Delivering a winning company culture

Call for change When tech meets human ingenuity A valuable difference Mindset matters Crafting a thriving culture Unlocking continuous improvement Current Country: United States CASE STUDY Yodel UK parcel carrier Yodel transforms its business by introducing a more agile leadership approach 5-MINUTE READ As the UK's largest independent parcel carrier, Yodel delivers more than 190 million packages per year. In a competitive market, Yodel's commitment to its customers is to deliver promises, not just parcels. But across the company, a growing share of employees were feeling disengaged and uninspired, which in turn impacted service performance and customer satisfaction. Through surveys and focus groups, Yodel understood that people wanted to feel more empowered in their roles and more engaged in business operations. Yodel recognized that to better deliver on promises to its customers, it first had to deliver change for its people—starting with a behavioral shift among its leaders. So, the company turned to Accenture to help introduce a new leadership approach rooted in coaching and cooperation. By distributing people management responsibility more widely across the company, Yodel could create a positive cycle of reinforcement that would fuel continued growth and success. To initiate this culture shift, the team devised a three-part learning and development program that would permanently embed more agile ways of working into Yodel's operations. Firstly, leadership development sessions taught Yodel's senior operational leadership how to actively support and embed culture change throughout the company. Secondly, manager capability development sessions prepared Yodel's 400 operational managers to take on more leadership responsibility. Finally, intensive group coaching sessions held across Yodel's three distribution hubs and 47 service centers helped leadership teams at each site embrace new ways of working. Sessions were tailored to address the unique challenges faced at each location, and Accenture helped form regional groups to create a sense of community and the ability to share best practices between sites. Establishing peer support—teaching managers how to coach and be coached by one another—was a key focus throughout. Accenture and Yodel delivered the program in just four months from inception to deployment, right before the carrier's peak season. The results surpassed expectations across the board. The program transformed the way managers thought and operated, and subsequently how the workforce responded and put changes into practice. Managers developed the skills and confidence to have winning conversations, while staffers became empowered to suggest and try new ideas. We now help each other a hell of a lot and we have fun, too. We've got drivers with smiles on their faces. There is now a feel-good factor across the entire network. Carl Moore / Yodel Chief Operating Officer Yodel went from loss-making to profitable in two years, and its overall score on the independent employee review website Glassdoor rose from a 2.91 out of 5 to a 3.24. Customers noticed a difference, too, as

Yodel's customer satisfaction score reached a record high of 89.7%. "We kept things simple, turned managers into agile leaders and got colleagues on board with new ways of working," said Yodel CEO Mike Hancox. "The difference is incredible."
======================

Vitesco Technologies unlocks the power of the metaverse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/metaverse/vitesco-technologies-metaverse-solutions ----- Manufacturing innovation in the cloud Virtual environments, genuine business solutions Full speed ahead in the metaverse Current Country: United States CASE STUDY VITESCO TECHNOLOGIES The metaverse platform helps an automotive supplier improve efficiency and sustainability 3-minute read You enter Vitesco Technologies' production facilities in Foix, France. You pass through a few doors and security checks and stand in front of one of the company's production lines. The line is running smoothly; the monitors show the latest performance data, but something is odd. There is no noise. Suddenly, you hear someone. People appear next to the production line. You recognize colleagues from Mexico, Germany and Shanghai. Welcome to Vitesco Technologies' metaverse platform. Without the necessity of business travel, colleagues at Vitesco Technologies, a German-based automotive supplier of powertrains, can collaborate in real time on digital twins and representations of company assets. The company's decision to implement a global standardized metaverse platform pays into its Direction 2030 strategy. Introducing the metaverse to its business processes, it can foster business excellence by reducing time to market, improve sustainability and strengthen employees' engagement through an immersive environment that fosters collaboration and connection across the globe. Our metaverse platform enables us to rapidly onboard emerging metaverse use cases across the entire organization. I am convinced that the platform will further advance our digitalization initiatives. Christoph Schmid / Head of IT Infrastructure, Vitesco Technologies From factories in southern France to multiple global regions, an immersive, unique environment of efficiency and transparency appears via digital twins of active factory production lines. In those virtual representations, data is revealed, and operations are monitored and evaluated in real-time. It is a whole new world. Working with Accenture on metaverse experiences, Vitesco Technologies' digital twin technology provides accurate depictions of operations, supply chain and product flow. Company leaders can set and achieve key performance indicators (KPIs) in real-time. No need to fly employees back and forth to multiple factory locations for quality control — wasting time and money with production delays and taxing the environment with unnecessary travel. Important to key stakeholders' future investments, the metaverse solution promotes sustainability while providing detailed transparency into the production at each facility. We aim to reduce new lines' ramp up times by training local colleagues in the metaverse before the line is assembled onsite. Our platform will also enable us to monitor and improve our production lines'

performance. Julien Cazor / Head of Production System & Manufacturing Excellence, Vitesco Technologies The platform contains modules from the Accenture Metaverse Framework (AMF). By virtualizing industrial systems with improved data-insight and visualization, the company can realize operational benefits, supply chain advantages, optimized delivery and streamlined manufacturing processes. Increased economic efficiency and the goal of achieving zero-defect production quality add to the benefits of a virtual environment. Clients in the automotive industry, including major players in the electronic vehicle space, are aligning with like-minded innovators in the business-to-business market. As Vitesco Technologies provides solutions to its business partners, its metaverse welcomes new opportunities for business engagement. The company aims to expand its reach with a goal of showcasing various scenarios on the metaverse platform for commerce and collaboration, such as virtual convention spaces. The industrial metaverse is a consequent next step on our journey toward the factory of the future. It will combine all data we collect from the shopfloor and enable new ways of collaboration and simulation. Jürgen Broda / Head of IT Manufacturing Applications, Vitesco Technologies While the focus on innovation provides business demand, it also sparks reskilling of Vitesco Technologies' workforce. Employees can socialize and work with one another in a virtual environment that enhances collaboration. By attracting new talent and developing existing talent with knowledge of ground-breaking technologies, the company strengthens its position as an innovative industry leader ready to drive change into the future. With bold ingenuity, the pioneer in powertrain electrification bursts forth like a speedboat zooming toward an innovative future in the metaverse. Vitesco Technologies aims to drive change exclusively in the cloud, relying on boldness and innovation to stay competitive in managing and marketing to business clients. Bringing speed-to-market for automotive products, recognizing and meeting demand with greater cost savings and operational efficiency. The company plans to use the metaverse to grow business, reskill the workforce, and raise its reputation and competitive presence. © 2024 Accenture. All Rights Reserved. ======================

Semiconductor supplier increases profit by $3M

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ operations/reinvented-supply-chain-accelerates-growth ----- Challenge What Accenture did People and culture Value delivered Related capabilities Supply chain BPS Business process services Supply chain and operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Adapting the supply chain for double-digit growth How do you ensure your supply chain can adapt and scale as you grow your business? For one leading supplier to the semiconductor industry, this became a pressing question. Following a period of extremely rapid organic growth, it found its manual supply chain processes weren't keeping pace with the needs of the business or its customers. With customer expectations continuously rising, the company recognized it needed to shorten lead times,

especially for spare parts. But in an industry where key components are often in constrained supply, doing this while staying competitive would take something different. Advanced abilities to sense and respond in real time to supply fluctuations would be essential. The ultimate goal? To pivot to an intelligent, digitally connected supply chain – one able to meet evolving customer expectations and support the needs of a fast-growing business. Together, we transformed the spare parts planning process by using our SynOps platform to bring together the optimal combination of human + machine talent, driven by data and insights, to create an evolved, intelligent operating model. By standardizing and embedding automation into over 65 separate processes, the company has a more efficient and consistent supply chain function, with the ability to scale to meet increasing demand for their innovative products. We helped to increase efficiency of their global freight management with a new bill audit process to confirm the accuracy of invoices from carriers and tracking last-mile logistics to ensure customer shipments were complete and on time. Working with Accenture the company was able to build a new mindset around supply chain management. Together, they have transformed spare parts planning to improve efficiency and consistency of processes. Thanks to the embedding of intelligent operations, including automating 75% of the repetitive spare planning processes, the company's workforce can refocus on critical activities - creating innovative products and serving customers - sure in the knowledge that its supply chain can keep pace with its ambitious growth agenda. The move to a new operating model has boosted the on-time fill rates of the company's spare parts supply chain and increased saving by preventing the payment of incorrect invoices. A new forecasting model in spare parts planning and field services upgrades has made demand planning more predictable, while a more effective safety stock policy has mitigated the risk of stockouts. Overall, the company has seen a substantial increase in the efficiency of its planning and global transportation management, as well as a significant uplift in workforce performance and automation: $3M Benefit to bottom line through automation of processes. $475K In savings from improvements in invoice accuracy. 75% Spare parts supply chain processes automated, leaving teams able to refocus on driving growth.
=======================

Future-forward learning and media company

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/sanoma ----- Call for change When tech meets human ingenuity A valuable difference Making a bold shift to the cloud It's all about co-creation What 99+% in the cloud means Sanoma has a strong, secure local and backbone network Current Country: United States CASE STUDY Sanoma uses a multi-cloud strategy to accelerate innovation in learning solutions. 5-MINUTE READ Sanoma's roots date back to 1889, when Päivälehti, a Helsinki-based daily paper was founded. Today, Sanoma is the leading European provider of

learning solutions in print and digital format in the K-12 segment and the leading consumer media company in Finland. Sanoma is a frontrunner in transforming its systems and processes to maximize the benefits of digitalization. In order to make their future-forward vision a reality, Sanoma worked closely with Accenture to further transform their IT environment with cloud. Building on this successful relationship, Sanoma and Accenture have collaborated to design and implement a cloud-first strategy utilizing the Amazon Web Services (AWS) platform migrating Sanoma's enterprise systems and tools to the cloud. The two organizations worked as a unified team in every step of the cloud journey—from the design and development of the infrastructure solutions, business case and execution plans to the AWS implementation to the ongoing maintenance of the cloud infrastructure. That teamwork carried through to other critical enterprise IT improvements. The projects complied renewing Sanoma's network environment with new technologies and devices, strengthening the local and backbone network, and importantly, also migrating all user workstations (4,000+) to Windows 10 and all user files to Microsoft's OneDrive file-hosting service. Additionally, the team implemented Office365, moved from on-premise Microsoft SharePoint to SharePoint Online. The Azure Active Directory enterprise identity service enabled single sign-on and multi-factor authentication to protect Sanoma's new workplace from cybersecurity attacks. To help ensure the success of the multitower IT transformation, Sanoma and Accenture provided training and coaching to assist the workforce in its transition to the new cloud-based IT and workplace models. And to ensure that employees would continue to get the most from the new IT capabilities, the team set up a new global help desk with a host of self-help tools and live support in Finnish, Dutch and English. With its enterprise IT move to cloud, Sanoma became fully equipped to better serve customers and flourish as a leading media and learning business for years to come. With its cloud-first strategy and successful AWS and Azure deployments, Sanoma has moved 99% of its infrastructure and applications to the cloud. Sanoma's mission to educate and deliver learning, independent media and entertainment is now all the more actionable. With its new cloud-enabled IT environment up and running, the benefits to Sanoma are meeting and exceeding the company's goals for improved transparency, resiliency, and agility. The company can, for example, now integrate acquisitions and manage the separation of divestments significantly faster and with less effort than before the cloud journey. What was a complex, costly and risky IT environment has become simple, fast and reliable. With cloud's scalability and single sign-on and multi-factor authentication, Sanoma's workforce can quickly access the tools, data and services they need safely. 100+ The migration effort included more than 100 business applications. 1,000 The effort also included approximately 1000 terabytes of data and modernization of both many applications, data and file services. 4,000+ The effort also included approximately 1000 terabytes of data and modernization of both many applications, data and file services. ====================

Leading the future of digital customer service

Call for change When tech meets human ingenuity A valuable difference Related capabilities Billing payment credit and collections Integrated workforce management Data analytics Better data access for real-time decision making Enhanced customer digital journey Improved customer satisfaction and fewer calls Technology consulting Microsoft business group Energy retail and customer services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Over an average year, customer service representatives at Puget Sound Energy (PSE) fielded four million customer calls. During storms across its 6,500 square-mile service area in Western Washington, heavy call volumes could be frustrating for customers if they were not able to obtain up-to-date information. At the same time, with customer expectations changing across industries, PSE recognized that its digitally savvy customers were comfortable with self-service in the channels of their choice. In 2016, PSE launched a "Get to Zero" initiative aimed at providing customers with digitally enabled self-service capabilities across channels, reducing employee workloads and ultimately improving the customer experience. The PSE and Accenture team worked on several fronts to improve PSE's call handling capabilities, and then turned to the redesign and replatforming of PSE's website and customer portal. The team worked with Avanade—a joint venture between Accenture and Microsoft—to deliver a new cloud-based solution using Amazon Web Services (AWS) cloud and Sitecore. In addition to the new website, the team collaborated on additional projects, including redeveloping PSE's mobile app, enabling outbound customer messaging and implementing Sprinklr, a solution that automates social media listening and reporting. Notably, the team implemented a predictive interactive voice response (IVR) solution for the phone channel that anticipates why a customer is calling. This system was also enhanced with Visual IVR, making PSE the first North American utility to allow customers to navigate to the function they want via phone touchscreens and perform complex self-service transactions. Beyond its core customer service transformation activities, PSE's transformation also focused on three additional areas: The team improved the billing experience for customers by increasing automated payment options and automating the deposit and refund processes. The team automated processes for asset management, work assignment and dispatch to optimize efficiency and enable the right work at the right time. The team created a "Platform of Insights" that helps PSE make decisions based on accurate, consistent and integrated customer and meter data. PSE's Get to Zero initiative represents a complete customer service digital transformation. PSE has given customers new ways to interact with the utility efficiently and effectively—with self-service options now available across 17 functional areas. Customers have a consistent, personalized experience across channels—web, mobile, phone IVR, and live agents. PSE has realized a 25 percent reduction in agent-handled calls, a 20-second reduction in average call handle time, and a significant increase in customer satisfaction. Meanwhile, the integrated workforce management

projects have delivered automated work scheduling. The impact of this program on consumers has been significant, with PSE moving from 8th to 4th place in the J.D. Power 2019 Electric Utility Residential Customer Satisfaction Survey of the 13 large utilities in western North America. Several features of the solution are having a major impact on PSE's customer service performance: PSE's leadership is uncovering new insights about customers within minutes, making confident decisions and driving improvements. Multi-channel analytics are showing customer trends across digital channels, helping PSE optimize its digital channels and reduce call volumes. Executive dashboards are providing valuable insights and helping PSE meet their call reduction, customer self-service and customer satisfaction goals. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Snam transforms to fuel change

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/utilities/snam-fuel-change ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Power of the cloud An advanced control room Digital transformation Andrea Falciai Fausto Wiget Silvia Bizzarri Energy transition Microsoft cloud services Industry X Sustainability services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Energy infrastructure fit for energy transition Every energy company, large and small, will have to navigate the complex transition from fossil fuels to renewables. Snam, an Italian energy infrastructure company with operations throughout Europe, knew it needed an agile, adaptable organization to meet growing customer demand, switching from natural gas to low-carbon fuels such as hydrogen and biomethane—and delivering the right fuels to the right places. With an early start in 2016, Snam has invested hundreds of millions of euros in innovation to facilitate a smooth energy transition. To make its vision a reality, it partnered with Accenture. We are helping it identify and equip its business with the technology and controls needed to optimize operations, improve the sustainability of its networks and better anticipate—and meet—future energy needs. A full digital transformation will proactively support Snam to manage the complexities of delivering natural gas and new low-carbon energy solutions to users. A full digital transformation will proactively support Snam to manage the complexities of delivering natural gas and new low-carbon energy solutions to users. Accenture has helped kickstart a full digital transformation, using Microsoft Azure to build a modern data platform on the cloud as a foundation and introducing artificial intelligence (AI) and machine learning (ML) tools to bolster system management. The AI/ML tools will proactively support users, improve performance management and monitoring, increase efficiency and anticipate energy demand. And with Internet of Things (IoT) sensors and edge computing, Snam will be able to process data directly from pipelines to manage the complexities of delivering natural gas, biomethane and hydrogen to millions of customers. An Advanced Control Room gives staff at

every level access to data, innovative technology and new, intelligent approaches to plan and manage demand more effectively. Cloud technologies mean Snam can use AI/ML tools to improve performance monitoring and management. This is essential for successful energy transition. Data, innovative technology and intelligent approaches enable more effective business management, line operations and maintenance, and decision-making. With 30% of the necessary new infrastructure in place, Snam lays the foundation for end-to-end digital operations. In two years, Accenture and Snam have put in place 30% of the necessary new infrastructure, laying the foundation for end-to-end digital operations. This helps Snam lay the foundations to become an agile, forward-thinking, data-centric company—the kind that will be able to anticipate customer needs for decades to come. Offering insights, services and solutions to help our clients advance towards a net-zero energy future. Don't just migrate to Microsoft cloud - compete on it. Digital products and digitalized operations for business. End-to-end. Connected. Intelligent. Embrace change. Together, we help our clients reinvent their businesses at scale, creating business value and sustainable impact for all stakeholder. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Reimagining guest experiences on the high seas

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/carnival-cruise ----- Challenge Transformation Related capabilities Reimagining Guest Experiences High-tech, high-touch personalization by Accenture Interactive Connecting every guest to personalized experiences Enabling guest-to-guest wayfinding Learning as we go Breakthrough guest experiences and crew interactions by Accenture Technology Travel Accenture Interactive Technology Strategy JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Carnival Corporation connects high-touch technology and the human touch to create hyper-relevant experiences for thousands of guests at a time. It's no wonder that Carnival Corporation's CEO Arnold Donald calls today "the golden age of cruising." Forbes predicts that 27 million people will take a cruise this year, with $65 billion in ships on order over the next decade. As the industry grows, so does competition, and cruise lines need to deliver personalized, cost-effective experiences to keep passengers coming back to sea on their ships. However, customers feel this is an area where travel providers struggle. According to Accenture Global Consumer Pulse Research in 2018, three out of four travelers feel only a handful of travel companies really excel in relevance. As the premier innovation partner for Carnival Corporation's Global Experience & Innovation team, Accenture is helping to elevate and transform the cruise experience by scaling made-for-me experiences for thousands of passengers at a time. Discover how an innovation partner tapped into all five of its businesses – Digital, Technology, Strategy, Consulting and Operations - to provide Carnival guests with the

best experience on the seven seas. Accenture is helping Carnival elevate and transform the cruise experience by creating hyper-relevant experiences. See more. "The OceanMedallion™ is the apex in travel as it relates to delivering personalized experiences… because it facilitates the guest staying engaged in the experience and not seeing the world through a three-by-five screen." "The OceanMedallion™ is the apex in travel as it relates to delivering personalized experiences… because it facilitates the guest staying engaged in the experience and not seeing the world through a three-by-five screen." Carnival Corp. selected Accenture as its premiere innovation partner to help design the Ocean® guest experience platform. The approach was to embed smart digital technologies into the physical environment of ships that could sense and respond to guests' needs. The technology could also empower the crew to build one-on-one relationships with each of the thousands of passengers on board, allowing them to create moments of surprise and delight. Ocean® is an integrated guest experience platform with a secure Experience Internet of Things (xIoT™) network and streaming analytics currently on board MedallionClass™ ships from Princess Cruises. All of this centers around the OceanMedallion™ - a wearable device that every guest sailing MedallionClass™ receives for free. It holds each guest's unique digital identity and connects them to an ecosystem of services and experiences powered by the platform. The Medallion helps crew easily and precisely identify guests for bespoke recommendations and seamless cabin access, while linking to interactive portals and other digital experiences through the ship. The OceanMedallion™ enables everything from frictionless payments to streamlined embarkation, creating a whole new way for guests to enjoy their time onboard. Accenture Interactive played a key role in reinventing the guest experience, working alongside Fjord, the design and innovation arm of Accenture Interactive, and MATTER, a design firm since acquired by Accenture. Accenture Interactive's role helps bring the vision to life. The cross-disciplinary collaboration fueled consistency and efficiency and reinforced the central role of the guest experience. Each guest receives a free Medallion. The light, quarter-sized disc enables frictionless payment, keyless stateroom access, accelerated embarkation and much more. The Medallion allows guests to seamlessly find their next location and easily locate friends and family onboard. Crew also know where passengers are to serve them as they move about the ship. Data captured on board—including movement patterns, guest behaviors and more—allows Carnival to create new services and experiences. It also allows them to manage operations and design future ships. With the help of Accenture Technology, The Ocean® guest experience is a fully functioning future-ready system — made for continuous change, high transaction volumes, resiliency, and most importantly, interconnectivity. It is a "living" system, built up of applications, infrastructure, processes and people. Already, The Ocean® guest experience platform is transforming the end-to-end cruise experience for guests sailing with Princess Cruises. 90% Instead of bringing documentation and waiting in long lines to board, guests can get OceanReady® to complete most pre-departure steps online—reducing wait times by 90%, from 10 minutes to 30 seconds. 40M Carnival Corp. installs 7,000+ sensors on MedallionClass™ ships to enable the enhanced guest experience, generating up to 40 million intelligence events per ship every day. 10-12 The number of days it takes to outfit a ship with the Ocean® guest experience platform to enable the MedallionClass™ experience for guests. Accenture Interactive's

role helps bring the vision to life. The cross-disciplinary collaboration fueled consistency and efficiency and reinforced the central role of the guest experience. Transforming into a Living Business By putting guests at the center and adapting everything around their dynamic needs, wants and desires, MedallionClass™ is positioning Carnival Corp. to operate like a Living Business that is constantly learning, adapting and evolving along with customer desires. Seeing an Ocean of Possibility The MedallionClass™ experience positions Carnival Corporation as the travel industry's foremost guest experience innovator. The initiative will continue to evolve, fed by a raft of newfound Experience Intelligence™ as well as by Carnival Corp.'s commitment to exceed guest expectations and support continuous innovation. To find out more about a MedallionClass™ vacation visit PrincessCruises.com. We empower travel, airline and hospitality companies to reinvent themselves and transform into intelligent operations. We help clients create the best digital customer experiences on the planet, across the entire customer journey. Find out how we power digital transformation with services and new IT that will reinvent your applications. Shaping our clients' future, combining deep business insights with technology. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Amplifon turns up the volume on workforce learning

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/amplifon-learning-solution ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Amplifon finds a new way to listen to customers Reimagine the retail workforce Matteo Arata Retail consulting ai.RETAIL JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Amplifon S.p.A. is a leader in Italy's hearing aid industry. Since its inception in 1950, it has grown to operate in 25 countries with a network of 9,250 shops and a workforce of 18,500+ employees. Over time, Amplifon's internal learning systems had become increasingly complex and fragmented, and the company was finding it more and more challenging to measure their impact. In addition, the COVID-19 pandemic made it necessary to improve the virtual learning experience to maximize user engagement. One thing was clear: Amplifon required a powerful new learning platform for its global operations. Amplifon chose Accenture to help build this crucial new tool. The decision was based on our track record of success with large-scale HR transformations in Italy, and the strength of the digital learning innovation strategy of our teams in Milan, home of the Accenture Milan Human Capital Management Cloud Center of Excellence, and in Naples, where a dedicated technical delivery center operates. "We want to create a comprehensive experience through one common, global platform that integrates with the work life of our employees and stimulates learning agility, therefore empowering growth that develops our population to be future ready." Accenture worked closely with the team at Amplifon to design, build and

launch a best-of-breed cloud learning solution in four months. The new learning solution—based on the Cornerstone OnDemand cloud platform—leverages artificial intelligence (AI), machine learning (ML) and a mobile-first design philosophy. These create an interactive Netflix-like user experience to guide learners seamlessly through Amplifon's learning catalog, regardless of location or device. With channel- and category-based learning recommendations, the system makes it easy to navigate its extensive learning library. It also provides automatic recommendations and integrates with the company's productivity and performance systems, so learning is easy to track. On the backend, the solution integrates with modern digital workplace tools like Teams and Outlook, and approved third-parties like Coursera and LinkedIn Learning. Different levels of administrative access also make it simpler for managers to track the learning of their specific teams. Since the launch of the new platform, the volume has been turned up on workforce learning at Amplifon. 455% increase in courses completed 420% increase is hours spent in the system 81% increase in the number of times the system was accessed 45% increase in total courses assigned These numbers demonstrate that Amplifon has entered a new era of workforce learning—one that empowers individual learners, is more efficient and engaging, and has improved productivity. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

H&M Foundation: Sustainable fashion innovation at scale

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/hm-foundation-fashion-innovation ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Sustainability in fashion Retail consulting Sustainability services Accenture Song JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Fashion industry leaders are calling for radical change and exploring ways to be more sustainable. Sustainable innovators and entrepreneurs are critical to finding new solutions, but often struggle to attract the necessary support to scale innovations. And time is short. Billions of dollars need to be funneled into sustainable fashion innovation annually to reinvent the industry. This is where the non-profit H&M Foundation comes in. Since 2015, it has supported early stage sustainable innovation through the Global Change Award (GCA), in collaboration with Accenture and the KTH Royal Institute of Technology. With 20,000+ entries since its inception, the GCA shows that the collective talent exists to transform the fashion industry. To take sustainable fashion to the next level, the H&M Foundation wanted to measure the multidimensional value some of these innovations could yield with support. How could the non-profit spotlight 10 of its GCA winners and quantify their potential impact? "It's crucial to support sustainable innovation if fashion is going to make the shift to a more sustainable industry. The Billion Dollar Collection highlights this untapped opportunity." The H&M Foundation called on its long-term partner Accenture, to help

show what the future could look like. We helped the H&M Foundation develop and launch a virtual collection of five looks—the Billion Dollar Collection (BDC). Showcased as designer garments, each of the 10 GCA-winning innovations selected come from across the globe and encompass elements from sustainable materials to traceability. The H&M Foundation drew on Accenture's diverse skills to support the BDC launch. Mackevision (Accenture Song), created a digital avatar from scratch and brought the designer's sketches to life as 10 3D garments using digital twin and CGI technology. To demonstrate the potential impact of the 10 innovations, Accenture applied its 360-degree value approach to each startup with the 2030 UN Sustainable Development Goals in mind. We also helped create a high-end digital fashion lookbook, featuring the design, solution and potential industry value generated if the innovation is scaled up. The H&M Foundation's Billion Dollar Collection helps create a new paradigm to articulate value and innovation in the fashion industry. The BDC highlights how companies can measure success in a more holistic way by looking at dimensions like sustainability. The H&M Foundation now has a way to showcase the potential ground-breaking impact of the GCA innovations if they are adopted and scaled. Its sustainable innovations-backed up by thorough analysis-offer the industry an opportunity to reinvent itself to fuel future growth and bring positive change. With these advances, H&M Foundation is changing the face of the fashion industry to make sustainability and innovation default practices by design. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Reset Retail responsibly

