



TECH VISION 2021 GLOBAL LAUNCH ACCENTURE

[Music]

Live from the Accenture Digital Briefing Center, welcome to the 21st annual Technology Vision with your host, Marc Carrel-Billiard.

Marc: Welcome everyone to uh, Accenture Technology Vision 2021 launch event. My name is Marc Billiard and I'm leading R&D organization for Accenture globally.

I'm delighted to have you attending these events today and I know that, uh, in this very special moment we're all living, uh, technology is at the center of the way we live and the way we work; hence, we had to reinvent our launch event and we are welcoming you from all over the world, uh, using this virtual event.

For sure would have loved to be face to face like we do every year, as we've been launching this technology vision for 21 years now, but that's just the way it is so thanks again for joining from wherever you are.

And I'm looking forward to this exciting um agenda that we have for you for the next hour; we have a great agenda out of us.

Paul Dougherty will share the technology with us, then we will have a panel discussion when we can delve a little bit more on the different technology trends. And then after the panel discussion, we're pretty lucky because we have two clients—we have Yvonne Wassenaar, who's the CEO of Puppet, and we have Filippo Catalano, who is the incoming Chief Information and Digitalization Officer of Reckitt Benckiser, and both of them will share their perspective related to the technology vision.

Before I bring Paul on stage, I'd like to give like three tips on how you're going to be interacting with us during the launch event.

First, you're going to see that's going to ask a question submission button that you can leverage to ask your question live second you'll see that, uh, there will be also live polling. Uh, you can answer, uh, polling questions by leveraging the pop-up button, the pop-up window that you'll see on the right side of your of your screen.



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And last but not least, we'd like you to continue interacting with us during the event and after the event by sharing your post on social media using #techvision2021.

It is now my pleasure to invite Paul already on stage. Paul is my boss and he's my friend. He's been leading and advising our technology division for the last 10 years and Paul is our Chief Technology Officer and Lead Technology Globally within Accenture, so you can imagine that he has like pretty good perspective about our technology trends.

Over to you, Paul.

With a bang energy and change came to every part of our universe seismic or small, it continues. Change is all around us.

[Music]

Shaped by technology and human ingenuity, we can make it work for you and your business.

Paul: Thanks, Marc, and welcome everyone to Technology Vision 2021.

You know, this is the 21st year we've been doing the vision and it's been a remarkably accurate predictor of the important trends that leaders need to follow as you chart your course to the future.

And we hope it'll be the same experience for you this year and one thing that's always important to start with before we get into the vision is the context in the world around us and wow, do we have a lot to talk about given what's happened over the past year.

So let's just stop and reflect on that for a moment. And on the on the screen you'll see some of the just see some of the images just reminding us of what we've experienced in the past year.

Not too long ago, it was Brexit that we were talking about, Australian wildfires uh, causing concern and discussion around the warming of the planet. Geopolitical tension China, US, around North Korea, in new ways and new forms of conflict. And then boom, COVID hit, unprecedented disruption, catastrophic health consequences, personal implications, you know, personal, real consequences for all of us, but that wasn't all.



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Systemic social injustice and racism were center stage. Political chasms and tension, new security risks, solar winds and other things causing new concerns and new risks as we think about our businesses.

So if you look at all that, it creates a picture of volatility, uncertainty, and as leaders, we need to figure out how to manage our way through that, and that's what we're going to talk about.

And I think a key thing to understand as we think about this is the new mindset that's required and the mindset we need to think about is that we've really, you know, with COVID, what happened is COVID hit the giant fast forward button and it fast forwarded us into the future at a new pace, 10 years of transformation compressed into one or two years.

You know, we're in the future but we just haven't caught up yet, and that's really what we're talking about in the vision: how do we catch up, how do we change that mindset? And as you think about catching up, this is a real issue for business/ Before COVID, we had done this work around what's happening with digital and we found that there was a digital achievement gap.

The leaders in any given industry with digital who are using technology more effectively, you know the top 10% of leaders, outperformed the rest by a factor of 2x.

You know what happened when the fast forward button got hit during COVID, the gap widened the top 10% outperforming the performing by five times, and this is a stark reality and a stark realization for many companies, for many leaders, as they think about what do they do next in this new environment and it's bringing about this moment of truth as you confront this, you know, confront where you are, and you also need to digest what I think are four new realities about this future that we need to digest and incorporate as we go forward, so let me walk through these real quickly for you.

The first new reality is human experience. You know, think about what happened: eight billion people around the world instantaneously changed their behavior.

Never before has something like this happened in the history of human civilization.



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In the U.S. less than 40% of people pre-COVID did online grocery shopping. Within a couple of months, 80%, more than double we're doing online grocery shopping.

350-fold increase in telehealth visits and think about the way we're working and communicating with family, friends, colleagues, we're being Teamed Zoomed, Webex to hung out you know depending on the platforms you use and this is the new, you know the new mode of interaction I don't think we've yet appreciated what this really means for human experience and this is something we all need to deeply understand and reflect in how we go forward.

