



# WE, THE POST-DIGITAL PEOPLE – CAN YOUR ENTERPRISE SURVIVE THE TECH-CLASH?

## AUDIO TRANSCRIPT

Hi, I'm Marc Zollinger, Co-lead of Accenture Technology CH, Business Responsible of Swiss Edition of the global Accenture Technology Vision 2020 and Head of Enterprise & Technology Architecture. I help our customers to address the challenges of the digitalization and to transform their system architecture to increase business agility.

In this Podcast I talk about the findings of the Accenture Tech Vision 2020. We identified a tech-clash - a collision between business and technology models of companies and people's values. I explain what we mean with this and explain the 5 trends that we identified to overcome this tech-clash.

The 5 trends are

- The I in Experience: Helping people choose their own adventure
- AI and Me: Reimagine the business through human and AI collaboration
- The Dilemma of Smart Things: Overcome the "beta burden"
- Robots in the Wild: Growing the enterprise's reach—and responsibility
- Innovation DNA: Create an engine for continuous innovation

Goal is to provide you guidance on how companies can apply technology to balance business value with people's values.

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