TECHNOLOGY VISION 2020: INNOVATION DNA

VIDEO TRANSCRIPT

Create an engine for continuous innovation

TITLE: Technology Vision 2020
TITLE: Innovation DNA
TITLE: Create and engine for continuous innovation
TITLE: MARC CARREL-BILLIARD, Senior Managing Director Technology innovation
TITLE: ELISE CORNILLE, Managing Director Accenture Technology Marketing

ELISE: So, when we talk about innovation DNA, we really need to talk about what it means today. I think there's a lot of confidence by CEOs, our survey shows that 80 percent of CEOs think that they are making the right technology investments, right, to drive that innovation. We also see that we're going to expect about a 1.5 times increase in the amount of innovation spending.

MARC: By when?

ELISE: Investment, by 2025

MARC: Wow!

ELISE: It's interesting same contrast there, with all that confidence only 10 percent are actually getting value from innovation investment. A lot of money being spent, not a lot of ROI or a lot of value being realized so what's behind that?

MARC: I think it's a good point, I mean, what we see also like, within Accenture, this is something that we've been thinking about like to drive more innovation culture within the, within the company. I think what we see in the labs what we're doing is that there's like 2 things that we're trying to do. I mean first, is that we're piggybacking mature technology and trying basically to take more mature research and see what we can do. An we transform that, incubate that very quickly into offerings and services that we can deliver and to change, basically, the business of, or help supporting the business of our clients. But at the same time, we try to be extremely visionary and looking at areas that we never looked in the past. So, you know, like 3 years ago we launched this whole quantum computing practice. I mean, who would have thought that we would do that like 3 years ago? And what we were doing, like from last year, is starting a new incubation organization related to material science, bio computing…

ELISE: And when we look at companies who are getting Innovation DNA right, and some that are struggling, we talked about that earlier, I think part of it is, is it's bolting on the edges, right. We have our labs, you lead our labs, but it's, the labs don't work in a silo, it permeates across our enterprise. And so, I think one of the things companies have to think about is getting that culture throughout the enterprise not just in pickets, here or there or on the edges, but actually making it part of literally ow people work, how they talk, and also how they partner, right. Because you need to be innovative in the way you partner. As you said, no one would have thought we would have been in material science. But we're working technologists hand-in-hand with scientists right, in bio-computing and you never would have expected that and that's also innovative.

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TITLE: Is your business ready to meet them?
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