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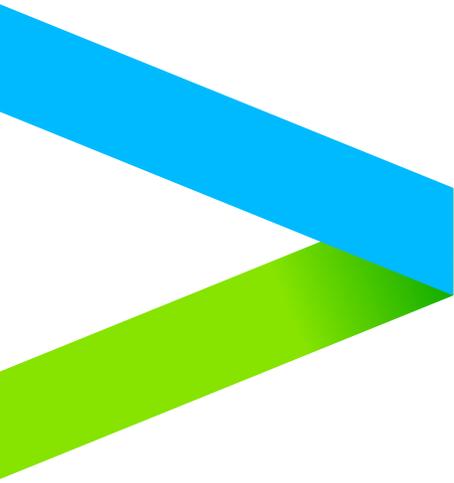
TREND 5 **THE UNCHARTED**

Accenture and Oracle's work together, showcased in this Accenture Technology Vision for Oracle 2017, demonstrates how organizations now have the vision and the means to turn the tables on new, would-be disruptors, and truly become disruptors themselves.

AMPLIFY YOU

Accelerating digital advances are creating a people-centric technology environment in which the power is shifting to people to shape technology for themselves. The world of enterprise IT increasingly has the same design principle at its core. So what does that mean for Oracle technologies and the way Accenture helps clients to harness their power for transformational outcomes?

It's clear that the enormous potential of new technologies like artificial intelligence (AI), machine-learning, advanced analytics and virtual reality has barely begun to be realized. And, for the first time ever, even technology pundits are overawed by the surging speed of technology change. Think about it: 2.5 quintillion bytes of data are now being generated every day.¹



**More than ever before,
we as humans control our
own destiny. But the reasons
why may surprise you.**

This accelerated pace of change is the driving force behind the five trends we introduce and analyze in this year's Accenture Technology Vision for Oracle. These trends — AI is the New UI, Ecosystem Power Plays, Workforce Marketplace, Design for Humans and the Uncharted — are based on how Accenture sees Oracle's technologies driving the future business environment. Just as today, it's a future in which Oracle solutions and Accenture's delivery and implementation will be right at the heart of change and innovation.

Instead of being disrupted by technology developments, the big shift is that technology is now adapting to us. As this gathers momentum, organizations will increasingly be equipped to empower their people and enable them to reach new heights. As this report demonstrates, Accenture and Oracle are together working to help realize this new symbiosis between people and technology.

THE UN CHARTED

Invent New Industries, Set New Standards



By Patrick Sullivan

Businesses today aren't just creating new products and services. They're shaping new digital industries. From technology standards, to ethical norms, to government mandates, in an ecosystem-driven digital economy, one thing is clear: a wide range of rules still need to be defined.

Accenture Technology Vision 2017 research revealed that 78 percent of executives agreed that their organization feels it has a duty to be proactive in writing the rules for emerging industries. This is an area where Accenture and Oracle are seizing the initiative, working together to create new standards around the technology solutions and capabilities reshaping today's business environment.

BUSINESSES AS **LEADERS**

For a business like Oracle, the imperative to lead is clear. As a major enterprise technology player, with a market cap of \$164 billion and annual revenues approaching \$40 billion, Oracle is deeply enmeshed in the fabric and history of the digital economy. Nearly half the world's enterprise data now resides in Oracle databases.

The company employs more than 140,000 people directly. And there are hundreds of thousands more working on the systems and technologies it creates. As a core member of the technology community, Oracle can combine with other technology providers, including Accenture, to make a real and lasting difference.

LEADING BY **EXAMPLE**

Tesla is a great case study of a company determined to lead by example. Rather than standing by and waiting for standards to be imposed upon it, the company is driving the way forward for electric vehicles and the whole future of mobility. Far from acting on its own, Tesla is collaborating with government regulators and other industry participants, including its competitors, to create "guiding principles to promote electric vehicles and charging infrastructure."²

By establishing best practices for their entire industry, businesses can help ensure that others abide by those standards to compete in the new market.

Look at how Alphabet, Amazon, Facebook, IBM, and Microsoft are working together to create a standard of ethics for advancements in the artificial intelligence (AI) industry.³ Although these companies are competitors, they are working together on ground rules for the entire ecosystem of AI pioneers.

Collectively setting the rules for this rapidly evolving industry helps to mitigate the risks of complex external oversight, prevent harm to consumers, accelerate innovation, and protect the reputations of every brand pushing the frontier of AI.

BUSINESSES CAN USE THEIR POWER TO **SHAPE NEW STANDARDS**

In total, Fortune 500 companies represent two-thirds of the US GDP, with \$12 trillion in revenues, \$840 billion in profits, \$17 trillion in market value, and employ 27.9 million people worldwide.⁴

That's an incredible amount of power. And it can be used to set the new wave of standards required for continuing innovation.

Collaborations, such as the Accenture Life Sciences Cloud coalition, show how leaders are taking on new responsibilities to ensure that constructive rules and guidelines are developed for industries that never even existed a few years ago. Research for the Accenture Technology Vision 2017 showed that 65 percent of IT and business executives believe that government regulations have not been able to keep up with the pace of technology advancement.⁵ Making sure that regulations catch up is fundamental to building not just a single business, but also the wider ecosystems within which many businesses, old and new, will thrive.

