



High performance. Delivered.

# Accenture Technology Vision 2016

People First: The Primacy  
of People in the Digital Age

Trend 4: Predictable Disruption  
Video Transcript

## People First: The Primacy of People in the Digital Age

### Trend 4: Predictable Disruption—Video Transcript

Disruption is on its way.

But this time there's a difference.

Enterprises that really stretch themselves can see the knock-on effects far ahead and use them to their advantage.

As digital ecosystems rise up from platforms, they both blur and bridge industry boundaries.

Bringing new, unexpected competitors.

Precision agriculture, the industrial internet and smart cities are just a few examples of these new, digital ecosystems.

As they mature, waves of disruption will shake other industries, reaching further than ever before.

But a greater distance to travel, means more time to react.

By equipping themselves with digital expertise, the right resources and industry knowledge, enterprises can ride the wave, and come out at the forefront, of the digital revolution.

Copyright © 2016 Accenture  
All rights reserved.

Accenture, its logo, and  
High Performance Delivered  
are trademarks of Accenture.

