INTRO
VO: Big companies. Bigger ideas. Huge opportunities. In this year’s Tech Vision, we dive deeper into how big companies are using digital to disrupt—and dominate.

INSIGHTS
VO: Digital increasingly determines the destinies of companies in all industries. And as big companies embrace digital strategies, they’re starting to flex their muscle. The result? Big companies are not only disrupting their traditional markets. They’re entering entirely new ones.

VO: In fact, the disrupted have now become the disrupters. And digital is helping big companies re-discover the edge that helped them become leaders in the first place. They’ve awakened to the power of digital and now have the resources, the scale and the will to re-invent their business, systems, data and talent networks.

VO: So while the last decade saw the rise of startup stars, the next promises something different—a new era of traditional companies becoming digital giants.

TRENDS
VO: We’ve identified six trends helping big companies become newly competitive and shaping the digital landscape ahead.

TITLE: Digital-physical blur: Extending intelligence to the edge
VO: This year, we look deeper into how real-time links between people and machines are helping companies react more intuitively—and more intelligently.

TITLE: From workforce to crowdforce: Rise of the borderless enterprise
VO: We reveal how companies are gaining the skills and insights they need by tapping into crowds of contributors around the world, making any Internet user a potential strategic resource.

TITLE: Data supply chain: Putting information into circulation
VO: As data becomes increasingly vast—and valuable—we take a look at how companies are breaking down silos and putting data to work across their entire organization.

TITLE: Harnessing hyperscale: Hardware is back (and never really went away)
VO: The rise of massive cloud data centers, Moore’s law, and new hardware and software architecture means hardware is once again driving innovation—and requiring investment.

TITLE: The business of applications: Software as a core competency in the digital world
VO: Companies have realized applications are the lifeblood of any digital business. So they’re learning new techniques to build their own apps with a focus on speed, agility and the user experience.

TITLE: Architecting resilience: Built to survive failure, the mantra of the nonstop business
VO: Finally, the need for “always on” business is leading companies to build their vital systems to adapt—and their businesses to continue—during failures.

OUTRO
VO: The digital power brokers of tomorrow are putting these trends to work today. See where your organization could be headed. Get the full report at accenture.com/technologyvision

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