The second new reality is the new reality around technology and I'll summarize this very simply. Every business is a technology business, and that's something we all need to think about and reflect in how we approach the world going forward. This is true because to be a leader in digital to address that achievement gap I talked about you need to be as good at technology as digital natives as digital giants. Everybody needs to have that technology capability every business must be a digital business, think about what happened in COVID as well. Technology was the lifeline that kept things running that kept it you know, kept

uh kept things operating, kept us all connected. If COVID happened five years ago it would have been far more devastating. It had far more severe consequences given the state of technology and if you think about it then you know the role of technology going forward is very different.

I use an analogy that many of you may appreciate a rock concert, the way I think about it is you know IT and Technology used to be the roadies. They were off the stage supporting the show behind the scenes with COVID and now this role of technology going forward technology really is the star on the stage it's center stage and that's something we need to reflect in our businesses as we look at the role of technology and the technologists that we that we have in the business.

You know you can see this in uh in a number of ways too look at uh, for example Starbucks and how they handle the COVID crisis compared to their competitors thinking looking at this achievement gap. Starbucks immediately introduced some new digital capability, a new app millions of new application downloads, new capabilities that allowed them to switch quickly to 90% of their orders being remote and then picked up in stores. API's, Microservices Architectur, allowing them to partner quickly with



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UberEats to have new modes of of delivering new modes of service for their, their customers, so uh they've they weathered the storm far better than a lot of competitors and you can ask is Starbucks really a technology company or are they a coffee company, in either way you look at it the technology is key strategically to how they operate going forward.

The third new reality is new reality around work the good news is we're not going to work from home forever there's a new reality of hybrid work something we're very focused on as we look at how the future unfolds the future of work will be location independent not work from home, not always work in office but work designed to be location independent, time independent, asynchronous data and metadata driven so we capture information in different ways.

Hyper automated to bring out the best in people and human-centric to really enhance the human potential of the employees that we have. That really is the future of work that we'll talk about more as we go through things.

And the fourth new reality may surprise you a little bit. It's sustainability technology intertwined with sustainability is a key part of the new reality that we all need to incorporate in how we're operating and how we're guiding our businesses going forward.

You know think about one example, GM uh in one week, recently GM announced a partnership with Microsoft's around Cloud and other things Microsoft invested two billion dollars in cruise the next week GM announced that they'll be all electric all electric in their fleet by 2035. Technology and sustainability strategically with the business and that's why we say sustainability is the new digital going forward you know sustainability together with technology will drive the success and leadership for companies.

Okay so those are four new realities um take a look at these and I'll ask you to vote on uh which of these is most important to you or resonates most with you and your business and we'll pick this a little bit up in some discussion later,so take a look and vote on these.

Now we're going to move into the vision now you talk about the, why this context matters so much so stay with me here and walk through we'll walk through where the vision's heading. If you look to the past uh we've gone through a whole sequence with our vision starting with every business as a digital business in 2013 which i've talked about a little bit already debated at the time but it turned out to be really the guidepost to the future, back in 2013.



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then in 2016 people first, talking about human potential human ingenuity combined with technology and that's been a theme consistent in our vision since then and again this year. The post digital era foreshadowed the digital achievement gap that uh that I just talked about a minute ago and the idea the tech clash we saw a lot of conflict coming between tech and uh people in society and we talked about this a lot in last year's vision. But we didn't quite anticipate all the turmoil and change that was to come into In in 2020, but if you look at this then, you know what's the future now for 2021?

Well let's go to the vision then, so here's the vision leaders wanted masters of change at a moment of truth. Masters have changed at a moment of truth.

It might may take a while to you know to digest this, like every business as a digital business from from years ago but just reflect on this and think about what this means. We're talking about a moment of truth, in a few ways it's a moment of truth, because we still have exponential technology change that we need to reflect in our business that's creating new opportunity. We'll talk a bout that we have these new realities that we just talked about that we need to incorporate in how we do business and we've also got this once in a generation once in an era opportunity

to re-platform our businesses this re-platforming of global business that's happening around the Cloud and AI and everything else that's happening.

Now is the time to get this right or you'll miss the opportunity to be successful, you'll miss the opportunity to optimize your investment ,you'll miss the opportunity to be a leader. That's why it's a moment of truth and along with that it's a moment of trust, because trust is essential and intrinsic to everything that we're going to talk about in the vision and if you think back on the new realities that I talked about, they're about trust, trust with consumers, citizens, communities ,stakeholders .workers employees, etc.

So let's dive in and take a deeper look. It says five key trends in the vision to think about, five key trends that we'll walk through that we believe are things to pay attention to as you chart your course I'll walk through each one of them and give you a sense of what it's all about.

The first one is called Stack Strategically. Architecting a better future.

Now what does this mean? this means that how you do your technology is really important.



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It's not just about the outcome how you develop the technology, the architecture, the Architects, are strategic to your business which is why we're seeing c-suite and boards care about the technology and how it's done. This is a difference you know from the way it used to be. And uh it's also you know a difference in how companies approach technology. You know one thing that uh is uh is interesting is to look at how companies are charting that future.

Moderna is one great example, and that's relevant given what we're dealing with right now with vaccines and COVID. So Moderna was one of the first to come up with a new vaccine, if you dig under the covers and look at how this happened, they had new science around messenger RNA and new approaches, but they also had a drug Artificial Intelligence convolutional neural networks iterating on models experiments results data paired with scientists who could operate at unprecedented speed to produce a new vaccine, quickly.

