



# THE TRENDS TRANSFORMING SOFTWARE AND PLATFORMS

## 2019 Accenture Technology Vision: Annual Software & Platforms Edition

This year's Accenture Technology Vision highlights five emerging trends that will shape businesses over the next three to five years. Software & Platforms firms have been leaders, enablers and adopters of these emerging trends. They will continue to chart a course of direction for how emerging technologies will be integrated within business.

[#TechVision2019](#)

### TREND 1 DARQ POWER

#### Understanding the DNA of DARQ

Distributed ledger technology, artificial intelligence, extended reality, and quantum computing will be the next set of new technologies to spark a step change, letting businesses reimagine entire industries.

### TREND 2 GET TO KNOW ME

#### Unlock unique consumers and unique opportunities

Tech-driven interactions create a tech identity for every consumer—key to understanding the next generation of consumers, and delivering individualized, experience-based relationships.

### TREND 3 HUMAN+ WORKER

#### Change the workplace or hinder the workforce

Workforces are becoming Human+: each worker is empowered by his or her skills plus a new set of tech-driven capabilities. Now, companies must adapt technology strategies to support a new way of working in the post-digital age.

### TREND 4 SECURE US TO SECURE ME

#### Enterprises are not victims, they're vectors

Ecosystem-driven business connections increase companies' exposure to risks. Leaders recognize that just as they collaborate with entire ecosystems to deliver best-in-class products, services, and experiences, security must join that effort as well.

### TREND 5 MYMARKETS

#### Meet consumers' needs at the speed of now

Technology is creating a world of intensely customized and on-demand experiences, and companies must reinvent their organizations to find and capture those opportunities as they come.

**76%**

believe the combination of DARQ technologies will be transformative or extensive for their organizations over the next 3 years.

**89%**

of executives believe consumer's digital demographics are increasingly becoming a more powerful way to understand organizations' customers.

**76%**

agree their employees are more digitally mature than their organization, resulting in a workforce waiting for the organization to catch up.

**94%**

believe that prospective ecosystem partners perceive the security of their organization to be excellent or very good.

**90%**

agree the integration of customization and real/near time delivery is the next big wave of competitive advantage.