The 2017 edition of the Accenture Business Journal for India focuses on leading in the New. The current edition highlights the potential for major change as new technologies make it possible to put the customer at the center of the business model—the mark of a truly innovative business. The time to act is now because digital, data and innovation can reshape markets.

The manufacturing sector—long used to digital—is now rapidly scale it. Speed is of the essence here. Taking the concept to prototype to industrialization, and then dramatically. So are all sectors, as advanced analytics tools and technology are adapting to people and empowering them. It is no longer people who are adapting to technology—rather, technology is adapting to people and making it possible to anticipate customer needs and wants, and personalize experiences.

Sophisticated technology—capable of learning—interacts with us in natural human ways and makes it possible to anticipate customer needs and wants, and personalize experiences. In the automation continuum—combined with virtual reality—humans and machines can work side by side. Intelligent automation—the next step in the automation continuum—combined with virtual reality—humans and machines can work side by side. Intelligent automation makes it possible to take an idea through, parts of business processes, or cautiously adopting technology capabilities to become insight-driven enterprises.

Innovation based on digital technology is not about digitizing the business or operating models. The time to act is now because digital, data and innovation can reshape markets.
EXCITED BY ADVANCES IN DIGITAL TECHNOLOGY, INSIGHT COMPANIES ARE SEEKING NEW WAYS TO REINVENT AND UNLOCK "TRAPPED VALUE" TO CREATE DISRUPTIVE PRODUCTS AND OPERATING MODELS. THE ACCENTURE INNOVATION ARCHITECTURE FOR INNOVATION IN THE NEW.

AN INNOVATION ARCHITECTURE... 

Excited by advances in digital technology, insight companies are seeking new ways to reinvent and unlock "trapped value" to create disruptive products and operating models. The Accenture Innovation Architecture for Innovation in the New.

THE ACCENTURE INNOVATION ARCHITECTURE

Building a culture that supports innovation is only the beginning. To be truly innovative, companies need a strategy that incorporates a balance of strategies, technologies, and competencies. The Accenture Innovation Architecture provides a framework for companies to align their innovation strategies and investments with their business goals. The architecture includes five stages: Ideate, Develop, Prototype, Build, and Scale. Each stage is designed to help companies navigate the innovation journey and unlock "trapped value".

THE PRACTICAL PATH TO INNOVATING AND LEADING IN THE NEW

As our experience with digital leaders across the globe has shown, innovation is not just about adopting new technologies. It requires a disciplined approach and an architecture that supports co-creation with different communities, use open innovation to scale solutions and demonstrate their impact, and Accenture global delivery centers to help design and build solutions. The answers to these questions lie in understanding that to make digital deliver value end to end, companies need the capacity to generate game-changing ideas through applied R&D projects and acquisitions, ecosystem relationships and our deep experience with strong and consistent data security across industries in an ecosystem and a renewed organizational structure.

CONCLUSION

Companies need to know: How to build an innovation architecture. They need to know: How to scale up solutions and industrialize the solutions for sales to create new models for development, delivery and service that can propel game-changing innovation in marketing—to create new models for development, delivery and service that can propel game-changing innovation in marketing. To create new models for development, delivery and service that can propel game-changing innovation in marketing. They need to know: How to pivot to the New by balancing investment between old and new business. Pivoting too slowly could mean being decimated by a disruptor. Pivoting too fast to the New could mean triggering financial risks. Companies in India need to start building or leveraging Innovation Centers to scale solutions and demonstrate their impact, and Accenture global delivery centers to help design and build solutions. The answers to these questions lie in understanding that to make digital deliver value end to end, companies need the capacity to generate game-changing ideas through applied R&D projects and acquisitions, ecosystem relationships and our deep experience with strong and consistent data security across industries in an ecosystem and a renewed organizational structure.

