



# TECH VISION 2020: OVERVIEW

## VIDEO TRANSCRIPT

00:03  
[Music]  
00:09  
the theme of tech vision 2020 is we the  
  
00:12  
post digital people how did Accenture  
  
00:15  
come up with this idea I think it really  
  
00:17  
started with the recognition that people  
  
00:20  
nowadays are fundamentally different  
  
00:22  
than they were 10 15 20 years ago you  
  
00:25  
know and a large piece of that is how  
  
00:27  
technology has become a piece of our  
  
00:29  
lives you know right now we've got 4.5  
  
00:32  
billion people you know across the  
  
00:35  
planet who are connected to the Internet  
  
00:36  
you know and we're seeing that on  
  
00:39  
average people are spending that was six

00:41  
point four hours a day like that's a  
  
00:44  
quarter of their life you know  
  
00:45  
specifically engrained with technology  
  
00:47  
we're talking so much about technology  
  
00:48  
but how do businesses really bring that  
  
00:51  
human touch to technology that's able to  
  
00:54  
eally meet people's needs as well as  
  
00:56  
their values yeah and I think that's  
  
00:58  
just it is that companies are starting  
  
01:00  
to realize that they're not just selling  
  
01:03  
products anymore they're actually being  
  
01:04  
integrated in their lives and so the  
  
01:06  
same way that people are realizing the



01:08  
technology is shaping them is that their

01:10  
expectations for the companies of what

01:13  
they're going to do is changing the way

01:15  
that companies are acting and

01:17  
interacting with them no but more than

01:18  
that is that if I'm actually going to be

01:20  
interacting with my kids if I'm gonna be

01:23  
relying on uber or lyft to get to my job

01:25  
you know if you're gonna be doing these

01:27  
important things and relying on

01:28  
technology you know to do it is that not

01:30  
only do I have to provide it something

01:32  
that's gonna be you know fundamentally

01:33  
valuable is that it's also needs to be

01:35  
something that actually reflects my own

01:37  
values and this is that new conversation

01:40  
that we think the big winners in the

01:42  
next generation of technologies are

01:44  
going to be the companies that not only

01:46  
provide value but also provide values at

01:48  
the same time why is it important for

01:51  
businesses in 2020 to focus on the trust

01:54  
factor yeah I mean the trust factor is

01:56  
really there because if you don't trust

02:00  
the companies then you're one you're not

02:03  
gonna use the products and then two

02:05  
you're also gonna not be able to create

02:07  
new products on top of all and so when

02:10  
people start to ask questions about

02:12  
privacy when they start

02:13  
asking question about trust is the trust

02:16  
is going to become that currency that's

02:19  
gonna not only allow you to

02:21  
differentiate yourself in the

02:22  
marketplace but I think it's honestly

02:24  
gonna be the currency that says I'm not



02:26  
gonna be able to build those next

02:29  
generations of services unless I have

02:31  
people who are gonna trust me enough to

02:33  
actually start to manipulate start to

02:36  
change and start to mold their lives I

02:38  
think it's fair to say when you look at

02:40  
businesses today many of them are

02:41  
feeling overwhelmed and when we think

02:44  
about tech vision 2020 and we tie

02:46  
together all of the different themes

02:48  
what should businesses do in terms of

02:51  
moving forward you know moving forward

02:52  
what we're really asking businesses is

02:55  
to at this point stop looking at just

02:59  
the products and services they're

03:00  
pushing and take a step back to figure

03:02  
out what are the models that they're

03:03  
using to deliver those services and what

03:06  
we're seeing is there's a I'll call it a

03:09  
tech clash you know not a tech lash

03:11  
because everybody's still using

03:13  
technology but rather a tech clash you

03:16  
know in that people want to use that

03:18  
technology you know but companies have

03:21  
to realize that it's not just the

03:23  
products and services they're providing

03:24  
but it's all of the other pieces around

03:26  
it you know one of which is going to be

03:28  
trust what do you think is the biggest

03:30  
opportunity for businesses yeah I mean

03:33  
the the opportunity here is enormous

03:36  
because what we're really talking about

03:38  
is people letting companies into their

03:42  
life enough to not just hand them tools

03:45  
but rather work with them and partner

03:48  
with them in order to you know chase

03:50  
after goals and there's so many options

03:52  
that says once I and understand what



03:55  
somebody's outcomes what some of these

03:56  
goals are is it that the services I

03:59  
provide

03:59  
don't become a couple of services that

04:02  
become a lot of different services that

04:04  
can really differentiate you from what's

04:05  
out there how can businesses that adopt

04:08  
the trends and tech version 2020 use

04:10  
them to succeed well I think that the

04:13  
way that they're going to be using them

04:15  
in a different way is they're using them

04:17  
in order to be able to drive that next

04:20  
generation of change to drive themselves

04:22  
so that they're closer to their

04:24  
customers you know drive themselves so

04:26  
that

04:27  
they can partner better with the world

04:29  
around them

04:34  
[Music]

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