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Accenture Technology Vision 2014

Big is the Next Big Thing
From Digitally Disrupted to Digital Disruptors

High performance. Delivered.

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Digital-Physical Blur

- *Explosion of connected devices*
- *Increased bandwidth*
- *Advanced robotics*
- *Rise of real-time analytics*

Harnessing Hyperscale

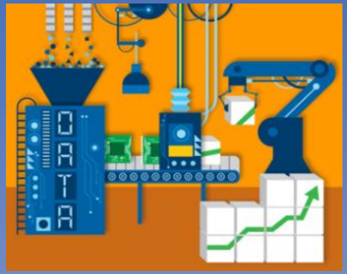
- *Rising demand for scale*
- *Hardware and server architecture innovation surge*
- *Open source*

Workforce to Crowdsource

- *Accelerated pace of IT change*
- *Maturation of crowdsourcing platforms*
- *Strong case studies from early adopters*

Business of Applications

- *Digital transformation of enterprises*
- *Accelerated pace of IT change*
- *Maturation of application platform providers*
- *Rising consumer and user expectations*



Data Supply Chain

- *Corporate data silos*
- *Rising data volumes*
- *Maturing data technology*

Architecting Resilience

- *Digital transformation of enterprises*
- *Increased cyber threats*
- *Increased IT complexity*
- *The expectation of "always on"*

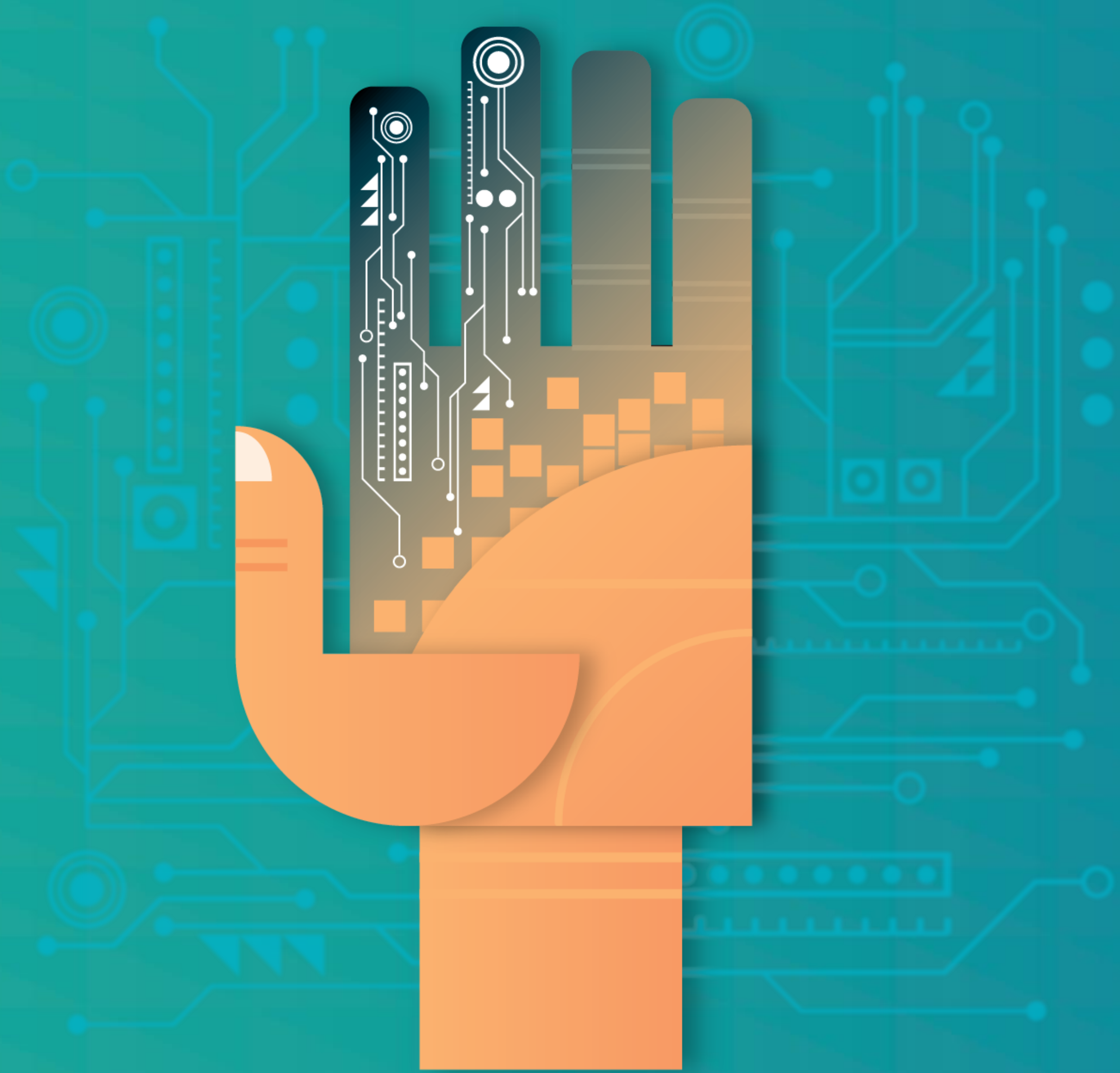
From Digitally Disrupted to Digital Disruptors

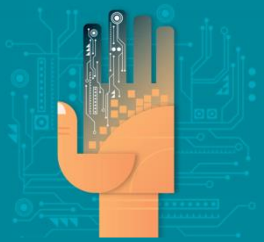
- 8th Year
- Crowdsourced the Technology Vision
- Nearly 300,000 people,
  120 locations, thousands of Clients
- Mindjet's SpigitEngage
  - spigit.com/spigitengageoverview/
- >3000 ideas and 850 connected contributors
- Client validation
- Tech Vision 2014 microsite
  - accenture.com/malaysiantechvision

1

Digital-Physical Blur:

Extending intelligence at the Edge





Digital Physical Blur

Why Now?

- ***Explosion of connected devices:*** The installed base of the Internet of Things is estimated to reach approximately 212 billion in 2020. Including 30 billion “connected (autonomous) things” that same year.
- ***Increased bandwidth:*** Global IP traffic is expected to nearly double between 2013 and 2016, and broadband is expected to speed up more than twofold.
- ***Advanced robotics:*** From agriculture to oil fields, advances in robotics are empowering human-robot collaboration in industries beyond the factory floor. Several leading car manufacturers have committed to bringing autonomous car technologies to market by 2020.
- ***Rise of real-time analytics:*** Data sources are growing at an unprecedented velocity, and the ability to loop insights immediately back into the decision process is supporting automating responsive actions like never before. By 2017, more than 50 percent of analytics implementations will make use of event data streams generated from instrumented machines, applications, and/or individuals.

2

From Workforce to Crowdsource:

Rise of the borderless enterprise

From Workforce to Crowdsource

Why now?

- **Accelerated pace of IT change:** The increasing pressure to rapidly deploy new technology is accentuating some of an enterprise’s biggest pain points: market insight, innovation, and a need for highly specialized skills. These are areas for which crowdsourcing solutions are well suited.

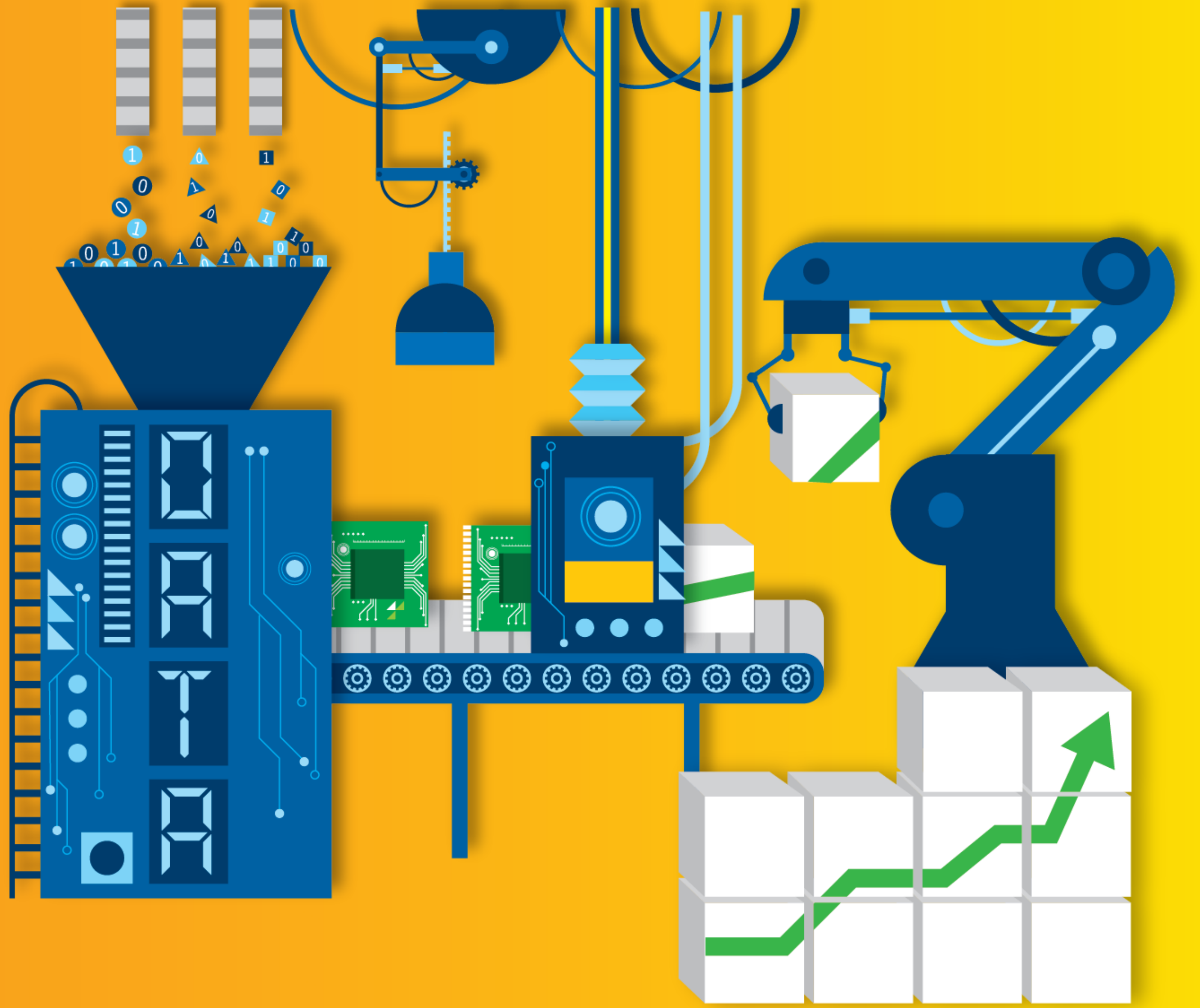
- **Maturation of crowdsourcing platforms:** Communities of shared interest have organically formed or are forming around almost every product, service, and idea that can be imagined.