FROM TRAPPED TO TRAPPING VALUE

To unlock "trapped value", companies need to start building or leveraging Innovation Centers to scale solutions and demonstrate their impact, and Accenture global delivery centers to help design and build solutions. The answers to these questions lie in understanding that to make digital deliver value end to end, companies need the capacity to generate game-changing ideas through applied R&D projects and acquisitions, ecosystem relationships and our deep experience with strong and consistent data security across industries in an ecosystem and a renewed organizational structure.

GETTING "UNSTUCK" AND UNLOCKING "TRAPPED VALUE"

The Accenture Innovation Architecture provides a framework for companies to align their innovation strategies and investments with their business goals. The architecture includes five stages: Ideate, Develop, Prototype, Build, and Scale. Each stage is designed to help companies navigate the innovation journey and unlock "trapped value".
The benefits of digital transformation span beyond the value chain to all third-party players such as Tire Vigil and Alcoa Wheels. Initiative has players from multiple industries vying for a share of the market. In the Indian context, the opportunity created by the smart cities initiative is significant.

In summary, digital transformation has the potential to unlock value in key areas such as life sciences and automotive manufacturing. According to Accenture, the potential for growth in various industries is substantial.

Digital is not just reshaping industries by disrupting existing business models. It is also changing the way companies operate. Businesses need to take an integrated approach that takes into consideration the three impact areas.

Accenture Technology Vision 2017 says digital disruption has a new face. It is no longer limited to players of a particular industry. In the consumer goods sector, for example, technology giants like Google (Nest) and Samsung (SmartThings) are competing with traditional players like Procter & Gamble and Colgate-Palmolive.

Digital disruption has changed the definition of competition—it is not just about competing with similar companies but also with companies that operate in different industries. For instance, a construction company might face competition from a technology company that specializes in 3D printing.

To start the digital transformation journey, organizations need to move from thinking “do something digital” to “what do I do in digital for people by people.”

Digital technologies have unleashed new possibilities for businesses. They can now offer a wide range of products and services to customers. For example, a manufacturing company can now offer a virtual reality experience to customers, allowing them to see the finished product before it is manufactured.

Digital transformation also allows businesses to be more efficient. By using data analytics and artificial intelligence, businesses can optimize their operations and reduce costs. For instance, a retail company can use data analytics to optimize inventory management and reduce stockouts.

Digital transformation also allows businesses to access new markets. By using the internet of things (IoT), businesses can reach customers in remote areas who might not have had access to their products before.

Digital transformation also allows businesses to be more sustainable. By using renewable energy and smart grids, businesses can reduce their carbon footprint and meet their sustainability goals.

Organizations need to take into account two new business realities. One is the need to be more agile and innovative to stay ahead of the competition. The other is the need to be more data-driven to make informed decisions.

To make the most of digital transformation, organizations need to:

1. Understand the potential benefits of digital transformation.
2. Develop a strategic plan for digital transformation.
3. Invest in the necessary technologies and infrastructure.
4. Ensure that the organization is digitally enabled.
5. Engage employees in the digital transformation journey.

In conclusion, digital transformation is a key driver of the Fourth Industrial Revolution. By embracing digital transformation, businesses can unlock value and create a competitive advantage in the digital age.
As digital disruptors redefine the rules of engagement and competition, it has become crucial to re-examine traditional strategies. Faced with increasing competition and pressure to change, 64 percent of chief strategy officers believe their industry will be disrupted from the outside or by their competitors.1

This changing dynamic has rewritten the rules of competitiveness, increased scrutiny, and reduced the cost of capital. Companies are undertaking several initiatives focused on reinventing business models and improving financial performance. Digital technologies are helping these new entrants reduce the complexity of systems and operations, improve efficiencies, and experiment continually with new products and services. It is enabling them to improve efficiencies, reduce the cost of capital, and experiment continually with new products and services.

Companies need to formulate an interdependent GPS strategy to drive growth, establish trust with customers, and adopt business models that balance social acceptability. Establishing a level of trust with customers, adopting business models that extend beyond customers and shareholders, and understanding how to increase profitability and grow by doing so will be key. Companies must not just focus on sustainability, rather than “how do I reduce them by some percent.”

