the theme of tech vision 2020 is we the

post digital people how did Accenture

come up with this idea I think it really

started with the recognition that people

nowadays are fundamentally different

than they were 10 15 20 years ago you

know and a large piece of that is how

technology has become a piece of our

lives you know right now we've got 4.5

billion people you know across the

planet who are connected to the Internet

you know and we're seeing that on

average people are spending that was six

point four hours a day like that's a

quarter of their life you know

specifically engrained with technology

we're talking so much about technology

but how do businesses really bring that

human touch to technology that's able to

really meet people's needs as well as

their values yeah and I think that's

just it is that companies are starting

to realize that they're not just selling

products anymore they're actually being

integrated in their lives and so the

same way that people are realizing the

technology is shaping them is that their

expectations for the companies of what

they're going to do is changing the way

that companies are acting and

interacting with them no but more than

that is that if I'm actually going to be

interacting with my kids if I'm gonna be

relying on uber or lyft to get to my job

you know if you're gonna be doing these

important things and relying on

technology you know to do it is that not

only do I have to provide it something

that's gonna be you know fundamentally

valuable is that it's also needs to be

something that actually reflects my own

values and this is that new conversation

that we think the big winners in the

next generation of technologies are

going to be the companies that not only

provide value but also provide values at

the same time why is it important for

businesses in 2020 to focus on the trust

factor yeah I mean the trust factor is

really there because if you don't trust

the companies then you're one you're not

gonna use the products and then two

you're also gonna not be able to create

new products on top of all and so when

people start to ask questions about

privacy when they start

asking question about trust is the trust

is going to become that currency that's

gonna not only allow you to

differentiate yourself in the

marketplace but I think it's honestly

gonna be the currency that says I'm not

gonna be able to build those next

generations of services unless I have

people who are gonna trust me enough to

actually start to manipulate start to

change and start to mold their lives I

think it's fair to say when you look at

businesses today many of them are

feeling overwhelmed and when we think

about tech vision 2020 and we tie

together all of the different themes

what should businesses do in terms of

moving forward you know moving forward

what we're really asking businesses is

to at this point stop looking at just

the products and services they're

pushing and take a step back to figure

out what are the models that they're

using to deliver those services and what

we're seeing is there's a I'll call it a

tech clash you know not a tech lash

because everybody's still using

technology but rather a tech clash you

know in that people want to use that

technology you know but companies have

to realize that it's not just the

products and services they're providing

but it's all of the other pieces around

it you know one of which is going to be

trust what do you think is the biggest

opportunity for businesses yeah I mean

the the opportunity here is enormous

because what we're really talking about

is people letting companies into their

life enough to not just hand them tools

but rather work with them and partner

with them in order to you know chase

after goals and there's so many options

that says once I and understand what

somebody's outcomes what some of these

goals are is it that the services I

provide

don't become a couple of services that

become a lot of different services that

can really differentiate you from what's

out there how can businesses that adopt

the trends and tech version 2020 use

them to succeed well I think that the

way that they're going to be using them

in a different way is they're using them

in order to be able to drive that next

generation of change to drive themselves

so that they're closer to their

customers you know drive themselves so

that

they can partner better with the world

around them

[Music]

you