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Technology Vision 2015

Video Transcript

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In recent years Accenture's Technology Vision marked the onset of digital business with our theme "Every Business Is a Digital Business. In this year's report, the Accenture Technology Vision for 2015, we highlight the next stage of disruption and the hallmark of leaders in the Digital Business Era:

They must stretch their boundaries, both literally and figuratively, to grow and succeed.

What's changed in the 2015 Vision? We're seeing pioneering enterprises stretching their boundaries in startling new ways. For one thing, they're shifting away from a "me" focus, which centered on improving their current operations and business processes. They're now moving to a "we" focus—tapping into a broad array of other digital businesses, digital customers and

even digital things at the edges of their networks.

In doing so, they're creating a broader digital ecosystem—what we call the "We Economy." And they're placing big bets, on a grand scale—bets that will shape new markets while also transforming the way we all work and live.

That notion—of stretching boundaries—is the top-line message from the Accenture Technology Vision for 2015.

Digital Business Era: Stretch Your Boundaries Succeeding in the We Economy

Every year, our Vision provides vital signposts to the technology developments we believe will have the greatest impact on organizations over the next three to five years.

Our 2015 Vision identifies the forces driving this shift to the We Economy, and reveals the bold bets pioneers are making.

The Internet of Things counts among the major forces—bringing every object, consumer and activity into the digital realm. Simultaneously, leading businesses are digitizing every employee, process, product and service.

This means that enterprises are now not just connected, but interconnected. They are part of a broader digital fabric that reaches all aspects of their business, their customer relationships, and well beyond—to alliance partners, vendors and the world around them. This allows them to scale and disrupt in unprecedented ways—stretching to grow into new areas, enter and create new markets and touch literally billions of lives.

Our 2015 report highlights five technology trends we believe will take enterprises even further on their journey to becoming a digital business.

Trend 1: Internet of Me

The first trend is “The Internet of Me”—whereby companies leverage digital channels to create highly personalized experiences that engage and exhilarate consumers.

Trend 2: Outcome Economy

The second trend is “The Outcome Economy”—using hardware to give customers what they really want: meaningful outcomes, not more products or services.

Trend 3: Platform (R)evolution

The third trend is “The Platform (R)evolution”—defining digital industry platforms to build, connect and deliver applications that address specific industry challenges.

Trend 4: Intelligent Enterprise

The fourth trend is “Intelligent Enterprise”—using software and artificial intelligence to help machines make even more informed decisions.

Trend 5: Workforce Reimagined

And the fifth trend is “Workforce Reimagined”—managing talent at the intersection of human beings and machines.

These “We Economy” pioneers are excited by the potential to drive positive change on a global scale—realizing ambitions that transcend single businesses or industries.

Imagine, for example, helping to design and create China’s smart mega-cities of tomorrow. Rebuilding centuries-old transportation systems. Transforming healthcare by tackling its most pressing problems holistically—across industries ranging from hospitals to insurance to apparel.

It’s these kinds of epic, far-reaching opportunities that excite customers, inspire employees, galvanize long-term suppliers—and present the opportunity of huge rewards for investors.

We believe that the power brokers in the We Economy will be savvy orchestrators who place themselves at the center of digital ecosystems. They’ll quickly master new digital relationships with customers, end users, suppliers and alliance partners—not to mention developers, data sources, smart-device makers and specialty talent sources.

So the question facing every business today is: “How will we exercise our digital advantage to capture the unprecedented opportunities awaiting us in the We Economy? Better yet: What will our future look like, together as enterprises in the We Economy?”

I welcome you to visit our dedicated website to learn more and join the conversation on social media. Thank you.

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