The technology coming together the stack of the architecture that matters to really chart that course to the future. So as you think about arctic architecture in the future it's about things like the Cloud then how do you extend to the edge.

It's about data in AI and core incorporated and supporting your business, it's about the experience layer to capitalize on the new reality that I talked about earlier and it's about security to make sure you manage the risk and that's what we mean, by stack strategically and the role of this going forward.

The second trend is around the mirrored world. The power of massive intelligent digital twins digital computerized twins that mirror the physical world and we've talked about this in the vision for a while. What's different? What's different is this is a moving from simulation to operations and impact you the the analysts forecast that spending on digital twins investment will increase from three billion dollars this year to 35 billion, a ten-fold increase in just a few years, and that's you know what we see on the horizon as the twins expand to new elements of business and get networked together to drive greater impact on business. The Port of Rotterdam is using digital twins and networks of them to really transform the shipping experience across you know across multiple companies involved in shipping goods and supplies and the government agencies involved as well.



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Or think about Unilever, who's using digital twins in a manufacturing process to save millions of dollars in energy costs, you know tied to the sustainability. New reality that I talked about earlier digital twins in retail, digital twins in sports, digital twins and automotive in security with the cyber twin capability that we've developed and that's really charting of course to a different way of running the business and driving effectiveness in business going forward.

The third trend is called I Technologist, which is the democratization of technology. If every business is a digital business, then every person needs to know technology and needs to be fluent in technology. In our company we have a program called TQ, Technology Quotient. For every one of our 500,000 people to better understand technology, and that's going to be important for every company as they drive this future going forward and it's about different ways of equipping people new tools, low code, no code, to power up people, uh things like uh Honeycomb from Amazon, Power Platform for Microsoft, Mendix, Pega, other platforms that can help people the average person not the IT professional, develop applications in minutes, rather than the old way of doing things and the CIO's role will change to one of you know developing the applications to empowering many more people and equipping many more people,

to power the business with technology.

The fourth trend is Anywhere, Everywhere. Bring your own environment and notice I didn't say bring your own device that's a part of this but it's much broader looking at how we power people to work in this new way and the role of technology in doing that. This is about creating the new culture of how people work in this environment it's about securing in new ways, zero trust security as an example to deal with the risks in this new environment we're working in, it's also about new modes of working. Think about virtual reality like you see in the video that you that's uh that you're watching.

Virtual Reality used in scenarios like onboarding of employees the way you're using we're using it at Accenture, or virtual reality and augmented reality for remote factory and plant inspections that a person can do for a plant on the other side of the world from their home or from an office and that's uh you know creating a new future of the way work can happen anywhere, everywhere and again with a very different environment and context around it.



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And then the fifth trend, is From Me to We. From Me to We and this is about a multi-party systems path through chaos. Now what does that all mean, the future is about more complex ecosystems to solve these big problems we face think about carbon tracking, think about broad health and healthcare systems, think about supply chains broad you know circular supply chains. This is going to involve multiple parties working together, and the time for multi-party systems and by that we mean blockchain distributed ledgers and the like is really here, and it's required and we're seeing the impact of them. Think about Singapore's digital health passport, that has helped them manage the COVID crisis. The circular supply chain consortium that Accenture is a part of working with many organizations, that uh to work with everything from the farmer, like you see in the screen, to the end consumer to track something like a coffee bean ,from the point of origin to your coffee cup and having transparency and trust and traceability all the way through the supply chain, which has many benefits from all from sustainability to more equitably delivering some of the benefits of that entire value chain. So big changes powered by multi-party systems and new ways for organizations to collaborate going forward.

Okay we covered a lot. We went through five trends.

Leaders wanted mastering change moment of truth just reflect on this think about a little bit more and think about these five think about these five trends.

Okay the one more thought to leave you with uh before we move on to uh to another component of the of the meeting here and that just read the quote on the screen this is a Chinese proverb that I that I really like and if you think about masters of change, read this quote and think about it.

“When the winds of change blow, some people build walls. Others build windmills”

We have an exciting future ahead it's a future of human empowerment and uh human potential working with technolog, new ways solving some of the big problems that are intrinsic in the you know in the world today and that will be done by you know using approach of windmills not walls and thinking differently as we deal with the new realities and hopefully the Technology Vision 2021 is providing you with a little bit of a of a thought starter and a guide so you can help navigate your way and build the windmills that you need in the Future.



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Okay, so uh thanks for listening but we're not done so don't, don't, don't click the close button on your screen yet, stay with us you're going to see a question come up on the screen, I'd like you to vote for the top trend that you'd like us to discuss more in the next segment.

We're gonna have a panel discussion, we're gonna get into this in more detail because I just skimmed the surface of what's been a year of work by by hundreds of people we're gonna get into some more detail we'll talk about the trends that you that you guide us to with your votes and uh what you'll what you'll hear now is a little bit of music a little bit of an interlude so listen in reflect on what we talked about vote for your trend and uh we'll reconfigure ourselves digitally we'll be back with you in a few seconds.

[Music]

[Applause]

Elise: Paul that was great. I have to say I think one of the most surprising takeaways from what you just shared and maybe for everyone here is pronouncement that technologists have moved from the groupies backstage at a rock concert to center stage it's rock stars of digital transformation, I didn't see that one coming.

