The Post-Digital Era is upon us

ARE YOU READY FOR WHAT’S NEXT?

TECHNOLOGY VISION 2019

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What happens when most businesses are heavily investing in digital technologies?
An emergence of a post-digital world where technology is the fabric of reality.

Companies are using technology to meet people wherever they are, at any moment in time.

The digital saturation of reality has granted companies exceptional capabilities. They can understand their customers with a new depth of granularity. They have more channels than ever to reach those consumers. And with many companies already starting down the digital path, there are more digital ecosystems and more potential partners to help companies create holistic experiences.
Companies are already moving toward this future—one that tailors itself to fit every moment.

Zozotown, Japan’s biggest e-commerce company, is delivering “custom fast fashion.”

Its skintight spandex Zozosuits pair with the company’s app to take customers’ exact measurements; custom-tailored pieces then arrive in as few as 10 days.
Virgin Hotels greets its guests with a cocktail of their choice and a minibar stocked with their favorites, thanks to a digital platform the company uses in place of a rewards program.
Soon, each individual will have their own reality, and every moment will represent an opportunity for companies to play a role in shaping it.

For individual companies, this means addressing new complexities. Among them: distinguishing times when people want more or less technology in their lives.
Digital-era technology is now expected from every business.

Companies that weave a technology strategy to meet and even exceed these growing expectations will find themselves far ahead of the competition—and ready for a post-digital future.

94% of the 6,672 IT and business executives we surveyed report that the pace of innovation in their organizations has accelerated over the past three years.
In the post-digital world, every moment will represent a potential new market of one.

It’s where demand is communicated instantly and gratification is expected immediately. What’s more, both are constantly changing, creating an infinite and never-ending stream of opportunities to be met.
In the post-digital era, leaders will look to bypass the competition by serving many custom markets—on-demand, in the moment.

JD.com, an e-retail platform in China, is helping third parties set up customized stores for unique e-commerce experiences. Not only do these third parties benefit from the e-retail personalization, they also have access to JD’s supply chain and drone delivery services that can help them reach rural markets. By offering unprecedented customization and speed, JD is enabling other companies to capture moments, and in doing so creating a new market for itself.
By positioning themselves as the curators of reality, companies already have a new level of obligation to society.

How do you avoid crossing ethical boundaries?

And how does a company responsibly pick the opportunities to target in the first place?

With limitless opportunities, how do you measure the potential impact of products and services on society?
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Are you ready for what’s next?

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New technologies are catalysts for change, offering extraordinary new business capabilities. Distributed ledger technology, artificial intelligence (AI), extended reality (XR), and quantum computing will be the next set of new technologies to spark a step change, letting businesses reimagine entire industries.
Individually, these four technologies represent opportunities for businesses to differentiate their products and services.

**D**
**DISTRIBUTED LEDGER TECHNOLOGY**
Distributed ledgers will expand networks by eliminating the need for trusted third parties.

**A**
**ARTIFICIAL INTELLIGENCE (AI)**
AI already plays a role in optimizing processes and influencing strategic decision-making.

**R**
**EXTENDED REALITY (XR)**
Extended reality, an immersive technology, creates entirely new ways for people to experience and engage with the world around them.

**Q**
**QUANTUM COMPUTING**
Quantum technology will usher in novel ways to approach and solve the hardest computational problems.

Collectively, they will open new pathways into the future.

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Technology-driven interactions are creating an expanding technology identity for every consumer. This living foundation of knowledge will be key to not only understanding the next generation of consumers, but also to delivering rich, individualized, experience-based relationships in the post-digital age.

Unlock unique consumers and unique opportunities
Workforces are becoming human+: each individual worker is empowered by their skillsets and knowledge plus a new, constantly growing set of capabilities made possible through technology. Now, companies must adapt the technology strategies that successfully created this next-generation workforce to support a new way of working in the post-digital age.
SECURE US TO SECURE ME
While ecosystem-driven business depends on interconnectedness, those connections increase companies’ exposure to risks. Leading businesses are recognizing that just as they already collaborate with entire ecosystems to deliver best-in-class products, services, and experiences, it’s time security joins that effort as well.
MY MARKETS
Technology is creating a world of intensely customized and on-demand experiences, and companies must reinvent their organizations to find and capture those opportunities as they come. That means viewing each opportunity as if it’s an individual market—a momentary market.