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/cfda-innovation-program ----- Now is the time to responsibly reset, which means better serving the needs of customers, employees and the communities where they live and work. The challenge is to leverage both digital and physical retail experiences to meet new demands—without compromising results. How to reinvent retail What's trending in retail Partners in change Our extended partner ecosystem Awards and recognition Our leaders Retail careers Retail now Empower your frontline workforce for enhanced customer engagement. Empower your frontline workforce for enhanced customer engagement. Enhance profitability and market position by embedding sustainability Enhance profitability and market position by embedding sustainability Prepare your data for the new generative AI era Prepare your data for the new generative AI era Transform operations to create seamless customer experiences in retail Transform operations to create seamless customer experiences in retail Eliminate repetitive tasks to boost efficiency and employee focus. Eliminate repetitive tasks to boost efficiency and employee focus. Bridge digital and physical retail for stronger customer connections. Bridge digital and physical retail for stronger customer connections. Segments we support Microsoft 2024 Global Retail & Consumer Goods Partner of the Year A Leader in Everest Group's Retail IT

Services PEAK Matrix® Assessment 2024 A Leader for supply chain transformation services for Retail and CPG Leader in IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assessment Jill Standish Brooks Kitchel Laurent Thoumine Lori Zumwinkle Innovate to shape a new retail culture—both physical and digital experiences—where companies can adapt as fast as consumer preferences change. Current Country: United States 46% of tasks undertaken by retail workers could be automated or augmented by large language models 56% of global consumers worry about their country's economy 41% of high-income consumers plan to increase spend on 'health and fitness' 8/10 consumers say that inflation and the rising cost of living are their top economic concerns Delivering aspirational, immersive experiences in-store and online to a discerning luxury goods clientele. Staying competitive in a fast-changing food, beverage and personal goods marketplace while meeting increased customer expectations for quality, convenience, and value. Enabling a one-stop shopping experience for consumers by offering a broad selection of products in various categories under one – physical or digital – roof. Providing customers, including DIY enthusiasts and professional contractors, with the products and services needed to improve, renovate, or maintain their homes and properties. Connecting healthcare and retail by providing essential pharmaceutical, personal care, and health and wellness products all in one place. Creating a comprehensive and convenient shopping experience that includes fast food options, essential everyday items, and fuel for vehicles, often in one integrated location. Offering tech-savvy consumers the latest technology and electronic gadgets, along with knowledgeable staff who can assist with product information and technical advice. Enabling cost-conscious shopping by providing overstocked or discontinued brand-name merchandise at lower prices. Catering to niche markets by selling a specific category of products, along with a unique and innovative customer experience. Accenture's 18th Annual Holiday Shopping Survey reveals the consumer trends of 2024 shaping this year's holiday shopping and gifting trends. The luxury market is changing. Brand desirability and consumer needs are evolving rapidly. While the majority of brands struggle to stay competitive, a few are reinventing for success. Here's what they're doing differently. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Feeling overwhelmed by grocery shopping? You're not alone. 41% find decision-making harder now. Discover how self-service kiosks and smart apps make shopping faster and more efficient. French DIY retailer Bricorama's generative AI platform pAInt provides customers with expert advice that makes painting projects simpler and more fun. The generative AI revolution is transforming retail, enhancing customer and employee experiences, and offering growth and efficiency opportunities. Retailers must act now to capitalize. A cutting-edge, modular platform enables the luxury fashion company to adapt to the rapidly evolving commerce landscape. Sustainability is evolving beyond impact measurement and disclosure into a core business imperative. The 2024 playbook empowers business leaders across the fashion value chain to integrate sustainability into core operations. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. The largest global Microsoft practice. Eighteen-time Microsoft Global

Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Unleash empowering human-centric design and Google's innovative tech. The winning combination for unlocking your cloud potential. Reimagining human experiences that reignite growth and accelerate the path to value. Accenture and Avanade have been named the 2024 Microsoft Global SI Partner of the Year in Retail & Consumer Goods. Accenture has been named as a Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. Accenture is named a Leader for supply chain transformation services for Retail and CPG Peak Matrix ® Assessment 2023. Accenture is named a Leader in the IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assesment. Senior Managing Director – Global Lead, Retail Senior Managing Director – Accenture Strategy, Retail Senior Managing Director – Retail Lead, EMEA Senior Managing Director – Retail Lead, North America © 2024 Accenture. All Rights Reserved.
========================

Tackling Tennessee's surge for pandemic relief

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/tennessee-speedy-pandemic-relief ----- Call for change When tech meets human ingenuity A valuable difference AVA virtual agent Meet the team Eyal Darmon Tami Waggoner Elizabeth Wright JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Tennessee Department of Human Services (DHS) faced a surge in call volumes—particularly applications for emergency cash assistance—due to the COVID-19 pandemic. It urgently needed help to scale up its contact center response. It also needed help to configure and leverage Amazon Connect technology and facilitate call taking for employees. The state has a population of about seven million people and reported an unemployment rate of 3.6 percent as of April 15. Unemployment ballooned as nonessential businesses shut down because of COVID-19, leaving millions to apply for urgent assistance. Accenture worked with the state to manage increased inbound call volumes from April 9, 2020 to July 10, 2020. Accenture mobilized a highly-skilled team of 25 people in just four days to handle surging call volumes for Pandemic Temporary Assistance for Needy Families (P-TANF). We utilized the contact center solution on Amazon Connect technology. FAQs were added into the system to address the most common reasons residents were calling. Our team engaged with key Tennessee DHS stakeholders and immediately created a governance structure, meeting daily in the beginning to provide performance updates. Additionally, these sessions allowed us to learn how else we might add value to the DHS. For example, we customized existing analytics in Amazon Connect to the state's needs—DHS had not previously had visibility into usage analytics and statistics. To ease the burden on new agents during this rapid deployment, Accenture created (within 24 hours) process guides to support them. The result of effectively leveraging both people and technology was that, once the P-TANF call volume became more manageable, we had excess capacity available and could help the DHS handle additional call types. We added

online application support calls for the state's Supplemental Nutrition Assistance Program (SNAP) and TANF benefits and added Pandemic Electronic Benefit Transfer (P-EBT) on June 15, 2020. Using some spare project capacity, Accenture offered to help in other critical areas and presented the state with 12 value-added project options to avoid leaving the extra capacity dormant. The DHS chose these three: A contact center assessment for the Families First service center. A childcare process efficiency assessment focused on improving processes and removing redundant parts of childcare applications as submitted by essential workers for pandemic childcare benefits. Launch of a virtual agent proof of concept with no additional investment required by the state. Accenture's work eased the Tennessee DHS contact center's load considerably by helping to optimize human resources and maximize call efficiency—leading to better customer service. 33 minute reduction on Average hold time. From 38 to less than five minutes. 98% proportion of calls answered. It increased from 74% to 98%. 45% of callers who didn't require a live agent because their questions were answered by the interactive voice recognition system. 350K of questions handled by Ava from residents. It continues to operate successfully. Accenture also launched "Ava," a virtual agent with 37 initial experiences (or use cases) which resulted in the DHS team being able to reallocate people to more high value work as Ava answered questions from residents. Ava has been so effective that DHS would like to continue with her after the initial proof of concept term. During the three months of the project we handled over 30,000 calls. Additional benefits delivered to the DHS included recommendations to streamline the process for the pandemic childcare application and for the Families First contact center, such as: A new operating model to consolidate support functions between the field offices and the contact center. Enhanced call routing to improve customer experience. A customer engagement strategy focused on capabilities by channel. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Digital transformation through IT/OT convergence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/natural-resources/digital-transformation-through-it-ot-convergence ----- Challenge What Accenture did People and culture Value delivered Related capabilities Assessment: Design: Execution: Industry X Intelligent automation services Technology consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With the goal of becoming a leader in the use of automation in its operations, a large copper mining company wanted to take advantage of an information technology (IT) and operational technology (OT) convergence movement sweeping across industries. In a highly competitive and rapidly changing technology landscape, the company knew that a digital transformation, aimed at bringing IT and OT together under a common governance structure, could be the difference between surviving and thriving. With Accenture's help, the

company would launch a program to make better use of its technology and data, change the way it worked and ultimately, build a foundation to support its overall vision for digital transformation. The company and Accenture team designed and implemented unified technology governance and a common technology operating model across various sites and brought the management of IT and OT together under one new centralized technology organization. Because of the complexity involved and because processes and technologies varied widely at different sites, the effort was divided into three phases: The team used a Kanban board (a key tool to depict workflow visualization), created sticky notes to record ideas and gave presentations. The team designed a global IT/OT convergence strategy, along with transition plans for each asset that would vary depending on the complexity. The team launched strategy and transition plans as the company moved to a new technology organization that encompassed both IT and OT. Because the effort involved a significant change in culture, stakeholders were consulted throughout the project, helping people understand what was happening and building buy-in for the new approach. The company and Accenture also highlighted the fact that the convergence of IT and OT would benefit the workforce by creating a wider variety of technical career paths, opportunities to learn and develop skills, and the potential for employees to apply their skills to a broader range of roles across the company's operations and sites. Furthermore, they showed how the breaking down of silos and the integration of IT and OT teams will bring a more coordinated response to business requirements, the ability to share resources and exploit the same contracts, and significant cost reductions. This initiative has provided greater visibility across the company's technology landscape and enabled IT and OT to operate under a single model, using higher-quality operational data. The new approach allows management to optimize operations from a holistic perspective and use technology more efficiently and effectively. It has also allowed the company to enhance its focus on safety, production volume and operational costs. And it has enabled leading practices such as predictive asset management and integrated planning and scheduling. Finally, the unified approach to IT and OT has positioned the company to continue to better take advantage of digital technologies. Technology professionals can work as an integrated team to identify and address IT/OT-related problems and move quickly to replicate improvements and innovations across the company—which will be key to realizing the company's transformation vision in the coming years. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Upskilling a global workforce to be future-ready

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/henkel-cultivates-in-house-talent ----- Call for change When tech meets human ingenuity A valuable difference Betting on the most valuable resource Fostering innovation and pathways of growth Current Country:

United States Case Study See how Henkel's digital upskilling program fostered growth through the growth of its people and created a culture of innovation worldwide. 5-MINUTE READ It's hard to find a home that doesn't have a product by German company Henkel on top of the washing machine, under the bathroom sink or on a garage shelf. The world's largest producer of adhesive technologies, from Persil and Purex in its laundry business unit to Schwarzkopf and Dial in its beauty care vertical, the company generates over $20 billion annually. But people's relationships with brands are rapidly evolving, and with new brands and technologies emerging all the time, there is increasing competitive pressure on large, multinational companies. More so when change is part of the new normal and supported by innovative, flexible and fast-moving business models created to disrupt and quickly accumulate market share. To compete, Henkel knew it needed to enhance its systems to nurture existing talent by offering targeted learning programs to its 52,000 employees. By promptly and continually upskilling its workforce – and establishing a culture of lifelong learning, Henkel can anticipate customer needs and develop innovations and new solutions faster and better. In a competitive market environment, we are now in a position to manage challenges quicker and better. Sylvie Nicol / Executive Vice President, Henkel Accenture and Henkel already enjoyed a relationship spanning 10 years and multiple successful initiatives. So, as its vision for a global digital upskilling initiative came into focus, Henkel knew that Accenture would be the ideal partner to help execute it across all business units and functions. They joined forces to roll out the program globally and at speed. The project moved quickly through four stages: Digital capabilities assessment Henkel employees across 10 job families voluntarily participated in an anonymous assessment of their strengths and skills gaps – helping garner a detailed understanding of their current capabilities and their aptitude skill areas. Digital upskilling Once the strengths and skills gaps were identified, the team conceptualized job-family-specific learning programs. These were a combination of selected best practice courses from Accenture Academy and newly created Henkel use cases – offering a contemporary learning management system (LMS). Digital talent experience A new talent-management process enables a fresh way to assess employees' existing roles and their ambitions. The decoupling of evaluating performance and potential would help focus on individuals' professional development. Digital talent sourcing A "Recruiter Toolbox" was created for digital roles within the newly introduced talent management system – to establish a clearer connection between the technical skills per a certain role helping recruiters accurately scout the right talent for the right role. As a next step, the team will now integrate an artificial intelligence (AI) based skill management tool—containing a library of 52,000 skills—on the cloud platform, to power the LMS, succession planning, and performance management over time. Lifelong learning has become part of our culture at Henkel. It is motivating and gives our teams the confidence to grow together. Lucas Kohlmann / Director, Human Resources, Henkel Henkel wants to offer an environment that nurtures an entrepreneurial spirit that drives creative, impactful innovations — sending a message that investing in and developing employees' skills is not only valuable, but critical. The Digital Upskilling program has evolved beyond the launch of the IT and Finance learning journeys – launching tailored programs to Marketing, Sales, Purchasing, Corporate Communications, with HR, R&D, and Supply

Chain launching soon after. 18 Accenture and Henkel successfully rolled out the new learning management system in 18 weeks, setting a new paradigm for such a platform. 215K Henkel employees have completed 215,000 eLearning courses. 272K Henkel's global learning initiative has clocked 272,000 training registrations. On the recruiting side, two new pathways opened – a job requisition can be quickly created on certain digital capabilities. An employee seeking a new role can learn about the digital skills necessary to be considered for the job and then take relevant courses to become a viable candidate. For external candidates, the application process reduced from around 30 minutes to 60 seconds – making applications for open roles increase by 40 percent. As for Henkel's visionary approach to supporting environmental and social progress, the company wants its sustainability efforts achieved in large part by continually upskilling a more inclusive, innovative workforce—to be a key differentiator in the market. The key is continuing to double down with major investments in Henkel's most valuable asset: the 52,000 employees around the world. © 2024 Accenture. All Rights Reserved. ======================

Raise the reef: AI helps power coral reef restoration

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/applied-intelligence/ai-helps-power-coral-reef-restoration ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Artificial Intelligence Data-led Transformation JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Coral reefs are among the planet's most precious natural resources, and the most precarious. These diverse ecosystems—home to a quarter of all global marine life—protect shorelines from tropical storms, provide food and income for 100 million people and produce $36 billion in economic value annually. But reefs are endangered: threatened by everything from destructive fishing methods to warming temperatures to unsustainable coastal development. Restoring reefs depends first upon accurately assessing their overall health, but traditional monitoring efforts are time-intensive and unreliable, often yielding inaccurate results. There had to be a smarter way. Coral reefs are among the planet's most precious natural resources, and the most precarious. Accenture teamed up with technology and industry partners and a coral conservation foundation in El Nido, Philippines to develop an innovative solution for restoring the reefs. Project: CORaiL, an artificial intelligence-powered system for monitoring fish populations, was born, and the system was deployed in a reef in the Philippines in 2019. At the heart of the endeavor is a cost-effective edge computing solution that observes, classifies and measures marine life. Strategically placed smart cameras, installed underwater and equipped with the Accenture Video Analytics Services Platform (VASP) and Intel hardware, allow for non-invasive observations. The cameras detect and photograph marine life and deep learning algorithms are applied to count and classify the fish. 71,000 To date, Project: CORaiLhas collected more than 71,000 images, which researchers use to gauge reef health by analyzing fish

populations in real-time. To date, Project: CORaiL has collected more than 71,000 images, which researchers use to gauge reef health by analyzing fish populations in real-time, essentially doing hands-on monitoring without disrupting the underwater environment. While its features are specific to marine use cases, additional applications of the technology could include studying the migration rate of fish to colder climates and monitoring intrusion in protected underwater areas. Project: CORaiL demonstrates how creative thinking, cutting-edge technology and collaborative partnerships can navigate truly uncharted waters, stretching the boundaries of what's possible and providing critical information to help make better decisions about how we live and work in a changing and fragile world. Project: CORaiL demonstrates how creative thinking, cutting-edge technology and collaborative partnerships can navigate truly uncharted waters Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Global logistics firm improves spend visibility by 95%

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/reinventing-procurement-process-spend-visibility ----- Simplifying complex business operations Optimizing data efficiency Driving better value Current Country: United States CASE STUDY Data-driven procurement drives more informed decision-making and new strategies for success 2-MINUTE READ What happens when a business has a sole source of truth for its data? It can spot pitfalls and find the right solutions faster. It can see when and how money is spent. And with a reliable, consistent tool for reporting, it can move forward with agility and speed, identifying new strategies for success. After a period of continued growth, this global logistics and supply chain management company was operating in more than 80 countries across six regions. However, as the business flourished, operational complexity increased. With no standardized reporting across its multiple regions, procurement processes were showing strain. Data was siloed and spend reports across departments were based on disparate sources. Updated, concise information was not available to leadership for accurate decision-making. Recognizing the goal of improving spend transparency, the Accenture Spend Optimizer platform was selected to use powerful analytics models to categorize company-wide expenditures. Accenture helped the company enhance operational efficiency across the source-to-pay process. By co-creating a cloud-based data consolidation, aggregation, cleansing and automated categorization model, we unified spend and payment data from four source systems into a sole source of truth. Data is refreshed monthly and existing categorizations are modified based on feedback from the business. With 95% of spend now categorized, the business has clear visibility into expenditures across six regions. The improved visibility and control have helped the company streamline its spend to fewer suppliers, driving better value from those relationships through volume aggregation and discounting. With specific knowledge of

where the spending occurs, the company can now make more informed decisions throughout the organization. © 2024 Accenture. All Rights Reserved. =====================

Fighting poverty with technology and humanity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/gerando-falcoes-accenture-fighting-poverty ----- Creating meaningful change through technology Unleashing potential and hope for the future We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY Gerando Falcões Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil 3-MINUTE READ In some of Brazil's largest cities, vacant land is often filled with makeshift communities known as favelas. These areas are home to over 16 million people living in abject poverty across 10,000 favelas, where the unemployment rate exceeds 20%. Life in favelas can feel bleak, and for many residents, there seems to be no way out. Since 2013, Gerando Falcões, a network of over 2000 social development organizations, has been on a mission to break the cycle of poverty and transform the lives of favela residents. Working closely with Accenture, the organization has created innovative solutions and programs that are having an impact across Brazil. In 2023, over 13,000 people received job training and guidance to start their own businesses and find jobs, and more than 6,000 increased their income. Over 2,000 residents have been trained as social leaders and received education to enact change in their communities. And hundreds of thousands of families now have access to resources that can help them rewrite their future. Gerando Falcoes and Accenture are working to break the cycle of poverty in Brazil, where almost 16 million people are living in 10,000 favelas nationwide. Non-profits have great ideas for tackling big problems but are often hindered by limited resources and a lack of technical expertise. With Accenture's help, Gerando Falcões was able to restructure their technology architecture and app development processes and reinvigorate their approach to addressing the economic realities in Brazil's favelas. One outcome of this partnership is a social initiative called ASMARA, which provides a way for women in favelas to sell products door-to-door to generate income. The new business model and digital platform allow large retailers to donate and distribute their products to favelas. ASMARA is expected to support up to 15,000 women and their families in São Paulo in 2024. Another outcome is a program called Favela 3D, which helps create long-term development plans for favelas. The program collects and processes data to solve community problems at a hyper-localized level, favela by favela, street by street. Since 2020, Favela 3D has supported more than 2,700 families in five favelas through housing and urban renovations, workforce inclusion initiatives and more. As a result, unemployment at Favela Marte has declined from 72% to just 4%. And at Favela Dos Sonhos, 80% of the houses have been transformed into safe and dignified places to live, and the entire neighborhood has received urban improvements. Together, Gerando Falcões and Accenture have already made a meaningful

difference in the lives of over 740,000 people in more than 5,500 favelas across Brazil. Moving forward, they plan to train 45,000 youths in favelas, providing job training and interviewing skills along with crucial technical and trade skills. The near-term goal is to help 24,000 youths find sustainable employment. And this is only the beginning. Accenture and Gerando Falcões will continue exploring new ways to fight poverty and create opportunities in Brazil's favelas, with a shared mission to enact change and make a profound difference in the lives of those who need it most. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Kleber Alencar Executive Director – Financial Services Eco Moliterno Senior Creative Direction Executive – Accenture Song Mariana Zuppolini Associate Director – Corporate Citizenship Strategy & Programs © 2024 Accenture. All Rights Reserved. =====================

Upgrading the traveler experience with NFTs

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/banyan-tree ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States Case

study Banyan Tree Group piloted a digital scavenger hunt at its Laguna Phuket resort to improve its customer experience and boost ancillary revenue. 5-MINUTE READ The travel industry has been hit hard by the pandemic. Patterns of demand for services have changed, while a decline in consumer and business travel has left a revenue gap to be filled. At the same time, customer expectations are evolving. With a surge in the adoption of digital services across industries, digital now dominates customers' interactions with all brands. Laguna Phuket is a beachfront resort in Phuket, Thailand, with multiple hotels on its grounds. The resort's team looked forward to welcoming customers back after the COVID-19 restrictions were lifted and decided to create a scavenger hunt as a fun way to introduce guests to the range of facilities available. Accenture recommended creating a digital scavenger hunt to provide a Pokémon-like experience. Guests would use their mobile devices to search for digital objects (NFTs – non-fungible tokens) and win exclusive prizes while learning about the services the resort had to offer. View the video Accenture has partnered with SmartMedia Labs to leverage its BLOCKv stack to create a travel industry solution. The Net New Revenue Platform follows the travel customer journey from end to end. It can manage multi-channel distribution, back office services, self-service reporting and performance management, and deliver engaging, interactive customer experiences. It enables personalized up-selling and cross-selling, opening new ancillary revenue streams. Leveraging the platform, our team built a proof-of-concept digital "Laguna Phuket Scavenger Hunt" that the resort could trial with guests. NFTs based on the resort's existing branded assets could be dropped on a map, captured in augmented reality, added to a treasure chest and redeemed for real world value. We also included media content that guests could interact with, like a welcome message from the general manager. A map helped guests navigate to facilities such as the spa, golf course, volleyball courts, bars and restaurants. The Laguna Phuket Scavenger Hunt pilot proved to be fun for everyone. Guests enjoyed capturing NFTs and discovering parts of the resort they might not otherwise have visited, and staff were thrilled to see guests having a good time. Prizes were popular— including vouchers for one night stays at Laguna Phuket properties, massages at the spa, rounds of golf, and credit toward food and beverage spend. Of the guests who registered, 80% went on to participate in the immersive experience. The resort reported increased foot traffic to the targeted facilities and greater awareness among guests of the services offered. Overall, the game was engaging, and easy and economical to deploy. The whole experience added value for guests as well as increasing brand awareness and driving sales for the resort. The pilot also demonstrates the huge potential for the travel industry to use the Net New Revenue Platform to boost ancillary revenue and connect with guests in innovative new ways through gamification. Mike Tansey Managing Director – Strategy & Consulting, Travel, Growth Markets Aaron Yu Qi Senior Manager – Strategy & Consulting, Growth Markets, Travel Technology Lead Haritini Kyriakou Senior Manager – Strategy & Consulting - Growth Markets, Travel Industry NFTs
=====================

Enhancing work mobility with Microsoft Intune

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/enhancing-work-mobility-microsoft-intune ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Mobile apps amp Accenture people's productivity Enhanced usability Integrated experience New application catalog experience Simplified mobile application access Seamless security Tony Leraris Daniel Merchant How Accenture does IT Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture embraces the winning combination of Intune mobile application management and integration with Microsoft 365 for enterprise security. Accenture's global workforce is highly mobile, often performing work remotely on multiple types of company-issued and personal mobile devices. Our people need to work seamlessly with their devices at client sites, with Accenture colleagues around the world, and on the go. The use of mobile devices requires Accenture to keep company-related information secure on those devices with a mobile application management (MAM) or mobile device management (MDM) solution. When Microsoft released Intune several years ago, Accenture realized the product offered new capabilities designed to improve the user experience. An evaluation of Microsoft Intune led our global IT organization to decide to migrate from Accenture's legacy solution to Intune. One key factor was that in addition to traditional MDM features, Intune also offered MAM. MDM places an agent on a mobile phone and manages the phone, enforcing encryption and use of a PIN. MAM, on the other hand, provides secure use of mobile applications without requiring full device control.   Initially, MDM was further developed than MAM, and was the first solution Accenture adopted along with enhancement. For MDM, our global IT organization collaborated with Microsoft to develop additional features Accenture needed before migrating approximately 110,000 registered devices at the time from the legacy MDM solution to Intune. Many employees, however, were reluctant to adopt the solution due to a number of misconceptions about what companies monitor with MDM solutions. Three years later, the adoption rate remained relatively low at 140,000 personal devices.   During this time, Microsoft continued to develop its MAM solution. Accenture, among other partners, collaborated on the features and functionalities that a large enterprise like Accenture needs. Our global IT team appreciated that Intune MAM offers seamless integration with Accenture's suite of Microsoft productivity tools; enables secure access to many Accenture mobile applications without requiring root-level access; and includes a separate mobile application catalog that does not require device enrollment to access it.   Our global IT team hoped that these advantages would also address a population of employees concerned about broad company access to personally owned devices. We knew we needed a new solution that removed the misunderstanding that Accenture could or would be looking at the daily activity of our workforce and that offered immediate mobile productivity benefits.   That solution was a combination of Intune MAM, which allows employees to access company applications without fully enrolling in mobile device management, and providing

seamless, helpful mobile apps for our people enabling them to work from wherever they are. Mobile apps like Microsoft Outlook, OneDrive, and Teams, were a selling point for our people to adopt Intune MAM. Outlook and Teams work seamlessly with Microsoft 365 and MAM is enabled out of the box. Human + results Accenture deployed Intune MAM in early 2020. Within two months, without a formal launch, 50,000 devices were enrolled. This early, rapid adoption confirmed that a feature-rich solution for keeping company-related information secure without requiring full device control was the answer. This approach helps our mobile workforce better collaborate and be productive. It also helps enable an elastic digital workplace. Accenture employee feedback has been positive. Employees can check Accenture email, calendar and contacts on the go. They can chat with colleagues via Microsoft Teams or join conference calls using Teams as well. Employees can reserve office space and report time and expenses using new and enhanced apps. They can also download and watch videos from Accenture's Media Exchange with another app. "The seamless integration with Outlook mobile and other Microsoft 365 applications was the game changer." "The seamless integration with Outlook mobile and other Microsoft 365 applications was the game changer." The combination of the Intune MAM capability and Microsoft 365 integration expands Accenture's connected device base by approximately 270,000 registered devices. The launch of Outlook mobile at the same time along with internal communications efforts to assure employees that their activities on personal devices were not being monitored were major contributing factors to the increased adoption. Providing an integrated and seamless way of working for our employees is part of Accenture's broader digital worker strategy that focuses on enhancing the employee experience. Accenture saw this come into play when the COVID-19 pandemic set in. Employees were able to easily adopt the Intune MAM with Microsoft 365 integration capability because it was already in place—when they needed it, it was there. Going forward, Accenture continues to collaborate with Microsoft on the MAM product, particularly on enhancing the user experience. Outcomes included: 270,000 Accenture devices registered in Intune MAM 270% Increase in enrollment in both Intune MAM and MDM 75% Of Accenture employees now collaborate via mobile devices The capabilities of Intune MAM + integration with Microsoft 365 apps are improving the Accenture mobile experience for our people: Enables a PC-like experience with Microsoft Outlook, including the ability to link to calendar, Teams and SharePoint; biometric technology an option. Provides a more integrated mobile worker experience, and integrates with Accenture's suite of productivity tools, including Microsoft Teams. Provides an application catalog experience that is visual, easy to use and continues to improve. Includes mobile application management (MAM) that provides application access without full device enrollment in mobile device management (MDM). Facilitates reading of encrypted emails due to native, seamless security between Microsoft rights management and Outlook mobile. Our global IT organization is driving technology-powered business transformation across Accenture. The largest global Microsoft practice. Powered by Avanade. Runs on Microsoft. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Epson transforms to a service-oriented model