- **Strong case studies from early adopters:** Some of the biggest market disrupters, such as Facebook and large enterprises including GE, are currently using crowdsourcing services to solve their most complex problems, and everyone is taking notice

3

Data Supply Chain:

Putting information into circulation



Data Supply Chain

Why now?

- ***Corporate data silos:*** Data is the lifeblood of every digital organization, but businesses are struggling to access, share, and analyse much of the data they already have. *Through 2015, 85 percent of Fortune 500 organizations will be unable to exploit big data for competitive advantage.*
- ***Rising data volumes:*** In addition to the data that organizations already collect, new external data sources are available, providing new opportunities for data insights. *The digital universe is doubling every two years and is expected to grow to 40 trillion gigabytes*
- ***Maturing data technology:*** The tools and technology required to build a data platform, ensuring data access and velocity, are available and in use. *A reported 20 percent of enterprises are already using NoSQL. With the foundation of these technologies, the integrated, end-to-end data supply chain is possible.*

4

Harnessing Hyperscale:

Hardware is back (and it never really went away)

Harnessing Hyperscale

Why now?

- ***Rising demand for scale:*** Across industries, demand for processing at scale is surging. Businesses need reliable hardware to support the immense amounts of data processed for predictive analytics and real-time insights.

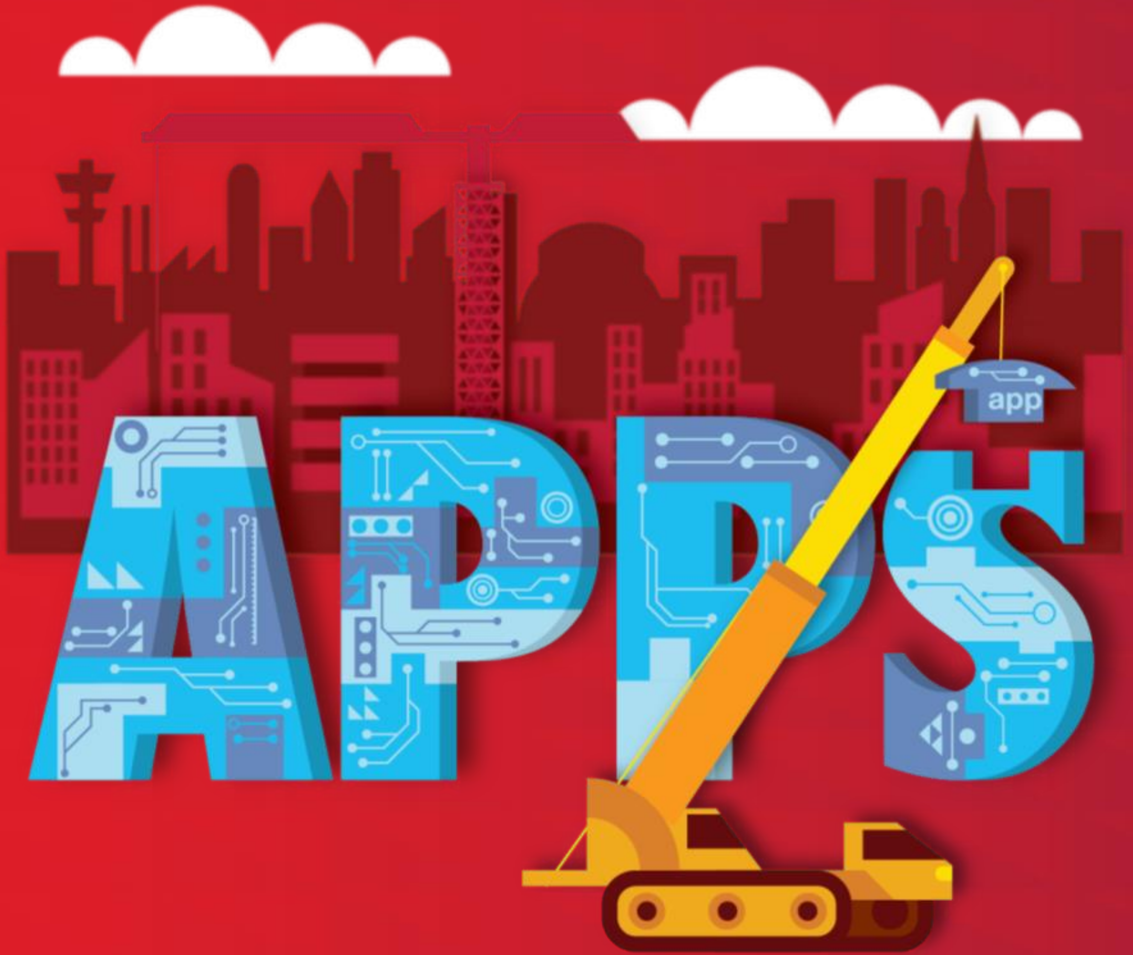
- ***Hardware and server architecture innovation surge:*** From advances in storage to power consumption to processors to server architecture, infrastructure innovations such as non-volatile memory are paving the way for faster, cheaper, and bigger hyperscale systems.

- ***Open source:*** Facebook's Open Compute Project is accelerating the adoption of infrastructure innovations by sharing those breakthroughs freely. Founded in 2011, the Open Compute Project has already grown to more than 60 official members and thousands of participants.

5

Business of Applications:

Software as a core competency in the digital world



Business of Applications

Why now?

- ***Digital transformation of enterprises:*** IT applications have become the primary driver for growth and differentiation for enterprises.
- ***Accelerated pace of IT change:*** The increasing push to rapidly deploy new technology is increasing the pressure on IT to provide a faster way to develop and deploy the applications that are driving corporate digital strategies.
- ***Maturation of application platform providers:*** PaaS players are offering ready-made data service platforms, with sets of services already connected and instant sets of app families available. Tibco, Apigee, and Salesforce are already offering solutions that provide the foundation for a customized enterprise app experience.
- ***Rising consumer and user expectations:*** Customers and employees are looking for consumer-grade experiences everywhere. They are pressing IT to give them, in the workplace, the kinds of low-cost, accessible, and often intelligent apps they use every day on their own mobile devices.

6

Architecting Resilience:

“Built to survive failure” becomes the mantra of the nonstop business

Architecting Resilience

Why now?

- ***Digital transformation of enterprises:*** Transforming to a digital business implicitly increases a company's exposure to risk through IT failures. More business processes are interconnected and automated, all of which become potential points of failure. The average cost of data center downtime by minute has risen by 41 percent since 2010.
- ***Increased cyber threats:*** It's not just about gaining access to systems; cyber criminals are also trying to bring them down. Denial of service attacks are increasing in frequency and size. The number of attacks has increased by 58 percent in the last year.
- ***Increased IT complexity:*** More systems are being integrated, and continuous improvement is becoming the IT norm. But constant change to increasingly complex systems is introducing more risk than ever before.
- ***The expectation of "always on":*** In a digital world, whether your system is under attack, hit by a storm, or just being updated, the expectation is that it always works.

Strategy | Digital | Technology | Operations

Big Success With Big Data

High performance. Delivered.

