

Foreword for Technology Vision report for Accenture (Ghostwritten by Debbie Van Der Hyde)
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From Tech-Clash to Trust: Organizations Need to Focus on Value and Values

In a world where digital is everywhere, people's interactions across society are changing. They are reevaluating their relationships with businesses and governments. They are rethinking their actions in a globally interconnected economy and seeking more sustainable products and services. And they are reexamining whether the value that enterprises deliver is fully aligned with their core values.

Technology is an intrinsic part of this process, to the point where it has become deeply embedded in how people work and live. Enterprises have furthered this reliance by weaving technologies into their product and service offerings and how they are delivered to customers.

But the existing business and technology models that organizations have used for years are under increasing scrutiny. Despite broadly using and benefitting from technology, people are expressing concerns about how it is used and what it is used for. And they are advocating for change.

The message? **In the future, people don't just want more technology in our products and services; we want technology that is *more* human.**

Enterprises that ignore this message will face an existential tech-clash, in which today's models are incompatible with people's needs and expectations. To avoid this impending crisis, companies must reexamine their fundamental business and technology models in a responsible way—to create a new basis for competition and growth.

Trust and accountability are the new litmus tests for businesses in a world where digital is everywhere. Creating a more inclusive future that is better for all people is the new mindset. Success will require an innovative approach to innovation itself.

The theme of our Accenture Technology Vision this year—We, the Post-Digital People—describes what is happening now and outlines new ways for enterprises to build a better, human-centered future. Once again, technology is the catalyst to steer the realignment. Companies that take the lead with a shared-success mindset—and invite collaboration with customers, employees, ecosystem partners, governments and the public—will create new opportunities for growth in a way that benefits all.

This year marks the 20th anniversary of our Tech Vision, and we are proud to share it as part of Accenture's deep commitment to your organization's ongoing success. We look forward to helping you think about what comes next, using these tech trend insights and pragmatic steps to drive tangible business value and widespread societal trust.