

Salesforce Business Group

Vision and Values

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Accenture
Salesforce Business
Group Vision

Vision & Values

View or download our vision and values slides for internal use.

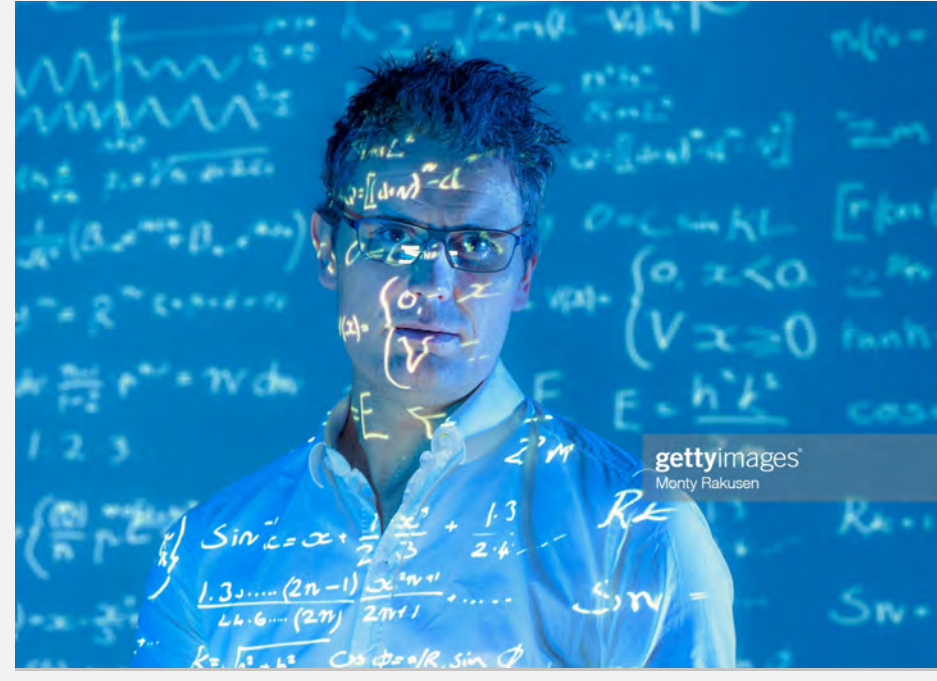
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Vision



Growth

Our ambitious goal is to double our business, exceed Accenture's growth rate by 2x, and be #1 in all markets and all Salesforce clouds by FY23. The teams will originate or jointly sell Salesforce's top two to three programs by industry, every year - Accenture Plays + Salesforce Industries.



Talent

Our vision it to create extraordinary opportunity for our people with enviable and unmatched career experiences at all levels. We strive to develop the world's most diverse practice, with deep Salesforce expertise across strategy, functional, industry, and technical practitioners, and be #1 in certifications in all markets and all Salesforce clouds. This means doubling the number of certified practitioners by FY22.



Client value and success

We will deliver measurable, outsized business impact using all of Accenture seamlessly; create 100% referenceability and Salesforce license renewals; and focus majority of asset and offering investments around specific clients, with clear issues and committed outcomes.



Partnership

Our goal is to create the gold standard for how two industry leaders partner together. This means shifting from alignment to true partnership in product development, GTM, alliances, professional services, and corporate citizenship. We will establish Salesforce and Accenture as innovation partners for the C-suite and become an adviser to Salesforce on its growth agenda and dutifully create inextricable linkages to our mutual success.

