

# Accenture Technology Vision India 2023

According to India business executives surveyed:



**89%**

agree convergence of digital and physical worlds will transform their industry over the next decade.

**58%**

will scale up their dedicated resources in AI with it being one of the key focus areas in the next 3-5 years.



**Digital identity**

**76%**

agree digital identity is no longer just a “technical issue”; it’s becoming a strategic business imperative for their organizations.



**Your data, my data, our data**

**81%**

agree data transparency is now becoming a competitive differentiator.



**Generalizing AI**

**88%**

agree advancements in generative AI such as GPT-3 are ushering in a new era of enterprise intelligence.

**94%**

agree software and services powered by AI foundation models will significantly augment innovation and creativity in their organizations in the next 3-5 years.



**Our forever frontier**

**87%**

agree science tech capabilities could help address societal grand challenges such as health-related issues and diseases.

**87%**

describe the speed of innovation that their industry is experiencing due to advancements in science tech as either accelerated or unprecedented.