



Strategy | Digital | Technology | Operations

Be digital or be dead!

High performance. Delivered.

Jack Ramsay,  
Senior Managing Director, Accenture,  
Global Digital Delivery Lead

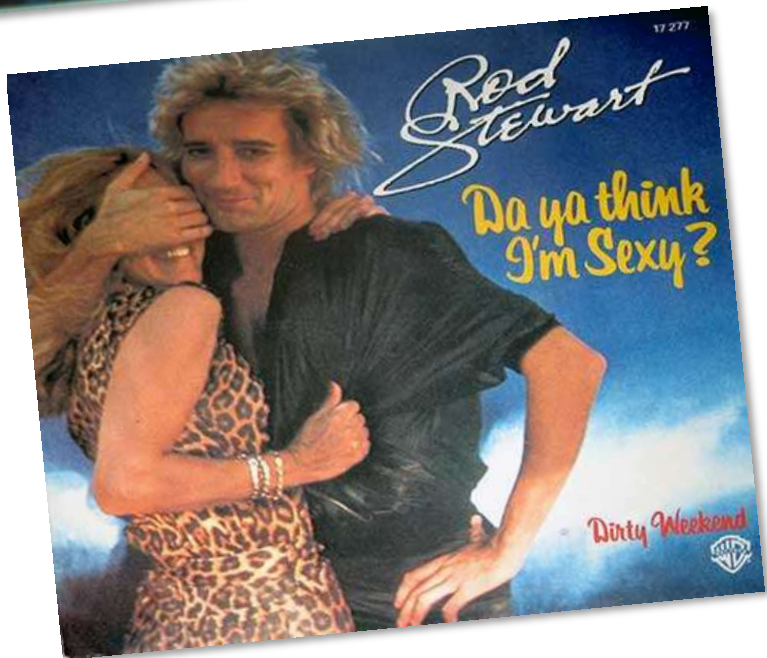
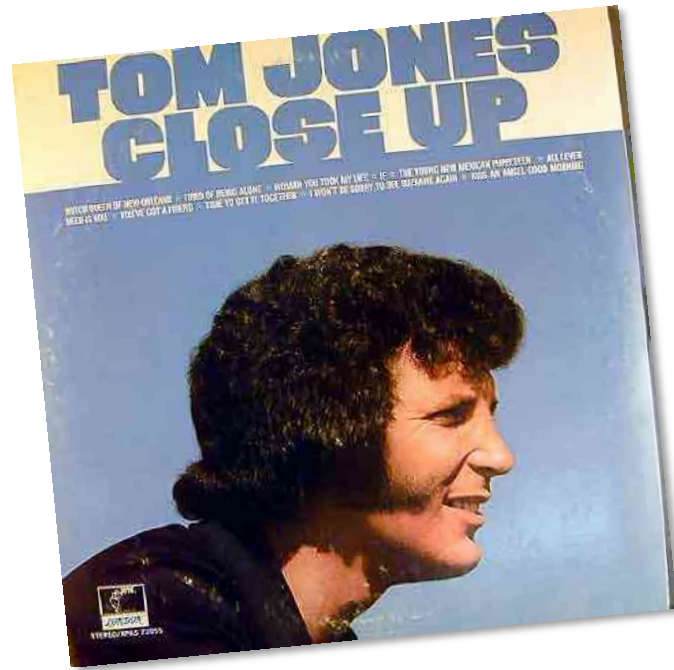


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„We didn't do anything wrong  
but somehow we lost“

Nokia CEO







LINN  
SONDEK  
LP12

The first truly clever Digital device that started a huge revolution for the music industry.....but when did the acceleration begin?

















STOP LOOKING  
AT THOSE PHONES  
WHILE YOU'RE AT  
THE TABLE.