Big Success with Big Data

Key Findings

Overall satisfaction
Companies that have completed one or more big data projects are satisfied with the business outcomes

Help needed
Companies are finding ways to get help with big data, whether bringing external resources for a project, hiring new talent or training their teams

Broad learning required
Organizations are learning the complexities of big data and how to address challenges including security, budget, lack of talent and integration with existing systems

Company size makes a difference
Larger companies are seeing better results by doing more with big data.

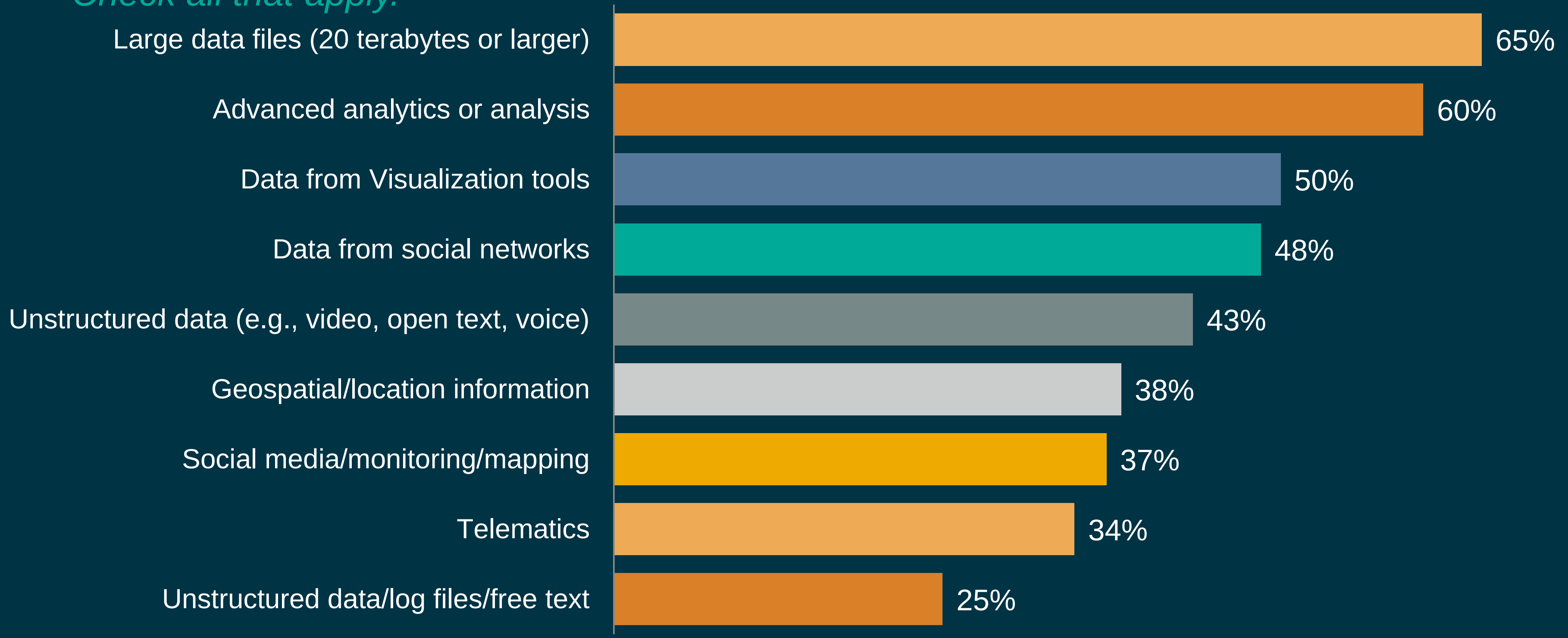
Potential for disruptive transformation
Organizations see big data as transforming the way business is done in the next five years.

What is big data?

Respondents have differing views of big data.

Which of the following do you consider part of big data (regardless of whether your company uses each)?

Check all that apply.



Source: Big Data, April 2014 – **Q3**

Big success with big data: Overwhelming satisfaction

1,007 respondents interviewed; all had completed at least one big data implementation.

36% of respondents originally contacted had not completed a big data project; 4% were currently implementing a project.

Organizations that have completed successful pilots attribute strong business cases to big data.

92% Users who are fully satisfied with their business outcomes

94% Users who report that their implementation
is meeting their needs

89% Users who believe big data will revolutionize operations the same way the Internet did

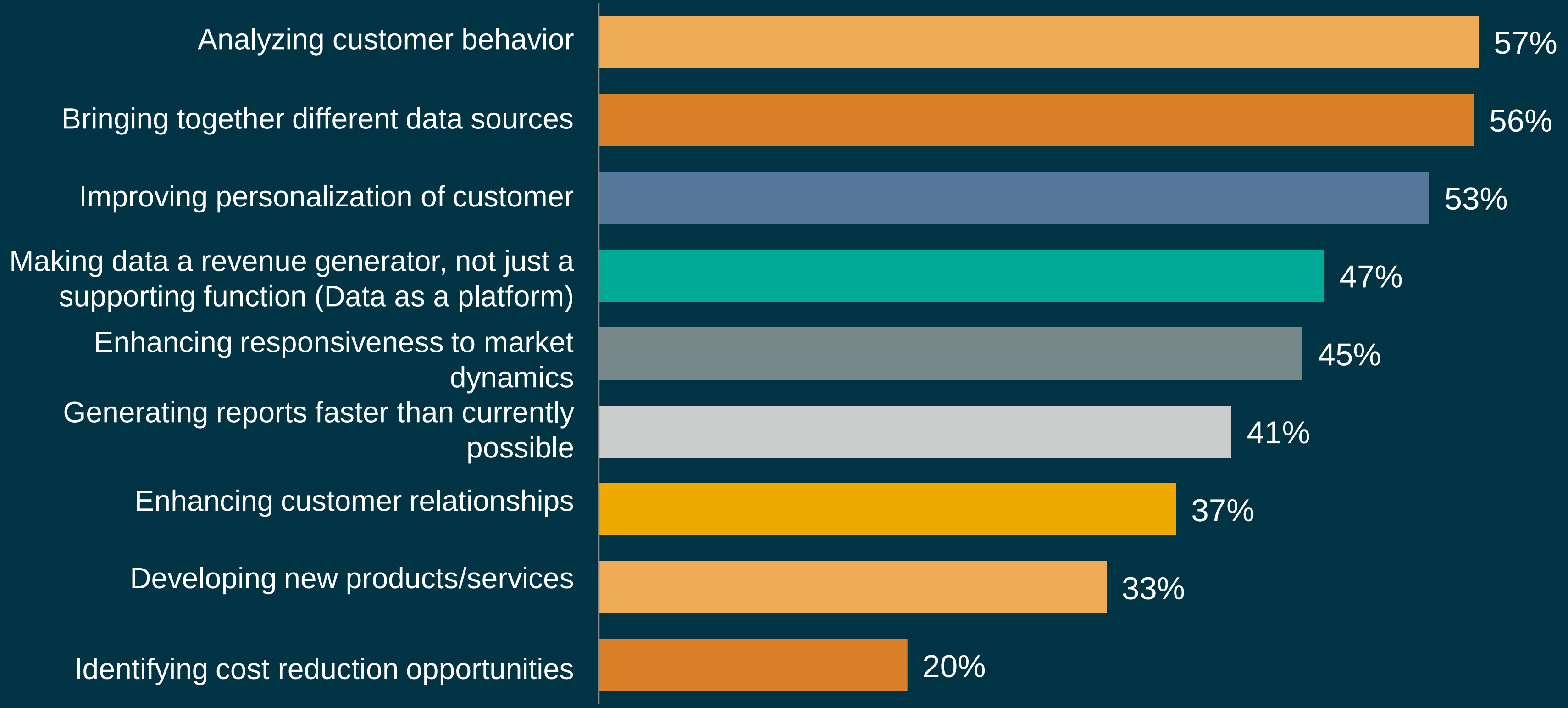
89% Users who believe big data is very important to their transformation into digital

Source: Big Data, April 2014 – Q16, 34, 39, 11

Immediate impact: Where big data is used today

Respondents use big data for analyzing customer behavior, combining data sources and improving customer personalization.