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Addressing the challenges of remote learning Helping reduce carbon dioxide emission Acknowledging the economic decentralization need Responding to natural disasters Jun Shinohara Yuya Katsuki High Tech Semiconductor JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Seiko Epson Corporation's (referred to below as Epson) vision expresses the company's commitment to achieving sustainability and enriching communities, and its determination to contribute to the resolution of social issues, including connecting people in a more decentralized society and reducing our environmental impact. The power of digital technology is indispensable in addressing some of our most pressing social concerns. To contribute meaningfully to this effort, Epson needed not only to provide the digital connections but also transform their business model. The combination of ReadyPrint and Epson Connect, make it easy for educators and students to share educational materials interchangeably. Epson Cloud Solution PORT enables remote control of commercial printers, so customers can be more efficient with real-time operations and equipment additions in remote locations. Distributed production reduces carbon dioxide emissions. And EcoTank consumables emit one-fifth the CO_2 of conventional inkjet cartridges. Epson headquartered in Nagano Prefecture embrace the SmartCity AiCT initiative. Many different regions participate economically and this fosters sustainability by using communication technologies to improve quality of life and expanding the availability of services. Supporting digital transformation since the 2011 Japan earthquake and tsunami, Epson is leveraging Smart City AiCT planning to bring technology and experience for process and data transformation from analog to digital—keeping pace with society's rapid digital transformation and increasing our preparedness and responsiveness. Historically, Epson has presented their printing and scanning devices as products, and more recently these devices have been connected to the Internet and have featured functions related to the Internet of Things (IoT). Epson now leverages the power of digital technology to provide more comprehensive solutions. Epson believes that by connecting customers with each other and with Epson they can enrich customer engagement and generate greater value. Based on this business model enhancement, Epson established the DX Division two years ago. The key to success is unified management of information based on a comprehensive, needs-based understanding of one's relationship with the customer. Epson needed to leverage the power of digital technology to go beyond product-based selling to present effective service offerings, which in turn can lead to even more powerful solutions. To advance digital transformation, Epson needed not only to provide the digital connections but also rethink their business model. To drive their efforts in this transformation, Epson is moving forward with the concept of "Epson as a service"—a strategy that involves connecting with customers via devices and offering solutions on an ongoing basis. Applying this "as a service" model, Epson is actively

demonstrating their commitment to transforming from a traditional hardware supplier to a provider of service-minded solutions. In the area of B2B, as noted above, Epson launched the Epson Cloud Solution PORT service to help customers become more efficient via remote monitoring and management of equipment along with distributed production, which reduces the distance between producers and end-users, therefore reducing carbon dioxide emissions. The key to success among these initiatives is unified management of information using a comprehensive understanding of customer needs and committing fully to meaningful engagement to cultivate productive and mutually satisfying customer relationships. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

World Wildlife Fund harnesses the power of Workday

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/world-wildlife-fund-harnesses-power-workday ----- Call for change When tech meets human ingenuity A valuable difference Transforming and supporting future growth and impact for years to come A tailored solution Enhanced transparency for amplified donor confidence MEET THE TEAM Current Country: United States CASE STUDY Accenture deploys first-ever global Workday deployment including HR, payroll, finance, grants and adaptive planning to help preserve nature. 3-MINUTE READ For 60 years, World Wildlife Fund (WWF) has led the way in preserving nature and reducing threats to the biodiversity of life on Earth, but its technology was no longer keeping pace. WWF was juggling almost a dozen separate legacy systems, sometimes taking up to a month to gather and verify data for essential reports. The stakes were high: The ability to report details to funders and regulators can impact donor confidence and support. WWF needed an integrated but simple system to bring together HR, accounting, reporting and grant management, giving staff more time for work that matters. WWF's goal with project Panorama was to construct a solid operational foundation for the future…and Accenture partnered with us to rethink the way WWF works. – MIKE PEJCIC / Chief Financial Officer – World Wildlife Fund WWF teamed up with Accenture to deploy a tailored solution, consolidating the legacy systems down to three applications on the Workday cloud-based platform. The project was designed to better connect WWF's pre-and post-award grant process, providing more visibility, rapid and meaningful insights and more defined process operations. Accenture supported data integrations, reporting and analytics and provided training and other change management support. The new technology deployment enables progress towards WWF's strategic goals for efficiency, transparency and mission impact. Now, staff can access real-time organizational data to solve problems and advance the mission. WWF can now manage the grant lifecycle—from proposal through close-out—in one integrated solution that is far less labor-intensive and accessible from anywhere, anytime, with any device. As the implementation was global, WWF can reap the benefits of

shared systems, with intuitive self-service capabilities, and consistent best practices across all its offices. The simpler, more secure systems are serviced by regular updates that ensure up-to-date functionality. These outcomes, along with increased comprehensiveness and real-time accuracy of the data, mean WWF can put funds towards its mission more quickly and tap into greater donor confidence. Amit Patel Managing Director - Health & Public Service, Nonprofit Aaron Morgan Technology Delivery Lead © 2024 Accenture. All Rights Reserved. =======================

Digital transformation in a nutshell

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/blue-diamond-digital-transformation ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Cracking the supply chain strategy in the cloud. 3-MINUTE READ A smarter solution for growth Blue Diamond Growers is the world's largest almond supplier and processing company. The co-operative represents more than 3,000 California almond growers, helping them realize the best return on investments while delivering a quality product. It achieves this by innovating to open new markets—a mission that saw it shift from purely supplying raw materials for integration into other products, to packaging products directly for the consumer market. Blue Diamond Growers' supply chain became incredibly complex as a result, with disjointed spreadsheet systems that made it a challenge to forecast supply and demand. The company realized its growth depended on a smarter, customer-focused supply chain management solution and set about creating one with Accenture. Pivoting in a pandemic Accenture collaborated with Blue Diamond Growers to design, build and launch a globally scalable, customer-centric, flexible supply chain planning solution based on SAP® Integrated Business Planning (IBP). Accenture's virtual training ensured the entire Blue Diamond Growers team was proficient in the solution well ahead of launch. The solution, integrated with the on-premises SAP system, enabled real-time consolidation, validation and analysis of supply chain data, providing greater transparency for planning purposes. When the pandemic struck, the company switched to a daily planning cycle with a joint SAP IBP and Accenture solution, Supply Chain Scenario Planning-as-a-Service. Simulation scenarios harnessed Accenture templates to quickly extract data and help in the reallocation of Blue Diamond Growers' nut supply to satisfy shifting demands. Forecasting to future-proof Blue Diamond Growers has transitioned from a disjointed, multi-system spreadsheet supply chain approach to a fully integrated, cloud-based solution that provides a single source of truth for demand and supply planning. A single dashboard view helped improve forecast accuracy by 10% within the first six months of launch, enabling teams to optimize inventory. Teams spend less time manually sifting through data and can focus on higher value strategic activities. Supply Chain Scenario Planning-as-a-Service helped the company switch to a daily planning cycle to meet increased demand and manage warehouse capacity when local lockdowns hit. SAP S/4HANA® in the cloud

is also now live, enhancing Blue Diamond Growers' analytics and predictive capabilities. Accenture is supporting further projects, including the use of artificial intelligence to predict harvests. © 2024 Accenture. All Rights Reserved. =====================

ESPN scores with generative AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/espn-scores-with-generative-ai ----- MEET THE TEAM Current Country: United States CASE STUDY Together, we're bringing a wider array of sports coverage to fans, giving them more access to the teams, athletes and content they love. 2-MINUTE READ For decades, ESPN has consistently delivered captivating and unique experiences for sports fans. Now, the leading sports media company is pioneering something new—the use of generative AI (gen AI) to provide coverage of more sports for more fans. With generative AI, fans of sports such as professional lacrosse and women's professional soccer can now access ESPN game recaps for their favorite teams. It's all about adding to the experiences of individual sports fans, in scalable ways, through innovation. Fans want to dive deep into sports content, and generative AI will allow us to expand our ability to deliver that to the widest array and variety of fans. Kevin Lopes / VP of Sports Business Development & Innovation, ESPN Through the ESPN Edge Innovation Center partnership, Accenture helped ESPN build a gen AI solution that creates compelling summaries for Premier Lacrosse League and National Women's Soccer League games. The solution leverages a dataset that includes a combination of ESPN and league-licensed data such as box scores, play-by-play data, rosters, standings and schedule pages, and audio transcripts (where available). The tool generates summary recaps that help fans better understand the game. ESPN editors review the content before it is published on ESPN.com and the ESPN app. "Gen AI has the power to deliver more sports to more fans," said Beth Keating, Managing Director at Accenture. "With the ability to provide more content faster, we're enhancing fan engagement and reinventing what sports coverage covers." Through the power of gen AI, ESPN is scaling the creation and distribution of content to fans across an even wider variety of sports games and moments, delivering more of the sports content and experiences that individual fans want. John Peters Managing Director Beth Keating Managing Director and Client Account Executive Nita Wang Business Design Manager – Accenture Song Hayley Darukhanavala Management Consultant - Accenture Song Ilan Geller Managing Director © 2024 Accenture. All Rights Reserved. =====================

Machine learning dives deep to save our coral reefs

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/reefcloud-marine-monitoring ----- A call for change When tech meets human ingenuity A valuable difference Game changer Current Country: United

States Case study • Australian Institute of Marine Science 5-Minute read Harnessing the power of human collaboration and artificial intelligence, a new open-access tool called ReefCloud allows the world's coral reef monitoring community to work together in real time to improve the monitoring, reporting and conservation of our reefs. Find out how the Australian Institute of Marine Science and its partners are protecting ecosystems and transforming the scientific process across the Pacific. Cameras have never ever been busier. Global conservationists are even using modern camera technology to conduct regular in-water monitoring in major coral reef regions. However, limited resources and inconsistent data formats have made it difficult to synthesize the millions of data points collected from these photos. In fact, it currently takes up to four years to collate all that data—and with the climate situation changing so rapidly, this is time that the world's reefs simply don't have. So, the Australian Institute of Marine Science (AIMS) teamed up with The Dock (Accenture's global R&D and flagship innovation center) to transform how the scientific community approaches the conservation of these fragile marine ecosystems. [ReefCloud is a] partnership that's bringing science and AI together with indigenous knowledge to inform future policy making. JAMIE ISBISTER / Australian Ambassador of Environment Over the course of 18 months, the joint team worked with the Queensland University of Technology (QUT), coral reef scientists, conservation practitioners and technology experts to design an open-access AI-powered tool called ReefCloud. ReefCloud uses computer vision to automatically extract, annotate and share data points like coral cover or reef composition. After analyzing a photo, the platform automatically updates a dashboard designed to translate raw data into valuable insights and recommendations so conservationists can quickly get the latest download on reef and coral health. Perhaps most importantly, ReefCloud is built for collaboration. It allows reef activists anywhere to upload photos and work together in real time. ReefCloud has greatly improved the efficiency of conservation work. It's sharing insights on the state of reefs 700 times faster than a human, with up to 90% accuracy. Analysis that used to take months is being reduced to weeks or hours, which means that marine scientists in 24 countries can now focus on influencing policy instead of spending time wading through waves of data. But ReefCloud is not just about reefs. The conservation community is looking to scale the technology across other ecosystems like mangroves and national parks. It fully demonstrates the unlimited potential of technology, design and expert knowledge. Which, when fused together, can transform how we solve the world's greatest challenges—even those at the bottom of the sea. 700x Faster than manual efforts 80-90% Accuracy 1.3M Collective images shared around the world

======================

Building for the future: creating intelligent workplaces

A digital approach to global

real estate Connected, intelligent buildings Earning the commute Podcast with The Economist How PPI helps shape great workplaces Current Country: United States CASE STUDY LENDLEASE GROUP Lendlease Group uses Data & AI to help digitize the real estate market 5-MINUTE READ Lendlease Group, a global real estate company valued at approximately $6 billion, could see the industry evolving quickly and wanted to act fast. Aside from increasing numbers of companies offering a hybrid environment and the uplift in demand for virtual working, the challenge of persistent global inflation and the urgency to manage sustainability are reshaping how organizations manage their real estate portfolios. Lendlease created Lendlease Digital to explore how key technologies, including artificial intelligence, cloud and Internet of Things, could address these challenges. Lendlease Digital joined forces with Accenture to inject advanced thinking into the design and accelerate the go-to-market for a new insights product that could make the vision to digitize the real estate sector a reality.   Our digital-first business creates new market opportunities, delivers real value to the communities we serve and allows, through leadership, a total industry change. William Ruh / CEO, Lendlease Digital Lendlease Digital and Accenture launched Podium Property Insights (PPI) to provide an agile approach to property management. PPI is a cloud-based software-as-a-service (SaaS) that uses digital twins, data, analytics and AI to enable connected, intelligent buildings. The decision to release PPI as the first of Lendlease's Podium Suites was influenced largely by the monumental shift in the corporate real estate market. Podium Property Insights for Workplace, built specifically for corporate real estate, aggregates data captured throughout a building and generates customizable, real-time dashboards and reports using AI so that workplace managers can visualize and dynamically manage the best workplace for their people. PPI is already helping Lendlease, Accenture—and their clients—gain critical insights into their office spaces. The new platform is proving invaluable to gaining actionable insights—especially towards enhancing employee experience and engagement, driving sustainability and optimizing spaces. For example, the platform can predict the number of attendees in the coming week, allowing workplace managers to better plan cleaning schedules, supplies in communal kitchens or front and back-office staffing. Over a longer period, users can fine-tune operations based on demand, make space planning decisions and have better information to make informed decisions about long-term leasing arrangements. Ultimately, this active, smart monitoring uses data and analytics to enable better working conditions for employees, while improving office space usage and environmental impacts. PPI is proving invaluable to gaining useful insights into how employees are using spaces, and their satisfaction and sentiment about the environment. PPI can predict numbers of attendees the following week, allowing managers to better plan cleaning schedules or front and back-office staffing. Corporate reports relating to environmental, social and governance initiatives are also made more impactful through insights. Listen to this insightful discussion where a journalist from The Economist chats to Lendlease's Bill Ruh & Accenture's Amit Bansal about transforming the future of property and real estate, and how digitization is enabling reinvention of a vital sector. © 2024 Accenture. All Rights Reserved. =====================

The impossible bedtime story

Empowering parents with bedtime stories Making the impossible bedtime story, possible Related content Celebrating 150 years of the Levi's® 501® jean Maserati revs up customers' imagination Prada Group continues to elevate its customer experience Current Country: United States CASE STUDY ProLiteracy Helping a low-literate mother share a bedtime story with her kids for the first time ever. 1-MINUTE READ Research shows that a parent reading to their child is a key factor in future success – helping develop vocabulary, empathy, and creative problem-solving. But when 773 million adults are low-literate, countless children grow up missing out on precious storytime, putting them at a great disadvantage. For non-profit Proliteracy, our goal was to bring storytime to low-literate households. So, we developed a way for parents to narrate a story in their own voice, regardless of reading level. Thanks to voice cloning tech, with nothing but a phone, any mother or father could share a bedtime story with their kids. We worked with Felicia, a mother of four learning how to read and write with ProLiteracy. With voice cloning technology, we replicated Felicia's voice so she and her boys could finally hear her narrate a bedtime story. For Levi's® largest brand initiative ever, we needed to honor the billions of devoted wearers worldwide, and inspire the next generation to fasten up a pair. Leveraging technology to drive new luxury experiences A composable commerce approach that enables the company to offer the innovative and luxurious approach its clients expect =====================

Telefónica paints the town with 'Kisses'

Revolutionizing connectivity with a human touch Faster content creation, higher engagement Telefónica's next move with generative AI and global expansion MEET THE TEAM Current Country: United States CASE STUDY Telefonica Telefónica's introduction of a hyper-personalized content approach has redefined its marketing strategy, optimizing customer engagement and significantly cutting costs and time. 2-MINUTE READ In a groundbreaking partnership with Accenture, Telefónica, a leading global telecommunications powerhouse, has modernized its marketing strategies with the innovative Content Automation Tool (CAT). This multipart content solution has transformed efficiency across all marketing operations, setting a new standard in the industry. It saves employees time and effort while delivering hyper-personalized content that resonates deeply with customers, making every interaction meaningful. The transformative power of the CAT took center stage with Telefónica's captivating 'Kisses' centenary campaign. At the heart of this activation lies the celebration of the small, tender moments that define our humanity—like sending a virtual 'kiss' to a loved one at the end of a phone call. With

specially crafted marketing materials, the campaign highlights how many calls end in a kiss across Spain's diverse regions. What once took weeks can now be accomplished in hours. Telefónica is now able to swiftly create content that respects regional differences and can be customized to various Spanish dialects. For example, CAT enabled the creation of over 300 different content pieces from a basic design template in just two days—a significant leap over the previous capacity of 40 assets in several weeks. This is a 7.5x increase in production in less than one-third of the usual time. Seamlessly integrated with Telefónica's marketing ecosystem, CAT empowers users to effortlessly create brand-compliant content, without needing technical skills. Its automated dashboard streamlines reporting, facilitating the efficient creation of micro-segmented experiences. CAT doesn't just simplify content production—it smartens it. Leveraging sophisticated gen AI capabilities, it predicts creative performance using predictive heat map tools, generates and optimizes content variations based on real-time analytics. Its channel-agnostic design offers versatility, enabling content production across multiple platforms through a unified interface. By automating content creation in various formats, CAT enables marketers to produce digital content that significantly enhances campaign reach and impact, thereby improving the customer experience across diverse channels. This content was featured on various platforms and over 1,000 outdoor digital screens, including bus shelters and shopping centers. Movistar, Telefónica's subsidiary, launched the MiMovistar commercial offer in Spain, transforming their sales strategy by offering users flexibility on their product configuration. This personalized strategy, perfectly aligned with CAT capabilities, enabled Movistar to create highly tailored experiences that deeply resonated with users. During specific campaigns like "Black Friday," the clickthrough rate (CTR) increased by 249%, indicating a higher level of customer interaction and interest. CAT has also enabled a 96% rise in production efficiency and a 91% enhancement in time to market, demonstrating its profound impact on the company's operations. Through this platform, Telefónica realized an 83% savings in costs and 135% savings in hours for the "Kisses" campaign. 249% increase in clickthrough rate 83% savings in costs 135% savings in hours for the "Kisses" campaign Telefónica is gearing up to supercharge CAT by integrating gen AI to generate genuine new content that can maximize its performance. This upgrade will power even more sophisticated content customization, enabling automated performance-based optimizations and automated tailored messaging for diverse audiences. It will also simplify Telefónica's marketing content production even more, allowing for real-time adjustments and meta-tagging optimizations based on customer data and feedback. Telefónica is set to expand CAT's presence into Germany as well as its HISPAM group unit, which includes assets and operations in Argentina, Chile, Colombia, Ecuador, Peru, Mexico, Uruguay and Venezuela. Through this expansion, Telefónica is poised to broaden its international presence, fueled by a dedication to innovation, enhanced business performance and deeper customer satisfaction. The Content Automation Tool gave us the opportunity to personalize our marketing creativities for different customer segments, in an efficient and agile way, especially for high-volume campaigns. Rafael Fernández de Alarcón / Telefónica's Brand Director Sponsorships & Media Borja Lizarraga Managing Director Accenture Song Iberia – Intelligence capability Lead Alfonso G. Imbroda Managing Director Song –

Communications Lead Nerea Idirin Senior Managing Director and Telefónica Global Account Lead © 2024 Accenture. All Rights Reserved. ======================

VR Training for Healthcare Workers

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/virtual-reality-ppe ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Personal Protective Equipment (PPE) training is vital but wasteful, which is why we helped create effective virtual reality training modules. 3-minute read Hospitals are facing challenges with standardizing and adhering to personal protective equipment (PPE) donning and doffing procedures, especially considering the changes resulting from the COVID-19 pandemic. Errors when putting on or removing PPE can put healthcare workers at risk of contracting or spreading COVID-19, as well as other viruses and bacteria. Accenture became aware of this growing problem and teamed up with The University of British Columbia, BC Women's Hospital and Motive.io to find a solution. Motive.io's intuitive platform enabled our learning and development team to create effective training modules quickly. Berkeley Warburton / Managing Director and Program Sponsor – Accenture This lifelike virtual reality (VR) training teaches healthcare workers how to safely put on (don) and take off (doff) personal protective equipment (PPE). The training was developed in Motive.io's new immersive learning platform, which is designed for use by training professionals who don't have a technical background. These extended reality (XR) training modules can be deployed to VR headsets and employees' mobile devices, and can be delivered through existing learning management systems. The solution is virtual and therefore easy to scale and can be expanded within the hospital system or applied to other hospital systems around the globe. The PPE VR training experience was created for BC Women's Hospital to train front-line healthcare workers and medical trainees using virtual reality. After one practice attempt, 70% of the simulation group subjects were able to perform the correct sequence of steps compared to 20% of subjects in the control group. Utilizing this platform, training teams can easily create and maintain effective and engaging training programs, with the agility to keep up with the rapidly changing operational landscape caused by regular updates to safety protocols. VR training has given our healthcare workers the opportunity to practice donning and doffing equipment safely and efficiently while conserving PPE supplies. Berkeley Warburton / Managing Director and Program Sponsor – Accenture © 2024 Accenture. All Rights Reserved. ======================

The future of auto finance: a smoother ride

Call for change When tech meets human ingenuity A valuable difference Related capabilities One integrated process New levels of efficiency Real-time visibility Banking BPS SynOps Auto finance JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The increasing cost of doing business in a disruptive, competitive environment raises questions for banks of all sizes about the profitability of their offerings. In the car loans business in particular, one global bank needed to remain competitive as it faced high operating costs and lower profitability – especially in the Latin American market. The auto loans process at car dealerships in that market was inefficient. First, approving the loan was a lengthy, highly manual process. Second, the bank had to pay high commissions to car dealerships while competitors vied to service the loan through low interest rates or favorable loan terms. 40-50% of car loan applications were ultimately rejected due to manual errors or the failure of the applicant to meet financial requirements. As a result, dealers lost business or were slowed down and all parties had a poor experience. The bank realized it needed to revamp this process to increase the profitability of its auto loan business, satisfy car dealers and become the preferred lending institution by providing a better business experience. It became apparent that the best way to achieve the bank's goals of reducing back-office costs and improving the efficiency of its auto loans process would be to transform the customer and dealer business experiences—ultimately reinventing the market. Betting on "frictionless simplicity" as the key principle and leveraging credit as a tool for car dealers to sell more, Accenture developed a new digital business experience for the bank's car and consumer loans business. Creating a new sales journey with SynOps The team also redesigned and implemented a new sales and loan service journey for dealers and buyers by tapping into Accenture Credit Service assets and leveraging SynOps, Accenture's unique human + machine platform. SynOps brought together the optimal combination of technology and human ingenuity, driven by data and insights, to integrate the entire origination process. A new loan origination process ensures efficiency and speed from the moment a customer applies for a new auto loan through the dispersal of funds. The process orchestration at the core of the platform virtually eliminates manual transactions, redundancies, paper and human errors. All key stakeholders can view the status of the application in real time from anywhere (including a mobile app). With an intelligent operating model, the bank is well positioned to reshape the future of auto finance—creating better experience for customers. With an intelligent operating model, the bank is well positioned to reshape the future of auto finance—creating better experience for customers. The credit phase moved from the end of the car-selling journey to the very beginning. Dealers can now sell more cars in a frictionless, simple transaction, while the bank becomes the preferred, dominant lender. 50% The bank saw a 50% increase in car loans sales, along with a double-digit drop in total costs, cutting total lead time from days to minutes. #1 In just five months, it jumped to first place (from fourth) in

market share. 20,000 The new business and operating model has made life simpler for nearly 20,000 car dealerships, customers, bank employees and services providers. Transforming the auto loan sales market An intelligent operating model for auto loans is just the beginning. Not only has the bank achieved tremendous financial results, its culture has become more like a startup: more innovative, fully open to the power of digital technologies and able to scale large transformations. With a new culture, mindset and capabilities, the bank is well positioned to reshape the future of auto finance - creating better experiences for buyers and dealers alike. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ========================

