



ACCENTURE COMING OF AGE OF TECHNOLOGY

VIDEO TRANSCRIPT

Bhaskar Ghosh: Automation is not new. It is last 250 years all of industrial revolution is happened by automation. But I think we thought that the three things have significantly changed in last few years. First is the technology. The some of the technologies like cloud, data, artificial intelligence, machine learning, they were there for quite some time, but they came and mature, become more and more mature for a business use very recently. So it is the first thing.

The second thing is the maturity of the users. Earlier the buyer or a user used to ask a lot of people, is artificial intelligence is real? Can I really use in this business? Is it really create an impact? Now nobody's asking that question anymore. The people are asking yes, I know it will add value. I have done a prototype. How can I scale? How do I take the full advantage of that in my business? So that was the second thing.

Third thing is that the paradigm of automation has shifted that, you know, historically, when I say that I'm driving automation for last 30 years, it was all about the driving cost, scale, quality and productivity. Automation means cost, scale, quality and productivity. But the new paradigm of automation is about differentiated experience. It is about the superior decision making. It is about create new business model or I call grow business. So that is a paradigm shift, a shift in the focus to drive automation to create business value.

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