Accenture Technology Vision 2017 Forecasts a Future of Technology for People, by People

Rapid acceleration of human-centric technology in AI, digital ecosystems and marketplaces will empower people, drive transformation of business and society

JAKARTA; Feb. 24, 2017 – People hold the power to shape and apply technology to create positive change, improve lives, and transform business and society, according to Accenture Technology Vision 2017, the annual technology report from Accenture (NYSE: ACN) that predicts the most significant technology trends that people will apply to disrupt business over the next three years.

The theme of this year's report, "Technology for People," is a call to action for business and technology leaders to actively design and direct technology to augment and amplify human capabilities. The report states that we are beginning to see the emergence of technology for people, by people — technology that seamlessly anticipates our needs and delivers hyper-personalized experiences.

"The pace of technology change is breathtaking, bringing about the biggest advancements since the dawn of the Information Age," said Paul Daugherty, Accenture's chief technology & innovation officer. "As technology transforms the way we work and live, it raises important societal challenges and creates new opportunities. Ultimately, people are in control of creating the changes that will affect our lives, and we're optimistic that responsive and responsible leaders will ensure the positive impact of new technologies."

As part of the Technology Vision, Accenture surveyed more than 5,400 business and IT executives worldwide, including Indonesians. Approximately, 95% of the respondents, compared to 86% of the global respondents, agree that while individual technologies are rapidly advancing, it is the multiplier effect of these technologies that is creating innovation breakthroughs.

Engkun Juganda, the Managing Director Technology of Accenture Indonesia, stated that, "We are proud to launch Accenture Technology Vision studies with the involvement of Indonesian respondents and local data. In the future, we hope that the study could become a reference for business leaders and IT experts in Indonesia in their efforts to adapt and to achieve optimal business growth in this digital era."

The Technology Vision details how — with advances in artificial intelligence, the Internet of Things and big data analytics — humans can now design technology that's capable of learning to think more like people and to constantly align to and help advance their wants and needs. This human-centered technology approach pays off for businesses, as leading companies will transform relationships from *provider* to *partner* — simultaneously transforming *internally*.

CVS Health is one example of a company that has established a people-centric approach – in this instance to improve healthcare. Its smartwatch-compatible mobile app sets customers' personalized reminders for taking medication, snaps pictures of their prescriptions to expedite refills, and scans their insurance card so that store clerks are prepared with up-to-date information. In an industry long associated with impersonal interactions and unbearable wait times, companies like CVS Health are enabling individual empowerment over personal healthcare while simultaneously building closer patient-doctor relationships.

The Technology Vision identifies five emerging technology trends that are essential to business success in today's digital economy:

- **AI is the new UI.** Artificial intelligence (AI) is coming of age, tackling problems both big and small by making interactions simple and smart. AI is becoming the new user interface (UI), underpinning the way we transact and interact with systems. Our survey shows that 87% respondents in Indonesia, compared to 79% of the global respondents, agree that AI would revolutionize their ways to gain information and to interact with customers. Moreover, AI has been a trending discussion in the recent years and Indonesia is one of the countries that has started to show its interest.

Engkun Juganda added**, "**Artificial Intelligence has been adopted by many businessmen to support their business operation and performance. The advantage in adopting AI is the ability to help companies to maximize personal services to each customer."

- **Design for Humans.** Technology design decisions are being made by humans, for humans. Technology adapts to how we behave and learns from us to enhance our lives, making them richer and more fulfilling. 85% of surveyed executives in Indonesia and ASEAN, compared to 79% of the global respondents, agree that organizations need to understand not only where people are today, but also where they want to be — and shape technology to act as their guide to realize desired outcomes.

- **Ecosystems as Macrocosms.** Platform companies that provide a single point of access to multiple services have completely broken the rules for how companies operate and compete. Companies don't just need a platform strategy, they need a rich and robust ecosystem approach to lead in this new era of intelligence. 22% of Indonesian respondents, compared to 27% of the global respondents, reported that digital ecosystems are transforming the way their organizations deliver value.

    Indra Permana, Director Technology Application Services of Accenture Indonesia, stated that, "At the moment, B to B or B to C business activities cannot run exclusively, but it has been transformed into an integrated ecosystem of interdependency among business, customers, businessmen, and employer platforms, and they become partners. Therefore, with the current condition, businessmen have to adapt in the digital ecosystem."

- **Workforce Marketplace.** The number of on-demand labor platforms and online work-management solutions is surging. As a result, leading companies are dissolving traditional hierarchies and replacing them with talent marketplaces, which in turn is driving the most profound economic transformation since the Industrial Revolution. Case in point: 95% of the Indonesian respondents, compared to 85% of the global respondents and 66% of the ASEAN respondents, said that they plan to increase their organization's use of independent freelance workers in the upcoming years. The trend of shared economy has also started in Indonesia, where there is an increment of on-demand contracts with independent workers, as well as the emergence of digital-based services such as Uber, GetCraft, and Freelancer.com.

- **The Uncharted.** To succeed in today's ecosystem-driven digital economy, businesses must delve into uncharted territory. Instead of focusing solely on introducing new products and services, they should think much bigger — seizing opportunities to establish rules and standards for entirely new industries. In fact, 70% of the Indonesian respondents, compared to 74% of the global respondents, said that their organization is entering an entirely new digital industry that have not yet to be defined. In Indonesia, the needs of specific on-demand services, such as online transportation, digital payment, on-demand workforce, and online food delivery services are more rampant, thus encouraging the emergence of new business types.

    L.N. Tjiptohadikusumo, the Managing Director Technology Consulting of Accenture Indonesia stated that, "Nowadays, industries are required to be a market shaper. Not only creating products and services, but they also have to be able to shape new digital industry; starting from setting new technology, code of ethics, and regulations standards that could accommodate mutual needs." This trend is leveraging more work opportunities; these businesses are created to efficiently fulfill consumer's basic daily needs while being supported by digital platform.

For nearly 17 years, Accenture has taken a systematic look across the enterprise landscape to identify emerging technology trends that hold the greatest potential to disrupt businesses and industries. For more information on this year's report, visit www.accenture.com/technologyvision or follow the conversation on Twitter with #TechVision2017.

About the Methodology
Accenture's Technology Vision is developed annually by the Accenture Labs. For the 2017 report, the research process included gathering input from the Technology Vision External Advisory Board, a group comprising more than two dozen experienced individuals from the public and private sectors, academia, venture capital firms and entrepreneurial companies. In addition, the Technology Vision team conducted interviews with technology luminaries and industry experts, as well as with nearly 100 Accenture business leaders.

In parallel, Accenture Research conducted a global online survey of more than 5,400 business and IT executives across 31 countries and 16 industries to capture insights into the adoption of emerging technologies. The survey helped identify the key issues and priorities for technology adoption and investment. Respondents were mostly C-level executives and directors, with some functional and line-of-business leads, at companies with annual revenues of at least US$500 million, with the majority of companies having annual revenues greater than US$6 billion.

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