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Digital technologies are helping these new entrants reduce the complexity of systems and operations, improve efficiencies, and experiment continually with new products and services. It is enabling them to improve efficiencies, reduce the cost of capital, and experiment continually with new products and services.
The era of intelligent automation is here and now, and with it comes a shift from “project” orientation to continuous development, a demand to master the four pillars of digital corporate culture and a mandate to keep up with the latest innovation to stay ahead in the market. The automation and AI landscape thrives on a multidimensional technology world having a plethora of tools and offerings (see Figure 2). This “choice overload” requires an approach that is people-first, business-oriented and technology-rich. Accenture has identified six aspects that enterprises must consider:

1. **Automation**: The use of technology to automate tasks that are repetitive, rule-based, and time-consuming. This includes the use of robotics and artificial intelligence to replace human labor in tasks such as data entry, customer service, and manufacturing.

2. **Analytics**: The use of data to inform decision-making and drive insights. This includes the use of data analytics, predictive modeling, and machine learning to inform business strategies and outcomes.

3. **Collaboration**: The use of technology to facilitate communication and collaboration among team members and stakeholders. This includes the use of collaboration tools and platforms to improve productivity and efficiency.

4. **Innovation**: The use of technology to drive new ideas and solutions. This includes the use of innovation to disrupt traditional business models and create new opportunities.

5. **Secure IT**: The use of technology to ensure the security of data and systems. This includes the use of cybersecurity measures to protect against cyber threats.

6. **Data Strategy**: The use of data to drive business outcomes. This includes the use of data-driven decision-making to drive business growth.

The four pillars of digital corporate culture are also important to consider. These include:

1. **Culture**: Changing the culture of an enterprise to embrace intelligent automation.

2. **Change Management**: Managing the change in an enterprise to embrace intelligent automation.

3. **Strategy**: Developing a strategy to embrace intelligent automation.

4. **Technology**: Ensuring that technology is fit for purpose and can support intelligent automation.

A global beverage company leveraged automation tools to centralize delivery models to deliver disruptive business outcomes. It used Accenture myWizard®, a data-driven platform, to automate processes and drive efficiencies. The company reduced costs by 60–65 percent, reduced critical incidents by 65–70 percent, and increased overall ticket volume by 10–15 percent. The company also experienced a 60–65 percent reduction in critical incidents, a 10–15 percent improvement in system performance, and a 60–65 percent reduction in overall ticket volume. The global major experienced significant improvements. It used Accenture myWizard®, a data-driven platform, to automate processes and drive efficiencies.

In conclusion, intelligent automation requires an approach that is people-first, business-oriented and technology-rich. Accenture has identified six aspects that enterprises must consider. The four pillars of digital corporate culture are also important to consider. These include culture, change management, strategy, and technology. A successful intelligent automation implementation will also help enterprises embrace disruption as an opportunity to rethink what you do and how you do it across the enterprise.

**THE APPROACH TO AN INTELLIGENT AUTOMATION TRANSFORMATION**

**AUTOMATE**

1. **Define the Problem**: Clearly define the problem you want to solve and the benefits you want to achieve.
2. **Identify the Opportunities**: Identify the opportunities for automation and the technologies that can be used.
3. **Design the Solution**: Design the solution that addresses the problem and takes advantage of the opportunities.
4. **Implement the Solution**: Implement the solution and test it to ensure it works as expected.

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Disrupting Traditional Processes with Analytics Insights

To compete with the most successful Digital Natives, enterprises must adopt an outlook that capitalizes on analytics. What the Digital Natives have is not just Digital-native technologies, but a Digital-native culture—a culture that pervades the organization, where Analytics is not just a tool, but a way of thinking. Digital natives are unencumbered by the historical baggage of legacy systems and processes. They can therefore explore new horizons to achieve competitive advantage.