A data-driven approach to global reforestation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/a-data-driven-approach-to-global-reforestation ----- Planting seeds of hope Accelerating global tree planting Powering reforestation with data Current Country: United States CASE STUDY WILDER CLIMATE SOLUTIONS Wilder Climate Solutions, Accenture and Amazon Web Services help accelerate global tree planting through a mobile app 3-minute read The world is facing a tree seed shortage and countries like Canada are in desperate need of a solution. In 2023, fires in the country destroyed more than 18 million hectares of forest—an area the size of North Dakota. The available supply of tree seeds is just a tiny fraction of what's needed to replant these forests. In fact, Canada will need as many as 11 billion seeds to meet its goal to plant 2 billion trees by 2030. The big question that seedling growers, ecological restoration groups and other reforestation organizations are asking is: Where will these seeds come from? In September, Wilder Climate Solutions, Accenture and Amazon Web Services (AWS) launched a mobile app that aims to solve the seed supply challenge—in Canada and around the world. Squiirrel is a one-stop digital marketplace that connects seed collectors and growers while building capacity to scale seed collection. The goal is to turbocharge reforestation and help fight biodiversity loss and climate change. At a global scale, planting healthy forests can potentially sequester 25% of atmospheric carbon and help address climate change, but there are not nearly enough seeds to pursue this strategy. Historically, it's been challenging for seedling growers and ecological restoration organizations to find a sufficient quantity of seeds due to the lack of an established seed marketplace where they can connect with seed collectors. Squiirrel fills this gap. The app enables restoration experts to post seed demand to the marketplace and find collectors to meet industry needs. It also helps collectors accurately collect the data for their seeds and ensure the information is traceable. Seed users can browse available seed collections with details on species, quantity and geography, discuss contract details with collectors, and plan deliveries. The app is built on AWS's cloud platform, exemplifying AWS's efforts to democratize access to powerful cloud technologies. Now, more than ever, reforestation needs to be data-

driven. As the climate warms, tree species may no longer be optimally adapted to their historical native regions and may have better survival elsewhere. Growers and planters need high-quality seed data to put the right seeds in the right place. Squiirrel provides a guided, universal workflow for collectors to input and share their data with growers. It also allows collectors to upload and tag photos of their seeds with Global Positioning System (GPS) data so that growers understand precisely where they were collected. Accenture built the app's capabilities on the AWS platform, which include secure data storage, privacy, image libraries, GPS tagging, monitoring transaction trends, user sign-up and sign-in, and data privacy. While Squiirrel currently connects seed collectors and seedling growers in Canada, the vision is to expand its reach to the entire seed supply chain worldwide, including tree planters, reforestation groups and forest monitoring organizations. Squiirrel has set the stage to transform global reforestation by scaling the seed supply. =====================

Straight A's online – ETS & Oracle digital assistant

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/ets-oracle-digital-assistant ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Nish Patel Todd Montabana Nelson Smith Chau Truong Intelligent platform services Oracle Public service JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Lessons in customer service ETS is the world's biggest private nonprofit test maker. The company is one of the largest global assessment providers, administering more than 50 million tests in 9,000 locations across 180 countries. Those tests include the GRE, TOEFL and Praxis tests. ETS wanted to provide more options for seeking guidance since their test takers are located globally and not always awake during US call center hours. ETS decided to transform their customer service and reimagine customer experience in education. They called on Accenture and Oracle to help. First-class collaboration Accenture brought together a diverse team including their management consulting and technology practices to collaborate with the ETS team. Accenture brought up the idea of creating an online chat to enable ETS to interact with all their customers around the world, and around the clock. The result: Anita, a digital assistant powered by AI to advance the higher demand for online support. The work started with the designing of processes and governance steering an execution and delivery model. Accenture's team led detailed UX designing to create a more human online experience through Anita, then coded conversation flow. The Anita platform was then integrated with other ETS systems and powered by AI so that insight-driven enhancements were possible. The solution was built on Oracle Digital Assistant and integrated with Oracle Service Cloud to support live agent escalations. Accenture delivered a closed-loop feedback improvement solution for ETS by bringing knowledge engineering resources (who look at chat dialogues and improvement areas) along with deep analytics using ML algorithms to

understand the performance of the digital assistant. This cycle of design, build, and constant improvement delivered real value for ETS. 65% Since the go-live, the company has shifted to servicing nearly 65% of chats with a virtual agent alone. 2.5x Through significantly reducing the demand on live agents, the company exceeded its business case benchmark by 2.5 times. Top marks for Anita ETS has elevated customer service with more engaging, digitally enhanced experiences while solving care interactions in real-time. Since the go-live, the company has shifted to servicing nearly 65% of chats with a virtual agent alone, significantly reducing the demand on live agents. It's a benchmark that exceeded the business case for Anita by 2.5 times. With the current deflection performance built into the business case, Anita will be able to deliver 25% more net savings in its next year of operations. By continually improving the digitization rate, the cumulative savings over the next four years is forecasted to be 40% above the original business case. As Anita handles more customer demand, less human-assisted channels are needed, which reduces cost while preserving high levels of satisfaction. At the same time, ETS will have the ability to meet customers where they want to be met, either through desktop or mobile devices. Through Anita, ETS has a solid foundation for intelligent customer care. The possibilities are endless for making interactions more proactive and more responsive than ever before. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Tim Hortons serves up loyalty

----- Arccticle source ----- https://www.accenture.com/us-en/case-studies/retail/serving-restaurant-loyalty ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Let's stay together—customer retention in retail Retail consulting Retail Applied Intelligence JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Tim Hortons, owned by Restaurant Brands International, is one of the world's largest quick service restaurant companies. Tim Hortons, known as Tims, sells eight out of 10 cups of coffee in Canada and wanted to maintain these high levels of loyalty, as well as improve its market share in Canada and beyond. Today's consumers want smooth and speedy service. Quick service restaurant company, Tim Hortons, understood it needed exceptional services to further grow its relevance with guests. Driving loyalty among existing guests and new ones, particularly millennials, would be key to defending its dominant position in the Canadian coffee market. A new loyalty program and advanced digital capabilities could help Tims identify the most valuable customers and encourage guests to return. Developing the analytics capabilities to create personalized offers and rewards would also help Tims fulfill its purpose to build one of the most-loved restaurant brands in the world. Accenture co-created a digital delivery team with Tims to design and develop purposeful products and great guest experiences faster than ever before. One of those projects was a new cross-channel loyalty program called Tims Rewards™ where guests collect points to redeem for free menu items. Personalized offers, promotions, interactive campaigns and contests allow Tims to reward, engage with and get to know

their guests. The team also reimagined and relaunched the mobile app with loyalty at its heart. Guests can track their loyalty balance, scan for rewards, activate personalized offers, and order for pickup without having to wait in line. The program delivers on Tims' purpose to build one of the most-loved restaurant brands in the world. It now knows and can connect with guests in ways that were impossible before. Over 30% of Canadians—11 million unique users—are enrolled in Tims Rewards, and it is used in half of all daily transactions. The relaunched app's stellar ratings helped create the foundation to accelerate guest registrations. Smarter offer allocation has almost tripled the sales impact of loyalty adoption: Tims can create more appealing digital offers and attract guests back to the store more often. "Accenture is helping Tim Hortons deliver exceptional digital and loyalty services to grow its brand with a new mobile app experience and loyalty program to keep the most valuable guests coming back." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Seattle Police Department leads with insight

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/seattle-police-department-leads-insights ----- Challenge Strategy and Solution Transformation Meet the team Related capabilities Better data. Better outcomes. James Slessor Jody Weis Public Safety JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Imagine the amount and variety of data flowing through the largest law enforcement agency in Washington State. The Seattle Police Department (SPD) had immense data from records management, human resources and other police systems. But there was one major problem: They were not connected. Another catalyst for integrating data was a federal consent decree that highlighted concerns around "use of excessive force" in Seattle. SPD leadership took this issue very seriously and immediately took steps to understand the problem and address it. But to better understand and manage use of force incidents, the SPD needed a clearer picture of what was happening. Collecting data about officer behavior, real-time data from incidents and activities, and other metrics allows leaders to conduct sophisticated analysis and draw insight and intelligence from across the force. What's more, the SPD could look at facts to determine what was going wrong—and fix it. Accenture worked with SPD to create a Data Analytics Platform (DAP) that connects data from six disparate source systems, helping to ensure that high-quality data reaches police in an instant. The Department uses the platform to consolidate, prepare and analyze data related to a variety of operational matters—including police calls and incidents, interactions with the public, administrative processes, officer training and workforce management. One of the most innovative features was the ability to look at an officer's chain of command to identify if there were patterns of use of force common to a particular squad, Sergeant, or Lieutenant. Now, rather than data sitting in systems, it is synthesized into

insights that help in day-to-day operations and investigations. Having clean and reliable data in one place also allows law enforcement professionals to spot crime patterns or inform crime prevention strategies. For the first time, SPD is able to accurately report out on its use of force, stops and detentions, and crisis events with timely and accurate information. The department took the extra step of pushing this data out publicly to "crowdsource" the analysis to supplement the on-going, internal analytics. This level of transparency is unprecedented. With timely and accurate data, leaders can improve their ability to track use of force and officer performance across multiple measures, and more importantly, proactively intervene to address concerning patterns. "This integrated platform has improved our ability to track use of force and officer performance across multiple measures. These analytics not only promote accountability, but also enhance police operations by supporting proper management of personnel—helping SPD officers deliver high-quality policing to the communities they serve."– KATHLEEN O'TOOLE, Former Chief of Seattle Police This transformational platform is helping the SPD to unlock the power and value of analytics to enhance its operating and investigative capabilities. For the first time, SPD is able to accurately report out on its use of force, stops and detentions, and crisis events with timely and accurate information, and more importantly, proactively intervene to address concerning patterns. Having facts based on integrated data allows police to have situational awareness about policing activities like never before. Furthermore, making this data available to the public via the Department's website creates a new level of transparency. Police and the community can have more meaningful conversations and find common ground in keeping the streets of Seattle safe. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Transforming West Midlands Police

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/transforming-west-midlands-police ----- Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities James Slessor Corinne Baxter Jody Weis Public safety JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A bold new model for policing In 2015, West Midlands Police (WMP) committed to a striking transformation program that would help the force meet current and future policing needs, manage citizen expectations and reduce cost across its operations. Known as WMP2020, the five-year vision creates a bold new model for policing that brings unparalleled change to the way the force operates. WMP expects to improve effectiveness and increase efficiency using innovative digital technologies and evidence-based, preventative policing techniques. Blueprint for transformation The new face of crime needs a new form of policing. Silent crime, such as violence in the home, is on the rise. Traditional criminals are turning to cybercrime as online threats increase in frequency and sophistication. Citizens have high

expectations for a faster, easier and more personal service. With a need to raise performance using existing resources and reduced budgets, the Police and Crime Commissioner looked at how WMP could partner with the private sector to improve outcomes for the citizens of the West Midlands and proactively reduce future demand for services. Initial steps included evaluating the current police organization's structure and size, ways of working, culture, performance, calls for service ("demand") and technology enablers to find the gaps between its existing operations and the vision for 2020. The blueprint was informed by extensive consultation between the police and the public: "We're able to see a much more agile organization, far more empowered with the information and tools to prevent crime, protect the public, and help those in need." "We're able to see a much more agile organization, far more empowered with the information and tools to prevent crime, protect the public, and help those in need." What are WMP core pillars? WMP identified six fundamental pillars that were essential in shaping the blueprint that would deliver the WMP2020 vision. PILLAR 1: We trust our people PILLAR 2: Information drives our actions PILLAR 3: Designed to listen and reassure PILLAR 4: Geared to prevent harm PILLAR 5: Respond at pace PILLAR 6: Learn and adapt "[Our citizen portal] logs and tells you just how far you have got with your case and all the important details you need to know. To me the idea is fantastic, this is one of those things I can see making a really big change on how the police and community engage." "[Our citizen portal] logs and tells you just how far you have got with your case and all the important details you need to know. To me the idea is fantastic, this is one of those things I can see making a really big change on how the police and community engage." "We see Accenture as a key partner as we continue our transformation journey." "We see Accenture as a key partner as we continue our transformation journey." By creating an Innovation and Integration Partnership (IIP) with Accenture, WMP was able to share accountability, risk and outcomes while enhancing flexibility and knowledge right from the start. The importance of combining a people-first approach with new digital ways of working cannot be underestimated. WMP is seeing improvements that are both financial and non-financial — efficiencies through streamlined processes, increased productivity, and better access to information for officers. SOLUTION: Body-worn videos and secure storage databaseData from 1,500 body-worn videos can be accessed remotely. Benefits: Mobile devicesOver 3,000 officers in response, Force Support and neighborhood policing have access to a secure, scalable mobile platform. Benefits:Officers can easily and quickly share data, access and update on the go. Real-time intelligence centerA new 24/7 team pushes out real-time intelligence to response officers. Benefits: AnalyticsPredict future outcomes, patterns and trends to deliver preventative policing. Benefits: Digital experience for citizensNon-emergency calls moved to a more cost effective, easy-to-use website with option to engage via webchat. Benefits: "Our people are key to influencing behavior change and new ways of working. We have seen increases in citizen use of online channels which continue to grow and enable us to improve the service we provide through policing." "Our people are key to influencing behavior change and new ways of working. We have seen increases in citizen use of online channels which continue to grow and enable us to improve the service we provide through policing." Please enable Advertising and Social Media Cookies to be able to see this content.

====================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/jfk-unsilenced-ai-audio-speech ----- The challenge The idea Highlights from the speech The outcome The impact Hearing the speech for the first time More case studies Stockholm Exergi SAYLISTS UN GLOBAL GOALS Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Times believes in bringing new perspectives to the news. Even if that news is a new perspective on something people thought they already knew. So, to connect with their readers in the UK, US, and the world, they decided to celebrate the legacy of one of the greatest orators of all time, John F. Kennedy. On the 22nd of November 1963, on his way to deliver a speech at the Dallas Trade Mart, JFK, the voice of his generation, was silenced. But what if we could unsilence his voice? What if technology had advanced so much to allow JFK to finally, after 55 years, deliver the 'Trade Mart Speech' that he was due to deliver on that fateful day in Dallas? Working with tech company CereProc we created the Dallas Trade Mart Speech – a world first, an AI audio speech made completely out of data. Thanks to the latest technology and months of painstaking sound engineering, JFK finally gets to make his unspoken Trade Mart Speech. Over a period of 8 weeks, we painstakingly reviewed 831 JFK speeches and interviews and through an intricate process of advanced sound engineering, we were finally able to hear the Trade Mart Speech, delivered in JFK's own voice. His unspoken speech was ahead of its time, touching on topics such as freedom, power, wisdom and restraint. "We in this country, in this generation, are – by destiny rather than choice – the watchmen on the walls of world freedom. We ask, therefore, that we may be worthy of our power and responsibility, that we may exercise our strength with wisdom and restraint, and that we may achieve in our time and for all time the ancient vision of 'peace on earth, good will toward men.'" To publicise and generate excitement around their upcoming feature, The Times ran a number of promotional teasers and ads, directing people to hear the rest of it on The Times website. Covered by 59 countries worldwide. Total Editorial Reach: 1.1 billion Advertising Value Equivalent (AVE): €9.8 million Total Social Reach: 32.6 million Total Twitter Impressions: 52.1 million Jerrie Smith, attendee at the Dallas Trade Mart in 1963, listens to JFK's speech over 54 years later. Project Memory Lane Music makes speech therapy a hit The World's To-Do List Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Intelligent Care Anticipates Needs, Delivers Better Service

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/vodafone-intelligent-care ----- Challenge What Accenture did People and culture Value delivered Related capabilities AI | Intelligent customer care at Vodafone Artificial Intelligence Omni-Channel

Vodafone UK wants to deliver outstanding customer service in the best channel for the customer, but that's a challenge when they receive contacts from general billing enquires to technical device issues or home broadband queries. Vodafone wanted to improve customer experience while improving digital adoption. The answer was a solution called Intelligent Care that works out which customers are going to call and then pro-actively reaches out to those customers with all the information they need. That often means customers no longer need to call. And when they do, the system steers them to the best possible channel for their individual needs. Accenture and Vodafone have used AI to get smarter about the way the communications company handles 15 million customer calls a year. See more. Accenture analyzed customer contact patterns, including both pro-active and re-active communications, to create a x-channel view of a customer's journey. The team then built an intelligent system to route incoming calls to the best channels for them, learning from past behaviour patterns to steer customers. The system can also predict when customers were most likely to contact the company and send out relevant, pro-active messages before they needed to get in touch. Less than a year after Intelligent Care's launch, inbound calls were down by 1.5 million and digital channel use increased by 26%, while customer satisfaction flourished. "It makes customers feel like Vodafone is looking out for them, giving them as much support as they need." Vodafone defines its customer care in two ways: pro-active and re-active. Intelligent Care supports both. The former predicts why customers are contacting the company and also understands why they're reaching out. The latter is when a customer calls and the system intelligently routes them to the best channel for them. The system depends on a strategic use of data and analytics, married to a deep understanding of customer behaviour. By combining those elements Accenture has created a pro-active system that anticipates customer needs. For example, when a customer goes roaming overseas, they may encounter a larger bill than they normally expect. Intelligent Care sends them a text. This is personalised to them as individuals to let them know why the bill is higher so they don't experience bill shock. When reacting to calls, the system uses voice analytics to establish why a customer is calling, linking this information together with everything Vodafone knows about that customer, to select the best channel to serve the customer for that individual reason for calling. Vodafone considers Intelligent Care to be a win-win: the company delivers great service to its customers, but does that in a really cost-efficient way by steering them to self-service capabilities whenever appropriate. As an added benefit customer service agents are no longer taking some of the simple stuff, so they can help customers with the really complex things they want to speak to an advisor about. 26% Increase in digital channel usage. 1.5M Reduction in number of inbound calls. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. ====================

Equitable vaccine access at speed for all

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/equitable-vaccine-access ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities The value multiplier Intelligent finance operations Vaccine management solution JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Providing equitable access to COVID-19 vaccines around the world is on the minds of many but requires the agility and rigor around operations for many organizations. Gavi, the Vaccine Alliance is partnering with Accenture to support finance operations for its COVAX Facility, a multilateral initiative with the aim of accelerating equitable access to COVID-19 vaccines around the world. The goal of COVAX, which is co-led by Gavi, the Coalition for Epidemic Preparedness Innovations (CEPI), and the World Health Organization (WHO), is to distribute two billion COVID-19 vaccines by the end of 2021. With operational excellence critical to this ambition, Accenture will enhance the agility and rigor of Gavi's operations with the support of its finance specialists. As part of the initiative, Accenture will work with Gavi to define the right operating model and standardized processes for working across alliance partners, manufacturers, governments and other organizations. Accenture will also support grant accounting, financial planning, budgeting and management reporting. Its specialists will enable Gavi to adjust and scale capacity as demand changes. As the initiative progresses, Accenture and Gavi will also look to enhance operational rigor across service management and governance processes to improve transactional-level quality, performance monitoring and visibility across enterprise processes. Accenture has been focused on an effort to help organizations pivot to future-ready operations, transforming how work gets done across technology, processes and people to boost efficiency and speed to value. "We will expand our capacity to allow COVAX participants and partners to plan and manage with greater efficiency and accountability, supporting our goal of global equitable access to COVID-19 vaccines." The best of our client stories Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Vodafone reinvents customer service using gen AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/vodafone ----- Making customer service cool Better brand representation Setting the standard for telecom customer service MEET THE TEAM Current Country: United States CASE STUDY Vodafone How the global telecom company is using a chatbot to transform customer experience for young people 3-MINUTE READ VOXI, the UK's mobile network for Gen Z,

knows that keeping pace with the ever-evolving language of this generation is vital to staying relevant. It's a challenge facing brands across the world, and many are turning to technology to seamlessly combine the relevant language with a professional tone for customer interactions. At Accenture, we believe that generative AI (gen AI) and large language models (LLMs) can help by delivering more human-like conversations for a new frontier of customer service. VOXI mobile —a sub-brand of multinational technology company Vodafone targeting people typically aged 16-29 - has built its brand reputation and customer base on a strong differentiated platform, designed for Gen Z. As standard, social media data comes unlimited on all VOXI packages, as these represent the platforms that their customers spend the most time on. Now, it's using gen AI and LLMs to power a first of its kind large language model (LLM) AI chatbot in the UK, aimed at making customer service more engaging, useful and fun. It's the first customer facing gen AI chatbot in the UK telecommunications industry and sets a benchmark for customer experience. Accenture helped VOXI mobile create the chatbot, using our expertise in AI and customer service innovation to guide development. In the first 6 months since its launch, the chatbot has: VOXI mobile's previous chatbot sometimes struggled to understand questions and handle multiple queries. This is a common issue with traditional chatbots that require questions to include predefined words or phrases they've been programmed to understand. Initially programmed using existing brand guidelines, the tone of voice came across as that of a teenager rather than a mobile network operator. The chatbot's tone was refined to balance being both youthful and professional, and informed new brand guidelines to better represent the desired tone for future communications. Using Microsoft's Azure AI Studio, the chatbot is built on the Azure OpenAI LLM framework which enhances its ability to understand context and handle multiple queries simultaneously. Development took approximately three months, involving multiple iterations to refine functionality and user interface. Accenture implemented an intent classifier that filters incoming questions to determine if they are suitable for response, focusing solely on topics related to VOXI mobile services. The chatbot was trained using varied customer scenarios, including different tones and moods (e.g., angry or happy), to test and refine responses and ensure they're appropriate to the tone of the query. Regular checks ensure language remains appropriate. A kill switch was implemented, allowing the system to be shut down quickly if it were ever to deviate from expected operations. Alert systems were set up to notify the relevant teams immediately if the chatbot produced unexpected or inappropriate content, ensuring rapid response and resolution. As we integrate gen AI into our chatbots, we're not just advancing technology—we're revolutionising customer interactions. Dave Tainton / Senior Product Owner, VOXI The chatbot has significantly reduced the volume of chats to VOXI's customer service agents. Additionally, VOXI mobile employees benefit from reduced routine tasks and improved process efficiency in customer service. More important is the improvement to customer experience that helps drive Vodafone's goal of becoming the number one mobile network for customer experience. As the VOXI mobile chatbot continues to evolve, it not only enhances customer interactions through its advanced gen AI capabilities but also sets a benchmark by being the first of its kind in the UK telecoms industry. Mark Farbrace Managing Director – Data & AI Steven Carvalho

Change that's more than skin deep

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consumer-goods-services/accelerate-personal-beauty-experiences ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY How Shiseido is using digital to create new beauty experiences. 5-Minute read Finding beauty in every beholder A quick browse through any store—be it online or offline, anywhere in the world—shows just how competitive the luxury skincare and beauty market is. How can shoppers choose between brands? The difference between offerings most often lies in the customer experience. Shiseido, Asia's top skincare and beauty company, decided to shift its mid- to long-term management strategy to an initiative called "WIN 2023 and Beyond." The goal? To transform into a personal beauty and wellness company by 2030. Shiseido believes that creating a personalized, healthy beauty experience for every individual customer will illuminate the path to becoming the world's number-one beauty brand. Shiseido knew that technology could help create the foundation for deep, personal relationships with an increasing number of long-term, loyal customers. And because consumer needs and styles change over time, the tech would need to be flexible: The company wanted to be sure that it was matching and offering the right products and content to the right consumers through the right channels at the right time. Shiseido also wanted to be certain that new technology could strengthen the brand experience. However, if people's preferences change on an individual, regional or demographic level, Shiseido wanted to be sure it could keep up with and even anticipate their needs. Shiseido and Accenture formed a strategic partnership in May 2021 and started a joint venture called Shiseido Interactive Beauty in July 2021. The aim was to accelerate Shiseido's digital transformation using AI, data analysis, automation, service design and digital marketing, all to provide an exceptional, personalized customer experience. Shiseido and Accenture also sought to develop the IT infrastructure and a program for nurturing digital talent to support the broader transformation. We are not merely commercially connected with Accenture. Our values are aligned, which is why we are confident in establishing Shiseido Interactive Beauty, and we look forward to a significant global business and partnership with Accenture to achieve our goal of becoming a "personal wellness company" by 2030. Masahiko Uotani / Representative Director, Chairman and CEO A digital revitalization To start, the team had to learn more about Shiseido's customers. The company already had face-to-face contact with customers in retail environments, with 9,000 beauty consultants in Japan alone (the company operates in approximately 120 countries and regions worldwide). While beauty consultants are skilled at matching customers' unique skin profiles to the most suitable products, it's another thing entirely to integrate that hands-on retail interaction with the online shopping experience. Add to

that the difficulties of personal interaction presented by COVID-19, as well as customers' changing needs, and creating a seamless online-offline experience was daunting. The first step was to begin using customers' profile data to deliver content optimized for each individual customer through social media and other channels. Continuing this digital focus, Shiseido began developing online seminars, web counseling, omnichannel beauty consultations, and using social channels to drive customers to department stores to try new simulation and AR-based product-advice technologies. Critically, these platforms give beauty consultants the ability to connect and engage with consumers more flexibly. To support all these enhanced experiences, the team commenced a long-term makeover, with the transformation focusing on four key areas: Accenture's services cover a wide range of areas, from upstream consulting to downstream operations and maintenance, as well as digital marketing, and also includes Droga5, one of the world's most innovative and influential creative agencies. In establishing Shiseido Interactive Beauty, we wanted to leverage Accenture's various resources as part of a company-wide partnership. Atsunori Takano / Representative of Shiseido Interactive Beauty Company, Limited / Chief Information Technology Officer at Shiseido Change that will glow with pride The path to creating long-term, loyal Shiseido customers is proving to be wrinkle-free—purchases by repeat customers have already increased in Japan, and sales through the e-commerce channel are also growing. The foundation for a new marketing model is now in place. In the long term, IT transformation will contribute to the realization of value creation by improving inventory management and forecasting accuracy, as well as to realize Shiseido's operating income target through IT cost reduction. But it is the employees who are making the biggest changes. The move to enhance their digital skills continues apace, and more than 250 people have completed the digital skills assessment and training through the talent development program developed and provided by Accenture. All these changes are supporting the acceleration of Shiseido's shift to a digital business model, as well as the aim to become a personal beauty and wellness company. But this is only the beginning: Accenture will continue to collaborate with Shiseido across customer experience, personalization, marketing, data utilization, AI, analytics, business innovation, IT and human resource development. The elevated experience that customers will enjoy into the future will touch every surface-level interaction—but the real beauty of Shiseido's transformation and innovation has come from within. Accenture is the largest SAP partner to offer services entirely designed to help large enterprises across industries easily plan, implement and manage deployments of RISE with SAP in the cloud. This results in improved security, compliance and reduced total cost of ownership. Organizations can now pivot from 'Run' state operations to 'Optimize and Transform'. When it comes to our technology landscape, we invest in digital capabilities that set us apart from our competitors, leveraging AI and predictive analytics to unearth smarter and more sustainable ways to operate. We are moving beyond mere transformation to reinvent our organization from the ground up. And having charted this journey ourselves, we now have the map for others. Eli Lambert Managing Director – Global IT, Finance Platforms Michalene Schechter Director – Global IT, SAP Platform Architecture Abdel Altabarani Director – Global IT, Finance Platforms David Pereles Managing

Well: Transforming Swiss healthcare

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/insurance/well-transforming-healthcare ----- A call for change When tech meets human ingenuity A valuable difference Meet the team Marcel Thom Christian Lennerz Jan-Paul Tummel Fabian Staubli Current Country: United States CASE STUDY Accenture helps Well launch an innovative insurance-led digital healthcare platform—connecting people to healthcare providers and insurers, seamlessly. 5-MINUTE READ Switzerland boasts an abundance of healthcare providers and services. While that might be perceived as a good thing, it often causes difficulty for customers as they attempt to sort through the plethora of available options to find what's right for them. Well Gesundheit AG is a Swiss digital-health startup backed by CSS Holding AG, Allianz Care, Visana AG and Zur Rose Group. These entities contribute not only capital to the startup venture but also technical tools and telemedicine expertise. Well wanted to enable better access to quality healthcare treatment and transparency through a platform that would allow all customers, regardless of their health insurer, to easily navigate Switzerland's healthcare offerings, conveniently connect with the right providers and efficiently select the services they need. Leveraging the capabilities of its founding companies along with technology and strategic consulting support from Accenture, Well set out to develop an innovative insurance-led digital healthcare platform. In a mere six months, the company developed a minimum viable product (MVP) in the form of an initial platform and a corresponding application. We provided technical support to the venture by assisting with the design of integrated journeys and leveraging the Zur Rose interoperability platform for orchestrating the digital services—many of which are on Google Cloud. We also provided strategic support in the form of hiring key personnel and assisting with brand build, communication and go-to-market planning and execution, and operational setup. The platform is designed to allow customers easy, convenient, around-the-clock access to personalized healthcare services through a few touches to their digital device. For example, a digital symptom checker enables an initial diagnosis while using geolocation technology. The application then proposes the nearest experienced healthcare provider to the customer. With this platform, customers can directly request medical support through phone, video and chat, book appointments, and order medications and additional services. The platform also allows for secure, customer-directed sharing of personal medical information. The Well platform promises Switzerland's people and healthcare community a customer experience transformation. The platform is available to all healthcare sector participants, including practitioners, medical facilities, pharmacies, insurers and related service providers—with benefits to the entire healthcare ecosystem. Customers can securely control and organize their healthcare at all stages of the treatment lifecycle.