Values



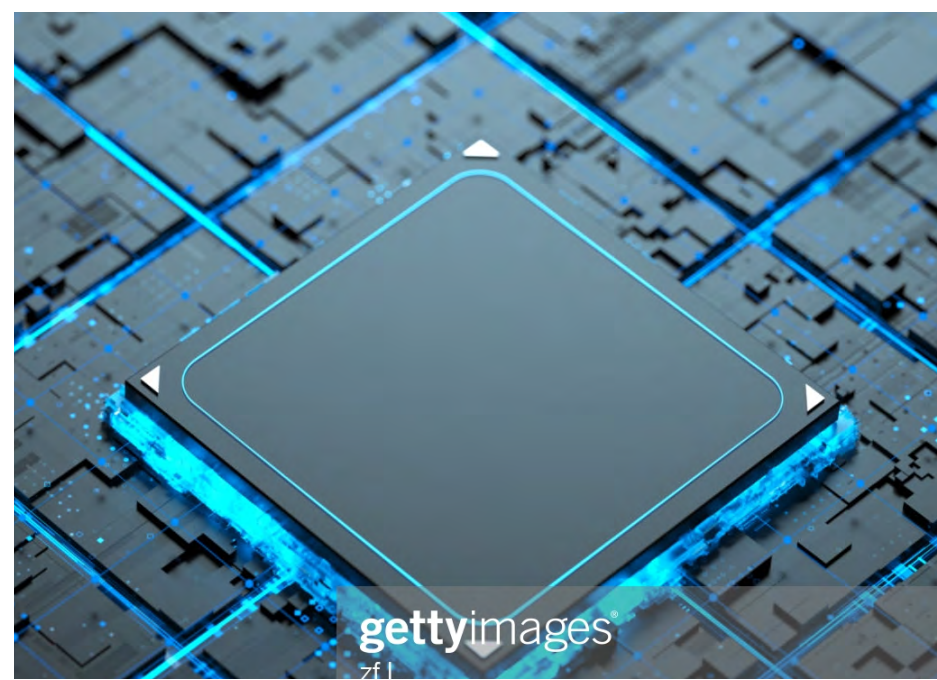
Be the best partner we can be

We aim to be different, not just better than our competition. This means embedding Salesforce into Accenture's core offerings, building new business models on the industry agenda, pooling diverse funding sources around client agendas, and partnering with Salesforce Services. We will define and launch a one-of-a-kind field engagement model between Salesforce and Accenture and become part of the Salesforce fabric through our unique partnership on the industry agenda.



Innovate for the C-SUITE

Our journey is guided by C-suite priorities, hardest problems, and creating "earnings-worthy" mentions. We operate from a proactive, big-deal, "art of the possible" mentality. This means partnering with Salesforce product leaders and Salesforce Industries on a C-suite innovation agenda, using preemptive funding strategies with Strategy & Consulting, Interactive and the Market Units.



Growth with focus

By surgically focusing on Europe and Growth Markets by Market Unit and fortifying North America, we are mapping out strategies that invest heavily in industry, marketing, commerce, data, with more S&C. We will Go-to-Market with fewer but more specialized industry and functional offers and embed Salesforce x-enterprise clouds such as MuleSoft, Tableau and Einstein.



Deepen our salesforce product and technology expertise

Elevate the partnership by establishing a CTO function and develop a product roadmap cadence with Salesforce. We provide opportunities to our people by doubling efforts to create specialization on all Salesforce clouds, define and extend certification programs to S&C. We celebrate and reward our deepest experts and seek to constantly challenge ourselves on what is different about our Industry and Functional solutions as we create fundamentally unique Salesforce offerings.



Embrace Ohana and run a family business

We lead as a family with a purpose- and mission-driven mindset for our clients and our people. Setting the bar for the "badgeless" practice at Accenture, S&C and Interactive are decipherable only by their skills, which may also overlap. We see connectedness and stewardship as an obligation and a pleasure; we recognize the hard work and commitment in our colleagues and give credit liberally.



Execute with agility

We are obsessed with clients, winning, and having fun...and therein lies the magic in our partnership with Salesforce. Extreme focus is placed on defining, achieving, and measuring client value creation. Doubling our efforts on delivery excellence with standard tools and assets such as MyConcerto, we aim for a flatter organization and a "scrappy" partnership mindset. We strive for simplicity and establish management roles when scale requires.

Quick links

[Salesforce on accenture.com](#)

[Accenture on the salesforce Appexchange](#)

[SFBG Youtube Playlist](#)