



THE POST-DIGITAL ERA IS UPON US

VIDEO TRANSCRIPT

Accenture Technology Vision 2019 Overview

VO: The post-digital era will be a world that tailors itself to fit every moment. Businesses will influence individual realities with hyper-personalization and on-demand services. Paul Daugherty, Chief Technology and Innovation Officer, talks about the Accenture Technology Vision for 2019.

Title: Paul Daugherty, Chief Technology and Innovation Officer

Paul: "What's happening is the basics of digital are table stakes and there's a new set of rules that are defining what you need to be successful with post-digital".

VO: How we experience the world is set to change.

Michael Biltz, Managing Director, Accenture Technology Vision, tells us more.

Title: Michael Biltz, Managing Director, Accenture Technology Vision

Michael: "We're now starting to realize that the big picture is us, fundamentally as companies, taking a huge role in shaping the reality and how people act and interact with the world."

VO: We're looking at the five key trends that Accenture believes will tailor our experiences.

Title: DARQ Power

VO: DARQ Power. Understanding the DNA of DARQ.

Future-minded leaders know that mastering the next set of technologies will give them every advantage.

DARQ is that next set. Distributed ledger technology. Artificial intelligence. Extended Reality. Quantum computing.

Paul: "We believe we are now moving in to a DARQ world, where these technologies are going to shape a lot

of your differentiation. Increasingly important as you think about how you're going to architect your solutions in the future."

Title: Get to Know Me

VO: Get to Know Me. Unlock unique consumers and unique opportunities.

Paul: "How do you really reach that individual consumer? Use that information again in a trusted and

responsible way to develop the new services for your consumer, in this post-digital way."

Title: Human+ Worker

VO: Human+ Worker. Change your workplace or hinder your workforce.

Michael: "How do we start to create our education system, and how do we start to create the expectations

for all of our people, that this constant change is going to be a part of our lives?"



Title: Secure Us to Secure Me

VO: Secure Us to Secure Me. Enterprises are not victims, they're vectors.

Paul: "This is talking about a new view on security and how do you secure your enterprise, the real key message here is that it's about the ecosystem, not about you."

Title: MyMarkets

VO: MyMarkets. Meet the needs of consumers at the speed of now.

Michael: "We're suddenly creating these new types of interactions and relationships in order to give people a different way to experience the world."

Paul: "I'd ask you to think about three things, which is technology, trust, and talent."

Title: Post- digital companies are already playing a different game

Title: Is your business ready for what's next?

VO: Post-digital companies are already playing a different game.

Is your business ready for what's next?

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