

Accenture Technology Vision 2014
Every Business is a Digital Business

From Digitally Disrupted to Digital Disrupter

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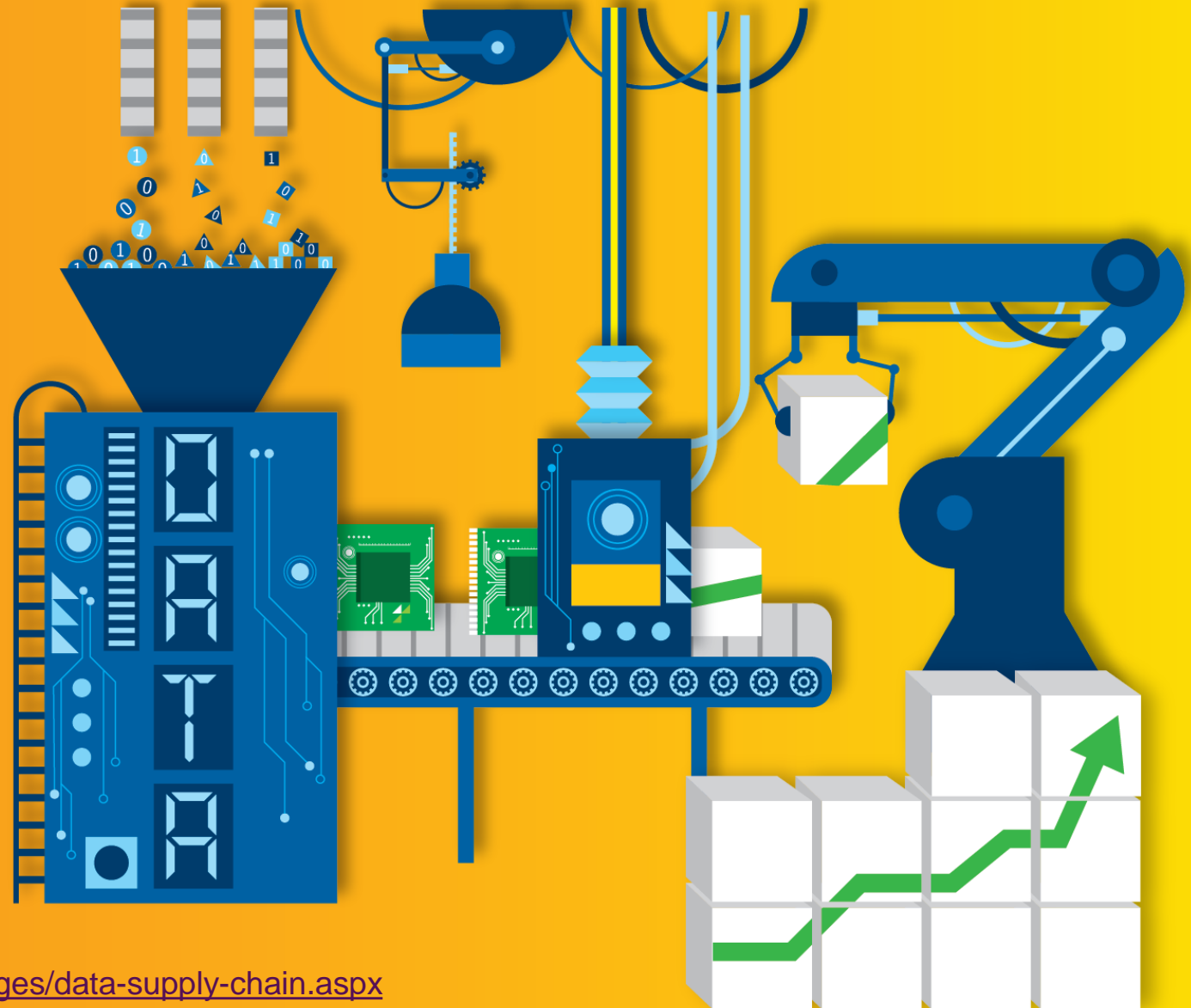
Every Business is a Digital Business: The Evolution



3

Data Supply Chain:

Putting information into circulation



Why now?

According to Gartner 85 percent of Fortune 500 organizations will be unable to exploit big data for competitive advantage through 2015

Corporate Data Silos: Data is the lifeblood of every digital organization, but businesses are struggling to access, share, and analyze much of the data they already have.

Rising Data Volumes: 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

Enabling the data supply chain with a data services platform

Must enable data movement, be made visible, and accessible

Create a data services platform or federated data access layer

Make disparate data sources accessible through data services

One common solution to make all the data sources accessible through a virtualised data layer which unifies everything into a single view.

There is no one-size-fits-all solution – most enterprises will end up with a hybrid set combining many tools.

Accelerating data through the supply chain

Data access on its own isn't enough—velocity is needed

Time-critical data is accelerated through the supply chain, while stale, less relevant data moves more slowly but still meets the demands of the business

Newer prioritization practices improve data acceleration by adding many more gradations of “data temperature”—or data tiers

Tiered data solutions allow for time-critical and commonly accessed data to be stored in data-centric caching structures, optimized for quick transport through the supply chain. Get to know your ‘data lake’ and how to manage it

More uses for more data sources

The supply chain process starts with ingesting data

These days, companies can use a wide variety of new data sources—including, notably, data that they do not control or own

Whether this “external” data is to be obtained from partners, Data-as-a-Service providers, or open data sources (free for anyone to use in any way they want), companies should capitalize on the business value that these new sources provide

Advancing data discovery

The process of discovering new insights to answer business questions is changing fundamentally as users get faster access to more data

Data discovery empowers users to “communicate” with data at close to the speed of thought—accelerating businesses’ time to insight. Companies can and should be investing in this practice today.

The next step: cognitive computing

Rather than being programmed for specific tasks, machine learning systems gain knowledge from data as “experience” and then generalize what they’ve learned in upcoming situations. Cognitive computing technology builds on that by incorporating components of artificial intelligence to convey insights in seamless, natural ways to help humans or machines accomplish what they could not on their own.

Cognitive computing can, and will, bring benefits to many industries, and it will fundamentally change the ways in which many businesses operate.

Your 100-day plan

Start to build an inventory of your data, beginning with your most frequently accessed and time-relevant data—which will be given first access to your data platform and accelerated on it.

Identify any manual, time-consuming data curation processes (e.g., tagging, cleansing) for potential replacement with machine learning algorithms.

Identify data silos within your organization (e.g., HR, finance, engineering), along with corresponding data needs that are currently unmet across the business.

Begin to simplify/federate access to trusted data. Create a strategy for standardizing data access via the data platform. Solutions may be hybrid, utilizing a combination of traditional middleware and API management, or even a PaaS offering.

Prioritize your individual data supply chains to develop a road map for implementing the data supply chain at scale.

While building your platform, start looking outside your company for external data sources that can be incorporated to complement existing data and help lead to more complete insights.

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