

A photograph of a man holding a baby under a tree. A basket hangs from a branch above them. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The man is looking at the baby, who is looking up at the basket. The background is a clear blue sky with some foliage visible.

# Building the Customs Agency of the Future

Prasanna Ellanti

accenture

# These Are Extraordinary Times



Over the past three years we have experienced multiple cycles triggered by COVID-19, war in Ukraine, supply chain crisis, food security, and energy crisis.

Last year, we presented our [Borders 2030 vision & research.](#)

1. Frictionless By Design
2. From Trust To Truth
3. Virtual Frontiers





# Accenture Technology Vision 2023

When Atoms Meet Bits: The Foundations Of Our New Reality.



## Digital Identity

ID for everyone  
and everything



## Your Data, My Data, Our Data

Why transparency  
will become your  
most precious  
resource



## Generalizing AI

The radical edges—  
and possibilities— of  
intelligence



+

# Digital Identity

ID for everyone and everything

+



+  
**Your Data  
My Data  
Our Data**

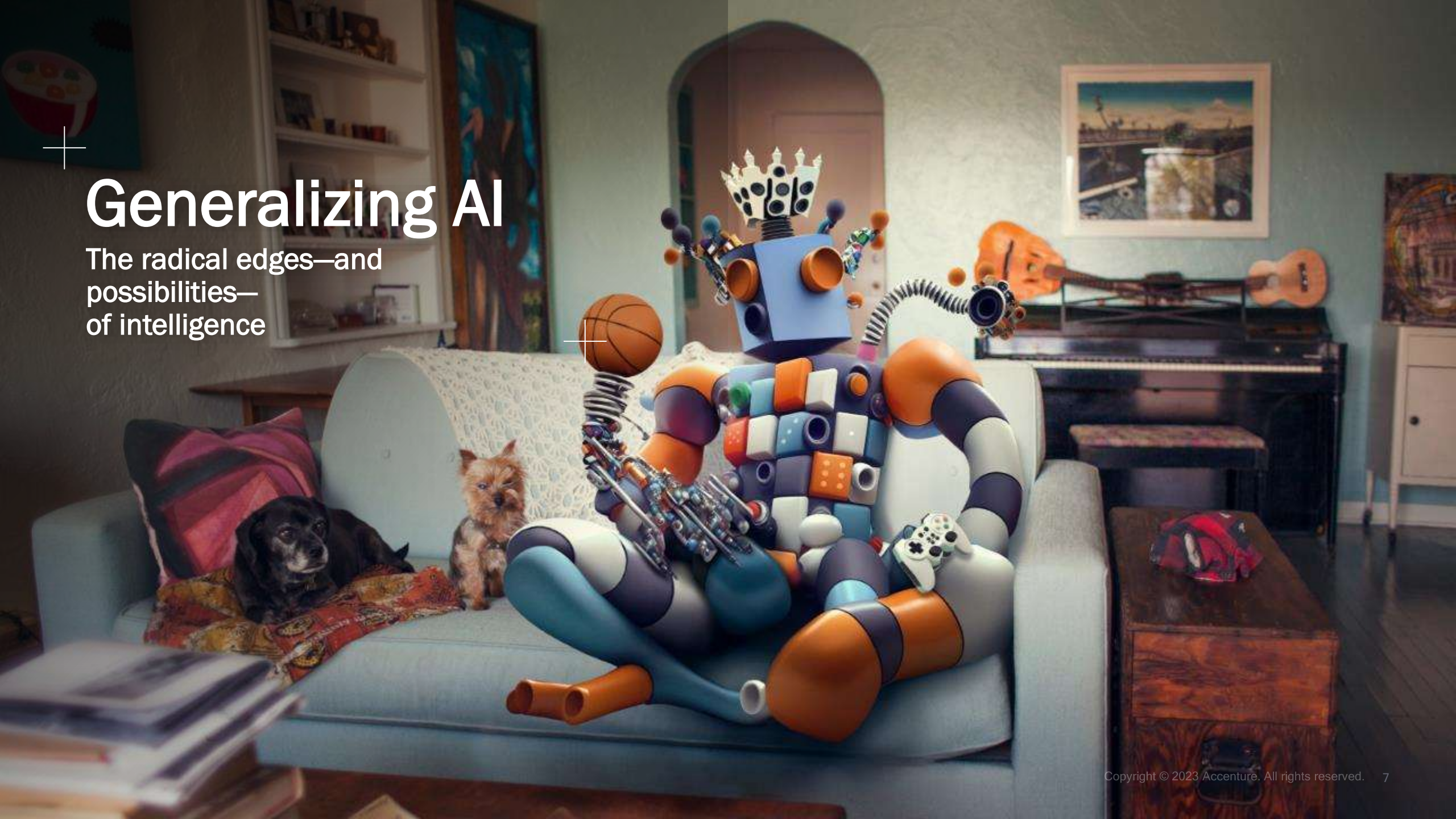
Why transparency will become  
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# Generalizing AI

