Experience Above All
Simple and smart interactions, value at each connection made...resulting in AI coming of age to become the new user interface of every digital business brand.

The digital revolution today is an age of human empowerment: rapid advances have created a people-centric technology environment where the power lies with people to shape technology as they see fit.

For nearly 17 years, Accenture has taken a comprehensive look across the enterprise landscape to identify emerging technology trends that hold the greatest potential to disrupt businesses, industries and people.

**TECHNOLOGY VISION 2017**

- **85%** of executives report they will invest extensively in AI-related technologies over the next three years.
- **75%** of executives agree competitive advantage will not be determined by your organization alone, but by the strength of the partners and ecosystems you choose.
- **76%** of executives surveyed agree that organizations need to understand not only where people are today, but also where they want to be.

- **79%** of executives agree that AI will revolutionize the way they gain information from and interact with customers.
- **27%** of executives surveyed report that digital ecosystems are transforming the way their organizations deliver value.
- **80%** of executives plan to increase their organization’s use of independent freelance workers over the next year.
- **78%** of executives agree that their organization feels it has a duty to be proactive in writing the rules for emerging industries.

- **85%** believe AI will help accelerate technology adoption throughout their organizations.

- **2%** believe AI will completely transform their organizations over the next three years.
- **7%** of executives agree AI will help organizations adapt to changing customer needs.

- **31%** report that corporate bureaucracies are stifling productivity and innovation.
- **65%** of IT and business executives believe that government regulations in their industry have not kept up with the pace of technology advancement.

- **79%** agree that AI will completely transform their organizations over the next three years.
- **27%** report that corporate behavior extensively guida the development of new customer experiences and relationships in the next three years.
- **74%** of executives agree that their organization is entering entirely new digital industries that have yet to be defined.

- **73%** of executives agree that AI will help accelerate technology adoption throughout their organization.
- **80%** of executives agree that AI will completely transform their organizations over the next three years.

**TECHNOLOGY FOR PEOPLE**

THE ERA OF THE INTELLIGENT ENTERPRISE

- **78%** agree that AI will revolutionize the way they gain information from and interact with customers.
- **85%** agree AI will revolutionize the way they gain information from and interact with customers.

- **85%** agree that AI will completely transform their organizations over the next three years.

- **27%** believe AI will help accelerate technology adoption throughout their organizations.

**Ecosystems as Macrocosms**

- **75%** agree that AI will help accelerate technology adoption throughout their organizations.

- **73%** agree that AI will help accelerate technology adoption throughout their organizations.

**Workforce Market Place**

- **85%** of executives agree that AI will completely transform their organizations over the next three years.

- **76%** agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.

**Design For Humans**

- **80%** of executives plan to increase their organization’s use of independent freelance workers over the next year.

- **78%** agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.

**The Un Charted**

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- **74%** of executives agree that their organization is entering entirely new digital industries that have yet to be defined.

**Unleash the Power of Us**

Platform companies completely breaking the rules on how to operate and compete...companies now need more than just a platform strategy, they need a robust ecosystem approach.

**Invent Your Future**

On-demand labor platforms + surging online management solutions + talent marketplaces driving the most profound economic transformation since the Industrial Revolution.

**Inspire New Behaviors**

Technology design decisions are being made by humans, for humans...technology is adapting to how we behave to learn how to enhance our lives.

**Invent New Industries, Set New Standards**

To succeed in today’s ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries.