Flutter Entertainment plc

Company Overview and Financial Summary

Flutter Entertainment is an online sports betting and gaming operator headquartered in the Greater New York City Area, United States.

- **Revenue (FY 2023):** 11,790 USD million
- **R&D Spend (FY 2023):** 692 USD million

Account Priorities

ER&D

- **Innovative Product Development for Market Leadership**
  Use cases: Player Scoring Analytics; Real-time Game Analytics; Metaverse-based Gaming
  Workloads: Game Design & Development; Augmented Reality & Virtual Reality; Application Development & Maintenance

Customer Support & Service

- **Comprehensive Customer Engagement Enhancement**
  Use cases: AR-based Customer Engagement; AI-based Customer Engagement; VR-based Customer Support
  Workloads: Customer Success; Customer Service & Support; Technical Support
- **Proactive Customer Engagement & Support Excellence**
  Use cases: Real-time Customer Support Analytics; AI-based Customer Engagement; Data-driven Customer Support Optimization
  Workloads: Customer Success; Customer Service & Support; Technical Support

Finance & Accounting

- **Comprehensive Financial Performance Optimization**
  Use cases: Analytics-based Financial Performance Optimization; AI-driven Capital Investment Optimization; AI-based FP&A
  Workloads: Financial Planning & Analysis; Treasury & Risk; Fixed Asset Management

Human Resources

- **Holistic Employee Engagement & Talent Management**
  Use cases: Cloud-based Talent Management; AI-based Talent Acquisition; Employee Engagement App
  Workloads: Employee Engagement & Retention; HR Strategy & Governance; Talent Acquisition

IT & Digital Infrastructure

- **Advanced Digital Infrastructure & Cybersecurity Enhancement**
  Use cases: AI-optimized Data Center Infrastructure; AI-driven EDR; Data-driven Support Optimization
  Workloads: Cybersecurity; IT Consulting; Artificial Intelligence & Data Science

Estimated IT Spend

- **3-year CAGR (FY 2021–2023):** 1.97%

Technology Stack Highlights

Analytics & BI, AI & ML, Azure Databricks, Google Cloud Platform, ServiceNow, Salesforce Knowledge, Autodesk BIM 360, Oracle EBS Projects, Microsoft Power Platform, AWS Security Hub

Global Footprint Highlights

- **Customer Support & Service:** Top locations in Greater London and West Yorkshire, UK
- **Sales & Marketing:** Top locations in Greater London and West Yorkshire, UK
- **Finance & Accounting:** Top locations in Isle of Man and Cluj County, Romania
- **R&D:** Top in Cluj County, Romania
- **IT:** Top in Cluj County, Romania

Hospital Corporation of America (HCA Healthcare)

Company Overview and Financial Summary

HCA Healthcare provides medical education and healthcare services in locally managed facilities.

- **Revenue (FY 2024):** 70,603 USD million

Account Priorities

Healthcare Operations

- Improving Quality Outcomes & Patient Throughput

- Recovery & Performance Improvement in Hurricane-Impacted Markets

- Network Development & Capacity Expansion

- Strengthening Emergency Room Services

- Academic Operations & Expansion

Management & Strategy

- Leveraging Network Synergies

- Innovation Through Technology

- Resiliency Programs for Cost Savings

- Board Expansion & Governance Enhancements

- Community Health Collaboration

Finance & Accounting

- Capital Allocation for Long-Term Value Creation

- Financial Resiliency Programs

- Optimizing Payer Mix & Revenue Growth

- Establishing Commercial Paper Program

- Compensation Program Implementation

Human Resources

- Enhanced Nurse Employment Agreements

- Leadership-Driven Workforce Alignment

- Financial Hardship Support

- Academic Partnerships & Education Support

IT

- Technology-Driven Innovation for Efficiency

- Advancing Digital & AI Integration

Estimated IT Spend

- **3-year CAGR (FY 2022–2024):** 8.27%

Technology Stack Highlights

SQL Server SSAS, Power BI, Google Cloud Bigtable, ServiceNow Now Platform, InterSystems Cache, Adobe Creative Suite, Cisco Packet Tracer, IBM InfoSphere

Global Footprint Highlights

- **Healthcare Operations:** Salt Lake City, London, Las Vegas
- **IT:** Dallas-Fort Worth, Nashville
- **Finance & Accounting:** Nashville, Houston
- **Human Resources:** Miami-Fort Lauderdale, Nashville

McDonald's Corporation

Company Overview and Financial Summary

McDonald's is a global foodservice retailer generating revenue through company-owned restaurants, franchise royalties, and licensing pacts.

