

A large, stylized orange chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

From Workforce to Crowdsource: Rise of the Borderless Enterprise

Video Transcript

Speaker: Paul Daugherty, Chief Technology Officer, Accenture

Cloud, social and collaboration technologies are fuelling the rise of the borderless enterprise. Using advanced digital tools and platforms, organizations can now tap into pools of people across the world, giving them access to an immense, agile workforce... one that is not just better suited to solving some of the problems that businesses struggle with today, but one that may do so

for free. Channelling these resources to drive business goals is a challenge, but the opportunities created by this expanded workforce are practically limitless.

Hello, I'm Paul Daugherty, CTO at Accenture. This is one of the trends we're highlighting in the Accenture Technology Vision. The Vision for 2014 continues the theme from our Vision last year, Every Business is a Digital Business, and highlights six technology trends we believe will take enterprises even further on their journey to becoming a digital business. What's changed in the

2014 Vision is that now we're seeing big companies seizing the initiative and reinventing their businesses with digital technology.

Some of them are starting to harness the expanded workforce to drive market research and product development activities. With the right digital tools in place, they can predict better than ever how the market will react to their products and who will buy them. They can segment markets more finely and test out premium features to see who will pay for them.

Wal-Mart Labs, the retailer's digital technology division, is using the power of the crowd to determine which items it should stock in its stores and on its website. Promoting a contest across social networking sites, the company invited consumers to vote for the products they wanted to see sold in its stores – democratizing the store-buyer's job and bringing shelf selections in line with shoppers' expectations.

Companies are also drawing on communities of shared interest to ramp up their innovation capabilities. New platforms like Crowdfunder and

TopCoder are available to facilitate this process. But some organizations have developed their own approaches. Innocentive, the innovation exchange spun out of Eli Lilly, has more than 300,000 registered problem-solvers from 200 countries and claims a success rate three times that of conventional R&D groups. Other companies like Facebook and Twitter are leveraging the intellect of the crowd by using APIs to open up their platforms to the development community. And open-source, which was once viewed as a threat is now embraced by technology leaders

like Microsoft, Oracle and IBM.

Effective use of crowd force demands diligent planning, management and orchestration. Tomorrow's digital enterprises will recognize and overcome the challenges – and seize the benefits. Thanks for watching. See you next time.