For which of the following reasons are you using big data? *Check all that apply.*

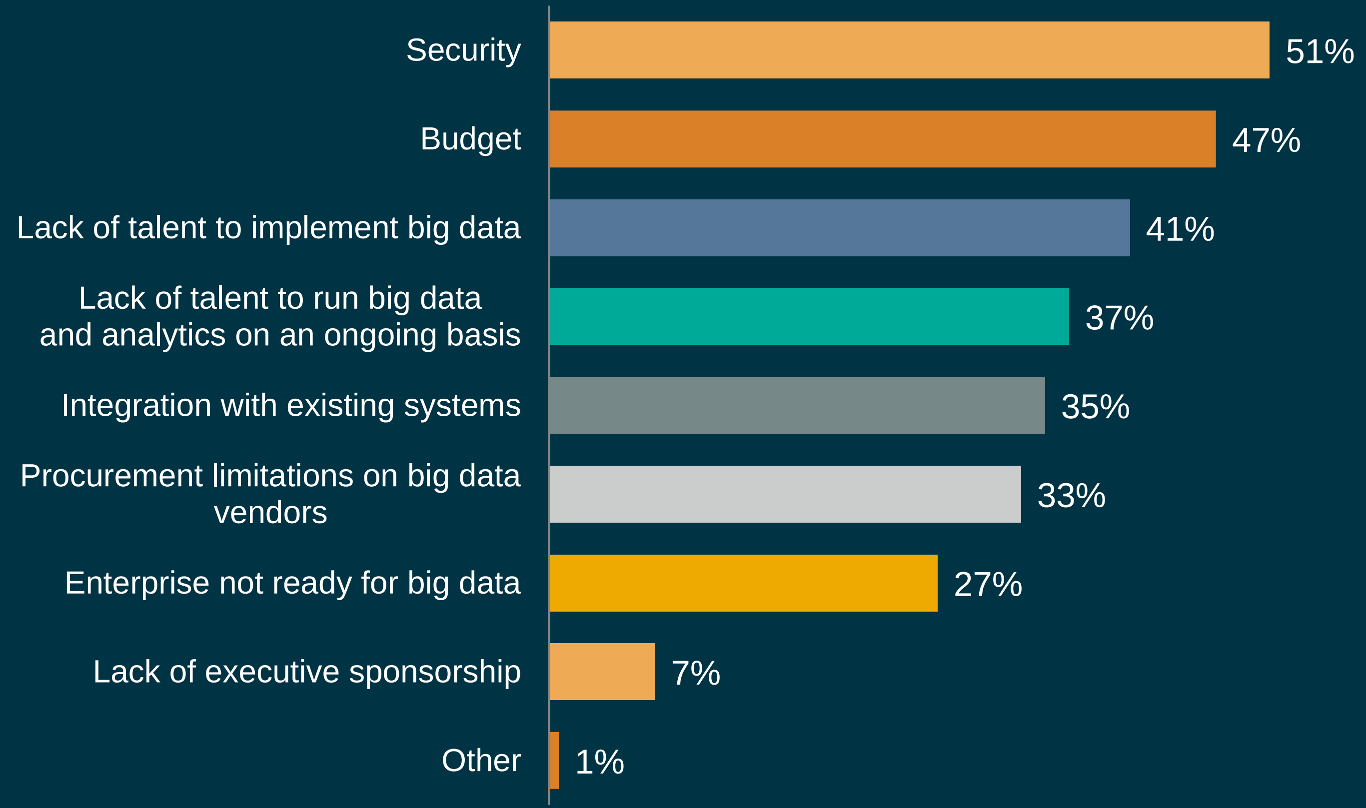


Source: Big Data, April 2014 – **Q7**

Implementation: Big data demands broad learning

Security, budget, talent and integration with existing systems are challenges.

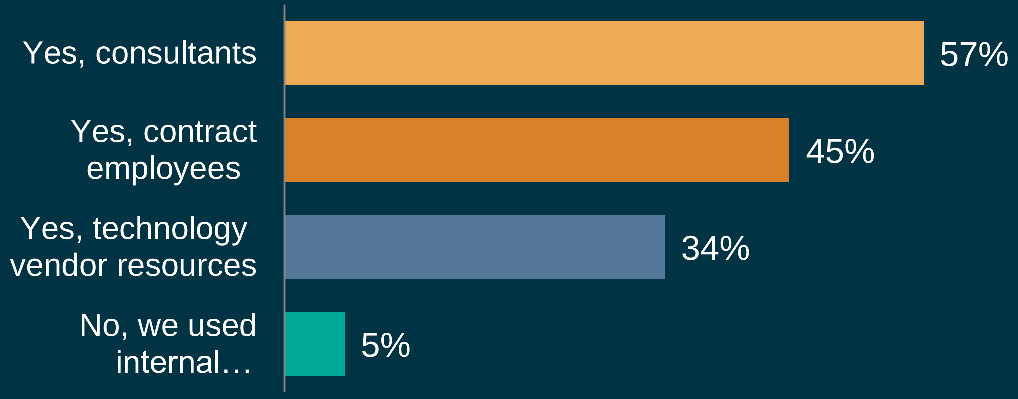
What are the main challenges to implementing big data in your company?
Check all that apply.



Source: Big Data, April 2014 – **Q26**

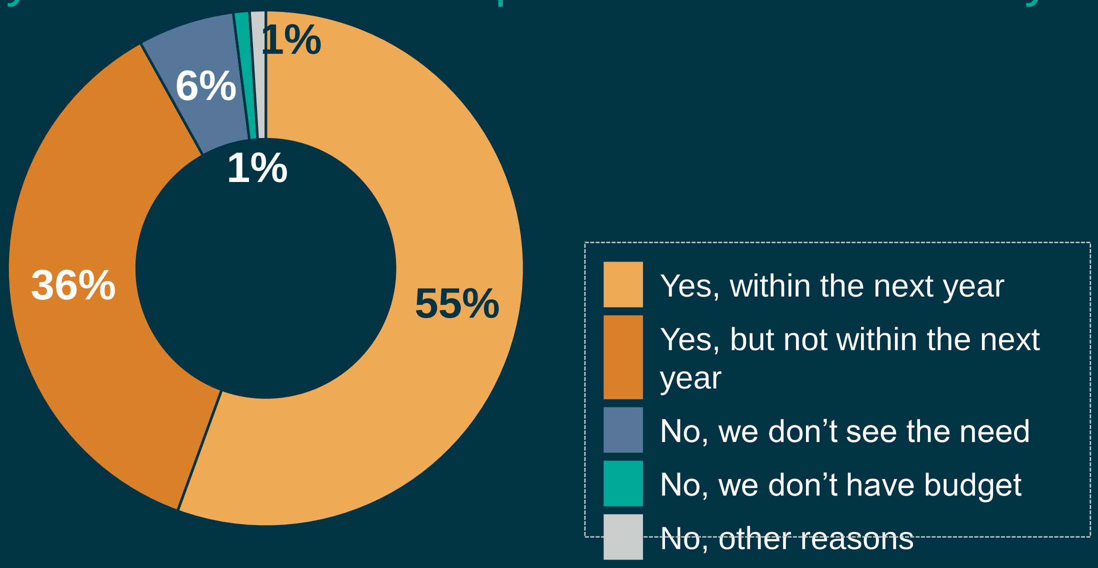
Help needed: Most used external help for implementation and plan to hire

Did you get external help for your big data installation? *Check all that apply.*



95% used one or more sources of external help

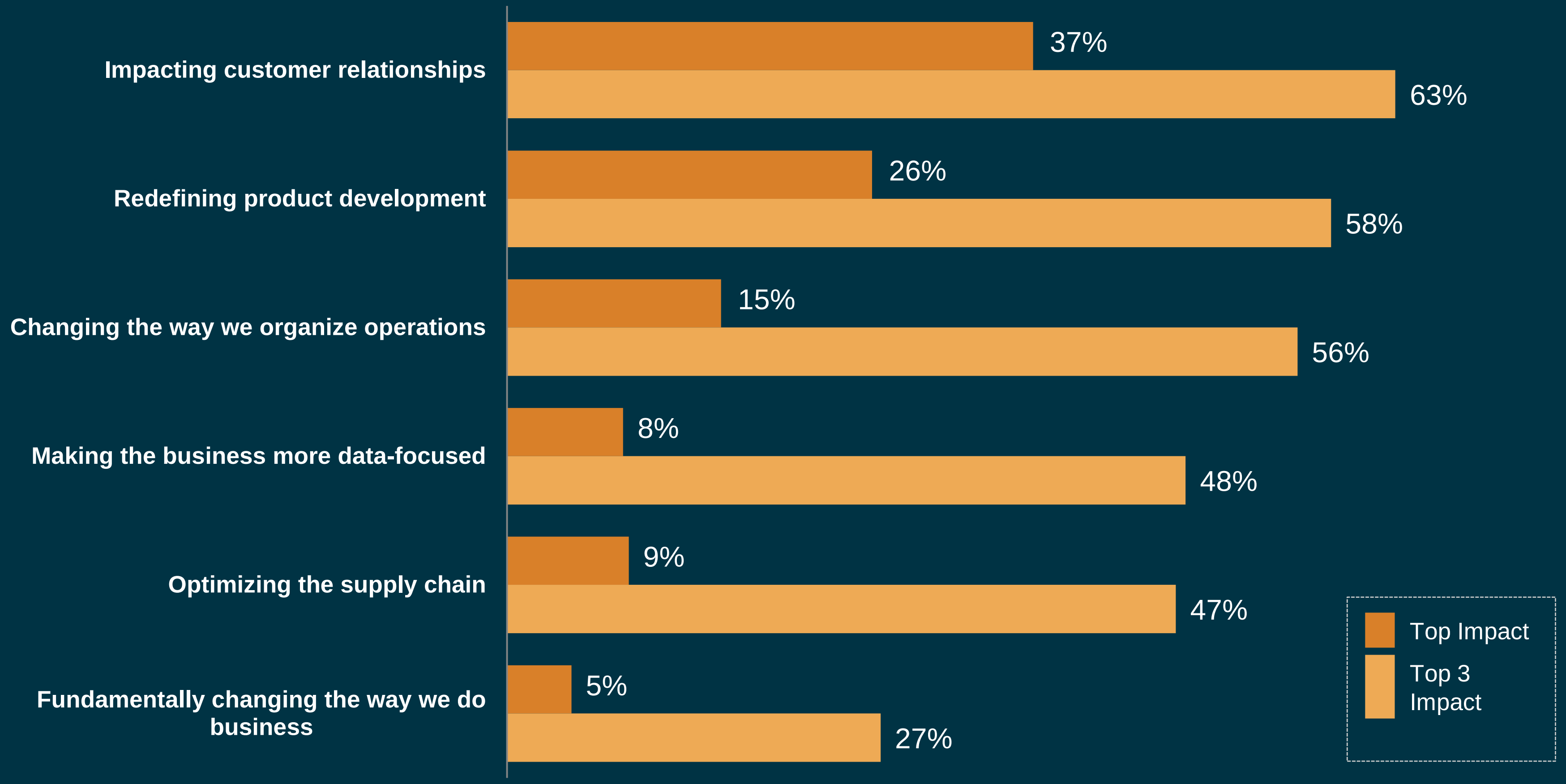
Does your company have or plan to build/increase your data science expertise within the next year?