Building Robust Analytics Capabilities

Building a robust analytics capability requires a prescribed set of actions. Enterprises must first understand their current state by assessing the extent to which their current analytics capabilities align with the digital disruption that is already happening everywhere. Then, they should establish a clear direction by defining the desired state and the route map that will get them there. This will ensure that the analytics capability becomes an integral part of the larger enterprise strategy.

Analytics Operating Models in the New

To create a more robust analytics operating model, enterprises can follow the three-stage model developed by the Analytics Competitors (Stage 5) over a period of six years. In the first stage, Localized Analytics (Stage 1.5), the objective is to move from a stage where analytics is implemented as an isolated activity or project to a stage where analytics is a platform that can be used to drive business decisions. In the second stage, the objective is to move from a stage where analytics is a platform to a stage where it is a layer. Finally, in the third stage, the objective is to move from a layer to a strategic core of the enterprise.

Conclusion

To create a more robust analytics operating model, enterprises need to focus on the following key steps: assess the current state, establish a clear direction, and implement a strategic plan. By following these steps, enterprises can ensure that their analytics capabilities are aligned with the digital disruption happening everywhere and that they are positioned to compete effectively in the new digital economy.
PIVOT TO THE NEW

In the fast-evolving and disruptive digital era, companies need to transform the way they operate and in building a culture of innovation—not just in its strategy but at the organizational level, in the way they operate and in building a culture of innovation—not just in its strategy but at the organizational level. To achieve innovation at scale, companies need to foster an ecosystem of partners. Take the instance of liquid applications. Effective deployment of cutting-edge solutions allows companies to move away from monolithic legacy systems to platform-driven and cloud-first approach, companies can quickly scale up or down and upgrade to the latest technologies. Companies can slash fixed costs of large IT infrastructure investments and opt for cloud-based applications that offer a new operating model, allowing companies to behave. Data becomes the new currency and companies need to identify new areas of growth and differentiation. Digital disruption has transformed the way businesses operate and created opportunities to drive business. To tap these opportunities, businesses need to go beyond trying to achieve a single outcome. Leading in the New through New IT is not just about improving the ROI, but also reinvestment into platforms. Leading in the New is not a single event; it is a continuous journey of alignment where companies are aware of the need to keep up with the fast-evolving technology capabilities are playing a key role in driving business outcomes.

LEADING IN THE NEW

New IT has come a long way—it is not just a back-end support function anymore. It has become the new front-end to the business. New IT is about rethinking the role of information technology (IT) in companies. It is not just about improving the ROI, but also reinvestment into platforms. New IT is about leveraging technology to drive business outcomes. New IT has come a long way—it is no longer a back-end support function anymore. It has become the new front-end to the business. To drive business outcomes, companies need to use technology to transform their business models. New IT is about rethinking the role of information technology (IT) in companies. It is not just about improving the ROI, but also reinvestment into platforms. New IT is about leveraging technology to drive business outcomes. New IT has come a long way—it is no longer a back-end support function anymore. It has become the new front-end to the business. To drive business outcomes, companies need to use technology to transform their business models.

New IT with its cloud-enabled, analytics and digital solutions is helping businesses innovate and transform. It is a key enabler for companies to build higher quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services, and to build better IT infrastructure, achieve significant cost reductions, deliver high-quality products and services.
ARTIFICIAL INTELLIGENCE (AI) HAS THE POWER TO FUNDAMENTALLY CHANGE THE TRADITIONAL WAY IN WHICH BUSINESSES OPERATE. IT WILL TRANSFORM HOW WORK IS DEFINED AND REDefined TO achieve a range of business outcomes: to work, using a combination of technologies from the automation economy. Leading organizations are already successfully putting AI to work, creating a new virtual workforce—what is commonly known as “intelligent automation.”

AI WILL REPLACE PEOPLE

While the benefits of AI are widely understood, the journey to overhauling internal processes and organizational structures to accommodate AI is less clear.

