



# CES 2021 COMPLEXITY TO CLARITY

## VIDEO TRANSCRIPT

Julie Sweet: What's happening right now is that in order to do all of the different things that companies have to do, they're having to transform multiple parts of their organization at once, where they were going to do it more sequentially.

Sanjay Ravi: Data as we know it is the new currency and data and AI is playing an important role to tap into what we call as the digital feedback loops.

Mamatha Chamarthi: Moving from and transforming ourselves from product centricity to customer centricity, or I would say – building on top of the great brands we have to move more towards customer.

Loren Padelford: We like to say that COVID is a time-machine that brought 2030 to 2020 and rapidly accelerated both the digital transformation, but also the retail transformation.

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