Paul: No, it was a lot of fun, it was the first time going through this is always uh is always uh really interesting and exciting, so it's uh it's great to uh have gone through that now I look forward to hearing what's on people's minds.

Elise: Awesome, well hey let me add my thanks to everyone for joining us here today for our 21st annual tech vision we're going to get in deeply to the trends in this segment. My name is Elise Corneille I lead Marketing and Communications for Accenture Technology.

You've heard from Mark you've heard from Paul, really pleased to bring in Annette Ripper, she's a group Chief Executive of a Strategy and Consulting and she's here with us today to, to dive in and in addition to Mark's role you know as the Lead of Tech Innovation he also supervises the research for our Tech Vision, and spoiler alert he always has a favorite trend that he's going to double down on so um, but let's get into questions we have a lot streaming in so I'm going to try and get through them as quickly as possible and I'll keep monitoring as we go. So Paul the first one is for you, right we talk about Cloud we talk about AI we talk about 5G and even Quantum in previous years about how important they are to business.



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But why didn't they make it as a trend this year? but a lot of questions why aren't they showing up as a trend in the vision.

Paul: yeah, it's a great question and you know if you look back they weren't really primary trends in prior years visions either, you know I track every single forecast that comes out in trend report I've got hundreds of them stored away on my PC I read these continuously and they all look the same you know, what's important it's Cloud, it's AI, it's Data, et cetera et cetera and frankly I don't think that adds a lot of value to just report out the same list and the same set of trends. So what we're trying to do is get beyond the trends to what you need to do about it and that's what we've always tried to do in the vision. Why it sounds a little bit different, so Cloud is a key element throughout the trends you'll see a lot of Artificial Intelligence, Data, Virtual Reality. You'll see all the same technologies there but presenting a context that I hope allows everyone to contextualize it more and make better decisions about what you really do with your business.

Elise: That's awesome, um okay another question and I'm gonna, I'm gonna give this one to you please uh. So stack strategically as you know feedback we're getting is a really interesting trend and and I got a question around that.

So we said that how you develop your technology architecture matters more than ever to business. But can you expand on why and then maybe give an example of, of best in class. Because a lot of people are dealing with more brittle architectures now and who's doing that really well and and you know what are kind of some steps today you know.

Annette: I think it's really clear about the challenges that our clients have been facing that's going across every industry when we think about like, what is that really in a practical sense we see the need to adapt business models, like think of retail having to move to contactless delivery, I mean Paul you gave an example of what's going on with Starbucks or think about how changes have had to be made across distribution logistics and supply chain. You know all of this is also impacted by the fact that the teams that support these organizations are working differently, right they're working from home as you were just talking about so um, you know I think one of the things when we think about best in class our tech vision survey surveyed more than 6200 business and IT executives and it revealed a couple of really interesting statistics so when we think about this you know 92% of the executives that were surveyed.



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Perhaps you would see this coming said that, their organization is innovating with an urgency and a call to action like never before. So when we think about good examples of, what does that mean we think about stacking strategically I think of an example about the UK department for work and pension. So if you think about when the pandemic first hit you know they had already prepared by building a series of micro services and the creation of an API library and so during the pandemic when all of this need for services started surging. They were able to completely shift gears and identify and quickly scale up critical services, so like think about what that is in record time they were able to create automated systems for uploading medical records, for getting universal benefit check, situated, for issuing free school meal vouchers for people. I mean these are real services that needed to be turned up and we've all heard, the circumstances where that didn't work effectively and this is an example of someone leading and they were leading in a way that instead of being reactive, their preparation allowed them really to generate what I would consider you know technical wealth, and if I think of another example a great example would be how companies are using the benefits of striking strategic strategically to accelerate things like product development, so um one example would be around Abe Imbev and current Dr. Pepper who are working together on a product called drink works.

So it's a collaborative venture between them and just in 18 months they launched this new product that's a first of its kind. and it's designed to prepare bar quality cocktails you know uh brews and ciders and it allows them to really put up a new bar quality beverage that you know can be served in a way with minimum cleanup and all of that generating entirely new revenue streams for their businesses, all because they had prepared and better positioned their businesses, really to be positioned to reinvent products and so you know I'm sure that it's no surprise to you. So when we think about some of the other statistics that we heard from that survey 83% of the executives agree that their organization's business and technology strategies are becoming inseparable, even indistinguishable from one another and so these are just a couple of examples of why I think now it's becoming so important to Stack Strategically.

Elise: You know and this uh from our poll turned out to be the top trend that people wanted to hear, about so I'm gonna ask a couple follow-on questions that are coming in, you know one of the, the one the questions has been asked is you know a lot of people are dealing with a huge amount of legacy IT realistically how quickly can people replace these?



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Annette: Well I think you know when we look also at the ability to use new technology I'll use another example that I think is a top one which is if you think about Royal Dutch Shell and they have a goal to become net zero emissions by 2050 so this is a key sustainability goal and they have a program called charge works which is really working on developing and deploying edge intelligence algorithms to optimize energy consumption at the electric vehicle charging stations so we think about time to implement you know they leverage the ecosystem to accelerate their time to implement so this is a joint effort together with Microsoft and it aims to develop these AI solutions to support their goals which would never have been possible before without investments in Quantum computing research, you know and if we think about uh broadly, their ability to be able to support this it's accelerated because there's teaming it's because the technology has moved quickly and so now like never before when we think about preparing by stacking strategically these kinds of initiatives can be brought to market much more quickly.