Where the scope of automation is significant, the teams might see it as a threat to their jobs. However, for middle- and back-office operations, the teams might see it as an opportunity to create more value, freeing them to perform higher value work. This is why companies need to approach the delivery of tactical changes in the new virtual workforce thoughtfully—starting through the best way to secure stakeholder buy-in.

As AI gains momentum across industries, and organizations move up the curve on their AI journeys, the teams need to understand that the journey is continuous. While the benefits of AI are widely understood, not all processes are suitable for automation. AI will not be a silver bullet. It is necessary to understand the appropriate boundary of digital technology and humans in the delivery of value and efficiency.

AI WILL BE A DIFFERENTIATOR, AND BECOME A CORE COMPETENCY

Companies that adjust their organization and culture to incorporate intelligent automation as co-workers—rather than replacing them—will reap important rewards: more reliable and faster decision making, new types of innovation, and the ability to act even more quickly and efficiently.

AI WILL REPLACE PEOPLE

In a more significant role, AI applies machine learning to guide actions toward the best outcome, acting and learning—thereby allowing people to achieve much more.

But AI requires a clear understanding of its potential and limitations. When AI is properly used, it opens the door to new types of work. It makes people super.

Companies that choose to be factors of productivity will replace people. Those that choose to be factors of efficiency will be replaced by people.

AI IS A FUNCTIONAL CHANGE, NOT A TECHNOLOGY TRANSFORMATION

While the benefits of AI are widely understood, the journey to overhauling internal processes and organizational structures to accommodate AI is less clear.

Building an effective capability requires a clear vision and strategy for AI. It requires a road map to define a high-level approach toward the full potential of AI in the organization. It requires establishing governance to create a solid foundation for AI and digital transformation.

Putting AI to work

AI IS NOT A STRATEGY OF GROWTH AND IT IS NOT A LONG-TERM GROWTH DRIVER. UNLIKE A TRADITIONAL TECHNOLOGY, AI WILL REPLACE PEOPLE. IT IS THE NEW VIRTUAL WORKFORCE, CO-WORKING WITH HUMANS TO CREATE A MORE PRODUCTIVE ORGANIZATION. AI CAN ACT AS A CATALYST OF GROWTH AND A KEY DIFFERENTIATOR, AND BECOME A CORE COMPETENCY.
Design Thinking is a structured approach to generating and testing ideas that start from the user's point of view. It is based on a user-centered, collaborative and iterative process that enables organizations to break down silos, boost cross-functional collaboration, and develop unique experiences that are valuable and enjoyable for customers and employees alike.

### Design Thinking

**What is Design Thinking?**

Design Thinking is a human-centered approach to innovation that uses design practices to solve problems. It starts with empathy—empathizing with and understanding users' needs, behaviors, and contexts. Next, it involves defining the problem, ideating potential solutions, and testing those ideas through prototyping and user testing. Throughout the process, collaboration and iteration are key, as teams work together to find the best solutions and continuously refine them.

### Design Doing

**What is Design Doing?**

Design Doing is the implementation of ideas. It involves translating concepts into action through user-centered, collaborative and holistic approaches. Design Doing helps organizations create cross-functional teams to work closely and effectively, leading to products and services that are valued and innovation is fostered by diverse and creative cultures.

### Design Culture

**What is Design Culture?**

Design Culture is the mindset and design capabilities that are deeply ingrained in the fabric of an organization—into the DNA of its employees. It is the glue that makes design thinking and design doing a catalyst. Design Culture is critical in using that catalyst to bring about change.

Many companies, including Apple, 3M and Capital One, have embedded design into the core of their businesses, driving innovation, efficiency, and user satisfaction. This is the glue that makes design thinking and design doing a catalyst. What's critical is using that catalyst to bring about change.

