

The Business Times, Singapore: Cognizant's Director, Center for the Future of Work, Discusses how He Helps Clients See the Future of Technology



"We've spent the last 25 years building this highway, laying the tarmac of the highway, but there are literally no road signs or stop signs. There are no lines on the road," says **Ben Pring**. "In the next 25 years, we will put the rules of the road on the road. That's the story of what's ahead of us - creating lanes, stoplights, signs and having speed limits and fines," Mr Pring envisions. "That's the transitional point that we're in. That's the point we're at now as a society, and as responsible, educated people, we realise that we've built incredible powerful technology, but if we're going to use it responsibly and not just blow everybody up, then we need to put in place the rules of the road." Excerpts:

"As someone who is known as a futurist, Mr Pring keeps his ear firmly to the ground, to better see what lies ahead.

'My role is to be able to translate the technology,' he tells BT. 'I understand enough of the technology, and I can go have a conversation with the insurance executive or somebody in government so I can then go between that (technical) world and the world of business and people who are not technologists.'

At Cognizant, Mr Pring is currently focused on taking superior user experiences across applications or computer programs, and applying them to the technology deployed by big businesses.

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