



TECHNOLOGY VISION 2020: WE, THE POST DIGITAL-PEOPLE

VIDEO TRANSCRIPT

CAN YOUR ENTERPRISE SURVIVE THE TECH- CLASH?

TITLE: Technology Vision 2020: We, The Post Digital-People. Can your enterprise survive the tech-clash?

TITLE: MICHAEL BLITZ, Managing Director
Accenture Technology Vision

TITLE: AMBER MAC, Tech Reporter

AMBER: The theme of Tech Vision 202 is “We the post-digital people”, how did Accenture come up with this idea?

MICHAEL: I think it really started with the recognition that, people nowadays are fundamentally different than they were 10, 15, 20 years ago. You know and a large piece of that is how technology has become a piece of our life. You know, right now we’ve got 5.4 billion people across the planet who are connected to the internet, you know, and we’re seeing that on average people are spending I think it was 6.4 hours a day. Like so, that’s a quarter of their life, you know, specifically ingrained with technology.

AMBER: We’re talking so much about technology, but how do businesses really bring that human touch to technology, that’s able to really meet people’s needs as well as their values?

MICHAEL: Yeah, and I think that’s just it, it’s that companies are starting to realize that they’re not just selling products anymore they’re actually being integrated in their lives. And so, the same way that people are realizing that technology is shaping them, is that their expectation for the companies, of what they’re going to do, is changing the way that companies are acting and interacting with them. But more than that, is that if I’m actually going to be interacting with my kids, if I’m going to be relying on Uber or Lyft to get to my job, you know, if you’re going to be doing these important things relying on technology, you know, to do it, that not only do I have to be provided something that’s going to be fundamentally valuable, it’s that it also needs to be something that actually reflects my own values. And this is that new conversation that we think the big winners in the next generation of technologies are going to be the companies that not only provide value but also provide values at the same time.

AMBER: Why is it important for businesses in 2020 to focus on the trust factor?

MICHAEL: Yeah, I mean the trust factor is really there because, if you don’t trust the companies then you’re 1, you’re not going to use the products, and then 2 you’re also going to not be able to create new products on top of that. And so when people start to ask questions about privacy, and they start asking questions about trust, is the, trust is going to become the currency that’s going to not only allow you to differentiate yourself in the marketplace, but I think it’s honestly going to be the currency that



says I'm not going to be able to build those next generations of services unless I have people who are going to trust me enough to actually start to manipulate, start to change, and start to mould their lives.

AMBER: I think it's fair to say when you look at businesses today many of them are feeling overwhelmed and when we think about Tech Vision 2020 and we tie together all of the different themes, what should businesses do in terms of moving forward?

MICHAEL: You know, moving forward what we're really asking businesses, is to, at this point stop looking at just the products and services they're pushing, and take a step back to figure out what are the models that they're using to deliver these services? And what we're seeing is there's a, I'll call it a "tech clash" you know, not a tech lash, because everybody's still using technology. But rather a tech clash, you know, in that people want to use that technology, you know, but companies have to realize that it's not just the products and services they're providing, but it's all of the other pieces around it, you know, one of which is going to be trust.

AMBER: What do you think is the biggest opportunity for businesses?

MICHAEL: Yeah, I mean the opportunity here is enormous because what we're really talking about is people letting companies into their lives enough to, not just them tools, but rather work with them and partner with them in order to, you know, chase after goals. And so, there are many options that says once I can understand what somebody's outcomes, what somebody's goals are, is that the services I provide don't become a couple of services, they become a lot of different services that can really differentiate you from what's out there.

AMBER: How can businesses that adopt the trends in Tech Vision 2020 use them to succeed?

MICHAEL: Well, I think that the way that they're going to be using them in a different way is they're using them in order to be able to drive that next generation change, to drive themselves so that they're closer to their customers, you

know, drive themselves so that they can partner better with the world around them.

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

TITLE: Is your business ready to meet them?

TITLE: #TechVision2020

TITLE: www.accenture.com/technologyvision

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