# Who knows me best?



amazon



# Did you know?

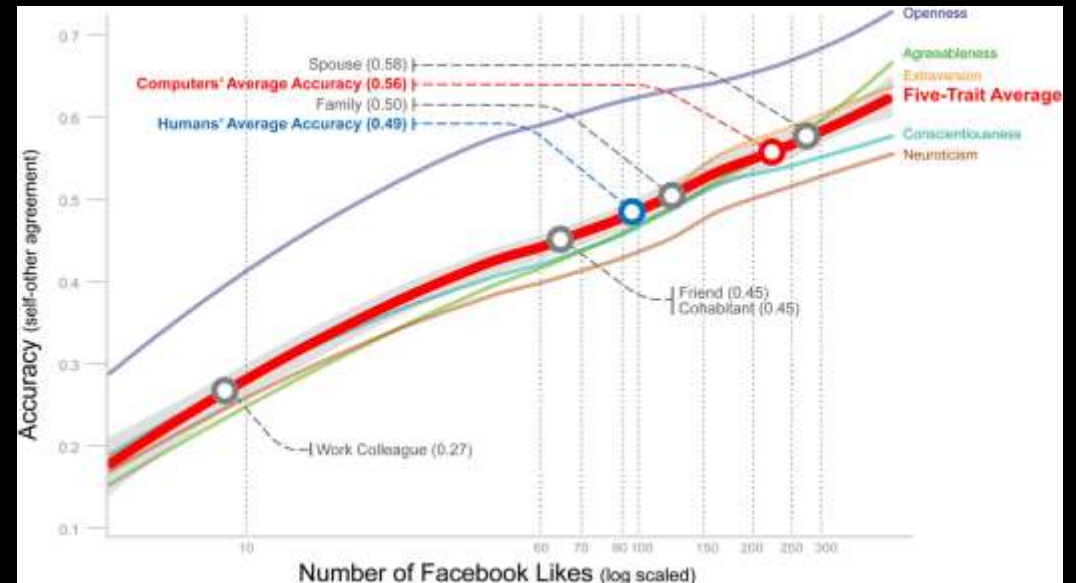
## Personalized Communication



**A computer could more accurately predict the subject's personality than**


- A work colleague by analyzing just 10 likes
- More than a friend or a roommate with 70
- A family member with 150
- A spouse with 300 likes

**The average person on Facebook has 227 likes.**





# Jack Ramsay [+ Add to Contacts](#)

Jack is a quick thinker, ambitious, persuasive, resists formal structure, and likes to take calculated risks. 

Accuracy confidence: 50%





We found limited data for Jack, but enough to analyze.  
[Where does this come from?](#)

Reviewed by:  [Review Jack's profile](#)

## When speaking to Jack...

Stick to the big picture  

Project boldness and confidence (even at the risk of sounding impolite)  

Let him take the lead  



Expect him to interrupt  

## When emailing Jack...

Write 3 sentences or less  



Write with short casual language and abbreviations  



State your purpose for the email in the first sentence  


Use data to prove a point  

## When working with Jack...



Offer blunt constructive criticism  



Spend time exploring new ideas  

Surprise him to get his attention  

Confront conflict in person rather than via email  

## It comes naturally to Jack to...

Speak very directly or bluntly  

Advance quickly in his career  

Prioritize personal career advancement over job security  

Take big risks  



Accenture Digital Business Group

Location: Frankfurt am Main und Umgeb...

Senior Managing Director at Accenture and member of the Global Leadership Council. Leading our D...

Related people:



### Jack's Personality

 Your relationship

 Personalized Emails

 Ask for a raise

 Send an event in...

 Ask for advice

 Invite to a coff...

From where did all  
the data come to lead  
to such conclusions?

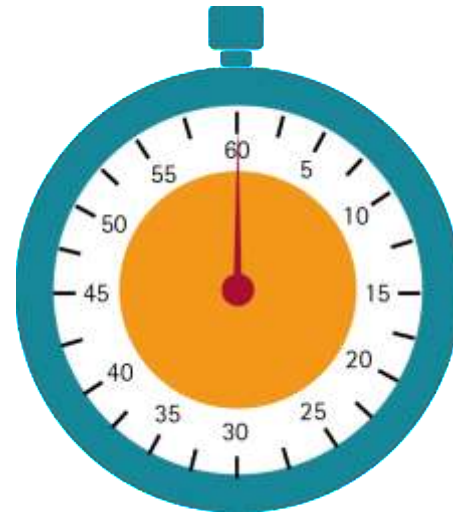
# As we speak, within 60 seconds

**700** new Twitter accounts &  
**140,000**  
tweets

**600** videos  
uploaded

**7,000**  
pictures uploaded

**170** million  
e-mails sent



**700,000**  
Facebook status updates

**370,000** Skype  
voice-calls

**700,000** search engine  
inquiries

**Data is increasing faster than ever before!  
....and the creator is giving up their ownership....**



My Dad says you are spying on us online!

He's not your Dad

The world becomes less  
secure

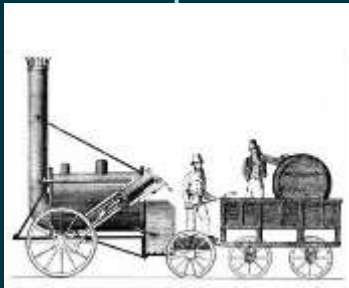
But some of it is down to  
our own stupidity....



# Industry 4.0 : A Fourth Industrial Revolution, driven by new forms of technology

Parallel Industrial and Communications revolutions converging on Industry 4.0

**1.0**



Steam power ...

Mail ...



**2.0**



Electrical power ...

Telegraphy ...



**3.0**



Automation ...

Internet ...

