."

#### Integration

Large-scale adoption of service-orientated architectures

Loose coupling

Best-of-breed solutions

"Traditionally organizations have had to state the technical single vendor solutions to get function of position. That's no longer true. Package software is becoming a software development platform in its own right."

#### Virtualization

of hardware, software and services

**Anatole Gershman**

Global Director of Research

Accenture Technology Labs

"Instead of buying and storing and maintaining their own software, companies will simply be able to rent them. Services of labor will be virtualized and time and location will become transparent."

What does it mean for business?

More flexible and responsive IT systems

What does it mean for business?

Substantial productivity gains

What does it mean for business?

Higher levels of performance

"The biggest consequence of abundant infrastructure, abundant information and loosely coupled architectures is that it'll lead to virtualization. This enables companies to re-purpose the hardware, the software, the business processes over and over as requirements change."

Helping clients achieve high performance

"The technology vision and the innovation cycle are the means to an end. The end is to provide top quality client service to our customers, to help make them high performing. What we have now is more than just a sense of the future, but a sense of what is statistically a sense of where the numbers go, a sense of where the science is."

"Our mission is to determine what technologies are important for our clients in priority order. So they can prepare themselves with proper technology investments and achieve high performance."

Accenture Consulting

Accenture Technology

Accenture Outsourcing

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