

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

High performance. Delivered.

Tech Vision 2015 Overview

Video Transcript

Place your bets. The digital era is here. And companies are thinking big—shaping markets, changing the way we work and live, even taking on some of the toughest problems the world faces today.

In this year's Tech Vision, we take a look at the race to create incredible customer-centric experiences, the new cooperative nature of competition, and why the boundaries of your business will never be the same.

Digital Business Era: Stretching Your Boundaries

The world around us is rapidly becoming a digital "fabric". This Internet of Things is giving companies the ability to work together to shape experiences and outcomes in unprecedented ways.

The next generation of digital leaders are already shifting their mindset. They're realizing their potential to make a difference—and a profit—by operating as

ecosystems, not just as individual companies.

Together, these digital businesses are creating a boundary-less "we economy" built on relationship-driven, value-enhancing platforms that include customers, suppliers, partners, developers, data sources, smart devices, and more.

We've identified six trends helping companies master these new markets—and grow their businesses.

The Internet of Me

This year, we look how the end user has moved to the center of every digital experience.

The Outcome Imperative

With digital a pervasive element of everyday life, business models are now shifting from selling things—to selling results.

The Platform R(e)volution

Digital platforms are becoming the tool of choice for business to work together like never before in creating the next generation of products and services.

Data-Driven Intelligence

Intelligence is now being embedded into every aspect of technology, creating smarter devices, applications and enterprises that can make decisions, learn and even discover new insights.

Workforce Reimagined

And these intelligent technologies now have more natural human interfaces, allowing them to act as team members side-by-side with employees.

Where will the boundaries of your business stretch next? Get the full report at accenture.com/techvision