Information access and sharing capabilities enhance and support diagnostic speed and decision making. Data transparency helps reduce insurance costs and avoid unnecessary testing. Well also enables new connections between players across industry boundaries. Insurers and other ecosystem partners will now have access to a much larger client base, creating new business opportunities that benefit service providers and their customers. Accenture's goal is to humanize healthcare—providing people with access to care where they live and experiences that are personalized and convenient, to ultimately yield more positive outcomes. Platforms like this one by Well are leading the way and illustrating what's possible when stakeholders collaborate. Managing Director – Strategy & Consulting, Switzerland Managing Director – Technology Strategy & Advisory Switzerland Managing Director – Technology, Insurance, Switzerland Senior Manager – Strategy & Consulting, Switzerland © 2024 Accenture. All Rights Reserved.

======================

Journey to SAP® Analytics Cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/sap-analytics-cloud ----- Meet the team Related capabilities Onkar Liddar Rachael Byrd Veronica di Giacomo Eli Lambert Roberto Lombas Laura Garriz Galván How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture implements SAP® Analytics Cloud to enable advanced analytics and planning at scale and speed Accenture faces growing demand for insights, planning and scenario modeling in our financial planning and reporting. At the same time, Accenture Finance business users' expectations are evolving toward simplified, agile, real-time and self-service analytics. As part of Accenture's SAP transformation program, our Global IT organization extended our SAP Business Warehouse on SAP HANA® supported by an SAP HANA as a data mart for planning and analytics capabilities by adding the SAP Analytics Cloud Software-as-a-Service (SaaS) solution to our financial systems landscape. SAP Analytics Cloud was a logical choice that allowed Accenture to capitalize on the major investments it has made in SAP systems and its single global system instance of SAP S/4HANA® in the cloud. SAP Analytics Cloud offered out-of-the-box rapid analytics development and planning features. It also offered the advantages of providing one platform for all analytics, being simple to get started with, and being "instant on," supporting innovation and delivery speed. Accenture's foundational core SAP investments—running our SAP applications on the latest versions, driven by the latest database technology and the latest cloud-hosted offerings—positioned Accenture well for our Global IT organization to connect SAP Analytics Cloud on top of this technology foundation. Being a new solution to Accenture, our Global IT team had to learn the features of SAP Analytics Cloud. A quick learning curve is involved to determine what the solution does, how to use it to build analytics and how users want to interact with it. We partnered with SAP to understand the solution in depth so that we could maximize its analytics and planning capabilities. Enabling analytics Our Global IT organization initially implemented SAP Analytics

Cloud for an Intelligent Cash solution. It brought all the components of Intelligent Cash together into one consumption portal for Accenture Treasury users. Our next use case was for Accenture Finance to use SAP Analytics Cloud integrating with our SAP environment to perform overhead costs forecasting. We also wanted to better support Finance's growing demand for analytics by enabling self-service capabilities to bring more data intelligence to the business. Advanced power users in Finance like the self-service feature. It gives them the freedom to generate smart insights and rapid dashboards. They can also "storyboard," a feature that our teams use for leadership sessions. It brings data and visualizations together to tell a story and help discover new insights within data. Next-generation financial planning We also used the SAP Analytics Cloud Planning module. The module's ability to forecast at a daily, detailed level provided the data granularity the team needed to enable an Intelligent Cash optimization model to generate recommendations. The planning capability was available out of the box and offered cloud connectivity to all our SAP environments. We expanded SAP Analytics Cloud Planning to other areas of Finance. The module addresses complex and diverse business scenario planning leveraging multiple technologies and applications from Accenture's internal function bottom-up requirements to very high-level strategic needs. It enables the convergence of all those needs into a consolidated, simple cloud solution connecting people, information and ideas. When supported by embedded artificial intelligence, Finance users can discover previously imperceptible insights. In this way, SAP Analytics Cloud Planning unleashes the benefits of integrated planning business flow to prevent duplicated or disconnected enterprise data gaps. A consolidated planning platform also generates simplified access to critical information but keeps the security flexible enough to expose data based on the "persona" role in the company, from regular user to advanced power users. Advanced power users can create their own analytics discovery or enable agile delivery for our Global IT organization, supporting the products already released in production. All this is governed by a built-in approval process in the tool. Compelling reasons to make the move At least three aspects won us over to adopt SAP Analytics Cloud. First, contrary to typical IT platform migration initiatives that require high, up-front investment, with SAP Analytics Cloud we could take a low-cost, phased approach. Once a license is purchased, the solution is ready immediately for developers. As the solution is being adopted, new user licenses can be purchased incrementally. Secondly, the SAP Analytics Cloud rapid development capability allows for a very quick prototype timeline. Users can connect to real production data that makes it much easier for business stakeholders to understand the "art of the possible." Accenture's real estate team, for example, was able to develop an impressive solution prototype in two months that enabled business reviewers to get a true sense of the proposed solution and approve it. And thirdly, aside from the typical planning features, SAP Analytics Cloud offers a full set of scenario modeling functionality that enables robust "what-if" scenario analysis. This modeling capability brings the flexibility of playing with key business drivers to understand the impact to an area without jeopardizing the real data used in the master version of the planning process. "The power of SAP analytics cloud when combined with professional insights has propelled the way we see and use data exponentially." "The power of SAP analytics cloud when combined with

professional insights has propelled the way we see and use data exponentially." To date, Accenture's SAP Analytics Cloud journey has provided significant business value in several areas of analytics and enterprise financial planning: Rapid analytics development – Maintains the data integrity and resilience of our core financial system by enabling real data to be read safely because of SAP Analytics Cloud being a separate, independent system. The SAP Analytics Cloud rapid development feature enables this data integrity. Additionally, a self-service analytics and data discovery capability provides Finance power users with the freedom and flexibility to do their own exploration and analysis without IT intervention. Predictive data fully integrated in cash flow planning – Augments Accenture's cash forecasting with a predictive cash forecast model and SAP Analytics Cloud planning tool that integrates with our finance ecosystems and analytics models. This capability automatically generates a cash forecast that is easily digestible, adjusted and validated by our treasury personnel in their day-to-day cash liquidity planning process. This "human+machine" combination merges objective forecasting with local expertise and knowledge of future events, such as an acquisition. This capability immensely reduces the efforts related to generating the forecast, enables expert review and adjustments, while centralizing decision-making power. In 2021, our Intelligent Cash solution was recognized with an SAP Innovation Award. Optimized and agile planning cycles – Achieves treasury function agility by moving from a highly manual monthly process to a fully automated weekly planning frequency. This enables both more frequent operational and long-term strategic planning cycles. Optimization of corporate real estate portfolio – Provides an integrated view of Accenture's global real estate costs for all our offices across more than 100 countries in a dynamic environment through the centralization of the different planning processes in SAP Analytics Cloud. Single source of truth for Accenture's annual overhead cost planning – Working to support global annual overhead cost planning for all Accenture's internal functions with a single, user-friendly consolidated solution. The intent is to increase Accenture's efficacy to control internal costs in relation to revenues and annual growth targets. Real-time insight to action – Offers real-time integration components for live connections to SAP systems. An exceptional feature of SAP Analytics Cloud is the real-time integration components—a key differentiator—that facilitate insights to action. This integration with the entire SAP ecosystem allows live connections to SAP S/4HANA and SAP Business Planning and Consolidation (BPC) systems. This connectivity unleashes new functionalities previously unattainable such as real-time actual versus plan comparison or the trigger of a transactional event in a single global system from the main planning cockpit. Looking ahead, Accenture's adoption of SAP Analytics Cloud is in line with our IT journey to SaaS. This strategic move enables us to take advantage of a platform that is always current, secure and has the latest technology to support Accenture's finance operations. Our global IT organization is driving technology-powered business transformation across Accenture. Reimagining finance to drive further value for Accenture, our clients and our people. Accenture offers SAP services & solutions to unlock the value of your SAP application portfolio with the... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
========================

An SAP transformation to rise above the day-to-day

Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Accenture Finance is leading the way for large enterprises to move beyond everyday maintenance of digital core and focus on business transformation. 5-MINUTE READ Accenture is evolving, rapidly. As our global finance business becomes increasingly complex and diverse, agility is crucial to our continued growth. For many years, we collaborated with our core partner SAP to transform Accenture Finance into an organization of the future. We made huge advances to become one of the first large enterprises to run its core financial operations on a single, global instance of SAP S/4HANA in the cloud. We worked together to create a single source of truth to achieve full data transparency and integrity. With our 'platform first' initiative, we paved the way to leverage real-time data and analytics to give our leaders key metrics to support decision-making. But something was missing. Accenture had a bold vision – to set a new performance frontier by moving more core operations to an as-a-service model. We were already utilizing as-a-service models to maintain our Sales and HR operations, therefore it was time for us to shift our Finance ERP to a similar model. Global IT was spending its time maintaining large scale systems and networks. The right technology partners and a flexible data architecture would allow us to focus on business transformation with more automated capabilities and faster AI-led processes. We could spend less time on the everyday maintenance of our digital core. With a move to as-a-service, we could elevate our attention, look beyond the day-to-day, and move at the speed of business. That's when SAP came to us with their new RISE offering. Here was an as-a-service solution, with SAP working as both software vendor and cloud provider. Along with simplified processes, it would provide the predictability and transparency necessary for an accelerated transformation. However, there were gaps between SAP's RISE offering and our needs as a large enterprise. The offering was focused on companies that were not already on S/4HANA and in the cloud, moving them closer to that transformation model. Accenture had already taken those steps. But in these gaps lay an opportunity to build something new. If Accenture could shape and augment SAP's RISE for its own needs, then it could help to create a more expansive solution to help other large organizations. With a relationship of over 40 years, in Accenture, SAP had the right collaborator – a strategic organization, a system integration partner and a customer ready to work with them to create a new more inclusive product. "Powered by our own cloud services and adapted for the specific requirements of our Global IT organization, this SAP transformation journey brought us closer to our organizational goals of greater agility, innovation and value," said Eli Lambert, Managing Director for Global IT's Finance Platforms at Accenture. With a reduced burden on resource intensive tasks, and as a greater consumer of cloud services, our organization can focus on emerging capabilities to propel growth. Countless human hours are freed up with

people upskilling to complete more strategic work. Global IT thought leaders can focus on long-term roadmaps and transformative initiatives. The organization can now expand on its digital foundation through improved visibility around spending and increased use of intelligent technologies. For example, Accenture Finance can now focus on emerging capabilities like our predictive analytics that enable more accurate cash forecasting and machine learning-powered cash application for more timely and accurate collections. And now that we know the way, we can show the way. Drawing on Accenture's own experience, SAP and Accenture have now launched a new joint offering, RISE with SAP and SOAR with Accenture for Large Enterprises. SOAR with Accenture amplifies the benefits of RISE with SAP for faster and easier SAP S/4HANA migrations at all stages of a company's transformation journey, providing new opportunities for growth. This will help meet the unique needs of large enterprises on their transformation journey, helping them to build a highly optimized operations model across SAP and third-party applications. The result? More flexible operating expenses, lower costs and more clearly defined roles and responsibilities. Incorporating Accenture's comprehensive suite of transformation services, and including customized cloud services and proprietary intelligent tools, this offering is delivered through a cohesive as-a-service model. "The most successful companies will undergo Total Enterprise Reinvention over the next decade, transforming every part of their business through technology, data and AI, and new ways of working and engaging with customers as well as new business models," said Julie Sweet, chair and chief executive officer, Accenture. "SAP and Accenture are now offering the ability for large enterprises to dramatically accelerate their transformations and new opportunities for growth." Accenture is the largest SAP partner to offer services entirely designed to help large enterprises across industries easily plan, implement and manage deployments of RISE with SAP in the cloud. This results in improved security, compliance and reduced total cost of ownership. Organizations can now pivot from 'Run' state operations to 'Optimize and Transform'. When it comes to our technology landscape, we invest in digital capabilities that set us apart from our competitors, leveraging AI and predictive analytics to unearth smarter and more sustainable ways to operate. We are moving beyond mere transformation to reinvent our organization from the ground up. And having charted this journey ourselves, we now have the map for others. Eli Lambert Managing Director – Global IT, Finance Platforms Michalene Schechter Director – Global IT, SAP Platform Architecture Abdel Altabarani Director – Global IT, Finance Platforms David Pereles Managing Director – SAP Technology for Talent and HR North America © 2024 Accenture. All Rights Reserved. =======================

European Bank: BlackRock digital transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ capital-markets/wealth-management-blackrock-digital-transformation ----- Call for change When tech meets human ingenuity A valuable difference

Current Country: United States CASE STUDY Accenture helped this European bank adopt BlackRock's Aladdin Wealth and eFront solutions. 3-MINUTE READ Wealth and asset management is an increasingly competitive space worldwide. Companies that can keep their costs in check, and provide their wealth managers with accurate information, are more likely to do well. A banking group in Europe wanted to reduce its total cost of ownership. At the same time, it wanted to provide better service to its customers and relationship managers and expand its market share. Achieving this would be easier if it adopted BlackRock's Aladdin Enterprise, Aladdin Wealth and eFront solutions. But it recognized that getting from its current state to this future state would be a complex undertaking. The group sought Accenture's help to: Accenture is partnering with the banking group on a transformation. It includes central governance and business activities, risk management analysis and system integration. We are bringing a mix of strategy, consulting and technical resources from our Wealth Management, Finance & Risk, Talent & Organization, Tech Advisory and Cybersecurity practices. With extensive experience collaborating with BlackRock on Aladdin solutions, our team began with a feasibility study of governance IT estimates. We helped create a target operating model and a company-wide risk model. Also, a plan for consolidating the group's wealth and asset management activities on the new Aladdin platforms. To automate the group's advisory services and extend them to previously unserved or underserved customers, our team is developing a Robo Advisor. We will also be supporting the movement of assets—from assets under administration (AUA) to assets under management (AUM)—as well as providing project management for the length of the project. Still in the design phase, the first results are already in. With Accenture's help, the banking group has a confirmed plan for rationalizing its wealth and asset management platforms—including target architecture, supporting applications and simplified processes. The new highly scalable solution is expected to result in savings of around €2 million per year. The group is looking forward to improved consistency in its risk management and more streamlined reporting based on having a unified risk model across the entire organization and for all asset classes. Furthermore, after implementing the Robo Advisors, the group anticipates it will be able to increase its advisory proposals for customers to 1,700 million in five years. In addition to a lower total cost of ownership, the group expects to acquire new customers and boost profits significantly. And the group's customers will enjoy more efficient processes and a superior experience. €2M The new highly scalable solution is expected to result in savings of around €2 million per year. 1.7M After implementing the Robo Advisors, the group anticipates it will be able to increase its advisory proposals for customers to 1,700 million in five years. © 2024 Accenture. All Rights Reserved. =====================

A bold vision to free up the most important resource—time

difference Current Country: United States CASE STUDY Arek Oy streamlines pension calculations by moving to Google Cloud. 5-MINUTE READ Arek Oy delivers pension calculation services to all pension providers in Finland. These calculations, based on decades worth of data, are highly regulated and extremely complicated. They also come with stringent compliance and accuracy requirements. Historically, the company calculated the value of every Finnish citizen's pension via a proprietary mainframe application and MIPS (million instructions per second) architecture. These valuations—drawn from analyses of 22 million lines of code and 7,000 COBOL modules—were then regularly passed along to the pension providers in the form of standardized reports. Arek Oy needed to make a choice. It could update the existing MIPS architecture to accommodate growing demand, but the static costs associated with running the infrastructure were high and the COBOL skills needed to maintain it were in short supply. The other option was revolutionary. It involved shifting its system of pension calculations from the mainframe to a private cloud solution. Arek Oy worked closely with Accenture to establish the necessary structure and technical framework to facilitate the conversion to Google Cloud—and, specifically, to the Google Cloud's Anthos application management platform. Arek Oy selected this platform because of its faster CPUs and the fact that Google operated a Finland-based data center which would meet the country's strict requirements for keeping sensitive data within its borders. The team started by identifying the key requirements of the new solution. One of these was that the performance of individual calculations in the Anthos environment needed to match the mainframe performance perfectly. Arek Oy needed to be able to scale the cloud-based application in real time as demand varied. In addition, a new DevOps pipeline needed to be able to support ongoing application development and source code changes on the mainframe and then automatically deploy those changes to the Anthos infrastructure. The migration of Arek Oy's entire pension calculation engine to Anthos was completed in under a year—and generated positive results much sooner than that. Moving the calculation engine to a Kubernetes cluster managed by Anthos and executing it on an Azul JVM has enabled Arek Oy to improve its services to pension providers and to the millions of pensioners who rely on accurate, fast calculations. The highly automated, cloud-based solution is integrated with pension providers' systems across Finland—thereby enabling them to meet pensioners' requirements more efficiently. Importantly, running the application on a private cloud is generating significant cost savings for Arek Oy. In fact, the company's cost per transaction is projected to drop by more than 80% as a result of utilizing the Kubernetes infrastructure on Anthos instead of the legacy mainframe. On top of all this, Arek Oy has been able to eliminate the yearly expense of expanding the mainframe system's computing architecture. In the new cloud environment, Arek Oy can dynamically scale its computing power as needed, in real time and at minimal cost. Together, the lower cost per transaction and the ability to scale on-demand are having a direct and positive impact on pensioners' experiences—and the profitability of Arek Oy. Its leaders were bold and forward-thinking when they decided to move the company's most critical application to the cloud. Their calculated risk has paid off handsomely. 80% The company's cost per transaction is projected to drop by more than 80% as a result of utilizing the Kubernetes infrastructure on Anthos instead of the legacy mainframe. <600ms Only two Kubernetes pods

were required to outperform the mainframe system by 26%. With four pods, outperformance reached 152%, with an average response time of less than 600 milliseconds. 22M Re-platforming was about more than just converting its 22 million lines of code, it would require a high-performance testing environment to ensure all pension calculations were converted accurately. © 2024 Accenture. All Rights Reserved. =======================

Getting expert DIY advice from generative AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/bricorama-getting-diy-advice-genai ----- Giving DIY customers confidence A creative and responsible approach to AI Painting a brighter future pAInt's impressive three-month milestones MEET THE TEAM Current Country: United States CASE STUDY Bricorama Bricorama's pAInt platform helps customers paint perfectly 3-MINUTE READ As any DIYer will tell you, painting projects are rarely straightforward. From choosing the right color to visualizing how it will look while accounting for things like natural lighting, DIY painting is surprisingly complicated. But what if there was a way to make homeowners feel more confident about their choices, using digital technologies to enable people to "try before they buy"? That's exactly what French do-it-yourself retailer Bricorama has done, using generative AI (gen AI) to give customers expert advice on their painting projects. Named pAInt, this gen AI shopping assistant saves time, effort and money. Customers can simply describe their project and the platform will suggest paint colors, quantities and more. Customers can simply visit bricorama.fr, create a user profile and log in to pAInt. The platform's advanced gen AI will start a conversation and ask questions about their painting project and the colors they'd like to use. From there, pAInt will suggest different color options, offer advice and tutorials, and provide color trends and pictures of similar projects to help them visualize the end result. As pAInt is fully integrated with Bricorama's existing e-commerce systems, customers can easily add recommended products to their wishlist or basket. The platform also saves projects to user profiles so they can access them later, which is very handy when repainting a room as you can quickly find the exact color you used via your profile. pAInt was built on Azure OpenAI Service and leveraged the natural language interaction and contextual understanding capabilities of ChatGPT services. Together with Bricorama's business and technology teams, we trained pAInt on Bricorama's propriety content and documents, such as paint can labels. This ensures pAInt can provide relevant suggestions for products available in-store or on the Bricorama website. Creative talent including copywriters and graphic designers developed the platform's voice and guidance messages, plus visual aspects such as style pictures, color examples and the user-friendly interface. We also applied a responsible AI approach with safeguards to limit the platform's response to painting and home improvement information only and to ensure compliance with the European Union's General Data Protection Regulation (GDPR). 20% of users completed three pAInt experience modules and 50% completed at least two. pAInt facilitates in-depth conversations

with customers about their projects, averaging 17 messages per discussion. pAInt encouraged customers to return to their projects within 24 hours, indicating most customers wanted to mature their projects. pAInt has been recognized with a Silver award in the Generative AI category at the prestigious La Nuit des Rois in France. As part of pAInt's development Bricorama established new roles, monitoring processes and organizational structures in addition to processes for ongoing maintenance and improvement. While pAInt is currently an online tool, Bricorama plans to provide self-service access in-store and the retailer's store designers have already begun to build this experience. Additionally, a dedicated version of pAInt is in development for vendors to help them better support clients. An employee version is also in the works, and there are plans to expand the platform to include other home improvement categories and products in the future, such as bathroom and gardening. It's all part of Bricorama's effort to help pAInt become a trusted advisor for expert guidance on DIY projects. For Bricorama, pAInt is supporting its goal to reposition its brand as the DIY champion of home improvement projects for French consumers. Ultimately, it's driving brand awareness and increasing customer loyalty. pAInt has also showcased the potential for generative AI to enhance the customer experience and provide valuable guidance in unique decision-making processes. Sylvain Dupuis Managing Director Elodie Perrigaud Managing Director – Accenture Song Matthieu Boulay Managing Director – Accenture Song Mariane Monin Manager – Strategy & Consulting Dan Slama Data Scientist Principal Manish Pasrija Associate Director © 2024 Accenture. All Rights Reserved. =====================