- **Revenue (FY 2024):** 25,920 USD million

Account Priorities

Sales & Marketing

- High-Impact Marketing Campaigns (Minecraft Movie, Tokidoki)
- Value Menu Expansion (Under $4 McValue Menu)
- Integrated & Regional Campaigns (Sports, Gaming)
- Limited-Edition Collaborations (Esports, Seasonal)

Human Resources

- Employee Engagement & Development (Archways to Opportunity)
- Mass & Youth Recruitment (375,000 hires, Turkey campaign)
- HR Transformation & Diversity Initiatives
- Microcredential Program
- Leadership Appointments (Jill McDonald, Paloma Azulay)

Management & Strategy

- Executing "Accelerating the Arches" Strategy
- Global Expansion to 50,000+ restaurants by 2027
- Menu Innovation & Category Management
- Franchise Partnerships (Arcos Dorados)
- Cross-Functional Leadership Rotation

Retail Operations

- Optimizing In-Store & Drive-Thru Experience
- New Concepts & Digital Retail (Collectibles, Kiosks)
- Seasonal & Limited-Time Offerings (Shamrock Shake, Grinch Meal)

ER&D

- Accelerating Menu Innovation with AI & IoT
- Sustainable Packaging & Feed Initiatives
- Subsea-inspired Technology (Automated Kitchens, AI Cooking Robots)

IT

- Digital Transformation & CIO Appointment (Atif Rafiq)
- Payment Infrastructure (AsiaPay)
- Loyalty & Mobile App Enhancements
- Cloud Partnerships (Tencent Cloud)

Supply Chain & Procurement

- Data-Driven Supply Chain & Logistics Optimization
- Sustainable Sourcing & Supplier Relationship Management
- Risk & Compliance in Procurement

Finance & Accounting

- Strategic CapEx ($3–3.2 billion in 2025)
- Managing E. coli Response ($100 million support)
- Compliance & Reporting Enhancements

Estimated IT Spend

- **3-year CAGR (FY 2021–2023):** 5.74%

Technology Stack Highlights

Generative AI Software, Azure Data Lake Analytics, Salesforce, SAP ERP & SCM, EFI, ArcGIS, Amazon CloudFront, Citrix, Active Directory

Global Footprint Highlights

- **Supply Chain:** Paris, London
- **Legal:** London, Chicago
- **IT:** Toronto, Chicago
- **Sales & Marketing:** London, Chicago
- **HR:** London, Chicago

TechnipFMC PLC

Company Overview and Financial Summary

TechnipFMC is a world leader in project management, engineering, and construction for the energy industry.

- **Revenue (FY 2024):** 9,083 USD million
- **R&D Spend (FY 2024):** 73 USD million

Account Priorities

Construction Operations

- Hybrid Flexible Pipe Technology (with Petrobras)
- Integrated Execution Model Expansion (iEPCI)
- North America Footprint Optimization
- Deepwater Project Partnerships (Cairn Oil & Gas)
- Heidrun Platform Extension (Equinor)

ER&D

- Hybrid Flexible Pipe & Subsea 2.0 Innovations
- All-Electric Subsea Systems (Northern Endurance CCS)
- CO_2 Management & HISEP Separation Process
- Electric Actuation Systems Pilot (2026)

Management & Strategy

- Commercial Model Transformation (Configurable Products)
- Focus on Core International Markets (Mozambique, Ghana, Namibia)
- $30 billion Subsea Order Inbound Goal by 2025
- Strategic Partnerships (Var Energi; Petrobras)
- Renewable Energy Integration (Malaysia solar PV)

Manufacturing & Production

- Johor Bahru Solar Rooftop PV (20% plant power)
- Hyderabad Advanced Manufacturing Facility
- Quality Control & Inspection Agreements

Customer Support & Service

- Riserless Coiled Tubing–Well Intervention (Halliburton partnership)
- Lifecycle Technical Support & Service

Finance & Accounting

- 85% Free Cash Flow Return to Shareholders (H1 2025)
- Debt Reduction (EUR 200 million repayment)
- EBITDA Guidance Raised to $1.8 billion

Sales & Marketing

- Targeted Emerging Market Penetration (Suriname, Guyana, Eastern Mediterranean)
- Q1 2025 EPCI Orders of $2.8 billion (Shell, Equinor)

Supply Chain & Procurement

- Logistics & Inventory Efficiency with Predictive Analytics
- Sustainable Sourcing & Supplier Relationship Optimization

Human Resources & IT

- Talent Acquisition for Mero 3 Project (Tees Valley)
- Digital Transformation & Cybersecurity

Legal

- Compliance & Risk Management in Contracts and IP

Estimated IT Spend

- **3-year CAGR (FY 2022–2024):** 16.44%

Technology Stack Highlights

SmartPlant, Power BI, SAP BI & QM, ServiceNow, AVEVA, Python, Oracle Primavera, Azure HDInsight

Global Footprint Highlights

- **Legal:** Aberdeen, Rio de Janeiro

- **HR & R&D:** Aberdeen, Rio de Janeiro

- **Customer Support:** Vestland, Rio de Janeiro

- **IT:** Rio de Janeiro, Houston

- **Procurement:** Rio de Janeiro, Houston

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