Design Thinking is just the beginning—a catalyst, not a solution. However, when the Design Rule of 3 is deployed in unison, organizations can unlock the full potential of design to transform not just products and services, but the entire organization. This is the glue that makes design thinking and design doing a catalyst. What's critical is using that catalyst to bring about change.
Companies need to adopt a strategic approach to open innovation. It allows them to use external ideas and talent, access to niche capabilities, access to client and market data, and potential synergies. The top 1,000 companies on an average invest over US$823 billion every year in innovation, and tech acquisitions. But more money does not translate into greater value. The top 10 companies in 2016 accounted for 28 percent of venture capital investments, but it’s the top 10 percent that actually delivered value.

Finding a successful long-term innovation strategy lies in understanding the determinants of value in open innovation. Open innovation is a means to inject disruption into an opportunity of innovation. Disruption into an opportunity of innovation is the key to value creation in open innovation. Value creation in open innovation is dependent on how well a company can drive the right strategy to get the right 5 percent — the right 5 percent of their portfolio investments.

In this paper, we discuss the concept of open innovation and how to drive value with open innovation. We begin with a discussion of the key determinants of value creation in open innovation and then go on to discuss how to drive the right strategy to get the right 5 percent.

In the following sections, we will discuss the key determinants of value creation in open innovation and how to drive the right strategy to get the right 5 percent. We will then conclude with a discussion of the key takeaways from this paper.
The industry enjoyed before this period.2 However, recent years (2014-17) have seen revenue growth third-largest Internet user base. than a billion mobile subscribers, India also has the world's is big in the country and the stakes are high. With more technologies, such as artificial intelligence, robotics value-added services. providers to provide users with the valued content distributed been content to provide "plain data," and to leave it to OTT profit margins. for operators. In fact, it can prove to be detrimental to operators' over the international long distance (ILD) call services that loyalty. For example, data apps (such as Whatsapp, Google, traditional mobile services and chipping away at customer relationships. However, they are rapidly getting displaced of the customer's world and have built deep customer Traditionally, telecom companies have been at the center market trends.

It is time for telecom companies to step back into the Digital Life phase of telecom operators. Thus, higher data usage does not translate into this is because the heavy data users tend to use the data content-based services and develop an ecosystem of experience enablers.

Operators can focus on the usage categories where experience, rather than acting as the dominant partner. Convert "plain data" to "intelligent data." Create new content and mobile value-added services. All accessible through a single, one-stop shop. Build a platform-based business by providing content-based services on one's own platform. Engage the customer in every part of the lifecycle of the customer and each interaction with the service or the network. Shift from a product-centric strategy to a customer-centric value proposition. Create new content and mobile value-added services. All accessible through a single platform.

Net Revenue

GROWTH PHASE 1

A

GROWTH PHASE 2

B

GROWTH PHASE 3

C

Figures are average ARPU (Average Revenue Per User) over the 5-year period.

GROWTH PHASE 1 (50-75%)

GROWTH PHASE 2 (25-50%)

GROWTH PHASE 3 (0-25%)

CONCLUSION

Telecom operators need to move beyond "plain data." To be successful in the Digital Life phase, operators need to create new customer-centric value propositions to protect and grow their ARPU. A value proposition that includes voice, data, and content-based services, with a focus on data, can create an ecosystem of services and meet customer needs. The ARPU from data services is expected to rise from about 50% to more than 100% of the total telecom bill.

To establish a successful value proposition, telecom operators need to create a comprehensive strategy that includes developing a robust customer-centric value proposition, focusing on data services, and leveraging the power of the Digital Life ecosystem. This strategy will require innovation, investment in new technologies, and partnerships with content providers and ecosystem partners. The success of this strategy will depend on the ability of operators to understand the Digital Life phase, and to reengineer their business models to meet the changing customer demands and expectations.
Blockchain technologies are set to impact the way businesses are conducted across numerous sectors. In particular, we see large-scale changes are on the horizon for the financial services industry. The benefits are spreading further and are poised to deliver tremendous potential for financial institutions, as well as for the wider economy.

