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Accenture Technology Vision 2016

People First: The Primacy
of People in the Digital Age

Trend 3: Platform Economy
Video Transcript

People First: The Primacy of People in the Digital Age Trend 3: Platform Economy—Video Transcript

The technology landscape is being shaken up by platforms.

It's a shockwave that goes right down to the foundations.

This is because platforms represent a whole new basis, on which strategic models can be built, and a different model of value creation.

Many of today's leading digital organizations are famous for their products and services.

But look a little closer.

And you'll see the most ground-breaking ones are based on technology-enabled platforms.

What's so good about this model?

Platforms bridge industries, reaching entirely new partners and communities.

More than a typical value chain, the platform creates an entire ecosystem around itself.

Cloud services and APIs are the crucial first step, giving you the scale and data collection, to break into the platform world.

Get prepared and establish your strategy, as we're on the verge of a major macro-economic shift.

Welcome to the platform economy.

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