Powering the future through reinvention

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ppc-reinvents-itself-power-future ----- An electrifying transformation New market, new CEO, new aspiration Continuous reinvention powered by people and tech Reinvention in the age of generative AI We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY Public Power Corporation PPC makes the switch from commodity supplier to diversified digital powertech enterprise 3-MINUTE READ Public Power Corporation (PPC), the biggest electricity provider and third largest employer in Greece, has to do much more than just keep the lights on across the country. PPC's guiding vision is to power the daily lives of customers—from when they hit snooze in the morning until they charge their phones at bedtime. That's why PPC is now becoming a digital company through and through, from its advanced production tech and retail stores to all the corporate services that support the organization and its customers. The company is diversifying into adjacent, non-commodity industries, like electric vehicles infrastructure, fiber and telecom and electronics retail. And its ambitions aren't limited to Greece; PPC is also looking to become a key source of energy and stability throughout southeastern Europe. That's ambitious for sure—considering that reinvention wasn't on PPC's agenda four years ago. Fast forward to today, where PPC has completed an

impressive, compressed transformation—one that has taken it from being a commodity supplier focused solely on keeping the power flowing, to a completely reinvented organization positioned for new growth. From building a centralized data warehouse to inventing a new KPI to measure digital evolution, PPC has firmly established a continuous reinvention mindset. What's more, a new emphasis on sustainability and building renewables capacity has also paid off, with a jump of 80% in these areas in just two years. Accenture has been supporting PPC every step in its transformation journey. It all started with a dynamic CEO who took the helm in August 2019 and hired an all-star management team. He also brought in Accenture to help answer the question: What would it take to become a completely digital utility in both the near and longer term? Once plans were in place, PPC's success would be powered by the CEO's embrace of a new Digital Performance Index (DPI) that would guide the company's transformation. This composite index would chart PPC's digital evolution away from the status quo, measuring the digitization of processes and systems across all business functions. Even more crucial: the CEO tied every member of the C-suite's compensation bonus to how much they were able to boost DPI in their departments, incentivizing their contributions to digital reinvention. In the first year of its application, PPC's DPI grew by 37%, with 15% growth recorded from 2022 to 2023 as projects entered their complex execution phases. PPC has set explicit targets for continued DPI growth as its leaders embed digital technology throughout the business. PPC understood that to keep DPI growing, the IT department had to transition from being an operational support function to the central driver of its digital transformation. To this end, Accenture and PPC concentrated on three areas for improvement: a major cloud migration, which moved 170 applications to the cloud and closed two physical data centers; a new, centralized data warehouse, with 140 terabytes of data analyzed by 750 different reports in PowerBI; and security, with PPC now handling 25,000 security incidents and 360,000 suspicious emails annually. It was also important for PPC employees to understand the changes and adapt to new ways of working. A Center of Excellence (COE) model now ensures that PPC and Accenture people are working side by side. At the same time, a new Digital Unit (DU) housed at Accenture brings together PPC and Accenture employees to collaborate and learn to execute PPC's ambitious commercial transformational roadmap. When ready, Accenture will transfer the DU to PPC, where it will serve as a beacon for the rest of the business. PPC is growing into a nimble, multidivisional company that can adapt to whatever demands arise. With DPI as the north star—and clear growth targets in place—the future is already here for PPC, and it's looking bright. Generative AI represents an opportunity to accelerate reinvention. We see five imperatives that the C-suite must address to reinvent how their businesses operate. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America,

accelerating productivity and experiences. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Dr. Jiorgis Kritsotakis Client Account Lead & Managing Director – Energy & Natural Resources Kyriacos Sabatakakis Country Managing Director – Greece & Bulgaria Valia (Evangelia) Siakavella Associate Director – Strategy & Consulting Pedro Andrade Digital Unit Delivery Lead & Associate Director – Accenture Technology © 2024 Accenture. All Rights Reserved. =====================

Well connected

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ communications-media/bt-group-making-finance-brilliant ----- By the numbers Dialed in We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY BT GROUP Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. 3-minute read BT Group, a British multinational telecommunications company, is committed to connection for good. When it embarked on reinventing its finance function, BT used the company's core values —"personal, simple and brilliant"—as a benchmark for success. The reinvention has been right on the money. After radically transforming its digital core, BT Group is achieving a 30% operational cost efficiency, closing the books 40% faster every month and living those key values across operations. With Accenture's partnership, BT moved its entire finance function to the cloud. The new program, called "Making Finance Brilliant", enhances efficiency and standardization. At the same time, it automates core financial operations, management reporting and planning processes. Phase one of the project focused on the SAP implementation, consolidation and simplification of planning and budgeting processes across the company. Standardizing the data models created a single source of truth, which quickly streamlined and improved financial reporting. This allowed

employees who might have been unfamiliar with SAP to see the possibilities inherent in a cutting-edge finance function. Phase two focused on transferring all the UK operational finance data into SAP, to reap the full benefits of the finance foundation built in phase one. This approach helps set up the company for continued reinvention and future success. Learn how BT has taken a bold step in reinventing its finance function by transforming its digital core and moving to the cloud. Today, a more consistent and connected approach to data gives BT better visibility and real-time insights —and is fueling growth in the process. The reinvention is delivering increased efficiency, as the finance group relies on centralized processes and execution rather than the old analog approach to data aggregation and reconciliation. In addition to the business success from updating its digital core, BT Group's people now have access to new technology and new skills so they can continue delivering brilliant connections. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Francesca Picciuti Managing Director – Technology Consulting Executive Vijay Vasudevan Managing Director – Technology Delivery Lead Executive © 2024 Accenture. All Rights Reserved.
======================

Best Buy humanizes the customer support experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/best-buy-humanizes-customer-experience-genai ----- Investing in better experiences Best Buy's Reinvention Convenient, personalized support for anyone who needs it Committing to continuously evolving experiences We are making bold moves, together Listen to Best Buy CEO Corie Barry share how the company is reinventing the customer support experience on the latest episode of Built for Change. MEET THE TEAM Current Country: United States CASE STUDY BEST BUY How generative AI is shaping the future of service at the electronics retail giant 3-MINUTE READ Julie Sweet sits down with Corie Barry, Best Buy's dynamic CEO, to discuss Best Buy's remarkable reinvention, from the demise of VCRs and compact discs to the surge in online shopping and implementing generative AI to enhance the customer experience. In an ever-evolving industry, Best Buy continues to transform its retail floors for new realms of technology by managing change and staying ahead in a rapidly shifting landscape. Generative AI (gen AI) is shaking things up in the world of customer and employee experience by making interactions smoother, more relevant and more personalized. For customers, gen AI brings convenient self-service options like virtual assistants that give timely and spot-on answers to their queries. And for employees, gen AI tools can offer real-time tips and recommended solutions for addressing customer needs. But here's the kicker: while gen AI is poised to be a game-changer for many companies—97% of organizations we surveyed believe it's going to be transformative—only 31% have invested significantly in the technology. In retail, Best Buy is leading the pack. The company has teamed up with Accenture and Google to develop innovative, personalized gen AI solutions that enhance the support experience for both customers and employees. Case in point: a new gen AI-powered virtual assistant that provides customers with a self-service support option when they shop on BestBuy.com, use the Best Buy app, or call Best Buy customer support. Using the assistant, customers can quickly troubleshoot product issues, make changes to their order delivery and scheduling, and even manage their software and Geek Squad subscriptions and My Best Buy Memberships™. And, if customers still want to chat with a real person to get the support they need, no problem! The virtual assistant connects them to one of Best Buy's thousands of care agents who are also equipped with gen AI tools to solve customer queries and issues faster than ever before. The tools assess customer conversations in real-time and provide relevant recommendations and guidance. They can also detect sentiment and use data from calls to prevent similar issues in the future. Other tools automate routine tasks such as navigating knowledge bases, so agents can spend less time searching for info and more time understanding and empathizing with the customer. At Best Buy we look at how gen AI can help enable our overall enterprise strategy while solving real human needs. We're implementing it in very strategic ways across our organization to personalize and humanize the consumer electronics shopping experience like no one else can. Brian Tilzer / Chief Digital, Analytics and Technology Officer, Best Buy Best Buy is all about making customers' lives better through technology. Through the

power of gen AI delivered at scale, they're changing the game in customer support. It's all about convenience, efficiency, flexibility and personalization. Meanwhile, customer agents get to focus on more meaningful work, boosting their productivity and satisfaction. With the retail world always changing, Best Buy is at the forefront, using the latest tech to unlock the power of people and enrich the lives of its customers and employees. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Nicholas Whittall Senior Managing Director – Accenture, Midwest Retail Lead Michael Spolidoro Managing Director
=====================

Staking claim in intelligent insurance operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/intelligent-claims-management ----- Challenge What Accenture did Value delivered Related capabilities Identified insurance processes to be automated Marked opportunities with new diagnostic tool Insurance BPS Business process services SynOps JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A leading insurance company found its claims management processing was functioning in a highly

decentralized manner. In addition to a hyper-localized process, the network was supported by aging technology platforms which were costly as well as straining the company's ability to deliver consistent experiences for customers. The company wanted to collaborate with a strategic advisor and managed service provider in order to establish a centralized intelligent operating model for insurance claims management. By creating a model powered by data, intelligent technologies and talent, the insurance company aimed to boost operational agility and efficiencies, accelerate its innovation agenda, redefine the customer experience and drive sustainable growth. The insurance company teamed with Accenture to conduct a feasibility assessment to identify the claims services to transition. Two key complex and strategically important areas emerged as critical segments requiring immediate attention: Worker's Compensation and Auto General Liability. The move to an intelligent operating model began with the team incorporating standard tools and processes for claims-related customer service inquiries, claims approvals and denials, and the management of medical claims in Worker's Compensation. Once these processes were stabilized, the team moved to optimize and continuously improve them by training (and cross-training) agents and assistants. Boosting operational agility and efficiencies, accelerated its innovation agenda, redefined the customer experience and drove sustainable growth. This transformation has instilled a new culture of excellence within the insurance company. The workforce, assistants and agents, have now embraced the power of collaboration tools and analytical insights, working closely across the organization. They recognize the value of data-driven insights and optimize its usage. The insurance company was able to cut operating costs and improve productivity. This burst of productivity is due largely to the combination of data, intelligent technologies and talent that allow the team to work faster and more effectively, with less rework required. Since entering its managed service arrangement, the insurance company has: 20% Reduced average handling time for all insurance processes by over 20%. 30% Cut the turn-around time for claims recovery by 30%. 99% Processed 99.84% claims within specified turn-around time. 99% Achieved 99.99% payment accuracy. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Soitec reshapes future for growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/high-tech/soitec-reshapes-future-growth ----- Call for change When tech meets human ingenuity A valuable difference JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With the collapse of the solar energy industry, declining revenues and an unclear vision for product definition, Soitec had to reposition. The company shifted its focus to the growing semiconductor market of engineered substrates and wanted to define a five-year blueprint to create a bigger and stronger Soitec. However, leadership was unsure about Soitec's future goals and what was needed to accomplish them. The first step was getting everyone on the same page. The CEO wanted an external perspective, both to align the management team on

a future vision for the company, and to help identify Soitec's most promising future growth opportunities. Accenture applied its Business Futures framework to guide Soitec's strategic planning process, helping the company identify where to play, what to disrupt, and how to win. In a series of workshops, the team defined a new vision for Soitec around four "must-win battles". Winning these battles would be key to Soitec's ability to achieve its vision, and meet its ambitious revenue, market share, and profitability goals. Armed with an aligned management team, a vision for the future and a roadmap to get there, Soitec now has the vigor to make decisions that have short and long-term strategic impact. They have the confidence to make the right moves and investments to significantly extend and grow the business. This is especially true for mergers and acquisitions, a key growth lever. Through joint ventures and portfolio expansion, as well as strategic new wins and the strengthening of relationships in key markets, Soitec is building a bright future. The company is seeing 30% year-over-year growth and has tripled its revenue and profitability. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

How bp transformed customer communications at scale

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/bp-transformed-customer-communications-scale ----- Transforming customer communications Related capabilities Intelligent Platform Services Accenture + Adobe Energy JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Adobe's cloud-based solutions are transforming customer engagement and experiences. bp teamed with Accenture to not only redefine its loyalty strategy and processes, but also centralize its contact strategy on a single Adobe platform. Being able to deliver more personalized loyalty campaigns faster is strengthening bp's relationships with its customers. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Petrofac: Digital transformation through connected workers

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/petrofac-digital-transformation-starts-connected-workers ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Accenture worked with Petrofac to develop one of the energy industry's first connected worker solutions. 5-MINUTE READ Refining the energy industry through digital transformation

In the UK Continental Shelf, oil and gas operators are looking to maximize economic recovery by focusing on efficiency, optimization and cost reduction. Petrofac has recognized the power of digital transformation to improve its ways of working and digital technologies as critical enablers of its strategic vision. Its journey started with the question, "How can we equip our workforce with the digital tools to work more efficiently?" Through an ongoing partnership in which Petrofac and Accenture are digitally transforming the way Petrofac delivers upstream operations, engineering and construction, the team embarked on the implementation of a digitally enabled workforce. Building a better connection A team from Accenture worked with Petrofac to develop one of the energy industry's first connected worker solutions, which improves workforce safety, productivity, site performance and profitability. This solution augments engineers with Realwear wearable headsets, allowing digitized instructions to be viewed and executed completely hands free. The solution allows workers to execute inspections digitally. All reporting is autonomously documented, with the data and media captured on the headset made instantly available onshore for diagnostics. More valuably, over-the-shoulder subject matter expert (SME) support can be provided for routine maintenance, inspections, troubleshooting incidents and live repairs, all made possible through the handsfree nature of the solution. This combination of high-tech and human touch allows workers to be more efficient and effective. Better connections, better results Petrofac's implementation of a connected worker solution results in increased efficiency and safety, reduction in time needed to make decisions with coordination of onshore and offshore assets and improved knowledge transfer and upskilling. Troubleshooting incidents and scoping needed repairs through interactive remote assistance allows onshore SMEs to guide offshore engineers much more effectively and run further real-time checks on equipment to prevent future failures. The ability to execute procedures through digital work instructions and record, save and upload evidence of equipment prior to leaving the platform, saves time during the handover process between supervisors. These improvements have led to an increase in worker efficiency, effectiveness and safety and place Petrofac on a more secure platform where it is becoming digitally enabled, forward-looking, and able to thrive in a competitive energy industry. =====================

Fueling intelligent operations in cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/intelligent-operations-cloud ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Reinvent business via ever-ready IT infrastructure Cloud services Infrastructure services Accenture myWizard® JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Unlocking value, at scale The client, a leading Asia Pacific energy and fuel retail service company, sought to maximize returns from its cloud investments while reducing the cost of managing the cloud infrastructure. One of its priorities was to enable

intelligent business operations in the cloud to augment its human workforce with automation at scale. This would enable its employees with capabilities such 24/7 fraud monitoring detection, improving point of sale (POS) services, replicating pricing across multiple systems in real-time or taking on carrier scheduling for large new customers in excess of workforce capacity. But a fragmented application and infrastructure management landscape not only hindered the fuel retailer's efforts to re-engineer business operations in the cloud but also added to complexity and costs. The client turned to Accenture to consolidate applications, infrastructure and cloud managed services for a seamless shift to business process automation at scale. From reactive to predictive operations For more than 10 years, Accenture had been providing application management services for many of the company's back-office applications, including SAP. During this time, Accenture demonstrated strong capabilities in services delivery, and identified several opportunities to help the client reduce IT operating expenses and to transform business operations by implementing artificial intelligence (AI)-led automation in the cloud. Impressed by the value Accenture consistently brought to the table and its vision for further improvements, the client expanded Accenture's scope of services to include cloud infrastructure operations and management spanning network services, data centers, cloud optimization, end-user computing, integrated operations, managed security, IT service desk and service management. A human + machine approach Working closely with the client, Accenture leveraged its myWizard® platform to rapidly transform business processes and deliver automation in the cloud. Drawing on myWizard's AIOps capabilities, the client embarked on an automation journey with AI at the core to maximize innovation and efficiency while minimizing business disruption. In addition, the team used myWizard to accelerate cloud migration, manage change, track savings and return on investment, and enable a shift to modern engineering practices such as DevXOps. myWizard also plays a vital role in cloud and infrastructure managed services, seamlessly monitoring more than 630 infrastructure hosts, 3,000 network devices, 1,500 Internet of Things (IoT) devices and 700 retail sites. In addition, automated monitoring and self-healing capabilities have helped increase system availability and efficiency while significantly augmenting the client's workforce with a human + machine approach. For instance, the automation layer continuously monitors for process errors, while AI predicts process runtime, allowing for more efficient scheduling and automated alerts. myWizard's AIOps capabilities seamlessly monitor the infrastructure without any human intervention. 3,000 Network devices 1,500 IoT devices 630 Infrastructure hosts 700 Retail sites Intelligent automation in action With Accenture assuming end-to-end responsibility for IT operations and support across both applications and infrastructure, the client is realizing significant value and synergy across its cloud investments and has achieved its targeted savings in IT operating and capital expenditure. Consolidating IT and infrastructure operations with Accenture also means a consistent, faster, and more reliable service experience. A managed, structured approach to business process automation has already helped improve customer services. For instance, an important priority for the company was to provide better services to retail gasoline stations, including reliable fuel delivery and rapid response to retail POS problems. In addition, by adopting automated, self-healing AI, Accenture helped the client improve fraud

service response coverage by nearly 80 percent, fuel delivery scheduling by 70 percent and retail POS response service by more than 90 percent. 80% Improvement in fraud service response coverage 70% Improvement in fuel delivery scheduling >90% Improvement in retail POS response service 40% Reduction in process failures requiring human intervention Fueling future growth What's more, AI-powered automation is now enhancing the client's human workforce with 24/7 fraud monitoring and detection, transport fuel scheduling for large customers, and pricing replication in real time across multiple systems with 100 percent accuracy. The client has also been able to reduce process failures requiring human intervention by 40% with reliable and efficient bots. Working together, Accenture and the client continue to shift operations from reactive to predictive using AI and automation. By modernizing its cloud infrastructure and seamlessly integrating support services with Accenture, the client has been able to unleash full value of the cloud to better serve its customers. More importantly, intelligent business operations are helping the company capture new business opportunities and fuel future growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

MONETA Money Bank: Taking the digital lead

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/moneta-money-bank ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities MONETA Money Bank Accenture assisted with AWS solution deployment We assessed all migration risks We reviewed the relevant applications We guided the first wave of applications Accenture AWS business group Cloud migration Cloud transformation JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA MONETA's aging, on-premises infrastructure prevented it from introducing new products and services quickly. Meanwhile, the costs of keeping its legacy IT up and running continued to rise, delaying the bank from reallocating investments on innovation in other areas. MONETA needed to rethink its IT infrastructure to set itself apart from competitors and provide clients with the modern digital services they desired. The bank recognized the need for a new IT strategy to keep up with ever-evolving client needs. It sought to embrace one that would infuse agility and responsiveness into its IT operations and position the bank as the digital leader in the Czech Republic banking sector. MONETA required a flexible, cost-effective cloud-based IT infrastructure that aligned with the bank's strategic ambitions and laid the groundwork for continued growth. But the bank recognized the need for a new IT strategy to keep up with ever-evolving client needs. One that would infuse agility and responsiveness into its IT operations and position the bank as the digital leader in the Czech Republic banking sector. MONETA partnered with Accenture to define a new, comprehensive IT strategy rooted in the belief that cloud computing could deliver the IT agility MONETA was in the market for. They chose AWS as the target cloud ecosystem that best suited the bank's digital agenda. We

helped design and the deploy the AWS environment before guiding the migration of 200 of the bank's applications. Our experience with large-scale migrations, cloud migration tools and capabilities, along with our long-standing partnership with AWS, provided MONETA with the desired experience and knowledge. MONETA tapped Accenture cloud experts and resources from the Accenture AWS Business Group. A joint MONETA/ Accenture team assessed the risks of migration to plan for a quick, seamless and efficient deployment. Regulatory risks were given special consideration, and all cloud-related regulations were followed. In total, two hundred applications were reviewed and prioritized. We reviewed the servers they ran on, their architecture, the characteristics of related workloads, and the computing capacity each application consumed. The first wave included 20 high-priority applications, such as one for getting cash to ATMS. The whole migration took less than five months, with no disruption to services. As we strategized with MONETA, we brought our deep IT skills, unrivalled industry experience and strong reputation for financial institution IT transformation to the table. Thanks to its new flexible and secure cloud-based infrastructure, MONETA can now meet the changing needs of customers and evolving market conditions with ease. MONETA's new capabilities are accelerating and automating development processes and continually improving the customer experience. The bank can now innovate quicker, with a flexible and secure infrastructure that supports the sustainable growth of its services. Its developers are more agile and can develop new products and services as needed. Looking ahead, Accenture will support MONETA's goal to reduce its data center footprint and run up to 50 percent of its applications in the cloud. This will free the bank to regularly refocus investment towards innovation and its digital services. The company has ensured it will be the No. 1 provider of digital banking services in the Czech Republic and has set a shining example for other banks in Europe to follow. MONETA can now innovate quicker, with a flexible and secure infrastructure that supports the growth of its services. The bank's developers are more agile and can develop new products and services as needed. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Egg gives electric vehicle charging a jolt

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/ liberty-global-egg-electric-vehicle-charging ----- Hatching a plan A super-charged strategy Sunny side up Current Country: United States CASE STUDY A new renewable energy brand is making it easier and more affordable to install home EV chargers in the UK. 3-minute read Driven by a desire for sustainability, more people are interested in electric vehicles (EVs). Still, many would-be buyers stall before they make the switch. A primary speed bump is knowing the vehicle will be reliably charged. Public charging options can be inconvenient and unreliable, and the options for at-home charge points can be expensive, confusing and time-consuming.

Liberty Global, the world's largest international TV and broadband provider, had recently acquired The Phoenix Works, a sustainable energy company with expertise in EV charging. Together with Accenture, it launched Egg. The renewable energy brand makes it easier and more affordable to order and install home EV chargers in the UK. It also offers other clean technology solutions. By providing a quick, simple and affordable path to home charging, Egg aimed to make EV ownership easier for a new generation of drivers. Liberty Global and Accenture brought together a team of strategists and creatives with an entrepreneurial mindset who worked in rapid iterative testing cycles to define the product and refine it in market with real customers. Egg keeps things simple: Easy installation of a home charge point, an affordable monthly fee over three years and a repair-or-replace promise that offers consumers peace of mind. Before, the process of getting a home charge point required detailed sign-ups, with long lag times and hidden costs. Egg instead minimizes steps through a simple online system. Its streamlined approach reduces the time from idea to installation from five days to a mere five minutes. It also includes tech support and maintenance in its fee to offer customers the security of long-term reliability. And its repair-or-replace promise means that, if problems arise, customers get back up and running without extra costs. Over nine months, Egg went from an idea on the page to a reality in the marketplace, with a successful beta and hundreds of new subscribers. Support from Liberty Global was key: the telecommunications giant didn't have the same vulnerabilities as smaller start-ups trying to enter the market and could move quickly from concept to funding and launch. As Egg's customer-facing service gains ground, the company is also working with offices and property developers to install charge points in new locations. And it's committed to other sustainable offerings, including solar panel installation and at-home energy storage. Ultimately, the venture is about more than charge points: it's a way to support the public's growing desire for eco-friendly lifestyles. Egg's simplified approach and focus on accessibility aims to clear the road to a more sustainable future.
=======================

Creating a five-star digital platform

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/barcelo-hotels-five-star-digital-platform ----- Challenge What Accenture did Value delivered Related capabilities Travel consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Barceló increases mobile traffic by 30 percent with improved customer experience. In the hospitality industry, online sales and customer satisfaction are paramount to remaining competitive. Barceló Hotels & Resorts wanted to accelerate its digital transformation with a new hotel distribution digital platform to boost direct sales, increase the use of cost-effective digital channels, improve customer intimacy and support its new brand strategy. The hospitality company collaborated with Accenture to launch a new digital strategy and website. Together, they aimed to drive growth in direct sales

and strategic markets by transforming the digital customer experience for Barceló's new brands. The hospitality industry is no different from any other. Consumers' expectations of real-time, frictionless and personalized service are rising. They expect to easily find and buy what they want—no matter what channel they choose. The hospitality industry is no different from any other. Consumers' expectations of real-time, frictionless and personalized service are rising. They expect to easily find and buy what they want—no matter what channel they choose. Barceló tapped into Accenture's digital capabilities to design, develop and test the new Barceló website. Fjord, Accenture Interactive's design agency, helped to develop the initial concept with a view to improving the customer experience. The team focused on making the site easy-to-use, interactive, inspirational and distinct from competitors with: With its new digital platform, Barceló Hotels is supporting its new brand strategy with increased traffic to cost-effective direct channel sales and a five-star customer experience. The channel integration is also helping to increase sales in strategic markets and improve its view of the customer. With its new hotel distribution digital platform, Barceló is also transforming its IT landscape to reduce costs and accelerate further investment in digital capabilities. The new site and platform give Barceló a robust foundation to apply analytics to its marketing campaigns and loyalty program, as well as scale its digital presence as the company grows. After the first year, Barceló had a: 30% Increase in mobile traffic 45% increase in bookings via mobile devices 43% increase in traffic through third-party digital channels 23% increase in number of bookings 19% increase in incomming traffic to call centers Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Mining a competitive edge on Oracle Cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/natural-resources/mining-competitive-edge-oracle-cloud ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Intelligent platform services Oracle Natural resources JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Turning to Oracle Cloud Coronado is one of the world's largest producers of high-quality metallurgical coal, a critical ingredient of steel. Their mission: operate the safest, cleanest, and lowest-cost mines in the industry. They do this through market-leading technology and processes. The company is dedicated to making a positive contribution to the global economy through sustainable practices and contributing to the local communities in which they operate. When Coronado's on premises Oracle Enterprise Resource Planning (ERP) application began to wind down, the company had options: upgrade the existing system and manage ongoing support costs or migrate to a completely new cloud system. The team reviewed potential ERPs and ultimately turned to Accenture given their extensive local skills in Oracle Cloud. From "lift and shift" to transformation After a rigorous process of

reviewing what was available and the business needs, Coronado had a long wish list of requirements. The project covered the whole of the Australian business, with touch points throughout every department, including contractors and suppliers. It was decided that a suite of modules within Oracle ERP Cloud, Human Capital Management (HCM) Cloud and Supply Chain Management (SCM) Cloud was the best fit for the business in terms of both complexity and scale. Initially envisioned as a "lift and shift" of Oracle E-Business Suite (EBS), it transformed into a large program encompassing Procurement, Projects, and Integration Cloud. Notably, the project also represented the first, and most complex, implementations of Oracle Maintenance in the world. Future proofed Since going live on Oracle Cloud, the company is accelerating innovation by leveraging new and emerging technology. The introduction of a new supplier portal streamlined operations, removing the delay for the purchasing team to update supplier information. In addition to getting more functionality for their buck, Coronado is reducing costs and improving efficiencies each year. With this new platform in place, Coronado is positioned for growth. Using market-leading technology and processes, the company is aligned to their mission to make a positive contribution to the global economy through sustainable practices. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Brand new: AI-tailored product development

