BETTER TOGETHER: PUTTING THE US IN TRUST

Applying the New with Oracle Technologies Now

Foreword

Technology is the x factor: the single biggest variable in enabling how people work and live today—in both the *virtual* and *physical* world. The ability to quickly evolve and adapt increasingly depends on it. While people value technology's central role in their lives, they are equally wary—and want more visibility and say in how their data is handled and used.

We are pleased to present the Accenture Technology Vision for Oracle 2020, our annual forecast of technology innovation. This year's vision, "Better Together: Putting the Us in Trust," shares our latest research insights into the key trends influencing business leaders during the next three years. We'll explore the opportunities and impacts of these trends and how we're addressing client needs into the future with Oracle Cloud.

In a world where digital is now everywhere and data is driving everything, trust has become the currency of value. To trust is human. It's through that invisible human bond that all business and societal relationships are developed and sustained. In our relationships with people, trust is a choice based on both tangible and intangible criteria. In our relationship with technology, trust is an initial leap of faith based on a desire for access. We can't look our router in the eye—yet without it, we can't connect to the internet. When trust is broken, by people or technology, it's very difficult and often impossible to earn back. Without trust, business has no future.

This Technology Vision is all about *us*— as post-digital people working in concert with technology and each other through trust to drive innovation with greater value. And never has trust been more important than at this time of *virtual everything*. Our vision outlines a human-centered approach rooted in collaboration for responsibly evolving tech-driven business models to address people's needs and expectations in alignment with their values.

Companies must evolve their models in a more responsible way—as a new basis for competitive differentiation and growth.

COVID-19 has escalated this business priority, revealing both strengths and weaknesses across the digital landscape. To help ensure trust for our clients today, Accenture is partnering with Oracle to deliver innovative cloud solutions at scale and speed with security. Oracle provides a comprehensive, integrated platform that is both enabling and protective—with solutions across software as a service, platform as a service and infrastructure as a service.

In this Technology Vision, you can learn how today's agile and resilient leaders are co-creating success in their industries using Oracle Cloud. We look forward to sharing our insights and helping you create your way forward through trust.

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Executive Summary

To trust is human

The more technology is central to our lives, the more people expect from it. Technology is also key to innovation and resilience, both critical for survival. Yet we have reached a point where technology is keeping pace with our imagination. As we continue to innovate, we must build on the truly human foundation of trust.

Of the 2,000 consumers Accenture surveyed globally, 70 percent expect their relationship with technology will be more prominent or significantly more prominent in their lives over the next three years. And 83 percent, among the more than 6,000 business and information technology (IT) executives Accenture surveyed globally, acknowledge that technology has become an inextricable part of the human experience.[1]

Digitalization has served as the critical catalyst for innovation and growth. We are imagining solutions and quickly pivoting on technology through disruption to make them a reality. Just look at how quickly industry leaders have adapted with virtual solutions and are innovating their way through the COVID-19 pandemic.

As technology, and the businesses that shape it, become more intertwined in people's lives, the expectations for what it will—and won't—do are increasing. To stay relevant, leaders are creating a new way forward by evolving their tech-driven business models with a human focus.

83%
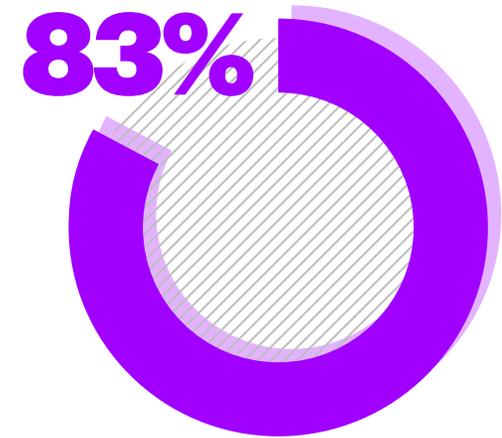
of business and IT execs acknowledge that technology has become an inextricable part of the human experience.

" We have reached a pivotal juncture today in our increased reliance on technology and greater expectations for its use. A company's very survival and future depends on an agile ability to use technology to address evolving business needs while respecting people's boundaries and continually earning their trust."

**Julie Sweet,
Chief Executive Officer,
Accenture**

" Oracle provides customers with the choice, security and performance they rely on to succeed. Together, Oracle and Accenture will continue to deliver scalable, autonomous cloud offerings to help businesses grow."

**Safra Catz,
Chief Executive Officer,
Oracle**

Co-creating the way forward

Inventing a better future for people requires a virtuous circle of trust, data and deeper experiences.

