



APPLIED INTELLIGENCE. NOW.

VIDEO TRANSCRIPT

Narendra Mulani:

It's a unique time in the market because not only is there tremendous interest in artificial intelligence, but there's been tremendous investment.

Hi. This is Narendra Mulani. I'm very excited to be here to continue to talk to you about our evolution on the applied intelligence journey.

We live in the age of artificial intelligence. Applied intelligence is Accenture's way of bringing together the best of technologies and sciences to make it real for our clients today, all with the intent of augmenting human capability.

We have created this initiative and this business within digital really as a culmination of all the moves we see in the market and the tremendous investments that we have made and progress that we have made over the last 18 months in being able to build and validate that artificial intelligence is a true business opportunity for us and a current imperative for clients.

If we had taken the steps three years ago, we would have been too early because the technology wasn't there, the infrastructure wasn't there, and frankly the client appetite, which is connected to the two, wasn't there. If we wait another three years, we will be too late because this movement is happening now and clients are starting to establish their interest, strategy, and architectures today. You've all seen the technology curves that our chief technology and innovation officer, Paul Daugherty, often presents, talking about how these curves are getting steeper, the inflections are stronger, and how they come quickly one after another. When you look at artificial intelligence, that curve is extremely steep. What we recognize is we are right at the inflection where that curve is starting to go vertical. That's why now is important for us.

We're here today to make sure that we focus as a business and that every one of us, every one of our businesses, and every one of our industries engage today in creating value for our clients through this construct we call applied intelligence.

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