Financial services institutions are already starting to see benefits. A number of banks and financial institutions have partnered with leading technology firms to explore the potential of blockchain solutions. In India, numerous fintech startups have already launched innovative solutions and large banks are investing heavily in adopting these solutions at scale.

### Early Movers

- **SBI**: Collaborated with startup firm Primechain to implement blockchain solutions.
- **Kotak Mahindra Bank**: Successfully executed transactions in international equipment finance using blockchain.
- **Axis Bank and ICICI Bank**: Have teamed up with SBI for this initiative.
- **YES Bank**: Implemented a multi-nodal blockchain with a leading banking group from Middle East.
- **Mahindras**: Has partnered with a “blockchain-as-a-service” vendor for its consumer electrical equipment firm.

### The Road Ahead

While the potential of blockchain is still large, it is equally important to drive a range of solutions and be a part of the new revenue models. It is critical for financial players and fintech companies to get actively involved. While the potential of blockchain is still large, it is equally important to drive a range of solutions and be a part of the new revenue models. It is critical for financial players and fintech companies to get actively involved.

### Conclusion

The next wave of digital transformation in finance is underway. In order to position themselves to harness the power of blockchain and drive new sources of growth, financial institutions need to get actively involved. This means seizing the moment to modernize their offerings, engage new revenue models, and drive efficiencies and reorganization of business, potentially even more than what the internet did.


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Revolutionizing Plant Operations: Creating a Plant of the Future

Evolving and converging technologies are critical for capital-intensive organizations to future-proof their investments in new plants by considering tomorrow’s mindset and employee value proposition. The benefits include:

- Multiple, niche models, business simulators, and more.
- A software-based, cloud-hosted replica of the physical plant that incorporates 3D models, real-time data sets, financial software, and high-powered computing to multiple users.
- New wireless network technologies improve plant operations and can enhance plant operators’ productivity and safety.
- Connected devices support advanced applications, devices, and capabilities.

The plant of the future requires security that is integrated with all connected sources. With this, the model visualizes, monitors, and predicts safety, productivity, and efficiency.

To realize and create additional value with the HVO model, companies need a connected workforce operating within a context of connected sources. With this, the model visualizes, monitors, and predicts safety, productivity, and efficiency. It is critical for capital-intensive organizations to future-proof their investments in new plants by considering tomorrow’s mindset and employee value proposition. The benefits include:

- Multiple, niche models, business simulators, and more.
- A software-based, cloud-hosted replica of the physical plant that incorporates 3D models, real-time data sets, financial software, and high-powered computing to multiple users.
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The plant of the future requires security that is integrated with all connected sources. With this, the model visualizes, monitors, and predicts safety, productivity, and efficiency.
E-commerce sales in India are expected to increase six times by 2020. With the growth, the e-commerce landscape is becoming more mature, and consumers are becoming more comfortable with online shopping. As a result, businesses need to develop strategies to compete in this growing market.

Digital is fundamentally changing the way consumers purchase products. Consumers are increasingly comparing prices and products online and offline, and social reviews are becoming a significant factor in their decision-making process. In addition, consumers are looking for convenience, personalization, and value when shopping, and they are increasingly using digital channels to complete their purchase journeys.

Accenture helped one client in India to enhance their digital commerce efforts. The client is a global snack food powerhouse, and they wanted to unlock the full potential of their digital commerce platform. Accenture followed a four-pillar approach to help the client:

- Enhance brand imagery through “hero images” and “A+ content” delivery.
- Develop strategic and tactical value drivers by category and brand.
- Build media plans with KPI targets and tracking calendar.
- Protect your brand on partners’ digital platforms.

Accenture partners with a global snack food powerhouse to drive online traffic, improve conversions, and maximize consumer experience. The client’s presence on the e-commerce platform was invigorated, and they were able to unlock the full potential of their digital commerce.

Now, growth is just a click away.
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