



## INNOVATION REBORN

Imagine a world where technology is all around us, where it is omnipresent, but there's not a device in sight. It's not interfering in our daily lives, rather, it's automatically supporting us, our relationships, and our businesses. It may have faded into the background, but it is "smarter" than ever, anticipating our wants and needs, acting on our behalf based on our preferences. It is a world where our groceries are automatically ordered when needed, our checkbooks are automatically balanced, and our schedule is planned for us according to our needs. A digital twin of ourselves protects our identity, manages our finances, and even keeps our business and personal connections strong and healthy.

Many of us have dipped into this new world, but soon we will all be living in this realm of *digital singularity*, the point at which human experience meets technological omnipresence. Despite the alarmist views espoused by some futurists, singularity will be a time of great opportunity for humanity. It will free us from the mundane and give us time again to dream and innovate—but it will also be a time of great change for business, requiring new strategies, investments, and viewpoints for companies to not only remain relevant but to stay competitive as we race toward it.

In *Digital Singularity: A Case for Humanity*, Kevin S. Parikh applies unique insights to the emerging technologies that are creating new business and social imperatives for those operating in our increasingly global economy. He explores the requirements needed in our new digital ecosystem, and the future of successful businesses within it, to help companies and executives adapt, thrive, and target the right audiences moving forward. We'll see that when all individuals have the same access, *boundaryless* communities supporting them, and a powerful virtual bullhorn giving them an equal voice to interact directly with the president *and* compete for work with corporate entities of any size, we'll experience a new way of working, communicating, and living, together.

For twenty years, Parikh has guided professionals in making decisions for their businesses and careers so that they are able to adapt to the changing marketplace and global culture. In *Digital Singularity*, Parikh shares Avasant's wisdom to provide readers with a new direction that allows them to keep pace with the extraordinary technological and social advancements coming our way.

visit us at [www.avasant.com](http://www.avasant.com)

# DIGITAL SINGULARITY

A CASE FOR HUMANITY



KEVIN S. PARIKH

Parikh began his career as a lawyer working in Washington, D.C. with the United States Environmental Protection Agency, where he received a Presidential Invitation to support the One America Commission by Bill Clinton. At the birth of Y2K, he moved to Gartner Consulting to lead the company's Global Strategic Sourcing Practice. In 2006, Parikh founded Avasant, which has since become one of the leading Business Transformation, Technology Strategy and Sourcing Advisory firms in the industry. Parikh now serves as the Global CEO and Senior Partner of Avasant, as well as the Chairman of the Avasant Foundation, focusing on youth jobs and training for the digital economy. Parikh is widely acknowledged as a global thought leader, futurist, and expert on digital business strategies, technological solutions, and business transformation. He has published

numerous white papers and articles, and he has authored a book on global digital enterprise transformation, *New Horizons of Business Process Outsourcing in Africa, Latin America & Caribbean*. He advises both private-and public-sector clients on technological strategy, transformation, and leadership, and has written *Digital Singularity* to further help professionals and businesses adapt to an ever-changing digital marketplace. Parikh is a proud husband, father, and son, and has been well recognized for his leadership in numerous publications.

Special recognition should be given to the Avasant Innovators who have served as supporting authors in the development of this book: Edward Wilson-Smythe, Whitney Leets, and Sunghea Khil.