



CMT EMMA AND JOHN COMBO

VIDEO TRANSCRIPT

Our clients in the communications, media and technology industries have had many years of being disrupted. Disrupted by each other and disrupted by other industries. But now is the chance for these clients, our clients, to become the disruptors and to drive for change.

In media, you have companies like Disney pivoting from being a traditional studio content wholesaler to one that is going to be a direct to consumer media distributor.

Software companies like Microsoft are moving to the cloud. Hardware companies that traditionally produce utilities like Cisco with routers, moving from hardware and software-based utilities to software in the cloud sold as subscription and services.

Now is the time for you to take control. And there are three ways that you can really grab hold of the opportunity and help drive your businesses forward.

Let's talk for a moment about talent. It's no longer a discussion of mind versus machine, it's about mind powered by machine. It's about helping our people really think about how they can leverage technology to drive a differentiated way forward, to be augmented in the way that they can work and perform.

The second pillar, is ways of working. So, as we think about taking on a product mindset and becoming an agile innovative and nimble organization, it requires a different way of delivering products and services. The concept of developing minimum viable products, putting them in the market, and then iterating them overtime through learnings we get with interacting with our business partners and customers.

So then we come into intelligent technology, it's this technology that's caused all of this disruption. Disruption or opportunity? Intelligent technology gives us a way to think differently about how we can tap into all that data that's available. We can do that through machine learning, we can start to synthesize and think differently about how evolve products. We can start to think differently about providing a very personalized service out to our customers.

So as we think about these three things, we think about talent, ways of working, and intelligent technology, it's about harnessing all three. The power of three to become the disruptor, to take control and to drive our businesses forward.

Copyright © 2018 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.