Source: Big Data, April 2014 – **Q23, Q29**

Big data is expected to bring transformation

Biggest impact in the next five years



Source: Big Data, April 2014 – **Q37**

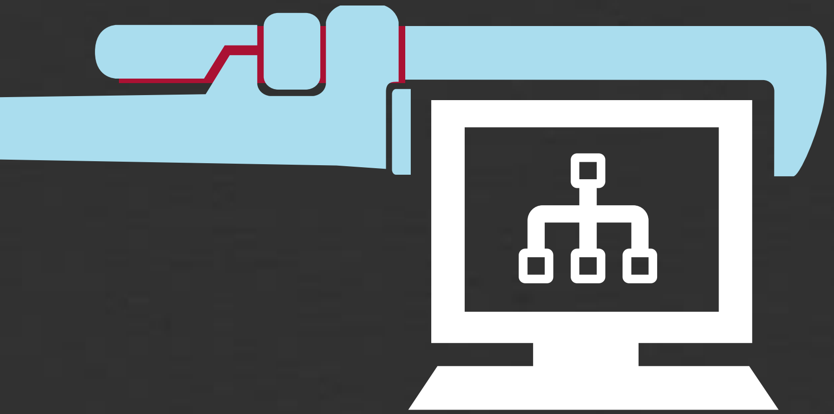
Base: All respondents; n=1,007

Intelligent Infrastructure:

“Intelligence Unlocks Vision”

High performance. Delivered.

The importance of making infrastructures smarter



Today’s IT infrastructures are being strained to the breaking point by new technologies and applications.

So what should you do to avoid these pitfalls?

The implications are significant:

Inability to serve customers

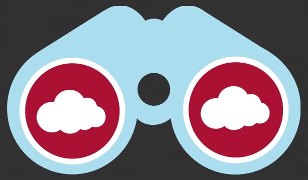
Supply chain delays

Compromised security

Slower product development

An intelligent infrastructure is designed to:

1 **Know** when extra capacity is needed, and even predict when that capacity might be required again.

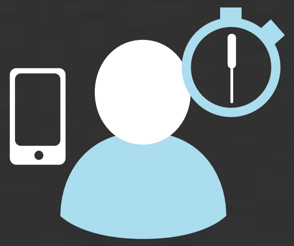


2 **Optimize** services by moving applications and processes to different providers across a hybrid IT environment based on cost effectiveness.

3 **Automatically configure** unified communications for employees and secure connectivity to the core enterprise.

4 **Sense** a problem that arises and even take steps to fix the problem itself.

An intelligent infrastructure in action:
A major bank has an extensive infrastructure to support its online presence and worldwide business…



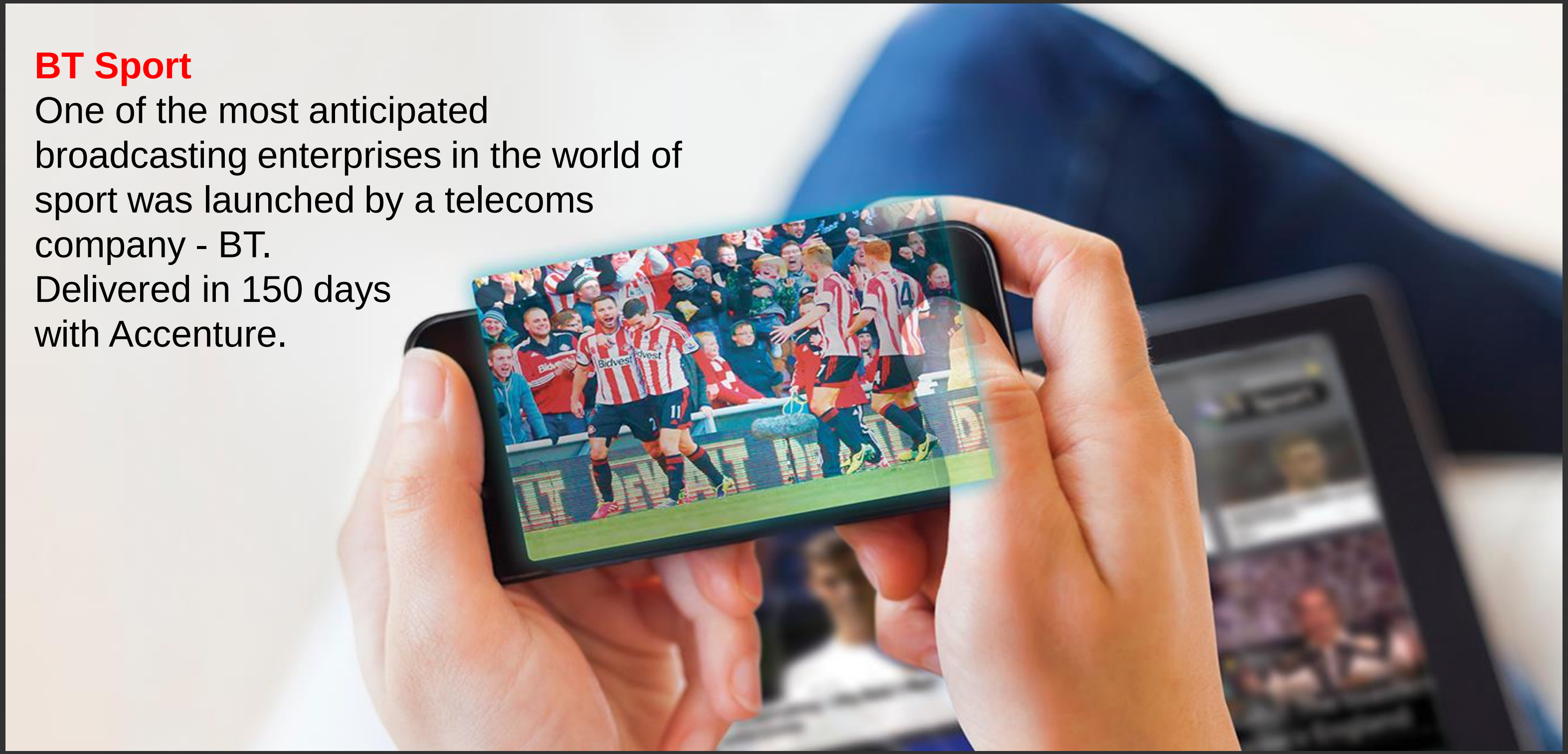
The bank is rolling out a new product. Based on predictive analytics IT engineers are alerted that the current cloud provider will not be able to handle the spike in activity.

Applications are automatically re-routed through a different provider to provide a better price/performance ratio.

Appropriate bandwidth is allocated to ensure high quality of service.

Firewalls are re-configured to provide adequate security protections.

Digital Business Case :



BT Sport

One of the most anticipated broadcasting enterprises in the world of sport was launched by a telecoms company - BT.
Delivered in 150 days with Accenture.

