



TECHNOLOGY VISION 2020: THE DILEMMA OF SMART THINGS

VIDEO TRANSCRIPT

Overcome the “beta burden”

TITLE: Technology Vision 2020

TITLE: The Dilemma of Smart Things

TITLE: Overcome the “beta burden”

TITLE: MARC CARREL-BILLIARD, Senior
Managing Director Technology innovation

TITLE: ELISE CORNILLE, Managing Director
Accenture Technology Marketing

MARC: Beta Burden means that every product, or eventually services, get upgraded continuously because you want to bring more features but obviously, I mean, there's a pro and cons. I mean the pro is that obviously you can have like a new feature, that's pretty cool, for the same price of the initial price you put on a product. But obviously you need to adapt to the new feature, you need to learn it, and then you need eventually to change some of the process of the way you were working that you have set up based on the old version of the firm's other product. And that, sometimes, people don't want to do that. And so, this Beta Burden, this is something that companies will have to deal with, very appropriately and very strategically.

ELISE: I also think that the Beta Burden is about a trust issue.

MARC: It is.

ELISE: If you look at it on a few dimensions you buy hardware, right, now as someone buy maybe an assistant, or a robot, or whatever, and let's say that, you know, it keeps getting the software upgrades like you've said, that can be frustrating or good but what if they decide no longer to produce the hardware or they stop the services? On the business side how do they plan for that, how do they design for a longer life cycle, right, for this continuous beta trialing but still keep customers happy and not frustrate them? And then on the end of that, I think the last dimension is sustainability, right, we're doing... we're not doing so smart with smart things, right. We're creating a lot more problems in some cases than we are solutions. I think the best of beta is when it creates new business value and customer value too, a new relationship.

TITLE: We, the Post-Digital People, have high expectations.

TITLE: Is your business ready to meet them?

TITLE: #TechVision 2020

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