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Accenture technology vision 2019 report

Join one of the world's largest independent technology service providers to grow their expertise and help customers around the world innovate on a scale and transform their businesses. Help change the way the world works and lives, through technological innovation. Bleiben Sie mit unserem Newsletter auf dem Laufenden Bleiben Sie mit unserem Newsletter auf dem Laufenden People's love (and those needed) technology has allowed companies to knit that technology and companies themselves-our lives. While this has changed the way we work, live and communicate with the world, it is important to recognize that this love of technology is not unconditional. In the long run, it is increasingly clear that social and media companies cannot expect a customer to always look for the latest technology or the best upgrade. They also want a sense of comfort and confidence that everything just works as expected. In this year's Technology Vision surveys, we interviewed over 600 communications and media leaders with 2,000+ consumers worldwide. One of the main conclusions is that people's relationships with technology are changing very clearly. This is a trend that is likely to be even more pronounced as a result of COVID-19, bearing in mind how strongly people have relied on technology to maintain connections in recent months. But that doesn't mean a blind love of technology. Our research also found that consumers increasingly expect companies to recognise the interdependence between their activities and the people they serve and to adapt their services accordingly. Our 2020 Communications and Media Technology Vision article series explores how it plays out through five key themes: companies that start building personalized, interactive and shared virtual communities today can lead that success far into the future. Investing in the ai and other tools that are explained, enabling a genuine partnership with the human garden, will enable companies to re-imagine their workforce in the future. When today's robotics leaders play new pandemic-related roles, they will build a truly long-term automated future. Companies need to consider how they can introduce new features without being transgressed. Not supporting these changes will bring short-term benefits. Leaders who create vibrant and resilient innovation in DNA are positioned to meet new needs and create new abilities faster than ever. They provide an action plan so that organisations can rethink their approach and how and where they need to focus their innovative energies over the next three to five years. Leading the future requires rethinking the basic assumptions at the intersection of people and technology. In a series of full articles, Accenture industry leaders explore the key themes of technology studies that will take a closer look at future interference. The data is the lifeblood of an intelligent company, the global economy depending on the live and accurate information to launch. The vulnerability of unverified information is a serious problem for businesses and needs to be addressed. The tools and capabilities available give companies the right to combat this critical new challenge and to ensure the integrity and veracity of the data. Inaccurate and manipulated information threatens to undermine the knowledge on which companies rely on plan, operation and growth. Unverified data is a new type of vulnerability and one that every business-leverage digital technology needs to address. Autonomous data-driven decision-making is growing across industries. Unchecked, the potential damage to bad data becomes an existential threat at the company level. Ensuring the integrity and veracity of data has now become a priority for strong governance. Leaders are responding to our Tech Vision study report as their organizations are increasingly using data to drive critical and automated decision-making, on an unprecedented scale. Leaders agree that organizations are based on their most critical systems and strategies for data, but many have not invested in the capabilities to control the truth inside. Trust in the integrity and understanding of the company's data is crucial for business to accept the risks of poor data quality. The truth exists, and every company needs to create a data intelligence practice based on existing data science and cybersecurity capabilities. By making these investments, companies create more value than data, and the right data intelligence practice helps to ensure the success of other digital transformation initiatives. It has become part of everything we do as human beings, as businesses and as a society. However, the impact on individual people's expectations is changing. People are increasingly waiting for health care on their own terms and expect digital to be an enabler. From using data to understand a patient's food preferences in a hospital and to provide these meals exactly when they want it to transmit information through the right channel based on selected preferences – digital can support the provision of health services, when, where and how people want it. Healthcare professionals say that the pace of innovation within their organisation has accelerated over the last three years due to emerging technologies. Health leaders agree SMAC has moved beyond adoption silos to become part of the core technology foundation of these organizations. Health care is a unique place in the post-digital world. The industry has recognised that digital must become part of everything it does. And while investments in social, mobile, analytics and cloud technologies (SMAC) are advancing and showing value, look at the direction that is next distinguished in this new era. There is no more digital and non-digital separation. The future is about the full adoption of SMAC and embracing new technologies that change results and ultimately change lives. Today's planning for the digital world is crucial as health care companies continue their digital transformation journeys. There is no more digital and non-digital separation. The future is about the full adoption of the SMAC. This year's Accenture Digital Health Tech Vision highlights five emerging digital trends that will shape healthcare companies over the next three to five years: DARQ Power, Get know Me, Human + Worker, Secure U.S. Secure ME and MyMarkets. In every trend, you can see how the maturity of digital technology in all business and society increases expectations, abilities and risks in health care. Fortunately, it's the same era of huge opportunity. Accenture's Digital Health Tech Vision consists of a three-year set of technology trends that includes our 2018 and 2017 reports. It is important to recognise that this year's trends are part of a bigger picture. As healthcare companies continue to grow as digital companies, they need to keep up with the latest technologies and continue to embrace matures. These technologies provide collective insight into how companies build the next generation of business and create a path to future growth. RELATED: Pivot to the Future Podcast RELATED: Today's Consumers Reveal The Future of Health Care RELATED: 2018 Digital Health Tech Vision RELATED: 2017 Digital Health Tech Vision Stay Know with Our Newsletter Stay with Our Newsletter Five tech Trends in This Year's Report reflect parallel digital transformation between businesses and people. The 2019 technology vision will welcome companies in the new digital age. Stay in the Know with Our Newsletter Stay with the Know with Our Newsletter Successful companies take advantage of new technologies, but prioritize trust, responsibility, privacy and security in JOHANNESBURG; February 7, 2019 - The company is entering a new post-digital era where success is based on the organization's ability to provide personalized reality and experience to