Paul: Yeah I'm pleased that that one actually was, was number one there's a reason we put it number one first in the list, so it's good to see see that that's uh what the audience thought as well.

The other the other thing I'd say is on the legacy is it's a real challenge for organizations and we talk about you know the technology debt that companies have I think that what we're saying the vision this year is how do you look at these techniques and how do you create technology wealth because this is about how you position technology to, to be the change agent to master change as we say in the vision title and using some of these techniques to create technology wealth to prepare you you know better for the future is this I think one of the things we need to focus on.

Elise: That's awesome um a comment for you Paul uh someone says you know "I agree with you Paul, those it's boring to hear the list of all the technologies each year so kudos to you for doing it a little differently" Um and Mark I'm going to turn to you we've got a few questions here on sustainability and

Marc : Yeah



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Elise: Two parts here first we're coming out of a pandemic we've got legacy I.T. on one hand that Paul mentioned and that talked about we've got huge workforce challenges which I want to get for get to into in a minute realistically can businesses you know tackle sustainability right now and then second part of that corollary what should technology leaders do what is their role as Paul talked about rock stars earlier are they rock stars of sustainability what's your turn.

Marc: Yeah I love the questions I mean uh Elise and I think that if you think about it and we've seen company doing that I mean i think like if you look at all the trends that we have I mean one of my favorite ones probably number two when we talk about mirror world all this technology about digital twin we're talking about like how we're gonna utilize your world I mean being able to utilize what you were like I mean it's something that you you're gonna help basically people I mean eventually work remotely and I think that this is the first things that we can do I mean the fact that being we've been all locked on we cannot travel anymore we need still to go back to the office how are we going to do that?

The fact that we can utilize basically your office you can utilize your plans you can utilize your manufacturing environment and everything it's going to help you basically to get them back to work in some immersive environment and you'll still be able basically I mean to act on the machines and everything. This is typical things that we're going to see so that's going to reduce obviously carbon footprint what we also believe we did a survey that's very interesting when people when Paul was talking about like uh how basically there's a little gap you know it's like five times okay between the laggards and the leaders what we know also is that if you combine sustainability and technology then the likelihood that you're going to be a leader in inventing the new future is going to be there and I think this is something that we are considering very seriously and we're not the only one by the way, if you look at Unilever for example they have started to utilize their factory and so what it means is that they're built basically little twin of their machines they collect data through uh IoT sensors and with that they can do like predictive monitoring they can have like a control center when they can control their machine.



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I mean this is also a future a view a vision that we have in our lab so you know that what we're doing and I know that Paul is pretty excited about this is that what we're building is that we're building a deal twin of machines real machines and then eventually tomorrow you know a worker will use basically this headset VR headset something that you see behind basically on my on my bookshelf it will it will it will wear them and they will immersed into a world when they will be sitting in front of the little twin and I'm talking about like a virtual world which is not about visualization only it's haptic feedback it's all factive sensings and everything and you get all these senses back to him you will be able to act on a machine like it would be the real machine but guess what that machine will be connected to the real machine using edge IoT using exactly what Annette talked about that stack that we have to put strategically so you see all this thing is very combined together.

Elise: That's awesome Mark and we have so many great questions coming in so I'm going to try and collapse a few, uh once someone commented "great job bringing up the leadership early in this conversation and leaders are looking for business and technology things to rally against" I.

I think that is a very important point and I'm going to use that to bridge to you and that lots of questions here about culture right um and I'm going to read a few and just kind of get your broad sense about you know what are we looking at future of work and what are those those implications so you know one person said I'm keen to hear from from you on anywhere everywhere in this postcard world how do you anticipate the operational teams to work remotely for field engineers then also you know someone else said culture is going to be big how do you you know create a culture when we're no longer face to face shoulder to shoulder so what should leaders be thinking about business and tech leaders in that.

Annette: Yeah you know this is really a very good question and I think one that we're going to work with for some time because what's really kind of fundamentally at play is the way we work completely changed and I think there in my conversations with clients there are a couple of key things that are coming up that are fundamental you know we, we may not as as many technologists on this uh on this uh meeting here we may not always be thinking about some of the softer sides of this but this includes a sense of belonging you know when you're working together on a team.



