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World Economic  
Forum Insights  
Transcript

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The Internet of Things is a very interesting topic here in Davos. What is clear for most CEOs that are participating is that the Internet of Things is here, and here to stay.

Wearables, data, analytics, clearly the potential through captures and other sources to identify new intelligence about productivity, equipment, safety is something that most companies are starting to look at. And we can say, that basically today they are seeing the benefits of the potential of the technology.

Now, what is surprising is that, on one hand that potential has been evaluated at something like one to three percent of GDP growths, extra GDP growths in 2030 and that is both for the US, Europe, but also China and many other countries. And at the same time, the level of investment of many other countries is a mere seven percent. So there is a huge gap and what we are trying to understand is why we do we have such a gap.

On one hand I think CEOs and companies understand the potential for productivity improvement but they are probably missing the bigger part which is developing new business models, identifying new sources of revenues and basically reinventing their businesses for the future. And this is the combination of both which will allow to realize the full potential of the Internet of Things.

## About Accenture

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