


accenture

A low-angle photograph of a modern glass skyscraper. The Accenture logo, consisting of a stylized chevron symbol above the word "accenture" in a lowercase sans-serif font, is mounted on the upper part of the building's facade. The glass reflects the sky and surrounding environment. The building's structural frame is visible through the glass panels.

accenture

477,000 empleados

477,000 empleados
120 países

477,000 empleados

120 países

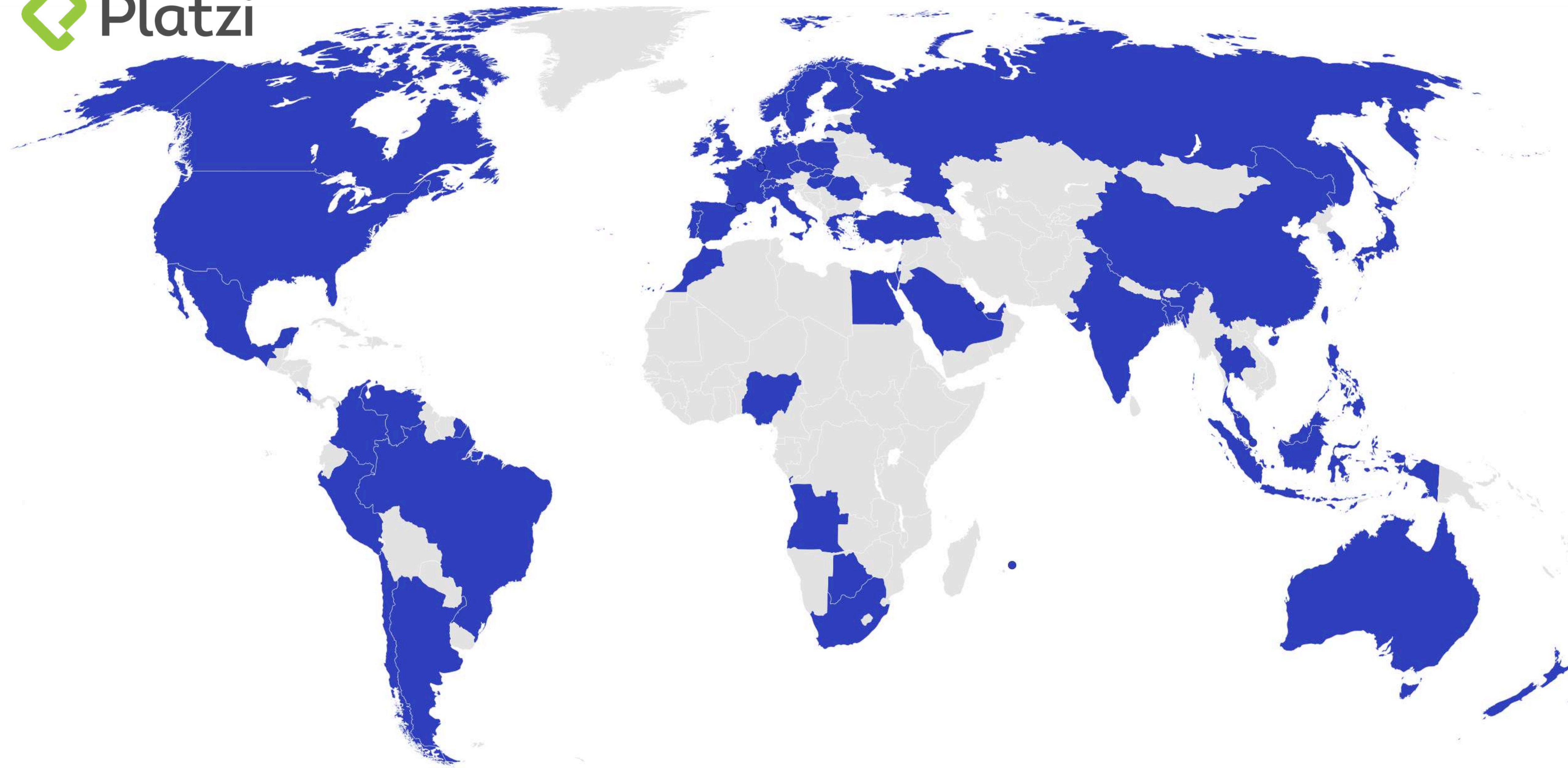
30 años

477,000 empleados

120 países

30 años

\$41 **Billion** dollars

