

**Accenture** Song

# COMMERCE AT THE SPEED OF LIFE

## VIDEO TRANSCRIPT

Transactions. Transactions. Transactions.  
That's what commerce is all about, right?  
Not anymore.  
It's about brand promise and loyalty.  
Who you are and what you stand for.  
Helping people find their own journeys,  
to get what they want on their terms.

And it's everywhere.

Commerce is no longer a thing we do:  
a search, a tap, a swipe.  
Commerce has blended into our culture,  
Shaping the lives we lead.

And it's still unfolding.

People's wants and needs shift moment to moment,  
Sometimes unpredictable, sometimes paradoxical..  
When you think you've caught up,  
They've already moved on.

This calls for a dynamic approach to commerce,  
that's in tune with the rhythm of people's lives.

Where marketing, sales and service work as one.  
Where technology is adaptable, scalable, composable.  
Where data and analytics unleash new value.  
And creativity reigns across every channel.

That's how to operate as a truly digital business.  
So you can grow and remain relevant to the people at the heart of the purchase.

This is commerce at the speed of life.  
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