2018 SW산업 전망 컨퍼런스

액센츄어 테크놀로지 비전

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2017.11.20

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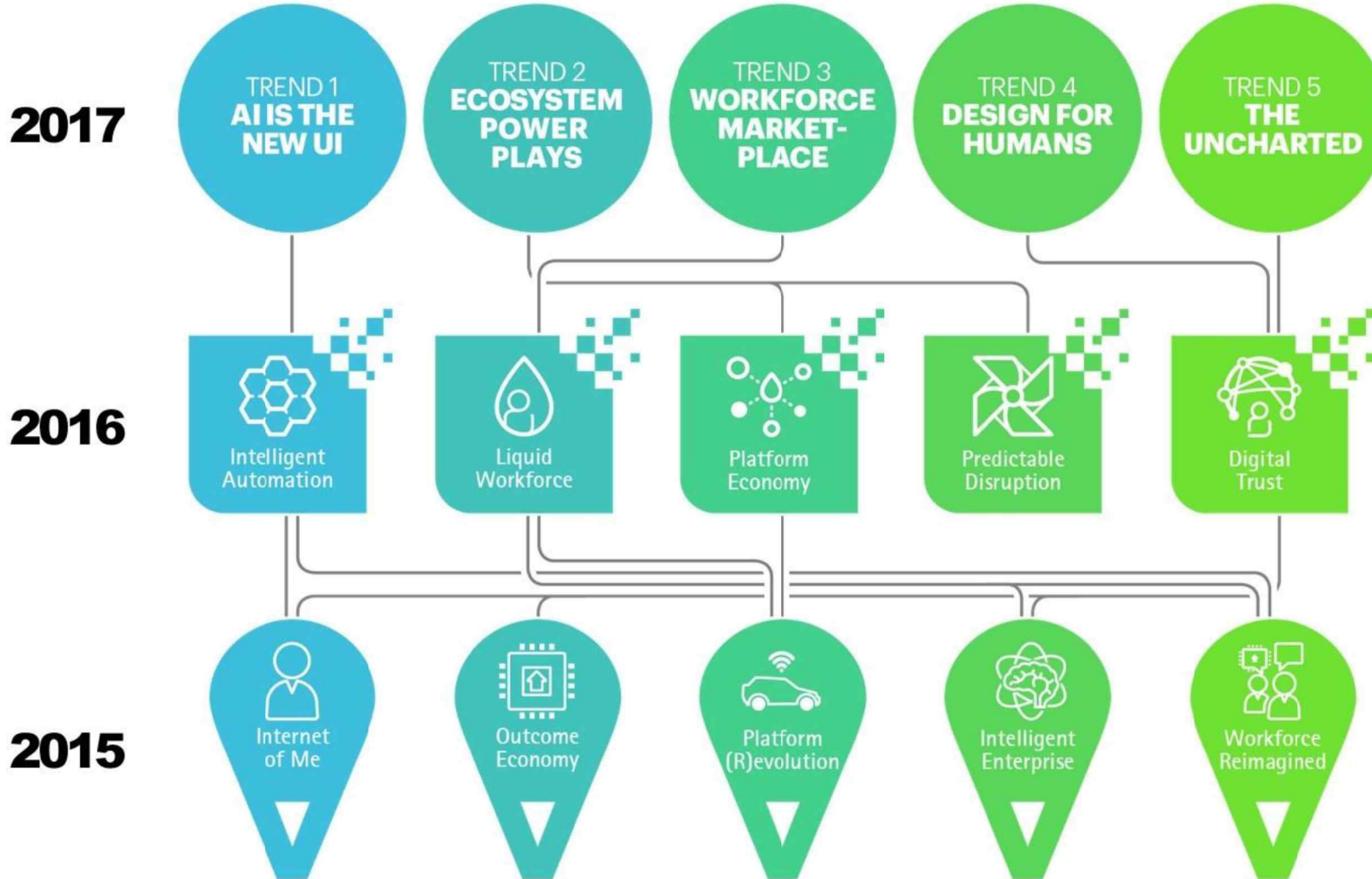
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OVERVIEW

2017

TREND 1 **AI IS THE NEW UI**	TREND 2 **ECOSYSTEM POWER PLAYS**
TREND 3 **WORKFORCE MARKET-PLACE**	TREND 4 **DESIGN FOR HUMANS**
TREND 5 **THE UNCHARTED**	

2016

Intelligent Automation

Liquid Workforce

Platform Economy

Predictable Disruption

Digital Trust

TECHNOLOGY VISION TREND EVOLUTION

2015

Internet of Me

Outcome Economy

Platform (R)evolution

Intelligent Enterprise

Workforce Reimagined

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TECHNOLOGY FOR PEOPLE

THE ERA OF THE INTELLIGENT ENTERPRISE

Technology changes are all around us, and coming faster than ever. But no longer are we waiting and wondering how the latest digital technology advances will change things; rather, we're taking control and shaping technology to fit our needs, large and small.