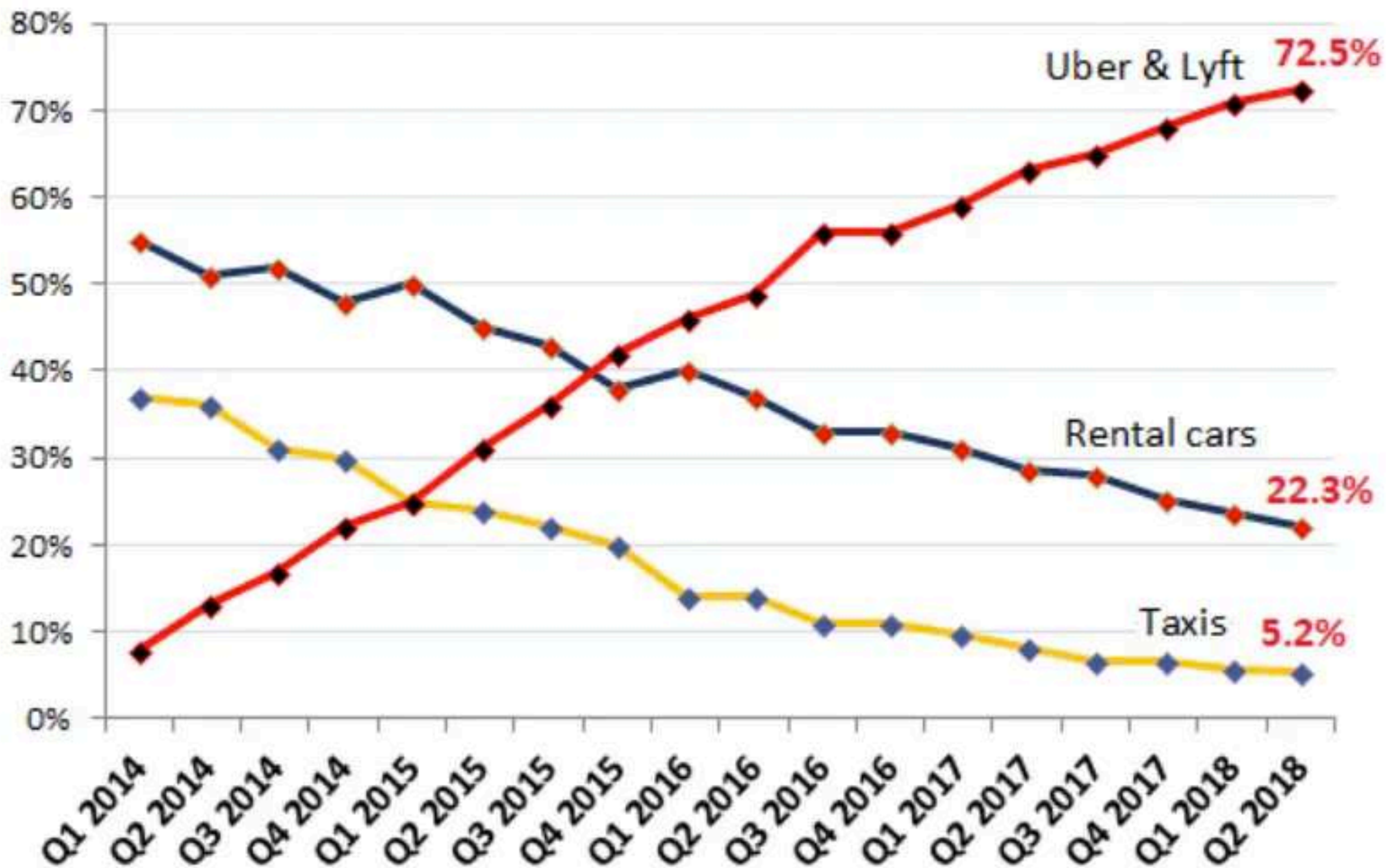


Hertz



Uber & Lyft Crush Taxis and Rental Cars

% of Ground Transportation Travel Reimbursements



Source of data: Certify

WOLFSTREET.com

>
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Hertz

transform its digital identity. The primary objective of the project is to redefine the customer experience on Hertz's digital platforms, by developing a market-leading website at Hertz.com and a complementary suite of mobile applications, all based on a platform that Hertz could readily extend to its other rental brands, including Dollar and Thrifty.