Meet consumers’ needs at the speed of now
The current three-year set of technology trends relating to Accenture’s Technology Vision includes our reports from 2018 and 2017.

Accenture’s Technology Vision comprises a three-year set of technology trends, and it’s important to recognize that this year’s trends are part of a bigger picture. As companies continue to grow as digital businesses, they will need to keep up with the latest technologies, as well as continue to master those that have been maturing. These technologies will collectively inform how enterprises build the next generation of business and create paths toward future growth.
2018 TRENDS

Trend 1
CITIZEN AI
Raising AI to Benefit Business and Society
As artificial intelligence grows in its capabilities—and its impact on people's lives—businesses must move to "raise" their AIs to act as responsible, productive members of society.

Trend 2
EXTENDED REALITY
The End of Distance
Virtual and augmented reality technologies are removing the distance to people, information, and experiences, transforming the ways people live and work.

Trend 3
DATA VERACITY
The Importance of Trust
By transforming themselves to run on data, businesses have created a new kind of vulnerability: inaccurate, manipulated, and biased data that leads to corrupted business insights, and skewed decisions with a major impact on society.

Trend 4
FRICIONLESS BUSINESS
Built to Partner at Scale
Businesses depend on technology-based partnerships for growth, but their own legacy systems aren't designed to support partnerships at scale. To fully power the connected Intelligent Enterprise, companies must first rearchitect themselves.

Trend 5
INTERNET OF THINKING
Creating Intelligent Distributed Systems
Businesses are making big bets on intelligent environments via robotics, AI and immersive experiences. But to bring these intelligent environments to life, they must extend their infrastructures into the dynamic, real-world environments they want to reach.
2017
TRENDS
Trend 1
AI IS THE NEW UI
Experience Above All

Artificial intelligence (AI) is about to become your company’s digital spokesperson. Moving beyond a backend tool for the enterprise, AI is taking on more sophisticated roles within technology interfaces. From autonomous driving vehicles that use computer vision, to live translations made possible by artificial neural networks, AI is making every interface both simple and smart—and setting a high bar for how future interactions will work. It will act as the face of a company’s digital brand and a key differentiator—and become a core competency demanding of C-level investment and strategy.

Trend 2
ECOSYSTEM POWER PLAYS
Beyond Platforms
Companies are increasingly integrating their core business functionalities with third parties and their platforms. But rather than treat them like partnerships of old, forward-thinking leaders leverage these relationships to build their role in new digital ecosystems—instrumental to unlocking their next waves of strategic growth. As they do, they’re designing future value chains that will transform their businesses, products, and even the market itself.

Trend 3
WORKFORCE MARKETPLACE
Invent Your Future

The future of work has already arrived, and digital leaders are fundamentally reinventing their workforces. Driven by a surge of on-demand labor platforms and online work management solutions, legacy models and hierarchies are being dissolved and replaced with open talent marketplaces. This resulting on-demand enterprise will be key to the rapid innovation and organizational changes that companies need to transform themselves into truly digital businesses.

Trend 4
DESIGN FOR HUMANS
Inspiring New Behaviors

What if technology adapted to you? The new frontier of digital experiences is technology designed specifically for individual human behavior. This shift is transforming traditional personalized relationships into something much more valuable: partnerships. Business leaders recognize that as technology shrinks the gap between effective human and machine cooperation, accounting for unique human behavior expands not only the quality of experience, but also the effectiveness of technology solutions.

Trend 5
THE UNCHARTED
Invent New Industries, Set New Standards

Businesses are not just creating new products and services; they are shaping new digital industries. To fulfill their digital ambitions, companies must take on a leadership role to help shape the new rules of the game. Those who take the lead will find a place at or near the center of their new ecosystem, while those that don’t risk being left behind. From technology standards to ethical norms to government mandates, in an ecosystem-driven digital economy, one thing is clear: a wide scope of rules still needs to be defined.
THANK YOU

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