After acquiring c.£1 bn in sports rights - in a move to disrupt the TV market and increase market share of UK broadband customer - BT wanted to deliver its live and on-demand content across a range of digital online platforms at launch so that customers had a choice of how and when to consume their favorite sport

Digital Services

Accenture Live Sports and Events Solution
Accenture Video Solution

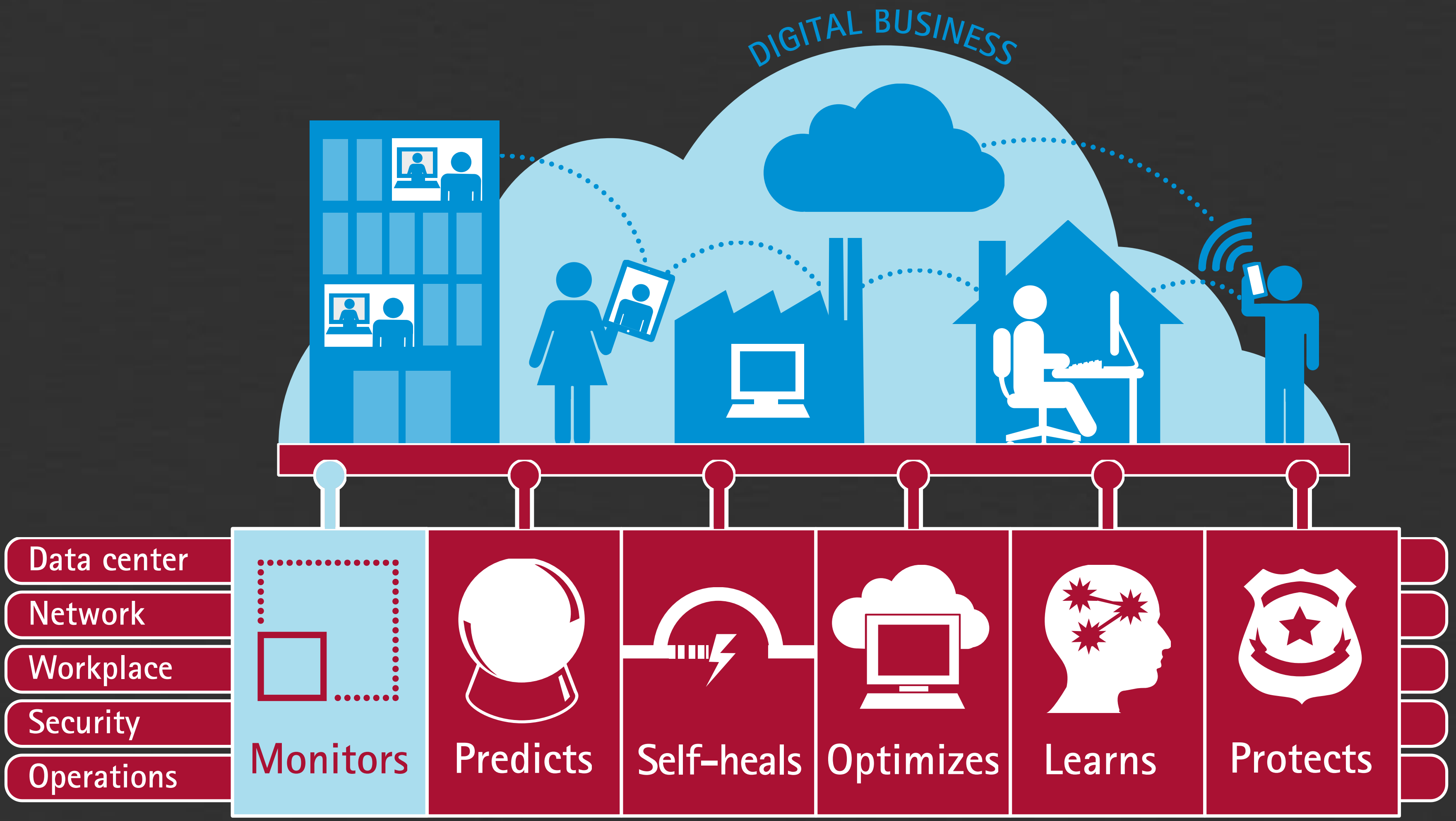
Cloud Services

Accenture Cloud Platform
Microsoft Azure and Public Data Center

Mobility Services

Mobility enables the creation of highly interactive and engaging apps across platforms, for smartphones and tablets

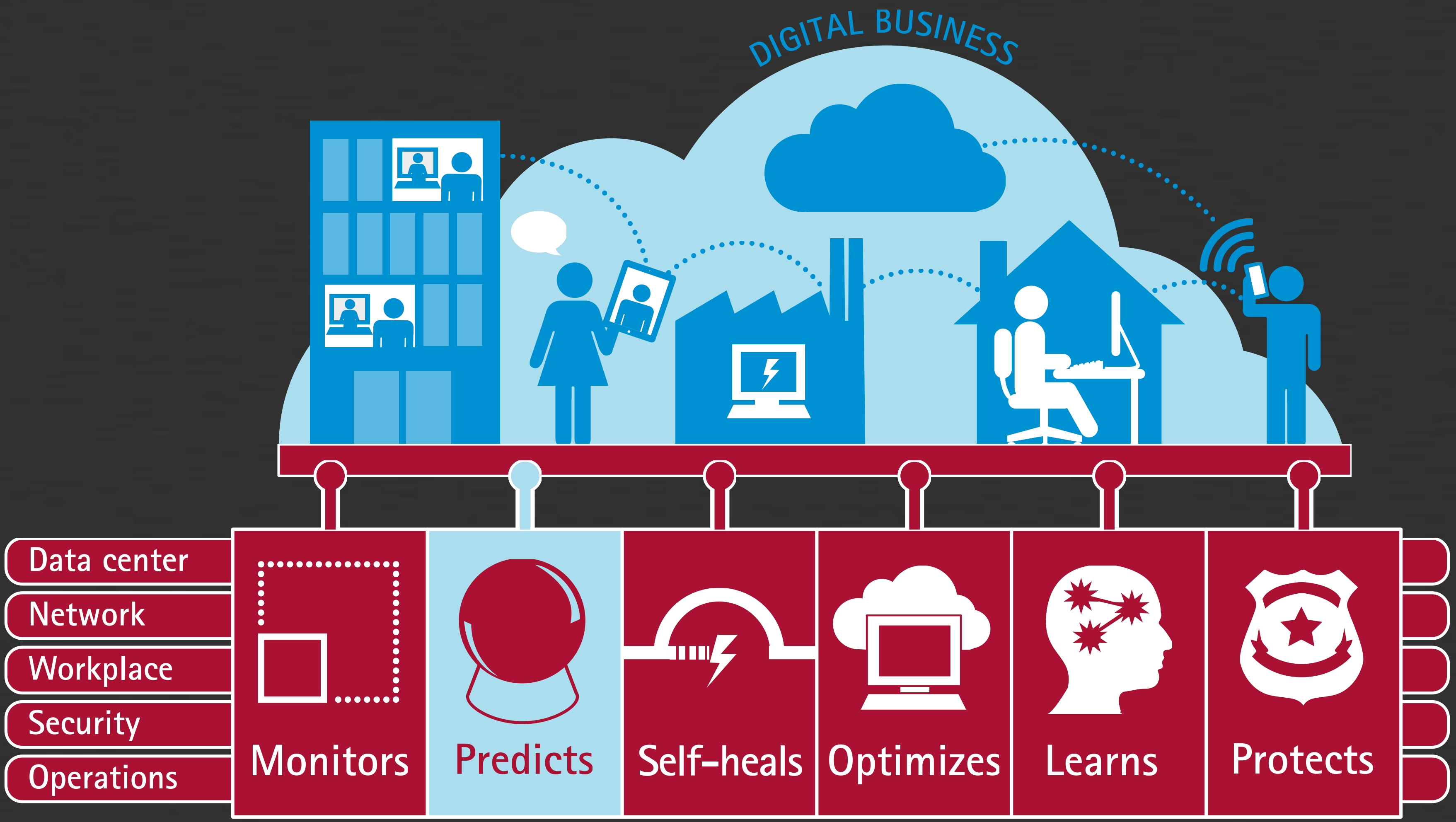
The six capabilities of an intelligent infrastructure



1. Monitors

Automates and orchestrates processes and applications, and configures the dynamic infrastructure requirements.

