

# Being relevant in a digital age

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High performance. Delivered.

The logo for Accenture Digital, featuring the word "accenture" in white and "digital" in orange, with a small orange chevron symbol above the "d".

Strategy | Digital | Technology | Operations

# Digital is changing the world

The wearable devices market will grow from \$1.4 billion this year to \$19 billion by 2018

Reviews and WoM are increasing their influence on consumer trust (3-5X more than TV/radio ads)

4 of the 5 top global brands are digital at the core (Apple, Google, IBM & Microsoft)

98% of consumers move sequentially between screens & devices to complete a task

80% of consumers are more likely to recommend a brand that offers a simpler experience

Amazon and eBay are the only pure retailers on the list of the top 100 brands

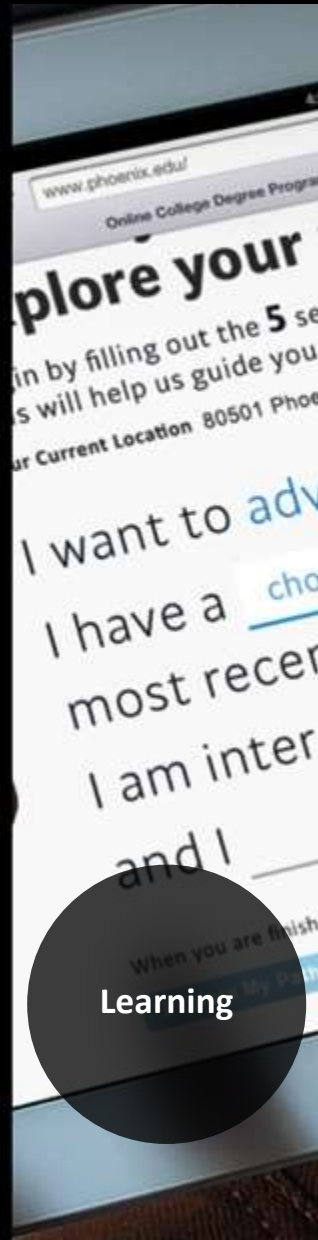
...and all aspects of our lives



Shopping



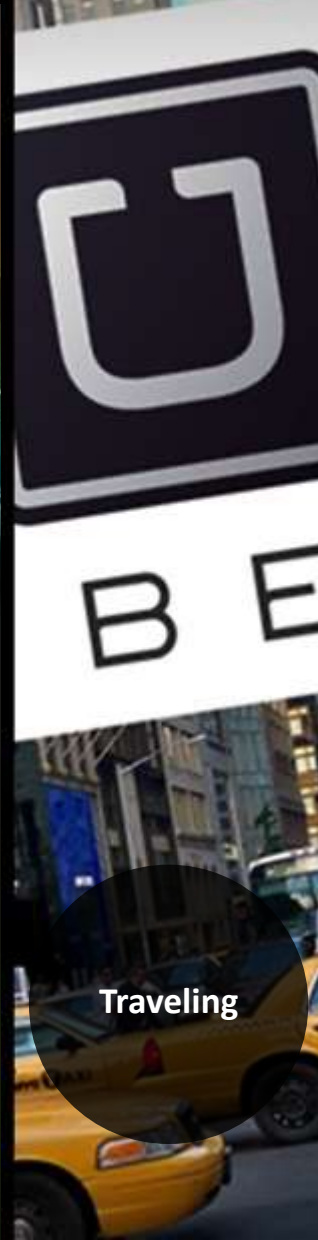
Entertainment



Learning



Exercising



Traveling



Paying

How does HR transform to be relevant in this digital age?



01

# Relentless Talent Mindset



02

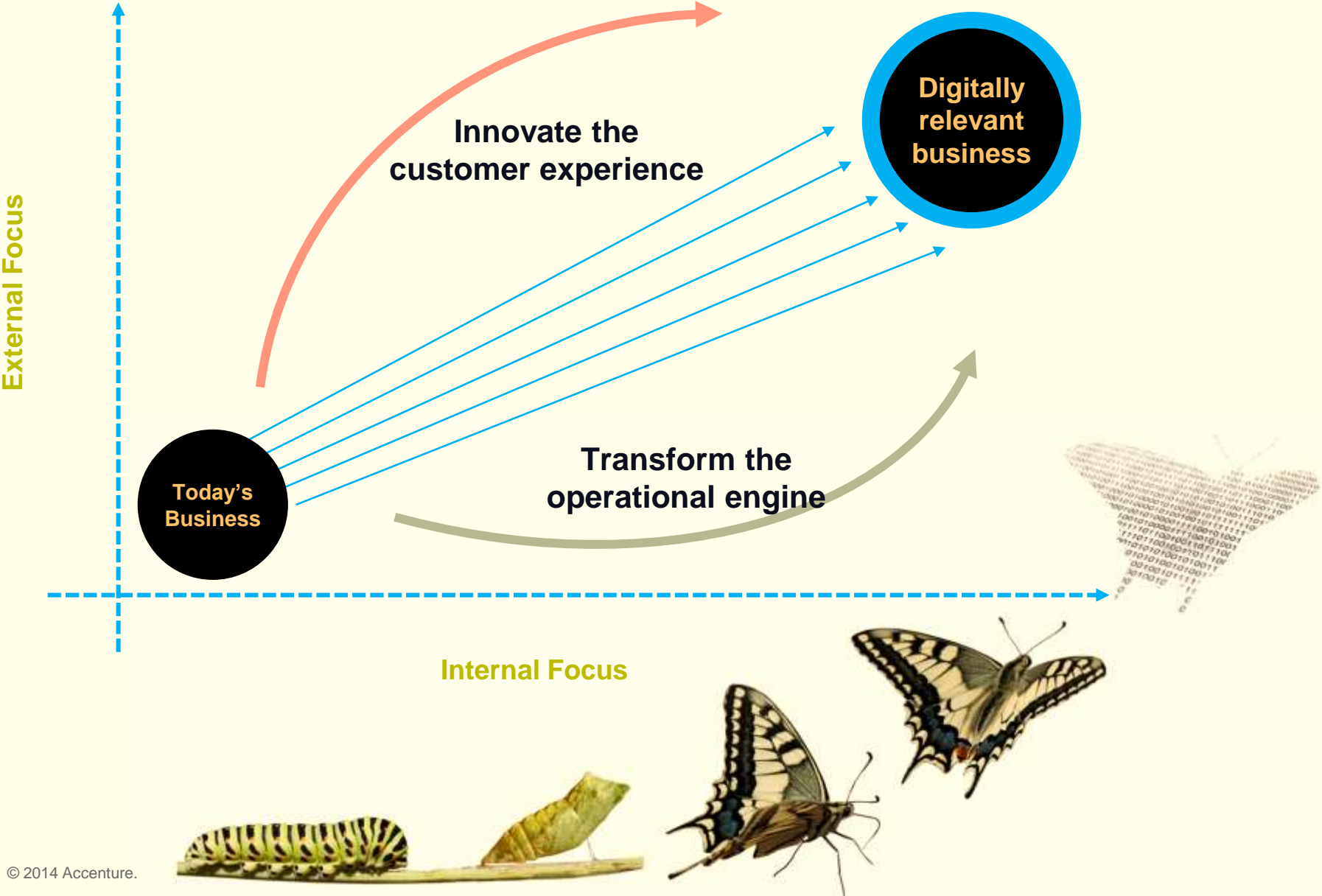
# Insight-driven business decisions

03

# Deep HR capabilities



# The journey to becoming a digital transformer







@AccentureDigi



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