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There's a sense of a shared experience you know the, the common caring for the outcome of what you're working on but also the well-being of the people that you're working with and so distance changes those things it changes them in many ways if that includes you know concerns around mental health when we're all on all the time you know that becomes a big piece and so I this is something that we've been working on and so I think putting that idea of the future of the work front and center really looking at a new mindset of the employee experience and thinking about you know here what role does technology play you know individuals technology plays a big role in how we create that connection today we're connecting with all of you in a way that symbolizes the way that we did connect before but in a different way and so technology allows us to create an environment that you know helps you stimulate you feel like it did when we were all together yet in a different environment so you know and we all have moved to a place where we look to retain that connection with employees through virtualization of a work environment mark talked about digital twins so that we can start to think about how do we service environments remotely and yet in a safe way,

uh connected to a real environment and so I think that this is going to really be the next step in every company's future on this work journey so if I think about I'm gonna give maybe one example at least to make that come alive and I'll take I know i used a similar example but I'll take NHS digital and if we think about that that's the it provider supporting uh the uh health systems in England and you know at the onset of the pandemic together with Microsoft and Accenture we helped to put in place Microsoft teams for 1.2 million of their staff but what did this really do and I think that you know when we start to see simulation of the environment this allowed them to do virtual appointments it allowed them to have town halls like an event like this to keep people feeling connected it allowed them to communicate with people in isolation rooms so that they could collaborate and yet maintain aspects of safety and so when we think about the complexities of today's environment and changing environment by the way right because we see companies who will begin to go back in in hybrid modes ways of working so you know maintaining both the idea of virtual environments sustained alongside a return to work environment will become increasingly important so you know as we think about that I think it's very important that we think about the cultural aspects of this you know.



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Accenture for example we onboard a lot of people into our organization how do you make a new employee feel a part of a new culture and organization when in many cases you've only met them and worked with them in a virtual way that's a very new challenge for all of us to face you know.

Paul: I think what I think that's great and the thing I'd add is the way I think about this is we have like an account balance of social relationships that we have with others and that account balance was at a certain level like for each of us individually like our social relationships our account balance is at a certain level pre-coded and what happens since we're all working virtually is that balance gets depleted because it's harder to maintain those connections which is why we have to work harder as you were just saying to do that the social bandwidth of uh building connections is far greater when people are together in person than when they're connected with technology so it's so your bank account our bank accounts are up here they're being depleted in this way we're working through covid and it's you have to work a lot harder to invest and build that balance back up and that's why the uh the return to work is going to be so important and there will be new normal that's not everybody working remotely because humans want to be together there's a powerful bandwidth of social connection when we get people together and uh,

and and that's you know that that hybrid environment of returning you know to work that we talk about in division I think is really important for all of us to think about because that social connectivity and building culture and things we can do a lot of that virtually but we always need the bandwidth of the real human to human connection.

Elise: Yeah, you know I agree I'm going to try and follow I'm going to follow up with you with a question from one of our people in the audience here it said the pandemic pushed companies cultures to change so quickly except the remote work we talked about be more agile "do you think we will go back to old behaviors once the pandemic is over? and and "what can we do to make the changes durable and sustainable?" so two parts. You know will we go back how can we keep those changes durable and sustainable and I'd like to bridge the other point we've polled folks and they've said human experience was the one thing the new reality that most resonated with you so I think those two things are intertwined can I get you to comment on that.



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Paul: Yeah that was to me just uh yeah yeah the um I think the uh I think the that bridging is, is really important I think the um you know the way we think about uh you know the future of work and we put all this together is gonna be really important which is why we really highlight uh highlight that so much in the vision it's about you know how do we interact in different ways how do we use you know different you know different technologies to connect we talk a lot about virtual reality and things like that that you know and that's examples of onboarding that we're doing in Accenture we're using new technologies to do to do that kind of work and i think creating those experiences is important i think this idea of experience and human experience is really profound because, because the human experience has changed so dramatically due to COVID but we, we don't, I don't think any of us I don't think I understand I don't think any of us fully understand the changes that have happened in human experience because of covid and we'll be looking at that for for a long time to come and that this idea of business of experience that some some of our teams at accenture are working on becomes really important when you think about you know the stack strategically the experience layer of how you create that with their organizations becomes important anywhere everywhere of how you work in this new environment

becomes uh becomes really important and the other thing that's that's really important that you know I think we we probably want to tie in here and I think need to tie in here is this idea of trust and the trust becomes you know really important as we think about this as well how do you create Trust in your, your in the in your workforce how do you create trust amongst your consumers how do you create trust in the communities you work in as you evolve on this strategy and um and that's why uh you need to take the next step what becomes really important is back to the sustainability point and an element of sustainability around thinking about inclusion and an inclusive and diverse approach to how you construct your workforce and how you think about the world going forward if the future truly is here and we're trying to catch up you need an inclusive workforce to get you know to get you there because we're building a future we better have a a group building that future that is representative of the you know the people you know that are embracing embodying and living in that future which is why you know inclusion diversity and thinking about you know kind of equality and how you move to this future world is critical maybe it's a good time you know to bring in um to bring in Kathy.



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You know to talk a little bit about uh what we're doing in that area because it's intrinsically tied into the vision I think it's really important to think about so, Kathy maybe you can kind of share some of your thoughts on this topic for us that you've been working on.