3. Hertz did not have the internal expertise or resources to execute such a massive undertaking; it needed to partner with a world-class technology services firm. After considering proposals from several top-tier candidates, Hertz narrowed the field of vendors to Accenture and one other.

4. After Accenture put on an impressive, one-day presentation for the Hertz team that included a demonstration of the transformed Hertz digital experience, Hertz selected

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Accenture to design, build, test, and deploy Hertz's new website and mobile applications (or "apps").

US\$32 Millones

6. Hertz relied on Accenture's claimed expertise in implementing such a digital transformation. Accenture served as the overall project manager. Accenture gathered Hertz's requirements and then developed a design to implement those requirements. Accenture served as the product owner, and Accenture, not Hertz, decided whether the design met Hertz's requirements.

US\$32 Millones

Agosto 2016

Diciembre 2017

Agosto 2016

Diciembre 2017

Abril 2018

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

THE HERTZ CORPORATION,)	
)	
Plaintiff,)	
v.)	
)	Civil Action No. 19-3508
ACCENTURE LLP,)	
Defendant.)	
)	[JURY TRIAL DEMANDED]
)	
)	

COMPLAINT

1. The Hertz Corporation (“Hertz” or the “Plaintiff”) is one of the world’s largest and most familiar vehicle rental companies. In early 2016, Hertz began an ambitious project to transform its digital identity. The primary objective of the project is to redefine the customer experience on Hertz’s digital platforms, by developing a market-leading website at Hertz.com and a complementary suite of mobile applications, all based on a platform that Hertz could readily extend to its other rental brands, including Dollar and Thrifty.
2. Hertz spent months planning the project. It assessed the current state of its e-

10. For instance, the contract documents required Accenture to develop a responsive website – one that automatically scales content and elements to match the screen size of the device on which the website is viewed – with breakpoints for small (phone), medium (tablet),

and large (desktop) displays. Accenture ignored the specification that called for a medium-sized layout and developed the website for only small and large breakpoints, and demanded **hundreds of thousands of dollars in additional fees** to deliver the promised medium-sized layout.

12. The quality of Accenture's programming was deficient as well. Accenture's developers wrote the code for the customer-facing ecommerce website (the "front-end development" or "FED" code) in a way that created serious security vulnerabilities and performance problems. The defects in the FED code were so pervasive that all of Accenture's work on that component had to be scrapped. For other components of the system, substantial portions of the code were also unusable.

13. In addition, Accenture failed to perform proper testing of the software that it developed. Accenture did not perform tests on many components of the system. When Accenture did perform tests, they were seriously inadequate, to the point of being misleading.

36. One of the primary reasons for these delays was Accenture's difficulty in developing the "integration layer," which allowed the customer-facing FED code to

communicate with Hertz's back-end systems (e.g., the systems for making and changing reservations, and the systems for Hertz's rewards program). Accenture's team struggled to understand the back-end systems and apparently had difficulty programming the software used for the integration layer.

37. In addition, Accenture was unable to properly develop the FED code. Accenture expressly acknowledged its failure in a slide presentation it prepared for a January 2018 status meeting, stating that “Front End Technology (Angular2) has been a challenge for us to deliver.”