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consumer-goods-services/pg-ai-tailored-product-development ----- Challenge What Accenture did People and culture Value delivered Related capabilities Consumer goods and services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Delivering on the promise of technology and human ingenuity to formulate better CPG products, faster. It's a constant challenge for consumer packaged goods (CPG) companies to innovate at a pace that matches the dynamic demands of their markets. Even leading consumer packaged goods (CPG) companies like Procter & Gamble (P&G) find it challenging to innovate at a pace that matches dynamic market demands. For that reason, P&G uses cutting-edge artificial intelligence (AI) to reimagine and transform many parts of its business. It wanted to push the boundaries by using AI to increase the speed and innovation of product development, particularly in formulation products. Formulation selects, processes and combines a product's ingredients to deliver specific properties, functionality and performance. P&G's formulation products—such as dishwashing liquid—are based on a combination of dozens of ingredients selected from thousands of potential components.   The formulation development process includes manual steps and can involve physical testing, which can significantly increase the time it takes to get these products to market.   Formulation developers, who design these products, use their expertise to create products to best meet

consumer needs. They work with a huge amount of information and variables, such as ingredients, compounds, constraints, and regional and customer preferences. They need to strike the right balance to generate a potential market-relevant product idea that satisfies the company's margin targets. "No matter the challenges around us, we are always looking for ways to better serve consumers and to create value for our shareholders." "No matter the challenges around us, we are always looking for ways to better serve consumers and to create value for our shareholders." P&G wanted to enable new ways of using its proprietary, historic data, formulation models and experience to come up with big, breakthrough ideas as well as rapidly develop incremental improvements and get them to market faster. P&G wanted to enable new ways of using its proprietary, historic data, formulation models and experience to come up with big, breakthrough ideas as well as rapidly develop incremental improvements and get them to market faster. P&G wanted to enable new ways of using its proprietary, historic data, formulation models and experience to come up with big, breakthrough ideas as well as rapidly develop incremental improvements and get them to market faster. P&G wanted to enable new ways of using its proprietary, historic data, formulation models and experience to come up with big, breakthrough ideas as well as rapidly develop incremental improvements and get them to market faster. Drawing on our emerging technology and design professionals, we co-created a "Human + Machine" toolset with P&G that drew inspiration from other industries to enable faster innovation and deliver new value.   An Accenture Labs team worked with P&G data, process and product formulation specialists and leading academics over six-months.   Our first step: Identifying potential Human + Machine collaboration areas in the product development process, which would enable P&G to develop new products faster. Next, we introduced P&G to proven AI assets we developed for other industries and explored how to apply the underlying concepts to CPG.   P&G then validated the experimental prototypes we developed of two leading-edge approaches. One uses Explainable AI to accelerate the formulation developer's ability to make small, incremental improvements to existing products. In the second, Generative Networks guide developers toward new formulations and product areas that have the potential to deliver breakthroughs.   The result enables developers to amplify their talents and knowledge with AI's limitless capacity. It suggests formulations that meet parameters the developer specifies, giving fast, curated inspiration. For example, if P&G needs to replace an ingredient that increases the foam for a dishwashing liquid, developers can ask the AI to recommend new formulations without this ingredient, at the original price point. If the amount of a new ingredient suggested will impact the color, the developer can then set a limit for this ingredient and ask the AI to generate a new set of formulations. This iterative approach homes in on an optimal formulation. "We have very much valued the opportunity to partner with Accenture and learn about the application of new AI techniques which enable our people to unlock insights and value from our proprietary data and expert knowledge." "We have very much valued the opportunity to partner with Accenture and learn about the application of new AI techniques which enable our people to unlock insights and value from our proprietary data and expert knowledge." The work highlights P&G's innovative experimentation mindset with a business focus. The power of the disruptive scientific ideas the Labs brought

to the table, combined with P&G's willingness to apply them to real-world challenges and data, meant we could bridge the gap between research and experimentation and commercialization in the CPG sector.   It also shows the power of creativity in tackling challenges, enabling P&G employees to narrow the relevant search space quickly, rather than having to manually find and consider thousands of possible formulation combinations. This can be a time-consuming task, especially when it involves tweaking an existing product formulation, for instance, to find a replacement ingredient because the existing one has become too expensive. With AI as a teammate, formulation professionals can unleash their creativity in new and unexpected ways, as well as spend more time working on strategic, value-added activities like new product development.   P&G further enhanced its skills in applying leading-edge AI techniques to product development. Building on P&G's existing AI capabilities, we expanded the company's expertise to human-AI collaboration so it can now get the best from its people and capabilities in a new, collaborative way.   Our collaborative research approach—working across disciplines and domains—gave P&G a framework and iterative methods to get real, new value from their innovation processes. These capabilities can be used to foster Human + Machine collaboration in other areas, such as operations. P&G is now exploring how these approaches could make an impact across the organization. P&G has a new way to use AI—not just to develop new products but to enable and augment its people. P&G is pushing into the frontier of Human + Machine co-creation, to enhance employee productivity and ingenuity.   The unique AI-based formulation toolset gives P&G a new capability: to innovate and improve products quickly and in a more targeted fashion with the aim of continuing to delight the consumer. The collaboration between human and machine combines the best of P&G's 180-plus years of expertise and knowledge with AI to open up new areas of product development.   P&G can use this capability to find new CPG product lines and improve responsiveness. For instance, it can help P&G rapidly react to market changes that impact an existing product, like an improved competing product. And it enables them to be more resilient to supply chain disruptions. For example, if key ingredients suddenly become unavailable, P&G now has the capability to quickly identify effective alternatives.   P&G can also reduce its reliance on physical testing for new products thanks to greater confidence that the formulation suggestions perform as expected. This translates into reduced product development costs. In addition, with fast, curated inspiration for new formulations, the company is better positioned to develop more tailored products for specific market segments and get these customized products to market faster than ever before. Helping to satisfy consumer demands while seizing new growth opportunities in today's integrated marketplace. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
=====================

Redefining the way the world connects

Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Andrew Walker Tunc Yorulmaz Shashi Samar Aurelio Nocerino Network Services Cloud Services Communications Industry JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helps Rakuten Mobile build the world's first fully virtualized cloud-native telecommunications network. Rakuten offers services in e-commerce, fintech, digital content and communications to approximately 1.4 billion members worldwide, with operations in 30 countries and regions. The telecoms industry has long been challenged to innovate at speed and scale. Industry disruption and convergence confront operators with the need to find a new approach to meet growing consumer expectations and modern enterprises' demands for agility and innovation. The explosion of connected devices and data that the move to 5G generates also requires a completely different mode of operation. It's the difference between servicing a customer base of 20 or 30 million users to a network supporting 500 million devices or more. Rakuten Mobile understood these industry headwinds and wanted to find a new way to sail through them by building a world-first1: a fully virtualized, cloud-native mobile network that creates a whole new vocabulary for communications networks – and the industry. "People say that our advantage is that we are a greenfield operator, but I believe it is our people and work culture. We are not a telecommunications company – we are an IT company with highly skilled IT engineers, and that is a huge advantage." Rakuten is a global innovation company with a heritage of disruption, software development and delivery excellence. This heritage guided the creation of the Rakuten Mobile network. But to help bring this vision to life, Rakuten Mobile needed a partner that was able to marry technology leadership with proven experience and business insight to operationalize its new virtualized network. Accenture collaborated with Rakuten Mobile as an operational enablement partner, designing and implementing multiple aspects of an innovative new cloud-native operating model. The aim was clear: enable the organization's speed and agility requirements to completely disrupt the communications industry. Accenture helped design the new organization and operating model behind the world's first fully virtualized mobile network1, including new roles, responsibilities and KPIs. Accenture created fifty-plus fully virtualized processes, reimagining traditional processes including virtual network functions (VNF), service reliability engineering (SRE) and more. Accenture created a new network engineering capability, defining and deploying solutions to improve observability of the network, network performance, problem management, and architectural integrity. Rakuten Mobile and Accenture merged network and IT, infusing DevSecOps and Agile into the organization, established a continuous integration/delivery platform and facilitated the use of automation. Accenture set up and operationalized Rakuten Mobile's Service Experience Center (SXC), a next-generation concept helping Rakuten Mobile accelerate network performance and improve stability. Accenture helped to

create a zero-touch network through the Rakuten Network Operating System (RNOS), enabling network intelligence, automation and a true 360-degree view of the network and customer. Just like any other successful partnership, it's not just what Rakuten Mobile and Accenture do together, but how they do it. A strong cultural fit is every bit as important as the right technical skills and know-how. The commitment to stretch our collective imagination and take risks has been present from the start. It had to be: Rakuten Mobile is working in uncharted territory for which there are no prescribed rules or set solutions. The only approach that works in this context is to dive in, experiment, adapt, learn and change. Accenture's approach to this bold new adventure has been to share and amplify Rakuten Mobile's sense of discovery – being prepared to explore the unknown, and bringing in the people, capabilities and assets from across Accenture's global network to forge the path forward with Rakuten Mobile. Almost as soon as Rakuten Mobile launched its fully-virtualized network, the benefits of the new cloud native operating model were apparent. Operating costs are significantly lower than traditional network operators, and the pace of software delivery is rising exponentially, thanks to Rakuten Mobile's world class automation practices. Rakuten Mobile's CI/CD platform, powered by Accenture, enables automated build, test, security and deployment functionality for Rakuten Mobile's engineering teams. The platform allows unparalleled speed and quality for the teams it supports, making it possible for Rakuten Mobile to innovate rapidly and consistently. Rakuten Mobile's operational savings are passed directly to customers, so that Rakuten Mobile's pricing is significantly less than normally paid by customers for comparable tariffs in Japan. It's clearly an offer that customers find attractive. Just a couple of months after its commercial launch, the Rakuten Mobile network saw significantly increased data traffic compared to a typical operator, with subscriber numbers rising fast. For Rakuten Mobile, this confirms consumers' desire for its services and bolsters its future ambitions to enable affordable and reliable communications on a global basis. But Rakuten Mobile is never afraid to continue innovating. It aims to be the master of its own destiny, dictating the pace of innovation and teaming up with partners like Accenture to achieve its lofty ambitions. Looking into the future, Accenture is working with Rakuten Mobile as their partner on the Rakuten Communications Platform (RCP), a telecommunications-as-a-service offering that's leading the industry. RCP is a truly cloud-native 5G platform, drawing on Rakuten Mobile's engineering pedigree and Accenture's architecture and implementation experience to usher in the new era of computing and telecommunications convergence. References 1 For a large scale commercial mobile network (as of October 1, 2019). Research: Stella Associa "I want to thank the Accenture team for working with us on this courageous journey." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
======================

Prisma: Accelerating the pace of payments

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Matías Arturo Luz Mihanovich Juan Pablo Chemes Jessica Schvarzman Payments Intelligent automation services Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Prisma is the leading payment technology company in Argentina, with over 30 years in the market. The company connects financial institutions, stores and consumers across the entire value chain. In 2019, after the Advent investment fund acquired 51% of Prisma, the digital transformation process was accelerated with the implementation of an agile culture, a work and organizational philosophy based on collaboration, and iterative processes oriented to providing quality solutions to serve changing customer needs. Therefore, when the pandemic outbreak hit, the company was able to quickly and effectively adjust. Its understanding of the new needs of its merchant clients also allowed it to develop products tailored to the current context. As part of Prisma's overall digital transformation, it saw the opportunity to invest in Automated Intelligence to increase productivity and reduce costs. Until now, the company had been performing many non-automated back-office tasks, providing an opportunity to apply Automated Intelligence, starting with RPA (robotic process automation). By automating repetitive tasks, it allowed employees to focus on more value-adding functions. Working with Prisma, our team first focused on learning more about the organization's existing needs and operating processes. Our goal was to replace as many repetitive tasks as possible with bots in critical areas such as issuance, billing and acquisitions. We identified more than 50 back-office processes as candidates for automation and machine learning, and we created a complete roadmap with a business case illustrating the potential economic impact. We built a center of excellence and defined an Automated Intelligence operating model that allowed us to coordinate a quick transformation. Once the identified processes were approved, we worked along with our partner Blue Prism – a leading RPA provider– to seamlessly synchronize the implementation. The initial focus for machine learning was to read and standardize non-structured data, in conjunction with RPA, and to share it comprehensively between the different systems. The team focused on continuous innovation, improving existing processes while exploring new trends and solutions. Rather than implementing technologies in a biased way, Prisma is embedding innovation into its DNA and pursuing the long-term benefits of technology integration. In just six months, through Automated Intelligence, Prisma's efficiency increased dramatically. Manual tasks that used to take hours, now take a few minutes to complete. We have already automated 60% of identified processes and target completion of the remaining 40% by mid-2021. Automation also reduced costs by taking over repetitive tasks, allowing employees to focus on improving their skills and moving to new, more strategic areas. Automation enables people to do their jobs better, and helps organizations like Prisma cultivate and develop internal talent. Now, as a more efficient organization, Prisma will accelerate the search for new

ways to better serve customers, with a focus on continuous improvement. "By applying Automated Intelligence jointly with Accenture we made 60% of operating processes more efficient in a very short timeframe. It has had an extremely positive impact on our business." Banking is more competitive, high-performing and open than ever. We're helping banks win in the digital...

=====================

Modernizing payments via cloud migration

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/modernizing-payments-cloud-migration-nationwide ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Nationwide Building Society migrates its payments capability to Form3 and AWS to improve its customer experience and minimize downtime. 3-minute read Nationwide, the largest building society in the UK with more than £230 billion in group assets, has embarked on a journey to modernize its payments infrastructure and adopt a cloud-native platform. The Society—which processes 450 million retail transactions each year—expects its payments volumes to grow by 20% a year. With exponential growth in cashless payments and Faster Payments (a UK banking-industry initiative enabling real-time payments) in recent years, Nationwide needed a resilient, cost-efficient solution that would evolve alongside its business. It also wanted to gear up for the New Payments Architecture—an ISO 20022-compliant retail payment infrastructure platform from the UK payments operator and standards body Pay.UK. The transformation program kicked off in 2018, when Nationwide conducted an in-depth analysis of its requirements and started scanning the market for a solution. After considering a locally hosted installation, it opted instead for a cloud-based account-to-account platform provided by Form3 and subsequently appointed Accenture as the technology consulting partner for the program. Nationwide selected a new payments system based on the Form3 solution hosted on AWS's multi-tenant cloud. The Form3 account-to-account platform connects financial institutions to payment schemes such as Faster Payments and BACS, and enables them to future-proof operations against regulatory changes such as ISO 20022. Form3, an Accenture partner that provides an enterprise-grade payment technology platform on the cloud, offers native integration with AWS. This helps to simplify and speed up migration. Accenture and Form3 are collaborating closely throughout this program, building on their well-established partnership. Drawing on its cloud expertise, Accenture helped Nationwide to review the functional, technical and delivery capabilities required to modernize its payments environment and transition to the cloud. This included building cloud-based development environments and tooling as well as embracing DevOps and agile development principles and practices. Nationwide worked with Accenture to deliver a minimum viable service (MVS) which enabled the delivery of the first cloud-based payment 'single-penny transaction'. The

MVS was completed within five months in 2022 and involved the integration of Nationwide's technology stack with Faster Payments and Form3. Accenture's team of experienced payments, data and cloud professionals is working with Nationwide to lay a robust cloud foundation with AWS cloud infrastructure. Nationwide is currently migrating inbound single immediate payments volumes from a near-real-time on-premise platform to the Form3 cloud without impacting live services and scheme settlement. © 2024 Accenture. All Rights Reserved. =====================

Renault Group - On the path to digital success

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/renault-group ----- Challenge What Accenture did Value delivered Related capabilities Maintenance Remote dashboard Personalized content Store/Dealer locator End-to-end navigation Mobility X.0 Industry X.0 JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the past, a customer who bought a car would say goodbye to automotive original equipment manufacturers(OEMs) and get back in touch with the dealership only when a problem arose. But now, OEMs have the opportunity to maintain a link with the customer throughout the car's lifecycle through a host of innovative connected services based on data from vehicle-embedded software. Renault embraced this potential for customer relationship building to create services that would be useful to its customers and create new avenues for growth. Accenture is working with Renault to create and maintain a new mobile app that offers personalized experiences with connected and non-connected services. The Accenture team collaborated with UX-Republic to design an app that would turn telematics and driver data from dozens of microprocessors and sensors into vehicle and safety insights—and useful services. The app initially launched with services including: Includes maintenance plans, maintenance history, booking appointments, and viewing the next service scheduled Tracks the car's safety and efficiency, alerts for issues such as low tire pressure, assists in scheduling Serves information and offers relevant to how customers use the car To make contact and book appointments Including the ability to pinpoint a parked car on a map and send a destination to the car from the app Using an agile delivery methodology, the app and services are rolling out in France, Argentina, Russia, the United Kingdom, Germany, Hungary, Slovakia, Czech Republic, Romania, Colombia, Slovenia, Poland, Croatia, Brazil and more. Renault plans to expand the app to all countries where it operates. The mobile app and related services are connecting customers, their cars and the Renault brand in new ways. By forging deeper, ongoing relationships with customers, Renault is building loyalty and retention. These changes are making a tangible impact on the way the company operates; Renault is on track to make profitable aftersales and connected services a bigger part of its business. As the amount of data gathered from vehicle-embedded software grows, Renault has the right framework in place to continually improve its products, services and offers, and to build new services that boost revenue. By expanding on the app's flexible foundation,

Renault can improve the brand's social media presence and pursue more growth opportunities in the broader automotive ecosystem. These new digital capabilities place Renault as a digital transformation leader in the auto industry. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. ======================

NXP Semiconductors

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/carve-out-for-competitive-agility ----- Challenge What Accenture did Value delivered Related capabilities Accenture Strategy Mergers & Acquisitions Intelligent Org Accelerator JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Divestiture strategy for competitive agility NXP Semiconductors (NXP) drives innovation in the secure connected vehicle, end-to-end security and privacy, and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company had 31,000 employees in more than 33 countries and posted revenue of $9.5 billion in 2016. To grow in the highly competitive semiconductor sector, NXP wanted to focus on high-growth market segments that required High Performance Mixed Signal (HPMS) products. That meant divesting its Standard Products business, a transaction valued at $2.75B. Accenture Strategy quickly deployed a global team of carve-out specialists to help plan and execute the divestiture over a period of just seven months. As part of its growth strategy, NXP wanted to sell its Standard Products business, which makes components for the Discretes, Logic and Metal-Oxide Semiconductor Field-Effect Transistors (MOSFETs) markets. By doing so, NXP could focus on high-growth market segments that require HPMS products for use in everything from smart meters to connected cars. NXP knew that divesting the Standard Products business would be an important but complex undertaking. Complicating matters was the fact that NXP was also in the process of integrating its recent merger of Freescale Semiconductor. With Accenture Strategy's help —and in just seven months—NXP successfully divested its Standard Products business, which was "customer facing" on Day 1 and now exists as a standalone company named Nexperia. By having Accenture Strategy manage the carve-out, NXP was able to focus on integrating its Freescale Semiconductor merger and on higher-value HPMS markets. "Our relationship with Accenture Strategy was high impact. The team's divesture strategy, seamless implementation and collaborative approach is a textbook example of how the power of a strong partnership can drive great outcomes for a client." "Our relationship with Accenture Strategy was high impact. The team's divesture strategy, seamless implementation and collaborative approach is a textbook example of how the power of a strong partnership can drive great outcomes for a client." The success of the divestiture program was largely due to the collaboration between Accenture Strategy and NXP from the very start. Accenture Strategy worked as an extension of NXP's Integration Management Office and teamed closely with NXP's global business functions. Together, these groups: Shaping our clients' future, combining deep business insight with technology.   We can help you stay on

course to drive strategic value from your pursuits.   What if there was a single powerful solution to reduce the complexity of large-scale organizational initiatives? Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ====================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/fanduel-full-funnel-marketing-strategy ----- JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Dow's factories of the future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industry-x/dow-factories-future ----- Charting a chemical change Tabulating data, testing tech A measurable yield Current Country: United States CASE STUDY DOW Building human-centric digital manufacturing capabilities 5-MINUTE READ We have made great progress through Digital Manufacturing Acceleration efforts. John Sampson / Senior Vice President Operations, Dow Dow, a leading materials science company, envisions the future of manufacturing as one that prioritizes people over algorithms and automation. They believe that leveraging technologies like artificial intelligence and automation should make human work easier, safer, and more precise. To bring this vision to life, Dow aimed to digitize its entire company, including manufacturing operations and maintenance, which historically relied on paper-based processes. The existing manual processes were inefficient and prone to human error, with employees spending significant time on non-value-add activities like data aggregation and searching for historical plant documents. Dow sought a worker-centric solution that would enable data gathering, analysis, and delivery, allowing employees to focus on more valuable tasks. Additionally, they aimed to reduce operating costs, optimize equipment and parts, minimize unplanned events, increase production capacity, and enhance the employee experience. While Dow had piloted digital technologies, scaling them beyond a single site proved challenging due to variations in plant operations and the need for secure solutions to protect proprietary information. Accenture saw an opportunity to deepen the partnership and offer advanced solutions, cloud-based working methods, rapid deployments, and global scaling. By collaborating closely, Accenture helped Dow achieve its digital transformation goals and overcome complexities associated with scaling technology across multiple sites. Dow and Accenture collaborated to implement a Digital Manufacturing Acceleration (DMA) program, positioning it as a foundational enabler for Dow's Digital Manufacturing strategy. Through an end-user study, Dow and Accenture gathered input from employees at four plants to design new capabilities that would deliver work procedures, data, and insights through a cloud-based, user-friendly, connected-worker solution. The solution allowed operators and technicians to access data automatically, send maintenance alerts, attach photos, and

tag equipment serial numbers from the field. This eliminated the need for manual data gathering and transfer, reducing maintenance execution time and ensuring accurate data readings. Following the successful field test, an acceleration plan was presented to Dow Leadership, leading to the approval of a two-year DMA program which included building the necessary infrastructure and technology foundation, with initial deployments delivered through incremental releases and sprints. After deployment, a process was established to prioritize and deliver enhancements based on business needs. This DMA program served as a catalyst for digital transformation, enabling Dow to implement its Digital Manufacturing strategy, engage employees in digital ways of working, and strengthen the partnership between IT, operational technology, and the business. In less than a year, Accenture and Dow successfully implemented new digital manufacturing capabilities in 32 plants at Dow's largest manufacturing site. By the following year, the connected worker solution was deployed to seven sites and over 80 plants globally. The DMA program has simplified manufacturing processes and improved work efficiency for employees. With the ability to connect and access data from anywhere in the production facilities, Dow's production asset performance has become more reliable, leading to timely maintenance actions. Real-time access to equipment and asset information in the field enables employees to make informed decisions, strengthening operating discipline and reducing equipment failures, incidents, and safety risks. The program has created value through increased work process efficiencies and improved asset uptime, resulting in higher production output and reduced operational costs. Due to the measurable value generated, the DMA program is being extended to bring digital capabilities to more Dow manufacturing sites worldwide. User feedback will also drive the addition of new connected worker capabilities to further enhance the established foundation. With an intuitive and user-friendly solution being deployed globally, Dow is poised to lead the industry towards a future that prioritizes people and leverages technology for safer and more precise manufacturing processes. © 2024 Accenture. All Rights Reserved.
======================

Refugee aid at the speed of tech

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/salesforce-clarity-on-the-cloud ----- Call for change When tech meets human ingenuity A valuable difference No time to waste when crisis hits A tech stack built for action Fundraising fast and with a purpose MEET THE TEAM Current Country: United States CASE STUDY How USA for UNHCR found clarity on the cloud 5-minute read Around the world, 82 million refugees have been forcibly displaced from their homes due to persecution, violence, human rights violations and even climate change. They need all the help they can get. USA for UNHCR (U4U) specializes in fundraising and delivering critical supplies to children and families. But disconnects between U4U's legacy tech platforms made collaboration among staffers challenging and delayed outreach to donors, new and old alike. U4U envisioned a simplified architecture that would offer a more holistic, 360-degree view of partners and pledges, and drive more impactful

fundraising campaigns. The organization tapped longtime partner Accenture for support.   The joint team agreed on a full migration to Salesforce Nonprofit Success Pack (NPSP). Designed for nonprofits, NPSP delivers all the digital tools, services and apps a team might need. Active users were integrated by way of five issue-specific onboarding sprints, each three weeks long. Accenture drove additional value by guiding U4U to focus on the data that really mattered, cutting the clutter and rewiring the rest. Together, the joint team consolidated nearly 90 tables to just 10 within Salesforce—simplifying more than 212 million records to 13 million. The team successfully set up a full-service fundraising platform for Afghanistan relief the same weekend as the US withdrawal. The transformation enabled U4U to better personalize outreach and more efficiently mobilize US dollars for refugees. And by the end of 2021, U4U raised nearly $65 million for refugee aid everywhere, a 4.7% uptick from 2020 totals. Tragically, humanitarian work is never finished—nearly 13 million people (refugees and internally displaced persons) have fled violence in Ukraine. In these uncertain times, U4U's improved operations help to build allyship with refugees, drive advocacy and make a meaningful difference around the world. Amit Patel Managing Director - Health & Public Service, Nonprofit Sean Burke Strategy & Consulting Lead – Nonprofit Gary Arsenian Salesforce Technical Architect Megan Sweeney Senior Manager, Salesforce Business Group © 2024 Accenture. All Rights Reserved. =====================