Kathy: Yeah no absolutely thanks Paul uh you know just listening to everyone um at the heart of everything whether it's the future of work uh is that human experience and you know annette said it culture shared experience um we need to and technology is driving this new reality um and if that technology doesn't take into account right the diversity of voices or the diversity of experience the diversity of voices to really shape this technology of the future uh then you know we potentially introduced some of the biases that we had in the past this is our opportunity to truly double down on our commitment to gender parity by 2025 strengthening our relationship with organizations like girls who code to make sure that pipeline of women going to technology careers continues to grow to continue to invest in initiatives like project elevate that really focuses on the retention recruitment of minority talent uh and then externally uh you know continuing to shine a spotlight on black entrepreneurs um you know through our black founders development program and as I said we need these voices to shape the future of technology

and the technology of the future so that when we talk about the future whether it's of work or otherwise it's truly inclusive and we not only bring that diversity to innovation but also really look to address the biases of the past as well as not introduce that in the future. Back to you, Paul

Elise: I think that's really powerful the future is inclusion we're going to need to wrap and head to our next segment lots of great questions I wish we could have gotten them to all but um thank you all for being here hang on Paul is going to take you into the next segment you'll hear short musical interlude we have two fantastic leaders that Paul is going to speak with in the next segment so thanks for joining us uh and we hope you enjoy our Tech Vision 2021. I'll back over to you

[Music]

[Applause]



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Paul: Okay let's move into uh another segment here of our discussion on the vision and I'm so excited to be joined by Yvonne Wassner and Philippo Catalano here to talk about division and share some other perspectives so I'll uh we'll have a little dialogue here and I'll just give a quick intro real briefly Yvonne is the uh CEO of Puppet a company that many of you uh probably know very well uh formerly the CIO of Airware which was a drone company CIO of new relic and uh and a lot of other great experience in the technology and related industries and Philippo is the uh former CIO global group CIO of Nestle and uh will be incoming CIO and uh and also responsible for digitalization at Beckett Renkeiser so really pleased to have the two of you here Ivan and Philippo and uh and hear your perspectives on the vision and Yvonne maybe I'll start with you uh just to you know give your perspective you've listened to the vision you've heard some of the dialogue around it you've got a really interesting perspective coming out of the tech industry like you do what do you what what are your takeaways and what we do share is uh some of your reflections.

Yvonne: Yeah absolutely Paul thanks for for having me here excellent dialogue.

and I you know all the trends I think make a lot of sense to me the one that that resonates the most um it sounds like it's the same for, for the folks here is stacked strategically which to me is very closely intertwined uh with eye technologists uh you know stack strategically is really calling on all of us to push the boundaries and our limiting beliefs of the past and the pandemic has certainly done that but to me what really jumps out is it's critical we don't become blinded by the shiny new toys and come crashing down to the ground and I think for as much as this time has been a revolution and how we've had to run our businesses and think about you know what needs to be done and how we can do things differently and all these exciting new technologies and capabilities large organizations just can't throw away everything and you can't fire all your employees you know even if you wanted to and you don't like so many of us spend so much time on culture and enrichment and so the opportunity I think is really going to be figuring out you know where can you place technology bets who can you partner with both from a technology and a people side to in many regards you meet you where you are and take you where you need to be.



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And for example not every employee needs to know how to build new applications in Kubernetes but if we're going to do more in Cloud Native Architectures and in the Cloud And and take advantage of these things you know where can you find ways to abstract away to higher level platforms how can You, you know think about things like low code no code and this is where it blends with eye technologists you know can you introduce Devsecops concepts and processes to some of your folks who might be working on mainframes and I've had the opportunity to see companies successfully do this and I think this you know approach of taking a revolution outside an impact with an evolutionary approach insight is important and the last thing that I'd say on this is. I feel we're a bit in what I would call the creation economy where everything's focused on getting net new stuff out into the wilds and I just really um put a word of caution that you know scalability security compliance are going to be important more important than ever we've seen this with the zoom and the google and the slack outages with the solar winds breach don't get so in in you know enticed by these new applications and ways of doing business that you forget the basics, um but super exciting.

Paul: That's a great, comment so creation economy is really really a great great term actually and this idea of meeting people where they are and uh you know people in tech but maybe we'll come back to that in a minute but great thoughts. Phillip, you know we've had a lot of conversations on innovation I've always thought of you as one of the people in the industry really thinking ahead and thinking about how you move the company ahead what, what are your thoughts on how the vision and the the messages what resonated and what's uh you know what's uh what what uh what's your view on how this all unfold.

Philippo: First of all uh thanks for having me today um I think the the the one I they're all quite uh I think uh spot on and very very relevant I think the um the eye technologies I'm quite passionate about that because I think this is the you know the democratization of technology the concept of you know cities and developers citizen analysts uh cities and innovators within the enterprise is is something that is uh ramping up really really uh really really strongly and this is a big challenge also for for us as technology leaders in uh in the in the enterprise uh and I think the role in for us in this space is going to be really about how



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do we provide you know the right frameworks the right modular capabilities that are safe that are compliant that are cyber resilient they are trustable they cannot address the the right data layer in the enterprise but also finding a way to get out of the picture in a way if you're not uh adding incremental value and i think culturally you know we talked a lot about the people component in the in the trends i think culturally this will be one of the things we need all to watch out in uh in in our own teams how do you also know when to move out of the process because with the democratization of technology people can do a lot of things on their own in the right frameworks.