ANGULAR

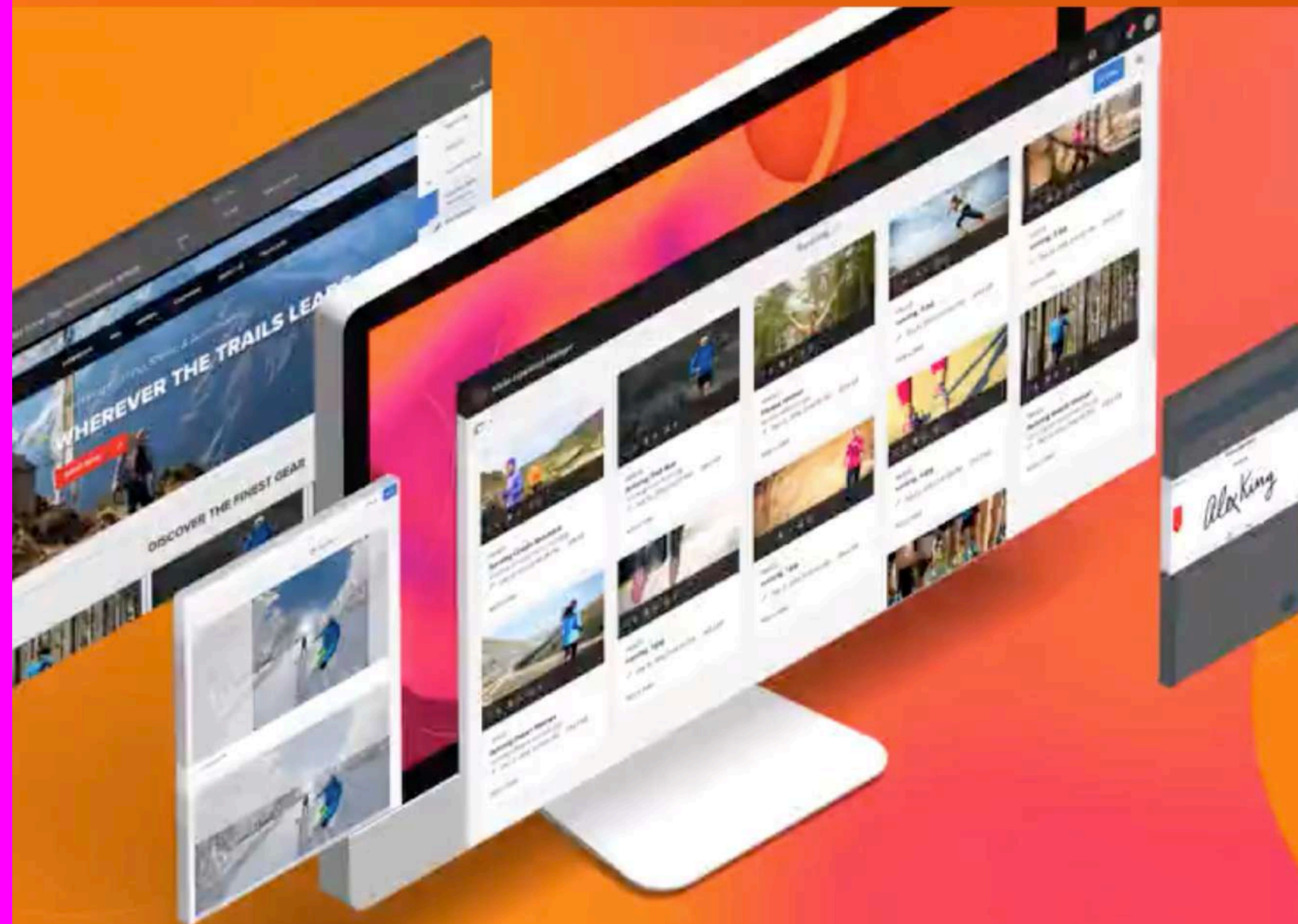
▲ iammiles 8 days ago [-]

I work for a fairly large corporation that was looking at Accenture (among other firms) to help augment our team on a complete revamp of a current web product. By the time we were taking RFP's and listening to pitches, we as a company had already chosen the stack and architecture of how we wanted this new product to be. It wasn't anything out of the ordinary: Typescript with React / Redux with various services hosted on AWS.

All the firms we spoke to were onboard with this and continued on with their proposals except Accenture. One of their lead devs was extremely combative and trying to tell us that going with Angular was a much better idea / React is a failure. On top of this, they kept pitching that they were going to rewrite all the backend services, which was not part of the RFP or even brought up as something wanted.

It really felt like they already had a generic turnkey product in place and wanted to sell us that instead.