Accenture and Oracle are co-creating a new way forward to drive greater value for our clients into the future. We are creating digital trust with the human spirit in mind. Oracle provides an agile technology platform for data-driven innovation and deeper experiences with digital trust, which is both enabling and protective.

Oracle's roots began in data. The company has since evolved into one of the world's largest software companies and a leading enterprise cloud provider through the breadth and depth

of its applications offerings. Today, more than **430,000 customers** in **175 countries** trust their businesses to run on Oracle technologies.[2]

Oracle offers a comprehensive suite with Oracle Fusion Cloud Applications for Sales, Service, Marketing, Human Resources, Finance, Supply Chain and Manufacturing—with the highly automated and secure Oracle Generation 2 Cloud Infrastructure, self-driving Oracle Autonomous Database and new Oracle Dedicated Region Cloud@Customer solution offering. The Cloud@ Customer offering enables Oracle to now also deliver *all* its public cloud services on premises in customers' own datacenters.

Together, Accenture and Oracle tackle the biggest business challenges to help clients apply the New now. Our relationship with Oracle spans 30 years and is built on a powerful framework for joint innovation and solution delivery. Accenture offers in-depth experience collaborating with clients across a range of industries in guiding their Oracle Cloud journey— from solution strategy and development through testing and implementation.

From tech clash to trust

To move forward, businesses must first acknowledge the essential role technology plays in people's lives today.

More than half the world's population— a whopping 4.5 billion people—have access to the internet.[3] People are ever-connected on every type of device, globally spending an average of 6.4 hours online daily.[4]

Many current models, however, fail to account for the growing impact of our technology use, resulting in a tech-*clash*—a collision between old models and people's current expectations. Leading in the future will demand rethinking core assumptions about how an enterprise works and redefining the intersection between people and technology.

Driving value with values

The success of next generation products and services will rest on companies' abilities to elevate the human experience. While everyone is working from the same blank slate, there is an overall guiding light: companies should look to align with people's core values to drive greater value with new technology-based business models.

People will no longer be bystanders when it comes to technology and their data. Customers expect to gain greater visibility into systems and to provide more input on how their data gets used through a truly bidirectional relationship.

Given the starring role technology is playing in our lives, we're taking it rather personally and expecting much more from it going forward.

Embracing five key technology trends

To truly bring a human touch to the next decade, the new technology-based business models that enterprises build must be rooted in collaboration. As technology's level of impact on society grows, successful businesses will leverage these new models to build trusted relationships. Our team of co-authors explores the five key post-digital trends that are unfolding and how they are shaping businesses toward this end.

Learn how Accenture and Oracle are collaborating with clients to turn this vision into a reality based on these trends.

76%

of execs agree, organizations need to dramatically reengineer experiences that bring technology and people together in a more human-centric manner.

Into the New we go—together

As aging technology-based business models increasingly collide with people's needs and expectations for technology, companies must set out to create something wholly new. None of the steps on the journey are incremental changes, nor are they as simple as finding the next technological tool to do what you're already doing today.

Leading in the future will demand rethinking core assumptions about how an enterprise works and redefining the intersection between people and technology. Rethinking and redefining begins with thinking and acting more human.

Applying a human-centric approach will be essential in addressing people's changing needs and expectations for technology to build trust. In a connected world that runs on data, companies need to operate from a solid business foundation of trust and accountability.

Exciting new opportunities exist for competitive differentiation and growth into the future for companies that proceed responsibly.

Trust will serve as the basis to deliver deeper, more meaningful experiences for connecting and building mutually-rewarding relationships with customers, employees and business partners. Companies must ensure that the use of technology and data in their business interactions is in service toward this goal. Through trust-based relationships, companies can take advantage of increased opportunities for collaboration to inspire innovation with impact.

Successfully collaborating with our clients to address their evolving business needs on a foundation of trust begins and continues with careful listening and empathy. With the foundational Accenture myConcerto for Oracle platform, Accenture meets clients where they are on their cloud journey. Oracle Cloud is purpose-built for enabling and powering the journey forward, providing an agile and scalable technology platform for continuous data-driven innovation with digital trust.

Key Takeaways

Work in concert with technology and each other to adapt, evolve and succeed:

Integrate end-to-end capabilities.

Think and act more human.

Build on a foundation of trust.

Collaborate to innovate.

Drive value with values.

References

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About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 513,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at **www.accenture.com**.