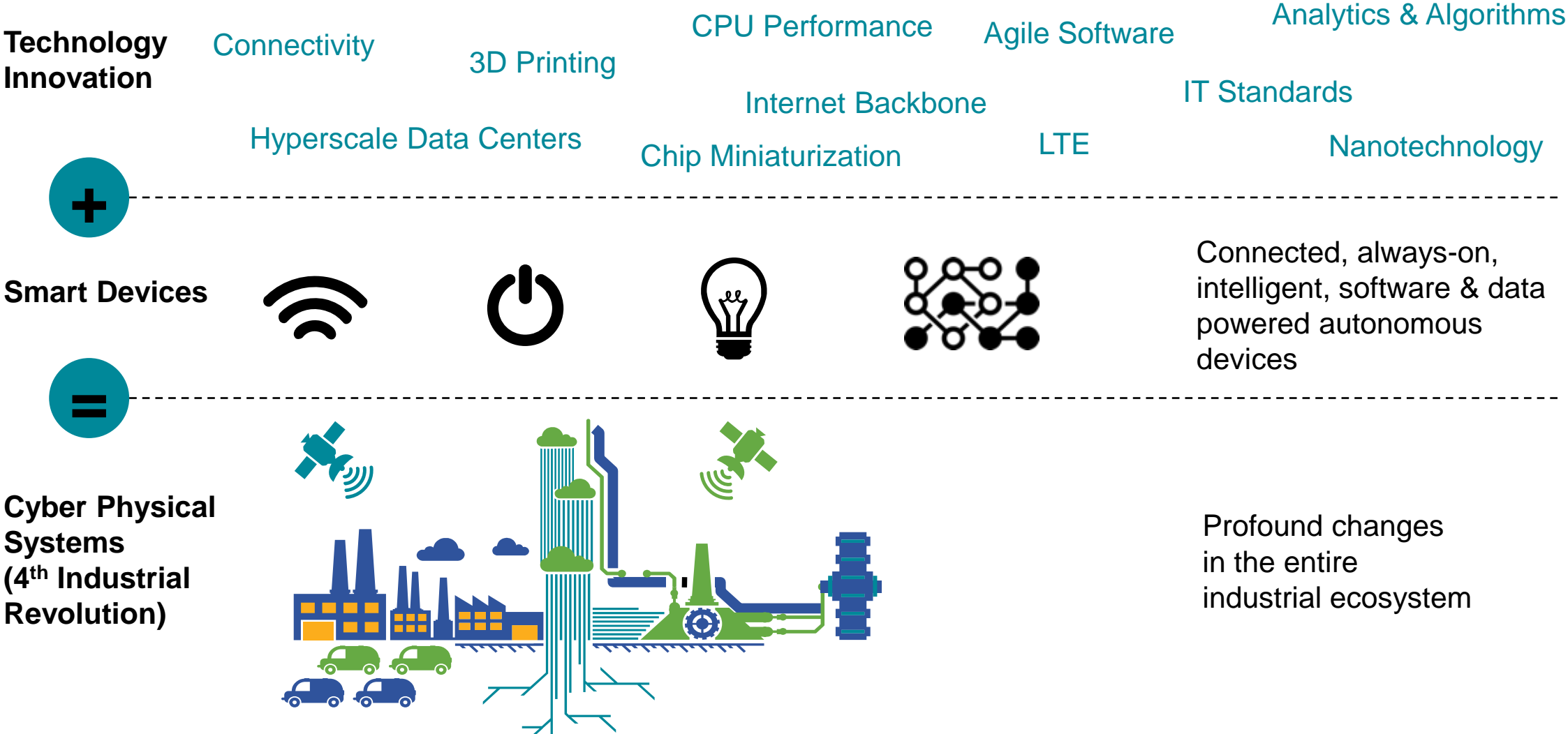


**4.0**



Smart  
Connected  
Devices ...

# The basis for Industry 4.0 has been laid by technology innovation





# The current rate of technology improvement has the potential for enormous economic impact by 2025

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**\$5 million vs. \$1,000**

Price of fastest supercomputer in 1975 and an iPhone X, with superior performance by orders of magnitude

**90%**

Drop in costs of photovoltaic capacity since 2000

**\$5-7 trillion**

Expected economic impact of automation of knowledge work by 2025

**~3 billion**

Additional connected people with access to the internet by 2025

**1.5 million** Deaths from car accidents in 2025, potentially addressable by autonomous vehicles

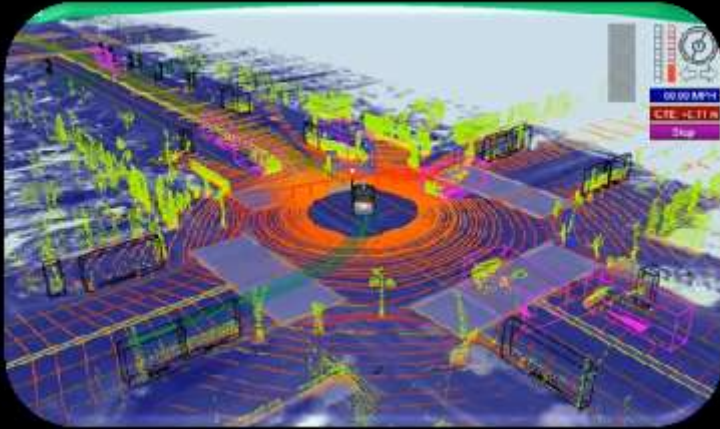
# 3D printing accelerates the disruption of a \$13Tn Industry