As the repository for so much of the world's enterprise data and the developer of the services that manage it, Oracle has a vital part to play in the ongoing conversation about the standards, ethics and rules that should govern how that data is used and shared. As regulators scrutinize the privacy and security of business data it is important for companies to take on initiatives that help them achieve a high standard of data ethics.

Look at the European Union's General Data Protection Regulation. Although yet to be fully tested, it has the potential to punitively sanction transgressors by imposing fines of up to four percent of global revenues. Anything that Oracle, Accenture, or any other tech provider can do to help businesses meet standards such as these will be a universally welcomed development.

SUPPORTING & ENABLING ECOSYSTEM GROWTH

A key activity for leading organizations is using their market power to spot, acquire and develop emerging new businesses driving future growth. For example, since 2010 Oracle has made more than 50 acquisitions with a total reported value of more than \$40 billion; as many of these were private deals, their total value will be higher.⁶ Of course, the motivation for all this is first and foremost business-driven. But beyond business motivations, it's also the case that Oracle is, in essence, giving back to the wider community by providing these companies with the funding, know-how and support needed to reach new heights. This remains one of the main drivers of innovation today.

A great example is Oracle's acquisition of AddThis.com in early 2016. AddThis.com is a leading provider of publisher personalization, audience insight and activation tools that powers 15 million websites and enables

**Since 2010,
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made more than
50 acquisitions
with a total
reported value
of more than
\$40 billion.**

unmatched audience segment quality, scale and insight.⁷ By bringing it together with the Oracle Data Cloud, the world's fastest-growing global Data-as-a-Service (DaaS) provider, businesses will be able to access unprecedented levels of audience insight, measurement and reach. Oracle DaaS and OracleData Cloud currently contain

five billion global consumer profiles, 400 million business profiles and covers \$3 trillion in consumer transactions.⁸

Businesses are already making use of this power. For example, Visa is using the Oracle Data Cloud to leverage digital advertising and cross-device connection data with aggregated purchase data from

Visa Advertising Solutions.⁹ This enables merchants to measure consumer response to advertising campaigns run on mobile, display, video and social channels, and use the insights gained to optimize their efforts.

DRIVING INNOVATION: **ADOPTING NEW TECHNOLOGIES**

We're also seeing technology advances driving completely new approaches in both business and financial arenas. One example is blockchain. By itself, blockchain technology is relatively unremarkable. But it can become a game-changer when it's applied in communities of value-traders who agree to use it to cut out the 'middle man'.

This is why it's proving so attractive in the financial services sector. By providing a secure transaction ledger, shared by all parties participating in an established, distributed network of computers, blockchain can provide unprecedented levels of transparency, removing the need for any single central authority, creating a self-reconciling ledger, and offering a single source for true data.

Along with its partners, including Accenture, Oracle is doing some preliminary work in this field, supporting proof-of-concept integrations with some of the financial services blockchain networks that are currently being trialed.

For its part, Accenture's blockchain practice is assisting clients across all industries — not just financial services — with solutions that leverage blockchain's distributed ledger. These solutions are geared to removing previous barriers or longstanding complex business processes that have existed because "that's the way it has always been done." Accenture recently announced a patent for an 'editable' blockchain that in very particular contexts enables blockchain's immutability to be overridden.¹⁰

With Oracle continuing to act as an integrator of blockchain technologies, Accenture will leverage the partnership and our solutions to enable early adopters of this technology to disrupt the status quo.

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UNLEASHING THE **POWER OF US**

Of course, the digital future that's being built today is not just about new technologies. It's also about people and how people are augmented by the technology innovation around them.

It's why leaders like Oracle are playing such a vital role by championing open source development. For example, its stewardship of Java, as part of its acquisition of Sun Microsystems seven years ago, has defied the expectations of some in the industry by increasing investments into the Java community and accelerating the Java release roadmap. As a clear standard in the industry, Java has been the driving force behind a huge amount of innovation in the digital world, creating a large pool of skilled developers and technicians. This global community is a key part of the new, flexible, on-demand workforce that is the real engine for a digital future.

Oracle's Platform-as-a-Service (PaaS) cloud offerings have adopted the Java spirit as well. Most are unaware that Oracle has enabled its PaaS cloud to run Node.js, Java SE, PHP, Python, Ruby, Go and Spark/Hadoop based applications. It has standardized on Docker for its Application Container Cloud. Oracle JET (JavaScript Extension Toolkit) is based on JavaScript, CSS3 and HTML5 design and development principles and run within its Application Development cloud offerings.

WRITING THE NEW RULES

Defining the rules for new digital industries is the new corporate responsibility. And with great responsibility comes great opportunity.

Accenture and Oracle will continue to innovate, disrupt and deliver for clients that seek to be winners in the digital evolution. Together, we can establish industry standards and contribute to the ecosystems that are still emerging. If we have learned anything through our three decades of collaboration, it's that we can demonstrate leadership for our clients and pioneer the journey to the uncharted.



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FOR MORE INFORMATION

Pat Sullivan

Global Oracle Technology Lead
patrick.sullivan@accenture.com

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