Paul: That's a great perspective and maybe a question right back to you Philippe then I'd like Yvonne's comment on this too is uh you know with this democratization of technology and which really kind of impacts all the trends if you think about it not just the eye technologist uh one of the one of the things that you know i was just talk on a call with a group of uh executives technology CIO's and technology executives this morning and we're talking about this idea of uh data culture and things like that how do you which gets into not just the technologists you know empowering technologists but as you said a little bit of your response,

there it's the analyst it's the business uh becoming equipped uh to to drive you know this technology maybe talk a little bit about how do you create that culture not just in technology but the you know CIO's role in the technologies role in creating that across the entire company.

Philippe: Yeah and I think I would start from the foundations we should always go back to the to the foundations of our of our work which indeed connects to connect to the to the concept of how you build the technology stack to allow so and for me one of the foundations is really to use a data implemented data strategy which is going to be fair so it's going to be a fair as an acronym so it's going to be uh you know the data is going to be findable it's going to be addressable it's going to be interoperable within the enterprise and it's going to be also reusable I think this is a cultural aspect uh that needs to advance further in multi-functioning in the enterprise as a way to break down some some of the silos some of the collaboration styles and I think this we have this unique opportunity this inflection point in the technology history uh where we can we can actually get that happening at a pace that was unthinkable before.



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Paul: yeah no Yvonne you were talking about something similar I think when you talked about meeting people where they are why don't you pick up on that.

Yvonne: Yeah I'm a huge believer in a lot of what we've learned around the concepts of Agile and DevOps and now Devsecops and the opportunity to expand that across the enterprise in their core principles and what I mean by that is I think what has happened over the last many decades if not centuries um is this you know buildup of you know there's marketing and there's sales and there's the IT organization and the finance organization and that's not how the world is going to work effectively going forward we have to be focused on business outcomes for customers on small sprints that have you know engaged in Agile iterative cycles that allow us to bring the best of a company to bear in the interest of driving great customer experience and outcome and so to me what I think is really important and one of the fundamentals of the the initial concept of DevOps was breaking down the silos and really thinking about how do you come together in an iterative fashion to drive impact and for me when we talk about you know technology going from the back office to being the business and I agree with you Paul every company is a technology company every person you know in some regards is needs to benefit

from technologists but they may not be a software engineer nor do they need to be they need to have access to that power of that and I think to what Flippo said they need to have access to the data so bringing together powerful teams to drive that impact I think is going to be the best path forward.

Paul: Well maybe just to follow up to that uh Yvonne to you and then then get Phillipos you mentioned social consciousness earlier which you were just kind of getting close to with that comment you know if you think about this future we're talking about which I think I think it's an exciting future of human potential and human empowerment in terms of if we do this right which I think is within our grasp to do and what we're trying to point out with the vision but but not everybody has equal access to technology not everybody in our organizations is equally equipped maybe your thoughts on what you meant by social consciousness and how that ties in and fleet would love to get your your view on that too.



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Yvonne: Yeah yep the you know I want to start with why social consciousness matters in tech and I think it's because at the end of the day with AI technologies with technology running all of our lives we have to understand what the impact is on society around us we have to think about those things and have a higher degree of social consciousness and the decision making tables not just on what we build but on the impact it has in society who do we need to re retrain retool and so forth in terms of democratizing technology I think open source is an incredible way to do that I think some of these low code no code opportunities is a great way to do that I think your comments about you know anywhere everywhere in terms of people just provide so much more access for different folks from diverse backgrounds to participate in interesting ways so i think there's many different trends that are going to help and if we all maintain in our positions of powers of focus on driving that change I think the other elements are coming together to make it really possible.

Paul: Great and Felipe we've called this segment the final word and you get the final word so.

Philippo: Maybe you know two to two comments on on my side on the topic I think the first the first one uh is around the fact that we touched on it earlier is that there is also this incredible window of opportunity for the for enterprise technology to contribute at the broader to have a much much bigger impact on on things that are really about uh you know society and sustainability and there is no sustainability roadmap achievements without a proper technology roadmap to to help out so I think it's a it's a tall order for all of us also to step up on uh on on this topic and the the other topic that is very close to to me is I I like the the concept of uh you know tech uh wealth so that we can finally move out of uh of the red uh but also we need to be I think very uh uh cognizant from uh from a leadership perspective that to empower everybody to do what uh what we need to do uh with to chat in this new reality we need also to put all the possible ethical principles uh on the on the forefront you know technology debt is okay but we cannot have ethical debt in uh in in the way we we bring technology to the company so something you can you know pay back later so I think my my perspective is that as technology leaders we all need to take a a strong position on the on the ethics that come with data machine learning.



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and ai that's super uh super final comment there.

Paul: Filippo so thank you and thanks Yvonne and Filippo to both of you for uh for tuning in and participating and sharing your views we could go on for a long time with this but I think that was a a great uh you know a great uh focused uh set of views on the vision and what really matters so thanks so much and with that uh we'll turn it back to Mark so take us take us home mark.

Mark: Well that's it for our launch event I hope you like it as I did and you learned a few things along the way as I did myself well thanks again for the questions I think they were very very good and uh you'll be able to download the Technology Vision Report at www.accenture.com/technologyvision.

Let's continue the discussion,
you can post on social media using
#techvision2021

I'd like to take the opportunity to thank our friends from Touchcast, who put this virtual event together and thanks again from wherever you are for connecting on this launch event I know you have all a very busy agenda so we really appreciate you for attending this event.

Thank You and Stay Safe.

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