



Strategy | Consulting | Digital | Technology | Operations

Technology Vision

5 trends driven by digital disruption

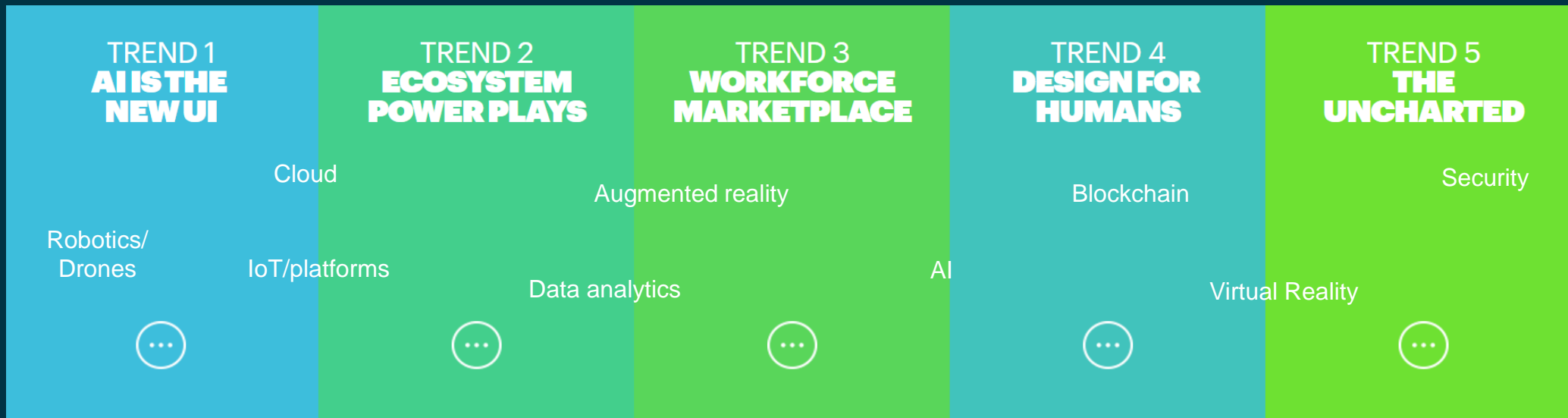
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A young man with dark curly hair and a green and white plaid shirt is wearing large black headphones. He is looking intently at a glowing red wireframe sphere that is surrounded by falling red and white confetti. The background is a blurred office setting with a computer monitor and keyboard visible in the foreground.

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Technology for People: The era of the intelligent enterprise

The Accenture Technology Vision 2017 identifies five technology trends fueled by digital disruptions



Artificial Intelligence will invade customer relationships

Largest and most influent companies will become platforms, user experience will make it all

Talent management will happen through marketplaces, free-lancers will abound

Everything will be personalized at no cost

Transactions will become completely decentralized



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Trend 1

AI is the new UI

AI is taking on more sophisticated roles within technology interfaces – and quality needs to keep pace.

Top Three Predictions

1. In 5 years, more than half of your customers will select your services based on your AI instead of your traditional brand.
2. In 7 years, most interfaces will not have a screen and will be integrated into daily tasks.
3. In 10 years, digital assistants will be so pervasive they'll keep employees productive 24/7/365, operating in the background for workplace interactions.



Trend 2

Ecosystem Power Plays

Companies are increasingly integrating their core business functionalities with third parties and their platforms.

Top Three Predictions

1. In five years, the majority of customers will be purchasing goods or services through a digital 'middle man' – such as messaging platforms, smart assistants etc.
2. Five years from now, 80% of the S&P 500 will be engaged in multiple industry ecosystems.
3. In seven years' time, an industry leader from today will have transformed into an ecosystem company spanning multiple markets.





Trend 3

Workforce Marketplace

Companies must take their first steps toward the corporate marketplace model today.

Top Three Predictions

1. In 5 years or less, the judgments around full-time employment and freelancers will flip completely. **Talent marketplaces** will provide workers with improved earning opportunities.
2. Within 5 years, new, dominant leaders with business structures based on **small cores and powerful ecosystems** will emerge.
3. In 5 years, **on-demand labor platforms** will emerge as a primary driver of economic growth in developed/emerging economies.





