TECHNOLOGY VISION 2017

AMPLIFYOU

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.

ECOSYSTEM POWER PLAYS

Beyond Platforms
Platform companies: completely breaking the rules on how to 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 MARKETPLACE

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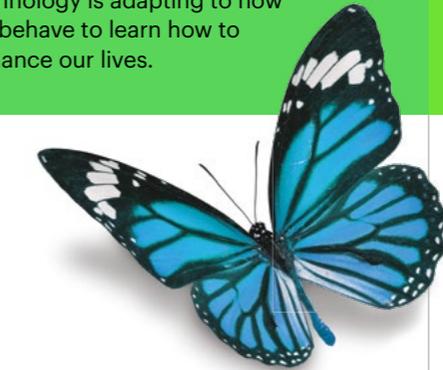
73% report that corporate bureaucracies are stifling productivity and innovation.

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.