39. Accenture's code for the AEM component (the content management system that allows Hertz to create, edit, and change the content on its websites) was seriously flawed as well. The coding and file structure were not based upon the Adobe AEM archetype, which made the application unreliable and difficult to maintain, as well as making future updates challenging and inefficient.



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40. Accenture's Java code did not follow the Java standard, displayed poor logic, and was poorly written and difficult to maintain.

41. Accenture's team also recommended that Hertz purchase licenses to a technology called RAPID that was supposed to streamline the development of the content management system for Hertz's new websites. Hertz followed this recommendation and acquired the technology, but Accenture was unable to implement it. As Accenture's project leaders acknowledged, Accenture "spent a good deal of time" "fighting through integration of RAPID" into Hertz's environment.

RAPID is a tool Accenture uses to quickly provide decision-makers with the basic information and insight they need to take meaningful steps to reduce their technical debt, improve security, and execute cloud-first strategy.



42. These technical struggles were worsened by Accenture's project management failures. In the midst of Phase 2 of the Project, for instance, Accenture removed some of the most significant team members, including the product owner and the microservices architect. They were replaced, but their replacements did not have the same level of experience, and a good deal of knowledge was lost in the transition. Accenture acknowledged that its delays and difficulties resulted, at least in part, from the departure of "key resources" during the Project.

55. Accenture acknowledged that its design did not work for many devices, including tablets. Hertz specifically pointed out this defect on many occasions, but Accenture refused to fix it unless Hertz paid it hundreds of thousands of dollars in additional fees.

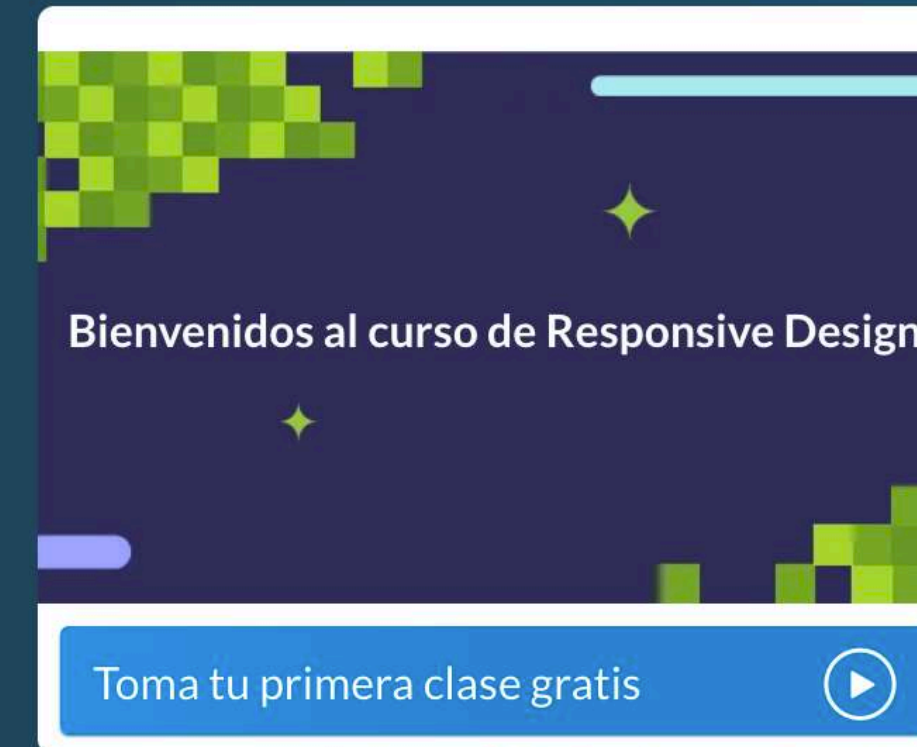


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56. Accenture also failed to develop a usable Visual Style Guide in the format specified by Hertz.

61. When Hertz raised this issue with Accenture, Accenture refused to provide an interactive Visual Style Guide to remedy the defects in its Deliverables unless Hertz paid hundreds of thousands of dollars in additional fees.

A spokesperson for Accenture told *The Register*. "We believe the allegations in this lawsuit are without merit, and we intend to defend our position. Because this is an ongoing legal matter, we decline any further comment."