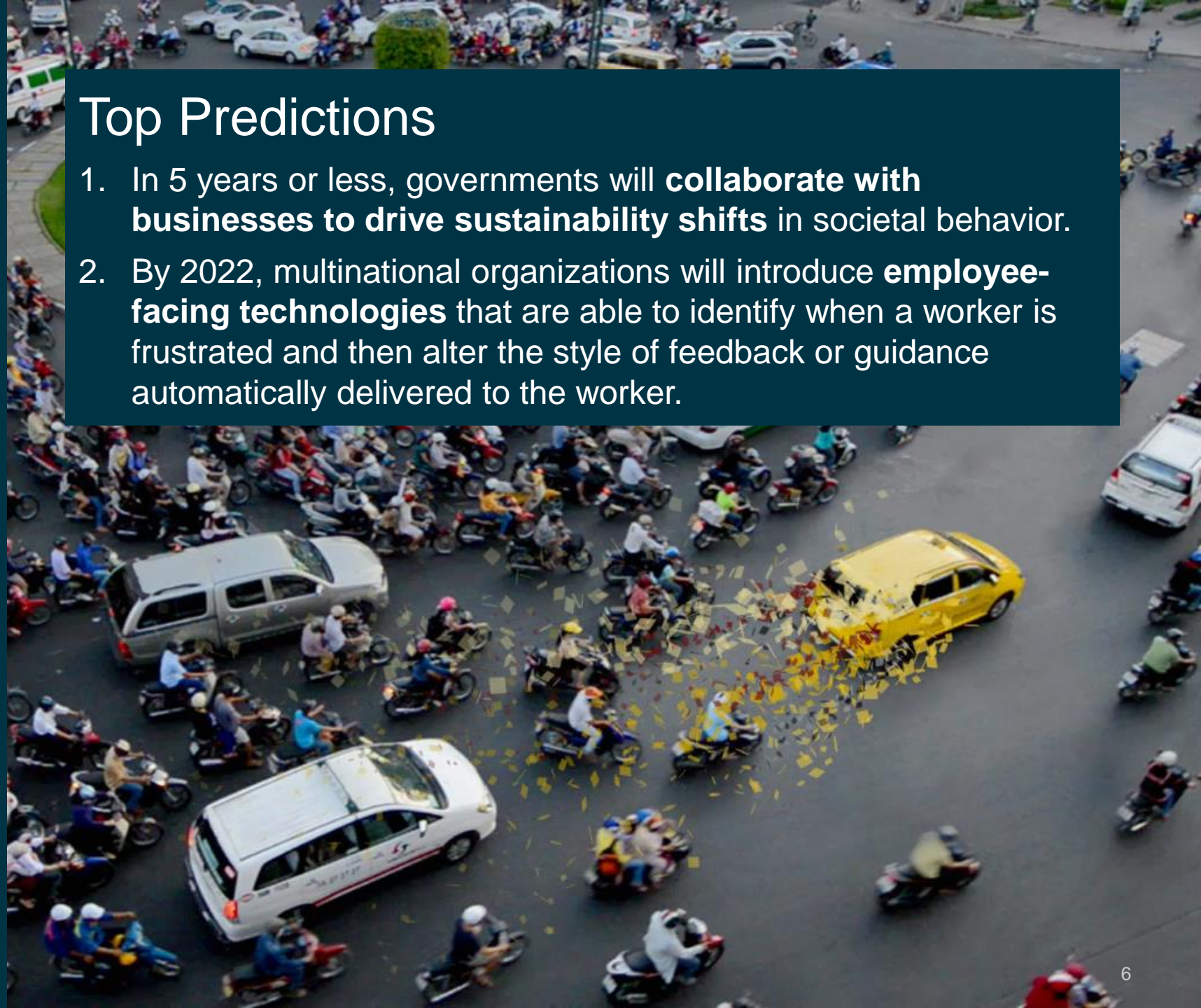
Trend 4

Design for Humans

Expanded parameters of personalization

Top Predictions

1. In 5 years or less, governments will **collaborate with businesses to drive sustainability shifts** in societal behavior.
2. By 2022, multinational organizations will introduce **employee-facing technologies** that are able to identify when a worker is frustrated and then alter the style of feedback or guidance automatically delivered to the worker.





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Trend 5

The Uncharted

Businesses are not just creating new products and services; they're shaping new digital industries.

Top Three Predictions

1. Within 3 years, for companies with mature digital strategies like Tesla, **industry boundaries will vanish**, and each new endeavor will amplify disruption.
2. By 2020, there will be entire **ecosystems requiring the use of smart contracts** in order to participate.
3. Within 5 years, new performance-based contracts taking the form of 'if/then/else' between two or more parties – will exclusively be **smart contracts that self-govern and self-execute.**

Accenture Technology Vision



[Accenture Technology Vision 2017](#)

Accenture

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