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- Posing
- unwitting
- boost
- pervasive
- trends
- to cope with
- breakdowns
- isolated

The Accenture Technology Vision report identifies eight emerging **1** _____ that challenge long-held assumptions about IT and are poised to reshape the business landscape. The report also offers “action steps” that high performing businesses and governments can take to prepare for the new world of computing.

One of the most significant trends identified in the report finds that the age of “viewing everything through an application lens is coming to an end.” Instead, platform architectures will be selected primarily **2** _____ soaring volumes of data and the complexity of data management, not for their ability to support applications.



Social Platforms

The report also predicts the evolution of social media into social platforms. This means company websites may no longer be the first port of call for customers. This has the potential to disrupt the way companies conduct business, **3** _____ new challenges – and opportunities – for IT.

For example, “social identities” – based on the rich history of information that individuals leave in social networks – will become much more valuable to businesses than the traditional and
4 information they get when an individual registers on their corporate website.

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Cloud Computing

Accenture also sees a new conversation emerging around cloud computing, which will become so **5** _____ that the term itself becomes superfluous. According to the report, hybrid clouds – software-as-a-service (SaaS) and platform-as-a-service (PaaS) in combination with internal applications – will “cement IT’s role as a driver of business growth.”

The focus will shift from simple infrastructure solutions to developing cloud strategies that deliver increased functionality and flexibility using a mix of public and private cloud-based application and platform services. While many challenges remain, cloud is nonetheless poised to change the face of enterprise computing.



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Data Security

The fortress mentality, in which all IT has to be architected to be foolproof, is giving way to a security architecture that responds proportionately to threats when and where they happen.” As a result, the role of people in data security will decline, replaced by automated capabilities that detect, assess, and respond immediately.

Data Privacy

Individual privacy will take center stage as a result of increased government regulation and policy enforcement. The report concludes: “We expect that leading players will develop superior levels of understanding, enterprise-wide, about the distinctions between being a data processor – broadly handling the personal data of others – versus being a data controller, thus lowering the risks of **6** _____ breaches or privacy regulations and perceptions of privacy **7** _____.”



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Analytics

Companies that continue to view analytics as a simple extension of business intelligence will be “severely underestimating analytics’ potential to move the needles on the business.” Among other failings, traditional BI does not take advantage of the wealth of unstructured data that is now available. IT leaders will need to work closely with business leaders to identify where analytics can be leveraged effectively, as well as the proper mix of services required to optimize analytics capabilities across the enterprise.

Architecture

Information technology is evolving from a world that is server-centric to one that is service-centric. Companies are quickly moving away from monolithic systems that were wedded to one or more servers toward finer-grained, reusable services distributed inside and outside the

enterprise. The goal: to decouple infrastructure, systems, applications, and business processes from one another.

[Eight trends Driving 007.m4a](#)

User Experience

Today, business process design is driven by the need for optimization and cost reduction. Tomorrow it will be driven by the need to create superior user experiences that help to **8** _____ customer satisfaction. Great user experiences will require more layered approaches than what is typical today. As such, application design will be a multidisciplinary exercise: Typically handled today by IT architects and business owners, tomorrow it will involve optimization from the perspective of the process actor, with the emphasis on simplicity and on removing inefficiencies.

Read the text again and answer the questions choosing the correct option.

1-Which type of databases will mark a significant trend in platform architecture?

1. Relational databases
2. Streaming databases
3. Platform databases
4. Social databases

2. According to the text, social medial will evolve into ...

1. Individual platforms
2. News websites
3. Social platforms
4. Social networks

3. According to the report, cloud computer will evolve into...

1. Hybrid clouds, software and platforms
2. Hybrid clouds, software and hardware
3. Internal applications
4. Cloud-based applications

4. Which of the following is ready to change the face of enterprise computing?

1. Security
2. Architecture
3. Privacy
4. Cloud

5. Which of the following will decline in terms of data security?

1. Security architecture
2. The role of people in data security
3. The role of data in business
4. The role of people in data privacy

6. Information technology is evolving from a world that is server-centric to one that is ...

1. Service centric
2. Application centric
3. People centric
4. System centric

7. According to the reading, one important factor in today's business design is...

1. Cost reduction
2. User friendly apps
3. Data availability
4. Data safety

8. One important factor in tomorrow's business design will be...

1. Generate more productivity
2. Create superior user experiences
3. Create better apps
4. Protect people's information

9. Who is in charge of business and applications designs today?

1. IT software developers
2. Web developers
3. IT architects
4. Customer service agents

10. Who will be in charge of identifying how to best use analytics for the businesses?

1. Business leaders only
2. IT architects and business leaders
3. IT leaders only
4. IT leaders and business leaders