The radical edges—and possibilities—of intelligence



# Generative AI Top Use Cases



Citizen Services



Workforce



Enterprise

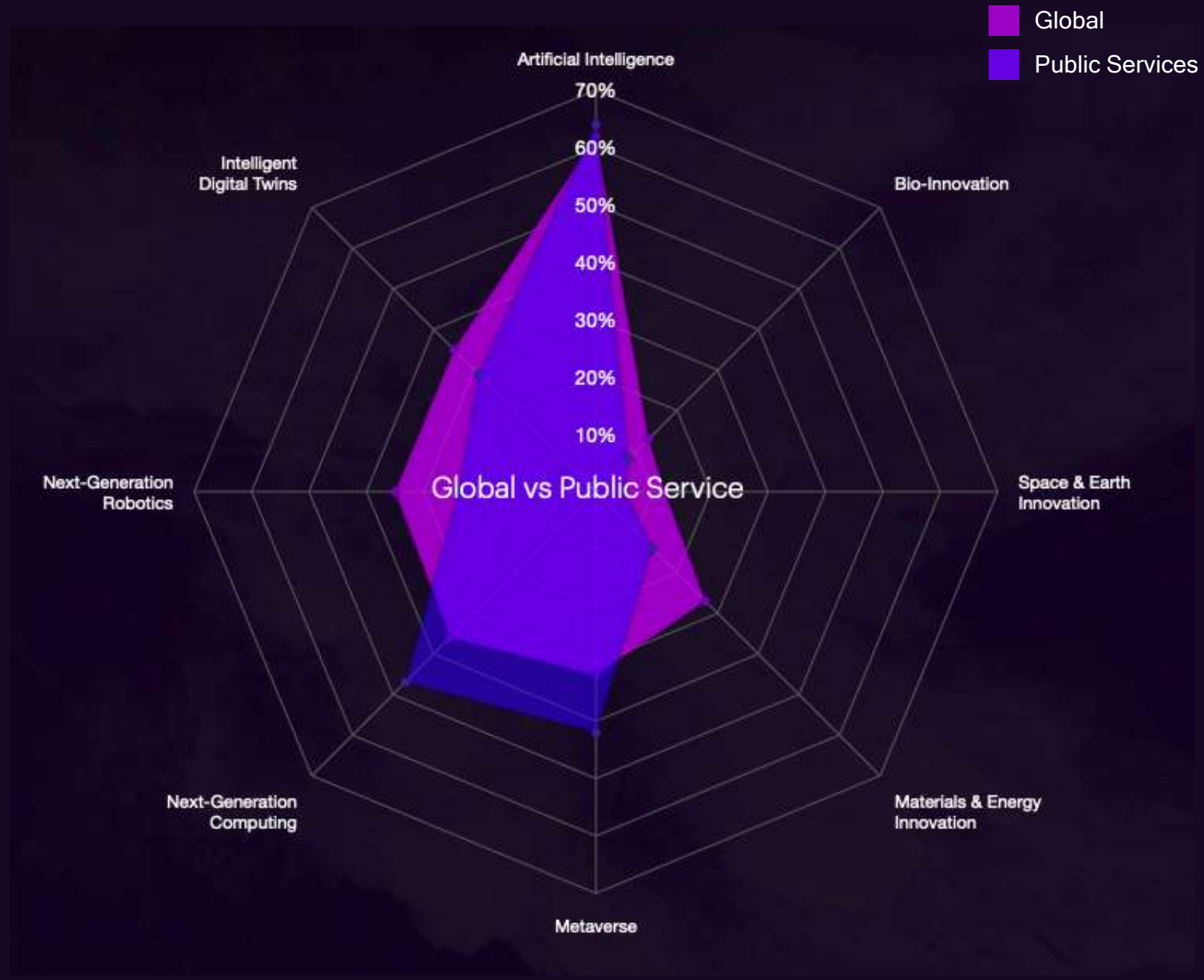


Mission

[Responsible AI Framework for Generative AI](#)



# Investment by industry – resourcing in the next 5 years





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