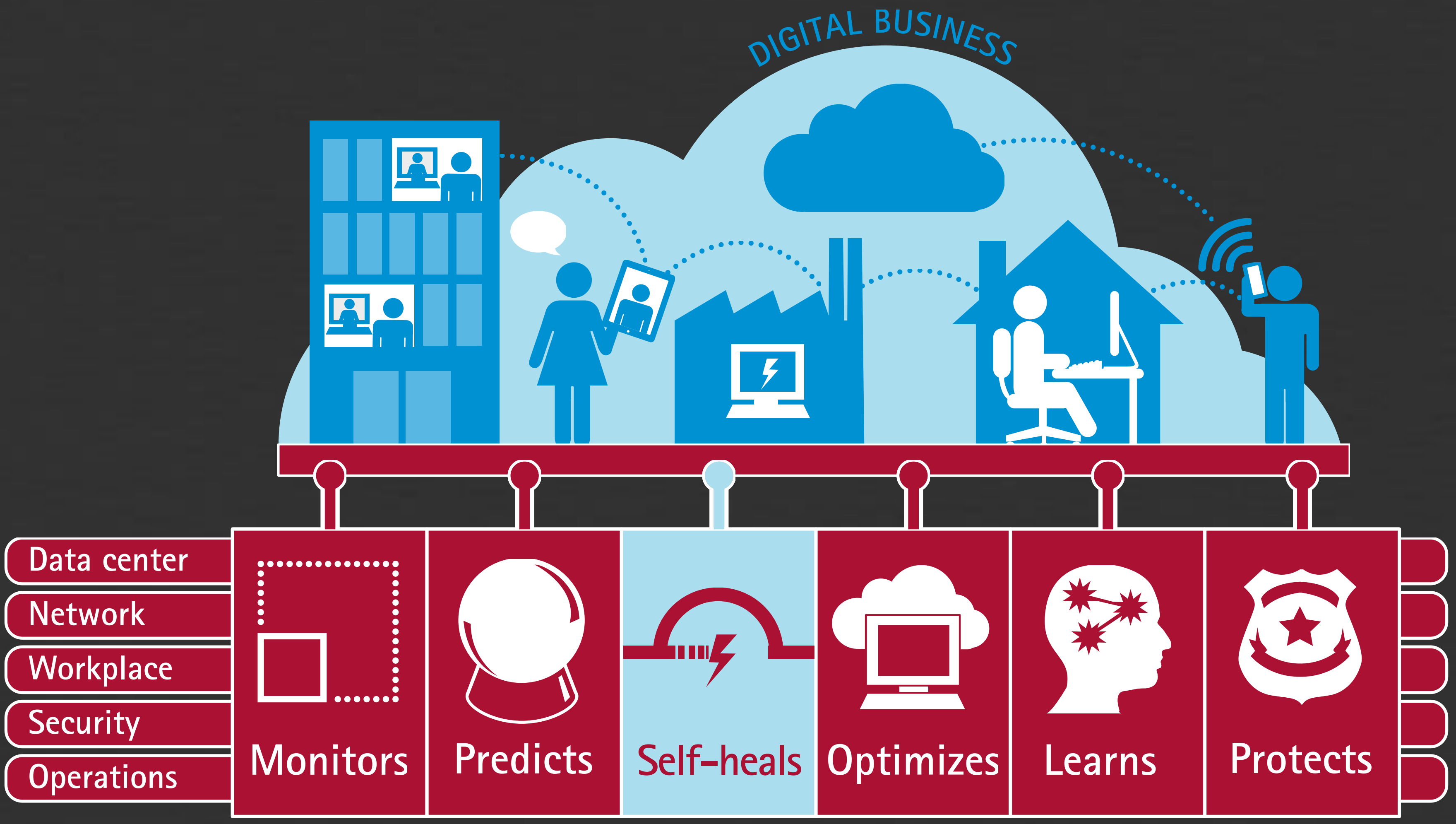
The six capabilities of an intelligent infrastructure



2. Predicts

Learns from usage patterns and then predicts needed capacity.

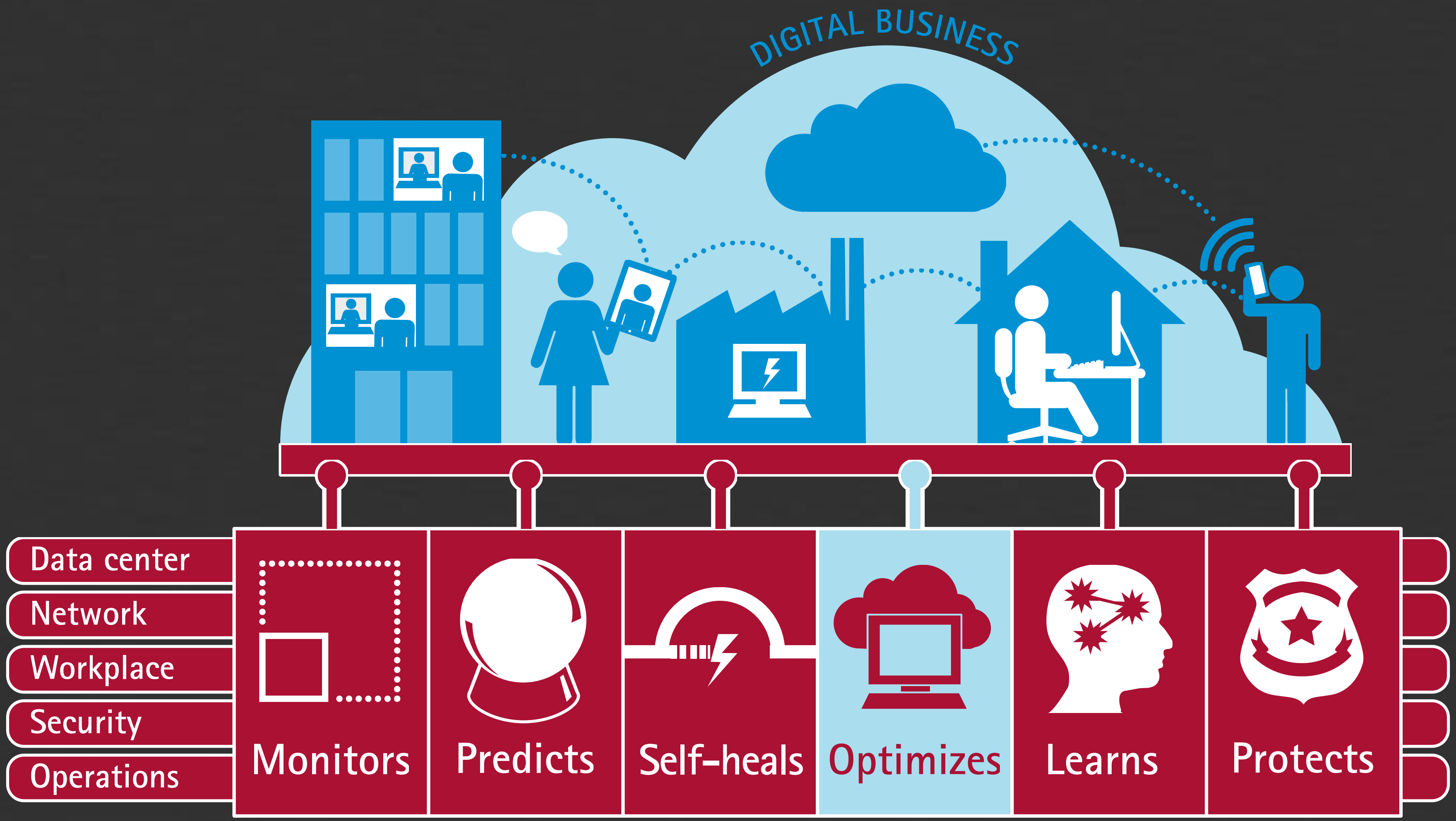
The six capabilities of an intelligent infrastructure



3. Self Heals

Automates workload management, detects problems and takes steps to solve them.

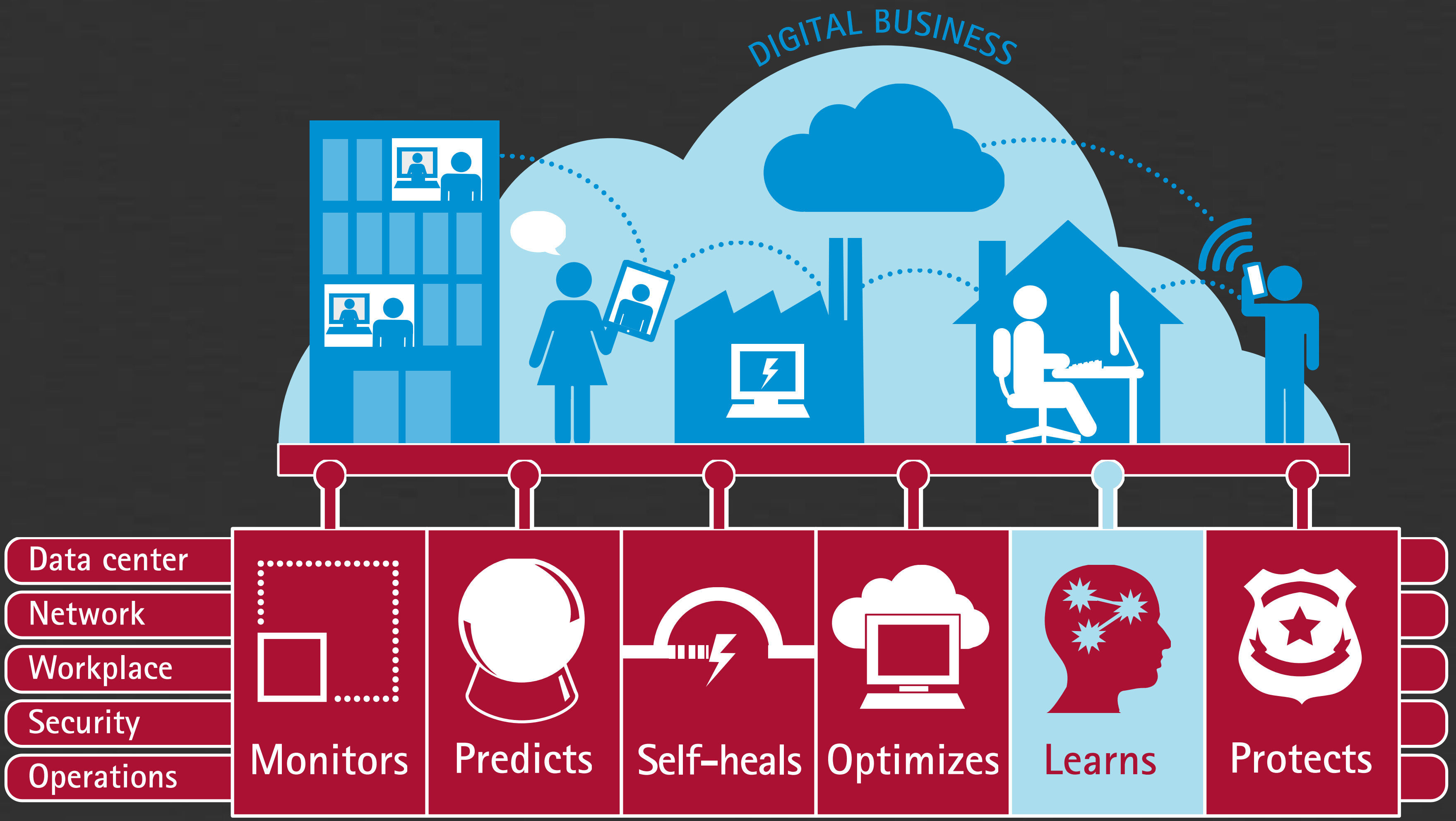
The six capabilities of an intelligent infrastructure



4. Optimizes

Analyzes infrastructure services, using different providers to optimize cost and performance.