# Automotive – past generation



# Automotive – Today



# Automotive – Today – Do people really want to drive anyway?



25% of all accidents  
in the US involved  
Cell Phones  
1.6 Million accidents a year



You are 23 times more likely  
to get in an accident when  
texting and driving  
Costs billions in losses and  
thousands in lives

# Automotive – Next Generation



# Mobility – Last Generation and Next Generation



Mass Mobility



Customized Products



On Demand Services



Autonomous Mobility



Connected & Intermodal Mobility

# Healthcare – Last Generation

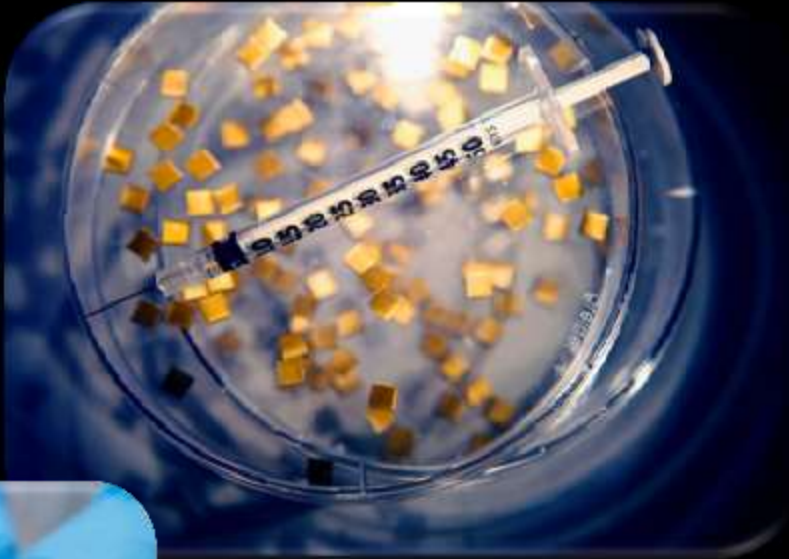




# Healthcare – Today



# Healthcare – Next Generation



# Agriculture – Last Generation

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# Agriculture – Today



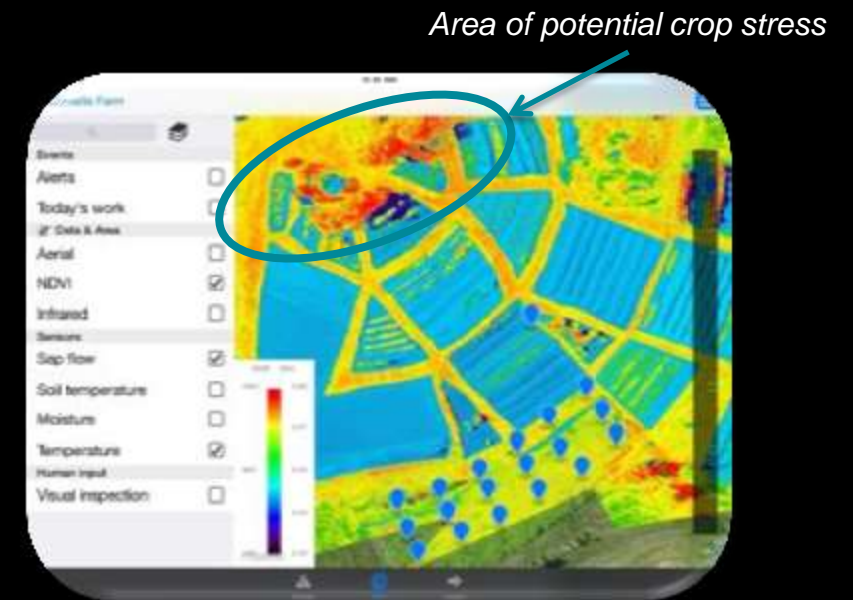
# Agriculture – Next Generation



Active and Passive Drones



HD Image



NDVI\* Image

**200 years ago 77% of us were farmers compared to 1% today  
We will keep ourselves busy!**

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And complex Problems.....?

**accenture**digital

Strategy | Digital | Technology | Operations

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#TheDigitalMan

High performance. Delivered.

