

LIQUID EXPECTATIONS

VIDEO TRANSCRIPT

EVOLUTION. IT'S EXISTENCE OR EXTINCTION.

The era of living services is here and for companies to survive they must adapt to their customers' liquid expectations.

Personalization.

Faster, more reliable service.

Consistency.

Agility.

The bar has been raised and the race is on.

It's survival of the fittest.

But that doesn't mean out with old and in with the new.

Digital Decoupling is how large businesses can leverage their current systems and transform to embrace the new world of value systems.

Essentially, super charging legacy systems by putting in place a digital architecture that is more flexible and value driven.

Allowing larger businesses to move with the pace and agility of much smaller players.

Microservices are specialized modular applications that can be changed without the difficulties typically associated with larger, tightly coupled applications. Better equipping your DevOps team to unlock potential and reduce risk when deploying new services and capabilities.

Cloud computing additionally supports Digital Decoupling with its fluid nature – easily expanding and contracting for your business needs to store, manage and process data.

Application Programming Interfaces, or APIs, are tools and resources in an operating system, which allow developers to create advanced software applications. Further enabling the transition from the old to the new.

Fueled by talent with the right New IT skill sets, and leveraging a Liquid workforce to get the right talent when you need them, your company will have what it takes to jump to the top of the food chain.

Accenture's ready to take you to the next evolutionary step. Adopt New IT into your business and begin to flow with your customers' liquid expectations.