



TECHNOLOGY
FOR PEOPLE
THE ERA OF THE
INTELLIGENT ENTERPRISE

The digital revolution today is an age of human empowerment: rapid advances have created a people-centric technology environment where the power lies with people to shape technology as they see fit.

For nearly 17 years, Accenture has taken a comprehensive look across the enterprise landscape to identify emerging technology trends that hold the greatest potential to disrupt businesses, industries and people.



AI IS THE
NEW UI

Experience Above All

Simple and smart interactions, value at each connection made... resulting in AI coming of age to become the new user interface of every digital business brand.



79% of executives agree that AI will revolutionize the way they gain information from and interact with customers.



85% of executives report they will invest extensively in AI-related technologies over the next three years.



79% agree that AI will help accelerate technology adoption throughout their organizations.



27% believe AI will completely transform their organizations over the next three years.

ECOSYSTEMS
AS MACRO
COSMS

Unleash the Power of Us

Platform companies: completely breaking the rules on to how operate and compete... companies now need more than just a platform strategy, they need a robust ecosystem approach.



27% of executives surveyed report that digital ecosystems are transforming the way their organizations deliver value.



75% agree competitive advantage will not be determined by your organization alone, but by the strength of the partners and ecosystems you choose.



WORKFORCE
MARKET
PLACE

Invent Your Future

On-demand labor platforms + surging online management solutions = talent marketplaces driving the most profound economic transformation since the Industrial Revolution.



76% agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.



85% of executives plan to increase their organization's use of independent freelance workers over the next year.



73% report that corporate bureaucracies are stifling productivity and innovation.

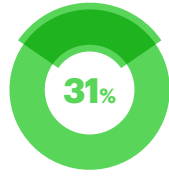
DESIGN
FOR
HUMANS

Inspire New Behaviors

Technology design decisions are being made by humans, for humans... technology is adapting to how we behave to learn how to enhance our lives.



80% of executives surveyed agree that organizations need to understand not only where people are today, but also where they want to be.



31% plan to use human behavior extensively to guide the development of new customer experiences and relationships in the next three years.

THE UN
CHARTED

Invent New Industries,
Set New Standards

To succeed in today's ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries.



65% of IT and business executives believe that government regulations in their industry have not kept up with the pace of technology advancement.



78% of executives agree that their organization feels it has a duty to be proactive in writing the rules for emerging industries.



74% of executives agree that their organization is entering entirely NEW digital industries that have yet to be defined.

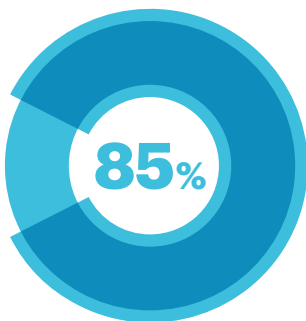
AI IS THE NEW U

Experience Above All

Simple and smart interactions, value at each connection made... resulting in AI coming of age to become the new user interface of every digital business brand.



79% of executives agree that AI will revolutionize the way they gain information from and interact with customers.



85% of executives report they will invest extensively in AI-related technologies over the next three years.



79% agree that AI will help accelerate technology adoption throughout their organizations.



27% believe AI will completely transform their organizations over the next three years.

ECOSYSTEMS AS **MACRO COSMS**

Unleash the Power of Us

Platform companies: completely breaking the rules on to how operate and compete... companies now need more than just a platform strategy, they need a robust ecosystem approach.



27% of executives surveyed report that digital ecosystems are transforming the way their organizations deliver value.



75% agree competitive advantage will not be determined by your organization alone, but by the strength of the partners and ecosystems you choose.

WORKFORCE MARKET PLACE

Invent Your Future

On-demand labor platforms + surging online management solutions = talent marketplaces driving the most profound economic transformation since the Industrial Revolution.



76% agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.



85% of executives plan to increase their organization's use of independent freelance workers over the next year.



73% report that corporate bureaucracies are stifling productivity and innovation.

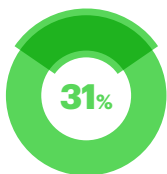
DESIGN FOR HUMANS

Inspire New Behaviors

Technology design decisions are being made by humans, for humans... technology is adapting to how we behave to learn how to enhance our lives.



80% of executives surveyed agree that organizations need to understand not only where people are today, but also where they want to be.



31% plan to use human behavior extensively to guide the development of new customer experiences and relationships in the next three years.

THE UNCHARTED

Invent New Industries, Set New Standards

To succeed in today's ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries.



65% of IT and business executives believe that government regulations in their industry have not kept up with the pace of technology advancement.



78% of executives agree that their organization feels it has a duty to be proactive in writing the rules for emerging industries.



74% of executives agree that their organization is entering entirely **NEW** digital industries that have yet to be defined.



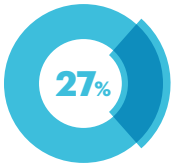
**of executives
agree that AI will
revolutionize the way
they gain information
from and interact
with customers.**



**of executives
report they will
invest extensively
in AI-related
technologies over
the next three years.**



**agree that AI will
help accelerate
technology adoption
throughout their
organizations.**



**believe AI will
completely transform
their organizations over
the next three years.**



**of executives surveyed
report that digital
ecosystems are
transforming the way
their organizations
deliver value.**



agree competitive advantage will not be determined by your organization alone, but by the strength of the partners and ecosystems you choose.



**agree organizations
are under extreme
competitive pressure to
extend innovation into
their workforce and
corporate structure.**



85% of executives plan to increase their organization's use of independent freelance workers over the next year.



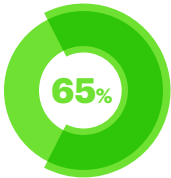
**report that corporate
bureaucracies are
stifling productivity
and innovation.**



of executives surveyed agree that organizations need to understand not only where people are today, but also where they want to be.



plan to use human behavior extensively to guide the development of new customer experiences and relationships in the next three years.



of IT and business executives believe that government regulations in their industry have not kept up with the pace of technology advancement.



78% of executives agree that their organization feels it has a duty to be proactive in writing the rules for emerging industries.



**of executives agree that
their organization is
entering entirely NEW
digital industries that
have yet to be defined.**