2017 VISION TRENDS

TECHNOLOGY BY PEOPLE, FOR PEOPLE

TREND 1	TREND 2	TREND 3	TREND 4	TREND 5
AI IS THE NEW UI	**ECO SYSTEM POWER PLAYS**	**WORK FORCE MARKET PLACE**	**DESIGN FOR HUMANS**	**THE UN CHARTED**

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AI IS THE NEW UI

Experience Above All

ARTIFICIAL INTELLIGENCE IS BECOMING A COMPANY'S DIGITAL SPOKESPERSON

Moving beyond a back-end 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 machine learning, AI is making every interface both simple and smart – and setting a high bar for how future interactions will work.

AI IS THE NEW UI

IT WILL ACT AS THE FACE OF A COMPANY'S DIGITAL BRAND

and a key differentiator – becoming a core competency demanding of C-level investment and strategy.

YOUR AI WILL BE A KEY POINT OF DISTINCTION FOR YOUR BUSINESS VERSUS YOUR COMPETITORS

and so must be considered a core competency demanding of C-level investment and strategy.

AI IS NO LONGER ABOUT HOW YOU DO THINGS – IT'S WHO YOU ARE

ECOSYSTEM POWER PLAYS

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.

ECOSYSTEM POWER PLAYS

Every company needs an ecosystem strategy to move forward, one that prepares them for a future where they are not involved in one ecosystem, but many.

How companies select and foster the right ecosystems for their goals will define their prospects for the future: competitive advantage depends on the strength of the partners and ecosystems you choose and your plans to help them grow. Ultimately, ecosystems are redefining how companies do business, and leaders would be wise to start forging these relationships today.

WORKFORCE MARKET PLACE

Invent Your Future

THE FUTURE OF WORK HAS ALREADY ARRIVED

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.

THE DIGITAL ERA IS BREAKING THE INDUSTRIAL-ERA MODELS OF HOW COMPANIES SHOULD DO BUSINESS

but as they transform to act more like marketplaces, companies are also fundamentally rewriting the social contract – reshaping views on the relationships and responsibilities that companies, governments, and society have with workers.

WORKFORCE MARKETPLACE

WORKING TOWARD

a corporate marketplace model – where companies are designed for people – can drive unprecedented business speed and agility. Those who invest in people innovation today will unleash human potential and creativity, and by evolving their corporate structures, fill in a missing piece in the digital revolution.

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DESIGN FOR HUMANS

Inspire New Behaviors

WE SHAPE TECHNOLOGY SO IT ADAPTS TO US

The new frontier of digital experiences is technology designed specifically for individual human behavior.

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. This shift is transforming traditional personalized relationships into something much more valuable: partnerships.

BUILDING ON THE INSIGHT

available from unprecedented data, leaders will create rich, responsive journeys that guide people toward achieving their goals, and walk with them to get there. This is the design approach that will deliver lasting value in the digital economy: where technology is shaped by people, for people.

BUSINESSES ARE NOT 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 scope
of rules still needs to be defined.

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 who don't risk being left behind.

RESEARCH METHODOLOGY

The research process begins with gathering input from the Technology Vision External Advisory Board, a group comprising more than two dozen experienced individuals from the public and private sectors, academia, venture capital, and entrepreneurial companies. In addition, the Technology Vision team conducts interviews with technology luminaries and industry experts, as well as nearly 100 Accenture business leaders from across the organization.

The team also taps into the vast pool of knowledge and innovative ideas from professionals across Accenture, using Accenture's collaboration technologies and a crowd sourcing approach to uncover the most interesting emerging technology themes. The 'Trend Spotting' campaign encourages global participation from individuals at every level and throughout every segment of Accenture. Nearly 3,000 participants actively engaged in the campaign, contributing valuable ideas and voting on others' inputs, and the effort saw a 19% increase in the number of people submitting ideas compared to the previous year.