customers, employees and business partners, according to accenture Technology Vision 2019, accenture's (NYSE: ACN) annual report that predicts key technology trends that will define companies again over the next three years. According to this year's report, The Post-Digital Era is on our top-Are you ready for What next?, the company is at a turning point. Digital technology enables companies to understand their customers with a new depth of detail; to give them more channels to reach consumers; allow them to expand ecosystems with potential new partners. But digital is no longer a distinctive advantage - it is now an entrance. In fact, almost four in five (74 percent) of South African business and IT executives that Accenture surveyed in the report believe that digital technology-specifically social, mobile, analytics and cloud-have moved beyond adoption silos to become part of the core technology foundation of their organization. South Africa is not yet in the post-digital era, but has the opportunity to ignite its growth and bring the continent, explains Willie Schoeman, executive director of Accenture Technology Africa. There is only a small way to truly embrace new technologies and use them wisely now. In 2019, the pace of change means you are either destructive or disturbed – there is no middle ground. At the same time, in 2019, the By using new technologies smartly, we can promote growth, new skills and jobs in this process. Technology Vision 2019 identifies five emerging technology trends that companies need to address if they want to be successful in today's fast-growing landscape: DARQ Power: Darq DNA Understanding. Technologies distributed by ledgers, artificial intelligence, augmented reality and quantum computing (DARQ) are catalysts for change, providing extraordinary new capabilities and allowing companies to reimagine across industries. When asked to rank which of them will have the biggest impact on their organization over the next three years, 38 percent of executives ranked AI number one-almost twice as many as any other DARQ technology. Meet me: unlock unique consumers and unique opportunities. Technology-based communication creates an expanding technology identity for every consumer. This living foundation of knowledge is key to understanding the next generation of consumers and providing rich, individualised and experience-based relationships. More than four in five executives (81 percent) said that digital demographics give their organizations a new opportunity to identify market opportunities to meet customers' needs. Person+ employee: Change your job or hinder your work. As the workforce becomes human+, with each employee empowered by their skills and knowledge and a new, growing pool of capabilities made possible through technology, companies need to support a new way of working in the digital age. More than two-thirds (67 per cent) of managers believe their employees are digitally more mature than their organisation, resulting in the workforce waiting for the organisation to catch up. Make sure we protect me: companies are not victims, they are vectors. While ecosystem-led entrepreneurship depends on these associations increase the exposures of companies. Leading companies recognise that security must play a key role in their efforts as they work with healthy ecosystems to provide cutting-edge products, services and experiences. Only 27 percent of managers said they know that their ecosystem partners are working diligently to be consistent and resilient to security. MyMarkets: Meet consumers speed now. Technology creates a world of intensively tailored and on-demand experience, and companies need to reinvent their organisations to find and capture these opportunities. This means that every opportunity is an individual market – a spot-on market. Almost six in seven drivers (83 percent) said that integration adjustment and real-time delivery is the next big wave of competitive advantage. According to the report, innovation in digital age organisations involves working out how to shape the world around people and choosing the right time to provide their products and services. They are taking their first steps in a world that adapts to fit at any moment, where products, services and even people's surroundings are tailored and where companies take care of the individual in every aspect of their life and workplace, shaping their reality. Consider the recent launch of Nielsen's SmartStore - Africa's first virtual reality shopping technology. SmartStore provides shopper reviews and behaviors to retailers and manufacturers, allows them to test several new store and shelf layouts and designs, a trial of new products, and determine the attractiveness of different packaging options. It's a vibrant virtual environment where you can create multiple scenarios and collect extensive analysis - including tracking customer movements (head, eye, legs), 3D heat maps and other tracking. The report notes that companies that are still ending their digital changes are looking for a specific advantage, be it an innovative service, greater efficiency or more personalisation. However, digital companies can already be one step ahead – often by overcoming competition by changing the way the market itself operates – on demand and at the moment. For example, Discovery Health's electronic health register, Health ID, gives doctors a full overview of the patient's medical history and test results. By adding a health ID to the healthtap-AI platform (Dr AI), it is possible to turn a patient's symptoms into a personalized diagnosis recommended by doctors. Discovery also uses its existing Vitality member data to predict the likelihood that patients will develop new chronic diseases or worsening medical conditions, while stimulating doctors to consult for longer and improve the patient's lifestyle. Detection also triggers smart a health plan that provides patients with a network of highly valued GDs, professionals and hospitals—your app leveraging existing assets and tools. For almost two decades, Accenture has taken a systematic look at the entire corporate landscape to identify emerging technology trends with the greatest potential to disrupt businesses and industries. For more information about this year's report www.accenture.com/technology/vision or follow the conversation #TechVision2019. Accenture Technology Vision is developed annually by Accenture Labs and Accenture Research. For the 2019 report, the research process involved a collection of contributions from an external advisory board of technology vision, consisting of more than two dozen experienced public and private, academics, venture capital firms and business enterprises. In addition, the Technology Vision team conducted interviews with technology lighting and industry experts and nearly 100 Accenture business leaders. At the same time, Accenture Research conducted a global online survey of 6,672 business and IT leaders to gain insight into the uptake of emerging technologies. The study helped to identify key issues and priorities for technology deployment and investment. Respondents were C-level managers and directors in companies in 27 countries (including South Africa) and 20 industries, most of which were over USD 6 billion. Accenture is a leading global professional services company that offers a wide range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and special skills in more than 40 industries and all business functions supported by the world's largest transmission network – Accenture works at the intersection of business and technology to help customers improve their performance and create sustainable value for their stakeholders. With 469,000 people serving clients in more than 120 countries, Accenture is leading innovation to improve the functioning and life of the world. Visit us www.accenture.com. 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