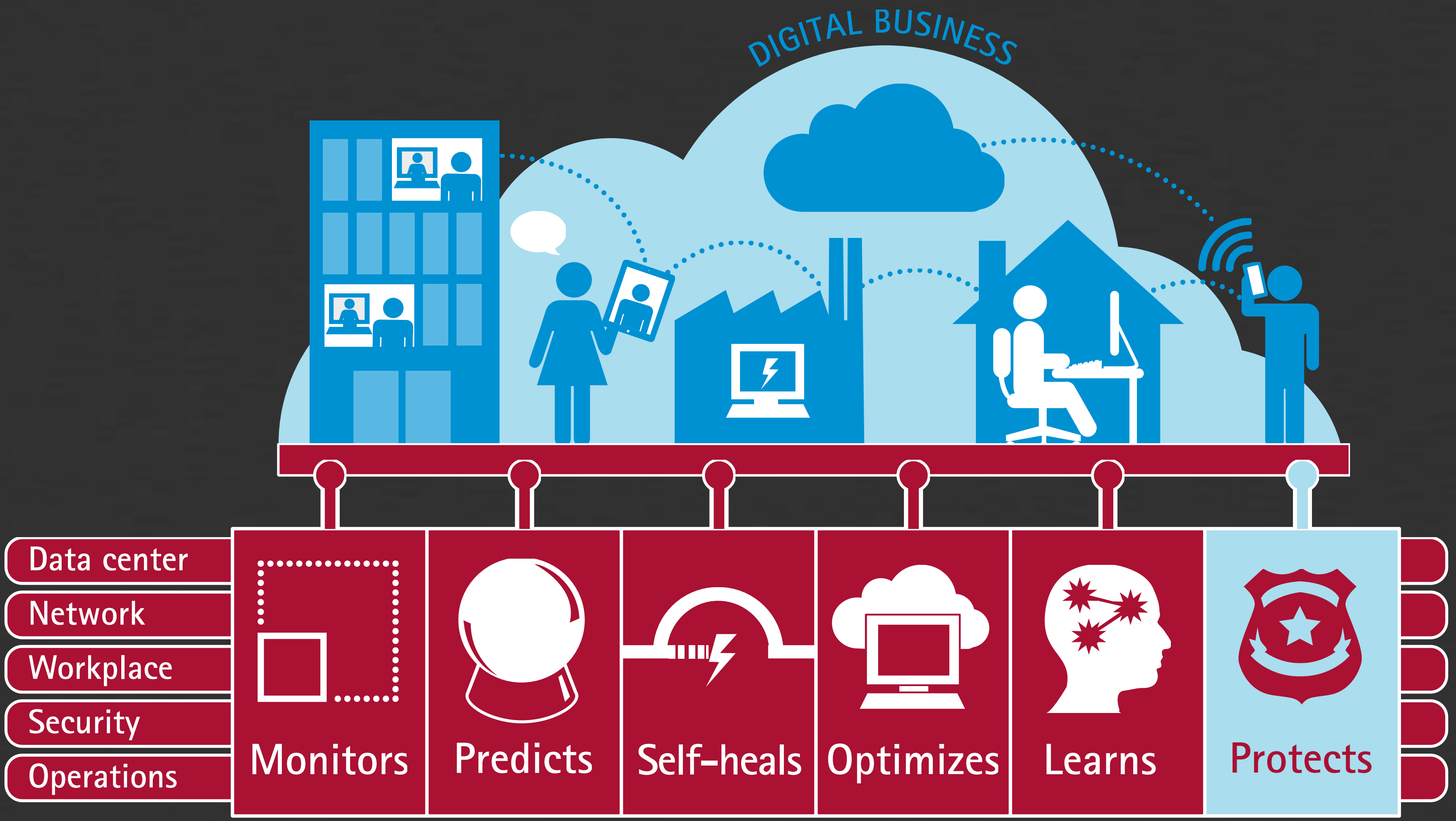
The six capabilities of an intelligent infrastructure



5. Learns

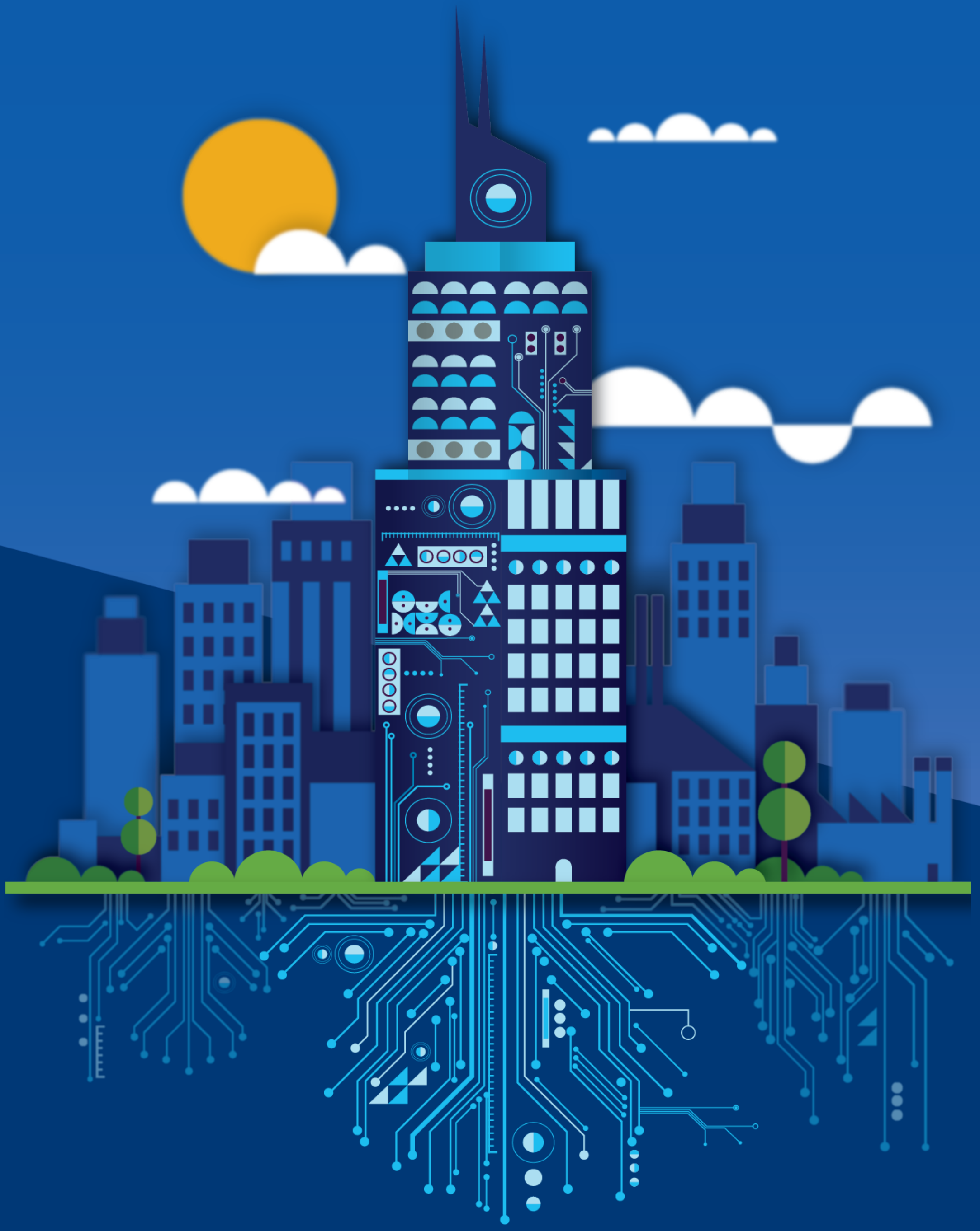
Learns from past behaviors and trends to automatically and proactively make changes.

The six capabilities of an intelligent infrastructure



6. Protects

Proactively analyzes security threats and patterns to pre-empt risk.



Thank You

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