



# ACCENTURE DATA IN THE NEW VIDEO TRANSCRIPT

The days of dark data are done. Accenture is helping businesses see the light. Transforming data from dark to dynamic and changing the way the world captures, curates and consumes data. Data you can trust and build on. Data is no longer a commodity, it's a competitive advantage and it fuels smart business decisions. Data is at the core of intelligent business insights. We call this data in the new.

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