TECH VISION SURVEY OVERVIEW

#TECHVISION2017

5,400
RESPONDENTS
16 INDUSTRIES

31
COUNTRIES
SURVEYED

ARGENTINA	MALAYSIA
AUSTRALIA	NORWAY
AUSTRIA	PORTUGAL
BRAZIL	QATAR
CHILE	RUSSIA
CHINA	SAUDI ARABIA
DENMARK	SINGAPORE
FINLAND	SOUTH AFRICA
FRANCE	SPAIN
GERMANY	SWEDEN
INDIA	SWITZERLAND
INDONESIA	THAILAND
IRELAND	TURKEY
ITALY	UAE
JAPAN	UNITED KINGDOM
	UNITED STATES

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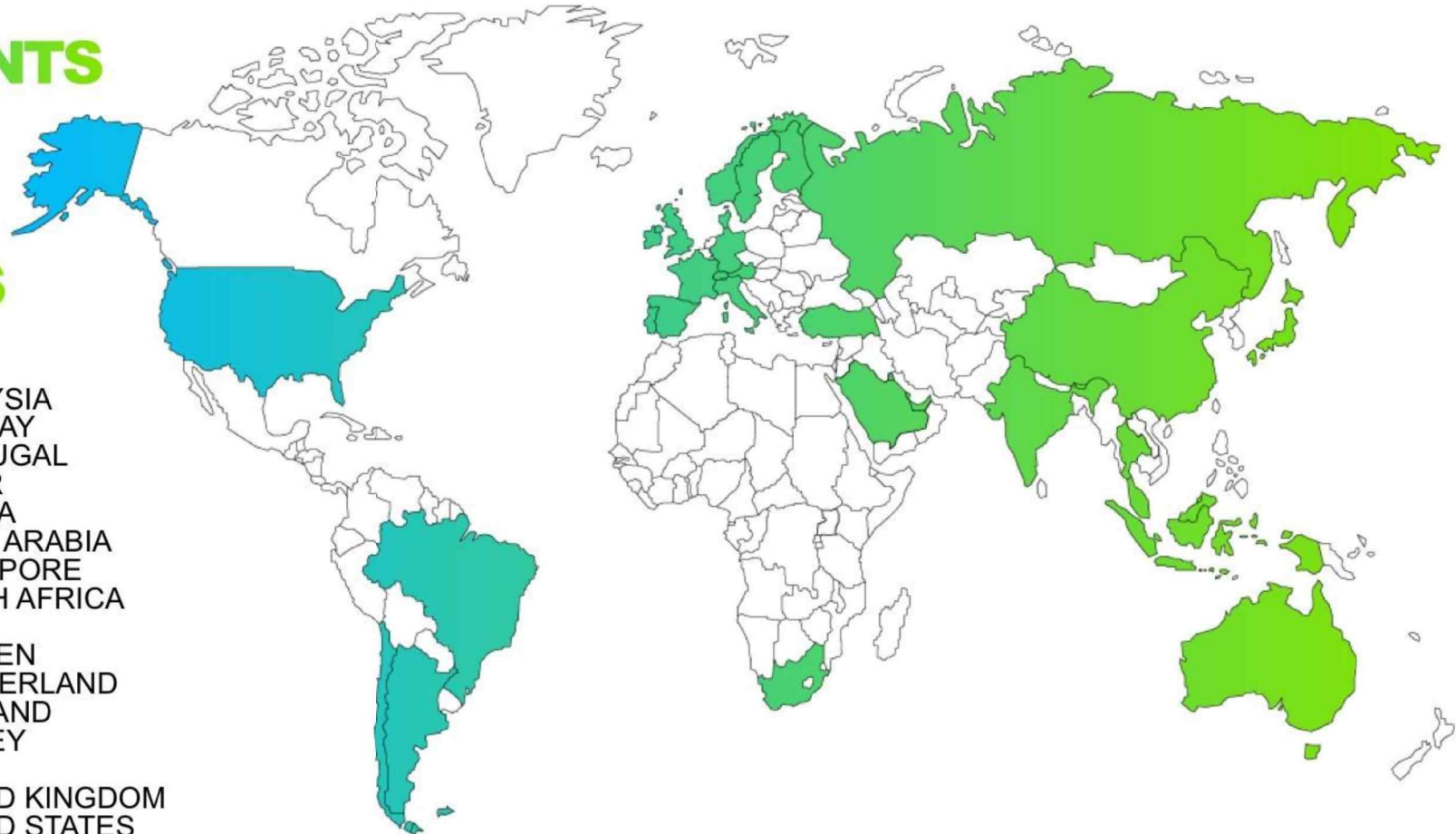
THANK YOU

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