Harnessing AI to safeguard fisheries

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/harnessing-ai-safeguard-fisheries ----- Toward more agile decision-making Making business rules cloud-compatible Productivity gains and analytics Current Country: United States CASE STUDY Generative AI is helping a European maritime department increase its productivity as it migrates its IT applications to the cloud. 3-MINUTE READ About one-fifth of the world's fishing catch is illegal, costing coastal nations billions of dollars each year. However, innovative solutions are on the way. Soon, law enforcement may leverage the power of AI algorithms to identify illegal fishing in European waters. How? By analyzing data on catches of endangered species, information from ship logbooks, and geolocation of vessels. This is just one example of many analytics solutions envisioned by the Directorate-General for Maritime Affairs and Fisheries (DG MARE), the European Commission department that ensures sustainable use of ocean resources, among other responsibilities. These innovative analytics solutions will be made possible by a department-wide digital transformation underway at DG MARE. Accenture is supporting the transformation by migrating DG MARE's existing IT applications to Amazon Web Services' (AWS) cloud platform. As part of the collaboration, Accenture's Data and AI Studio for Public Service in Europe is helping DG MARE use generative AI to reduce development time. The goal? Equip DG MARE to carry out its mission more quickly and effectively. DG MARE's IT applications handle a wide range of data, such as fishing vessel locations and fish catch declarations submitted

by the 27 European Union member states as well as "non-member third party countries." Historically, applications and their data have been siloed. This challenges DG MARE's ability to cross-reference and analyze different data sets to support the enforcement of its policies and to provide transparency to EU citizens. The result of the cloud migration will be a single platform, called Ocean Store, that unifies and integrates all the data from the legacy applications. One of the legacy applications, a business rule engine, manages and executes more than 2,000 business rules. The rules validate that data sent by member states and third countries to DG MARE is correct and complete. For example, the business rule engine validates whether incoming data on fish catches is linked to a specific month. If it's not, the rule engine tells the country how to correct the data before it can be accepted. The cloud migration requires rewriting the legacy code for the 2,000 rules so that the rule engine can take full advantage of cloud services. This "refactoring" process is time-intensive and would take human developers an estimated 12,000 person-days. To speed up the process, we developed a generative AI tool that uses large language models to understand the rules' logic and automatically generate new, cloud-ready code. One unique feature of the tool is that it uses DG MARE's existing codebase and documentation, enabling high-quality code. Based on our work so far, we've found that the tool can refactor each rule in just one minute with 90% accuracy. The developer just needs to validate the code and, in some cases, correct inaccuracies. The tool's success sparked the team's interest in identifying new innovative use cases leveraging both AI capabilities and DG MARE's integrated data. The productivity gains allow the team to spend more time exploring analytics solutions. For instance, one potential analytics use case under consideration involves comparing complex navigation patterns and catches reported across fishing vessels and automatically identifying unusual or suspicious behavior. Accenture's support of DG MARE's digital transformation is allowing the department to be more agile in data-driven decision-making. © 2024 Accenture. All Rights Reserved. =====================

Creating the first connected warehouse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/singtel ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Accenture empowers Singtel and Zuellig Pharma to innovate with Ericsson 5G 5-MINUTE READ Revolutionizing how warehouses work. We take fast, frictionless mobile connections for granted, but 5G promises much more than just personal convenience: it is fundamentally transforming how industries function and compete. Research shows that in just the next few years, 5G will drive significant sales growth, add to the US GDP and create millions of jobs. And by 2025, more than 36.8 billion connected devices will tap into 5G's data gold mine. As communications service providers shift their focus to B2B, Singtel—the largest telecommunications company in Singapore—recognised 5G's vast

potential in the manufacturing space. The company joined forces with Accenture to create a "5G warehouse" proof of concept for Zuellig Pharma, one of the largest healthcare services companies in Asia. How CSPs can win the connected industry race Zuellig Pharma needed to implement automated solutions in its warehouse to improve efficiency, inventory visibility, worker safety and, crucially, throughput (how many orders the company fulfills from a single warehouse at any point in time). For instance, "picking"—the process of manually selecting items for shipping—was labor-intensive, especially as orders increased in volume and variety. With a proven infrastructure network and deep experience, Singtel wanted to explore 5G's potential to unlock the power of the connected devices required for cutting-edge automation, inventory management and analytics. If the experiment proved successful, Zuellig Pharma could completely reimagine its warehouse operations for the future. Zuellig Pharma embraced the idea and called on Accenture and Singtel to partner in designing the right solution. Automation = efficiency + accuracy Accenture and Singtel's deep understanding of 5G, end-to-end capabilities and vast ecosystems made them the ideal partners for Zuellig Pharma. And Singtel's GENIE powered by Ericsson, a portable 5G platform that comes in a suitcase-sized container, enables companies to experience 5G's capabilities on-premises. There's no question that 5G is the key to truly transforming manufacturing and warehouse operations for the future. This is just the beginning. Dennis Wong / VP – Enterprise 5G & Platforms, Singtel The team's 5G warehouse vision centered around using GENIE to test using custom augmented reality goggles to select items for shipping (AR Vision Picking) and 5G-enabled drones to conduct inventory counts (Drone Inventory Management). 5G can deliver more data at greater speed and lower latency, transmitting information in real time and enabling the kind of automation Zuellig Pharma needed. AR Vision Picking improves productivity, increasing throughput for workers, while real-time analytics and insights offer a bird's-eye view of the entire process. And with Drone Inventory Management, a wall-to-wall count takes just 20 minutes, allowing for more frequent and accurate tallies. Since warehouse space is finite, optimizing it is essential for a growing company like Zuellig Pharma. Drones can also be used to map the entire warehouse and calculate the utilization rate of space to ensure that products are distributed efficiently. GENIE's ability to upend industries can't be overstated. Its portability means that any company can experiment…and experience the true power of connected operations for themselves. Martin Wiktorin / President & Country Manager – Ericsson Singapore, Brunei, Philippines & Pacific Islands The possibilities are endless The solution made Zuellig Pharma's warehouse operations more data-driven and automated. The entire end-to-end solution demonstrates the unique power of scale and reach, with diverse groups of specialists collaborating to create innovative solutions at every step, from conception to delivery. The solution improved efficiency, throughput and inventory visibility and was well-received by Zuellig Pharma's pickers on the front lines in the warehouse. Because 5G networks can prioritize essential applications, the solution is highly adaptable. Also, drone video analytics can be used for warehouse perimeter security, safety improvements as well as perform predictive and preventive maintenance. AR Vision Picking delivered: 30% improvement in pick productivity 100% pick accuracy, plus overall increase in safety Drone inventory counting improved: 95% counting accuracy 9 faster counting

speed The success of this proof of concept laid the foundation for Singtel and Accenture to continue to experiment with 5G automation projects for other clients in supply chain, logistics and manufacturing. Just as assembly lines and steam engines revolutionized industries of the past, 5G warehouses, with their AR goggles, drones and endless possibilities, are changing the game for businesses of today. The results of this 5G powered 'warehouse of the future' proof of concept speak for themselves, but at the end of the day, there's nothing more rewarding than when innovation is the result of true collaboration with our clients and partners. Pankaj Chopra / Managing Director – Global Accenture Partner for Singtel Group Pankaj Chopra Managing Director – Global Accenture Partner for Singtel Group Steven Pang Managing Director – Life Science Lead, Southeast Asia Sudhan Sundaram Managing Director – Strategy & Consulting, Supply Chain & Operations Lead, Southeast Asia Sid Haralalka Managing Director – Strategy & Consulting, Supply Chain & Operations Lead, Singapore Lim Zisong Management Consultant – Strategy & Consulting, Supply Chain & Operations, Southeast Asia © 2024 Accenture. All Rights Reserved.
=======================

Battling bankruptcy with cloud technology

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/cloud-state-treasury-finland ----- Call for change A valuable difference Meet the team Related capabilities DevOps: Ready to shift to continuous delivery? Minttu Viitanen Pauli Hovinen Cloud and digital platforms Migrate to Microsoft Azure JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The financial effects of the COVID-19 pandemic in Finland – like the rest of the world – were far-reaching and devastating. Parts of some industries slowed or shut down completely; cash flows dried up; and livelihoods were threatened. This economic shock led the government to consider a new law that would provide Finnish companies in distress with cost subsidies. And it tasked the State Treasury with processing the applications, determining eligibility and issuing payments – a completely new endeavor for the agency. But launching the service wasn't the only challenge. The State Treasury needed to have the service up and running and the personnel trained and ready as soon as the law was approved. It had just six weeks to implement a solution alongside corresponding legislation. With such a tight deadline, the State Treasury turned to long-time partner Accenture to help it find the easiest, fastest and most reliable way to deliver this new service, ensuring companies get much-needed support payments. Fortunately, the State Treasury already had the basis for a digital service using the same cloud-based platform that Accenture previously developed with the agency for digital claims and compensations services. While the corresponding legislation was being written, the State Treasury and Accenture's multi-disciplinary teams used design-thinking and agile methodology to build the new e-service system on top of the agency's existing Microsoft Azure cloud platform and serverless technologies. The scalable infrastructure resulted in

a social cloud-based tool for businesses and entrepreneurs to submit their subsidy applications online and streamlined internal capabilities for State Treasury employees to process and pay eligible applicants. The State Treasury used automation and robotics extensively, and as a result, 80% of the e-service was automated. Technology from suomi.fi, an existing e-identification service, authenticated and authorised applicants and because of the cloud platform integrations with the tax administration, it then automatically retrieved the applicant company's financial information to verify eligibility. This made it possible for agency employees to turn their focus on service quality, expert work and a better customer experience. Accenture's DevSecOps process performed automated checks at all stages of the development process to reduce testing and repair time and ensure security. This was critical for meeting the strict timeline as well as ensuring robust cybersecurity. 80% of the e-service was automated 97% of all subsidy applications from Finnish companies in distress were made using the new digital service The cloud service peaked the State Treasury's digital efficiency and customer service. When it launched in July 2020, 97% of all subsidy applications from Finnish companies in distress were made using the new digital service. In the majority of cases, applications were processed in less than three days. Within two months, the State Treasury paid about €120 million in interest rate subsidies to about 3,500 companies. These quick payments were invaluable for Finnish companies facing financial difficulties, and hundreds of entrepreneurs were spared bankruptcy. In addition to companies receiving fast financial aid, the record-breaking digital leap broke the myth that public sector services are slow and rigid. The Treasury's innovative payment service became one of the most advanced digital reforms in Finland. On top of that, it was delivered remotely during a pandemic. This cost support service positioned the State Treasury as a frontrunner in using cloud technologies in the public sector and boosted confidence and citizen trust in the Finnish government. The government pointed to this service as a perfect example of successful digital citizen services and the value of cloud first technology. "The service was launched on time and higher risks were avoided. Customers appreciated the smooth and fast service. Feedback from the media and stakeholders was praising. The staff and partners were also satisfied." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
======================

The new numbers game: Accenture's Finance transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/finance/accenture-finance-transformation ----- Reimagining the future of finance Transforming to meet tomorrow's needs Current Country: United States CASE STUDY Using data-centric continuous reinvention to drive our Finance strategy 3-MINUTE READ With 86% of CFOs agreeing that the

speed of strategic decision making has increased, what if they could use real-time data from across the enterprise to predict business performance faster and more accurately? That is what we have done at Accenture by transforming our Finance function to create more value for our business, people, clients and shareholders. And we'll continue this journey as part of our commitment to Total Enterprise Reinvention. The foundation of our reinvention is a strong digital core that is in the cloud. Now, every Finance team across the world uses the same system, the same metrics and works in a consistent way. This brings greater rigor to our transactions, deeper insights on financial data and enables enhanced advisory support on complicated finance questions. We reimagined policies, reinvented processes and invested in automation and digital technologies to streamline manual tasks. We still need basic transactional, accounting, controlling, reporting and compliance activities, but our Finance people spend less time on these areas than in the past and more time on higher value work, e.g. driving financial and commercial acumen in the wider Accenture business. And we now leverage advanced technologies like machine learning on core transactional processes such as journal reconciliations and providing self-service solutions with better experiences for business processes e.g. invoicing and sales booking. We're using predictive and generative AI to enhance forecasting and financial reporting, improve forecast accuracy and reduce cycle time. As Accenture's business continues to grow in scale and complexity, Finance plays an important role in our ability to consistently create shareholder value—which for us means growing faster than the market, driving sustainable margin expansion while investing at scale, and maintaining strong cashflow with consistent and disciplined capital allocation. And we'll continue to transform our Finance organization to meet tomorrow's demands—focusing on delivering value, developing talent and becoming even more effective advisors to the business. We have learned and achieved a lot in our journey and our experience of reinvention at scale is helping our clients transform their Finance organizations and their entire enterprise. © 2024 Accenture. All Rights Reserved.
=====================

UNICEF revamps fundraising for the future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/unicef-revamps-fundraising-future ----- Raising the bar for raising funds A single, seamless Salesforce solution Delivering for those in need MEET THE TEAM Current Country: United States CASE STUDY · UNICEF By managing all fundraising and campaigning through a single, seamless platform, UNICEF can do more for children in need around the world. 3-MINUTE READ Since its inception, The United Nations Children's Fund (UNICEF) has never strayed from its mission to transform children's lives. Now, thanks to a new fundraising and customer relationship management (CRM) platform, the organization is taking that mission to the next level. By partnering with Accenture to launch a not-for-profit platform powered by Salesforce, local UNICEF teams in Southeast Asia can create

better tactics and strategies that help improve supporter engagement. The solution also helps reduce risks through enhanced data privacy compliance and increases operational efficiencies through automation. In just a year, UNICEF teams across Thailand, Malaysia, Indonesia and the Philippines have successfully migrated contact information data for 1 million supporters to the new platform. UNICEF teamed up with Accenture to consolidate multiple systems around a centrally managed, Salesforce-powered CRM. This new platform integrates all supporter communications and fundraising into a single multi-channel solution including on- and offline activity, major-donor activation, advocacy and volunteer campaigns, trust and grant management, long-term legacy programs, and donations processing. Working on an accelerated timeline, the initiative launched in Thailand in March 2022, just six months after the program kicked off. Subsequent launches rolled out in Malaysia (December 2022), Indonesia (May 2023) and in the Philippines in November 2023. UNICEF's bespoke CRM solution is delivering: Faster response time to customer questions and concerns, and seamless payment billing and transactions, leading to an increase in engagement. Supporter data security is enhanced, and donation receipts and reports that used to get lost in the mail are now sent electronically. The new platform enables UNICEF to better leverage digital marketing channels and analyze which campaigns could be best replicated. Now, UNICEF has a solution that allows it to manage all fundraising and campaigning with an organization-wide view of its supporters and their preferences, with real-time data to track their performance. The entire process has been reinvented, with seamless transactions, payment billing connected to local banks, real-time insights and reports, and revamped marketing operations and donor services. All supporter queries and service requests are also integrated and tracked in Salesforce, regardless of how they reach out for assistance (through text, email or the call center, for example). Ultimately, and most significantly, the biggest beneficiaries of this transformation will be the children at the heart and soul of UNICEF's mission. Our unwavering collaboration with Accenture and shared passion for creating a better future enabled us to use technology in unprecedented ways in support of children's rights. Jose Alba / Private Fundraising and Partnerships, UNICEF Kinkini Roychoudhary Managing Director, Asia Pacific Lead – Accenture Development Partnerships Cahyoadi Tjondronegoro Delivery Lead – Song Israel Crisostomo SalesForce Data Engineering Lead – Advanced Technology Centers in the Philippines Chris Garcia Salesforce BA Lead – Advanced Technology Centers in the Philippines Jester Cabantog Salesforce Solution Architect – Advanced Technology Centers in the Philippines Evangeline Chan Marketing Cloud Developer – Song Francis Santos Sales Cloud Developer – Advanced Technology Centers in the Philippines Anna Capayas Salesforce Data Engineer and Quality Assurance – Advanced Technology Centers in the Philippines Aly Mercado SalesForce Quality Assurance – Advanced Technology Centers in the Philippines © 2024 Accenture. All Rights Reserved. =====================

Making our workplaces smarter

Our smart buildings initiative Extensive benefits A pathway to business transformation Current Country: United States CASE STUDY How technology is helping Accenture make its offices more sustainable, comfortable, and efficient 3-MINUTE READ As visitors enter the Accenture office building at Castellana 85 in the heart of Madrid's financial district, they often notice the open layout. Work areas, canteens, hallways, and stairwells are interconnected with artful lines, curves, living green walls, and other architectural elements, instilling a sense of comfort, inclusion, and collaboration. The building also has "smart" capabilities. It is aware of how many people are inside, informing adjustments in heating and cooling to optimize temperature and energy consumption. Digital signage shows real-time and predicted future occupancy in canteens, enabling people to choose the best time for a break based on their crowd preferences. Using data from indoor air quality sensors, building managers can make adjustments to maintain a healthy environment. Restroom door sensors count door swings, informing frequency of cleaning. These features are just the beginning of what the building can do. Castellana 85 is one of 20 pilot projects in Spain, Portugal, the UK, and the U.S. where Accenture is deploying, testing, and demonstrating and suite of smart building technologies in collaboration with several vendors. A smart building uses connected sensors, hardware, and software to gather and analyze data on various building attributes and parameters, directing data-driven actions to optimize the building's environment and operations. While the smart technologies vary somewhat across our pilots, sites share several characteristics. Sensors monitor air quality, occupancy, waste and recycling, and other aspects of building operations. A centralized software platform collects, integrates, and analyzes building data and sends alerts to our workplace teams, who contact building managers to adjust operational parameters. In the future, platforms will use machine learning to automate many adjustments. Our initiative is motivated by the many benefits of smart buildings: Last year, the pilots generated immediate cost savings. Now, we are extending their reach. A global rollout of smart building technologies is under development, with additional deployments planned at sites in Singapore, France, China, Australia, and India. We have also implemented predictive models that correlate different data streams to forecast CO_2 levels, temperatures, and occupancy, helping to further optimize operations. By making our buildings smarter across our real estate portfolio, we're cultivating more engaging, inspiring, and collaborative workplaces that can adapt to the changing needs of our people and our business. This sets the stage for greater innovation, new business models and—more broadly—business transformation.
======================

Accenture achieves high cyber security ratings

Call for change When tech meets human ingenuity A valuable difference Meet our lead Related capabilities Nathan Stein How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Much like a credit score that measures the creditworthiness of an individual, enterprises are rated today on their security posture by a host of cyber security risk rating companies that have come onto the market in recent years. These independent companies present themselves to organizations as third-party risk evaluators using their proprietary security rating solutions. They generally measure organizations either by scanning their networks or searching for emanations from an organization's network and measuring various items that produce a security rating. To augment periodic but more in-depth testing, these cyber security risk rating companies give a lighter but more frequent perspective on security posture. Now, Accenture leverages a broader view and scope of abnormalities that become visible on Accenture's network, an opportunity gained from the additional knowledge through what the cyber security rating companies report as key security issues to watch for and remediate. Getting to this point, however, required gaining an understanding of each cyber security rating company's methods of measurements and putting in place additional security hygiene practices. Accenture's Information Security group, charged with protecting the information of Accenture, its clients, its business partners and employees, worked through the learning curve of how the cyber security rating companies conduct their measurements. As a result, Information Security methodically matured and evolved an engineered process that put in place several regimes to identify, close and prevent security issues or potential issues on Accenture's network. Key regimes include: Establishing a system to track IP address ownership Large companies like Accenture own hundreds of thousands of public domains and IP addresses. Tracking who within the company owns which is no simple matter. In response, Information Security set up a team that focuses on identifying owners of every public domain, sub-domain and IP address registered with Accenture's name. Information Security industrialized this process, leading the team to monitor for new use or registration on a daily basis, confirming ownership is assigned appropriately. Enhancing scanning While Accenture already performs regular external vulnerability scanning, Information Security developed a custom solution for detecting additional items that are part of the cyber security risk rating companies' scope. The solution targeted specific application security findings that Accenture could tailor to its security standards. While some tools exist on the market none of them quite fit the need Accenture had. Raising visibility within the business The reporting scorecards measuring cyber security performance generated by the security rating providers are shared with the chief operating officers of Accenture's businesses on a weekly basis. This reporting enables Information Security to provide relevant remediation actions directly to Accenture teams by integrating the report findings into Accenture's

standard security compliance program. As the security rating companies have become established players in the cyber performance measurement market, so too has Accenture benefited from capitalizing on their services and successfully positioning itself. Today, Accenture is highly rated by all the major cyber security risk rating companies and outpaces its peers in ratings. This positioning differentiates Accenture in the realm of information security and enables Accenture to gain the confidence of its clients in this domain. Ranking high scores as validated by the cyber security benchmarking resources continue to drive Accenture to focus and sustain a more risk-resilient organization, especially given the acceleration Accenture is seeing within the threat landscape. Accenture's internal IT organization is at the forefront of innovation, providing the infrastructure and services that...

======================

Siemens

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/siemens-innovation ----- Challenge What Accenture did People and culture Value delivered Related capabilities Identify Design Combine Accenture Strategy Change management Industrials JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Empowering IT business partners improves innovation To keep up with the fast pace of technological change, Siemens adopted a new IT operating model. It created a new group within IT to focus on partnering with the business. The group aims to help improve business alignment, deliver end-to-end IT programs more reliably and foster innovation. Siemens collaborated with Accenture to equip the group's employees, called IT business partners, with the business-relevant qualities, skills and mindset necessary to influence and implement change, working hand-in hand with the business.   A development program is in place to train approximately 600 IT business partners globally over 24 months. The program uses a blended approach of innovative, engaging methods and learning formats to make a sustainable impact on skills and mindset throughout the group. Driving value through innovation, strategic thinking and reliable service Driving value through innovation, strategic thinking and reliable service With digitalization and the Industrial Internet of Things, a good business idea is not enough; companies need supporting technology that enables innovation. To stay one step ahead of the competition, Siemens Global Services IT changed its operating model, creating two organizations—one focused on IT service delivery and another on partnering with internal business customers. While the new structure would help increase proximity and relevance to the business, the business partner organization represented a sea change for technology employees. Siemens is collaborating with Accenture to help the IT business partners within the new group attain the professional skills and new mindset required to work effectively and efficiently with business colleagues to embed innovation throughout the company and create value. Accenture is teaming with Siemens IT business partners to help them develop the interpersonal and business skills required

to influence change and take end-to-end responsibility for IT projects and services. A new behavioral model and competency framework identified the key qualities to cultivate in business partners: trusted advisors, successful leaders, reliable business enablers and disruptive influencers/challengers. The team then designed a development program to train approximately 600 IT business partners globally over 24 months.   Highly qualified Accenture trainers are working closely with Siemens to tailor a blended approach of innovative methods, incorporating neuroscience research that met their needs and made the learning experience interactive, engaging and sustainable. Methods combine Social Styles© Tracom, design thinking, value proposition, storytelling, leading change, enabling powerful conversations, coaching and conflict management. Siemens added functional and technical topics to complement the big picture. Learning formats consist of self-assessments, face-to-face workshops, webinars, peer-group interaction and self-learning. the key qualities to cultivate in business partners. a development program to globally train. a blended approach of innovative methods and learning format. With consistent and responsive training tailored to Siemens' needs, IT business partners are gaining a better understanding of Siemens' business, their role, and what they can do to influence and help relevant changes that deliver results and achieve the company's business goals. Interpersonal and professional skills are helping them to be more versatile, overcome challenges, understand the business perspective, have powerful conversations with business leaders, manage stakeholders and help shape the business strategy. In addition to supporting the business strategy and innovation, the program is helping to reinforce IT business partners' end-to-end responsibility for IT services, focusing on efficiencies in the overall delivery model.   Siemens' IT business partners are now empowered to drive innovation working hand-in-hand with the business using new methodologies like Agile and Design Thinking to quickly prototype and test new ideas before investing in a formal project. All business partners can exchange experiences and lessons learned within their community to sustain the change. With their new skills and business-first mindset, IT business partners are helping Siemens be more innovative in an environment where fast-paced technological change is the new normal. Shaping our clients' future, combining deep business insight with technology. When businesses unlock the power of human potential, they access a new level of workforce transformation. Discover how we're helping industrial companies shift gears for growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

Journey to SAP S/4HANA®

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/journey-sap-s4hana ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Track 1: Rotating Accenture's Finance capability Track 2: Enhancing digital financial reporting and analytics Eli Lambert Carsten Poulsen Michalene Schechter How Accenture does IT Finance at Accenture Accenture + SAP JOIN US

Accenture historically ran its core financial processing on a single global instance of SAP Business Suite on Microsoft SQL in an on-premise data center. As Accenture has grown organically and inorganically by acquisitions, it needs to operate with more insight, agility, efficiency, and compliance across multiple, diverse business units. This means that both the business processes and IT capabilities must contend with a faster pace of change and growth—all driving the need to evolve Accenture's ERP to be ready for the future.   Accenture viewed a migration to SAP Business Suite on HANA as a key step on its digital road map—an opportunity to deliver value to the business and to ultimately enable a strong foundation for long-term performance and new capabilities via SAP S/4HANA. For these reasons, Accenture undertook a multi-phased program to implement SAP S/4HANA—an SAP S/4HANA 1610 brownfield conversion at scale and implementation of SAP Business Warehouse on HANA for analytics capabilities. Accenture has since upgraded to version 1809. In determining the implementation approach to SAP S/4HANA, there were two key options —"migrate" or "greenfield." Accenture chose to migrate considering its highly optimized existing platform and standardized business processes.   A program team with Accenture's internal IT and Finance professionals teamed with Accenture's SAP Business Group and SAP to drive the transformation program. They embarked on the journey along two parallel tracks: rotating Accenture's finance capability and enhancing digital financial reporting and analytics. The first track of the program consisted of a three-phased approach designed to minimize impact to the business while laying the foundation for future business needs.   Phase 1. Technical foundation: Move to SAP Business Suite on HANA Migrating from running SAP ECC 6.0 on Microsoft SQL Server to SAP Business Suite on HANA was a technical prerequisite for implementing SAP S/4HANA (Phase 2). Accenture's implementation took six months and set the foundation for the SAP S/4HANA upgrade to enable the transformation of Accenture's technology architecture and IT capabilities.   Phase 2. Functional and transformational foundation: Upgrade to SAP S/4HANA The second phase established the transformational technology foundation with the implementation of SAP S/4HANA 1610. As Accenture had already optimized its global financial processes and technical architecture, it chose a brownfield conversion (i.e., in-place upgrade and data migration), leveraging Accenture's SAP methodology.   The upgrade to version 1610 involved the following major steps: prototyping; enabling Accenture's economic model on SAP S/4HANA and aligning Accenture's design with SAP S/4HANA enhanced capabilities in treasury, fixed assets and cross-business process master data (customer, vendor, and business partner); scoping agile delivery into three sprints; performing a cutover of multiple technical and four production-like mock conversions; conducting extensive automated testing; developing training; supporting business readiness with an integrated change and communication plan across the impacted functions and systems; and developing service introduction for the cutover, stabilization, and steady-state operations.   Upgrade to SAP S/4HANA version 1809 Accenture's SAP strategy is to stay current with upgrades. This strategy has been pivotal to staying secure, maintaining compliance with the latest legal and regulatory changes, achieving timely resolution of production incidents, providing enhanced scalability and performance to address growth, and

enabling the ability to leverage the newest digital capabilities on the platform. These business drivers made the case for Accenture to perform an upgrade from SAP S/4HANA version 1610 to version 1809. Phase 3. Continued finance technology transformation: Further technical capability transformation to meet new business needs Accenture is currently evaluating business needs and leveraging SAP S/4HANA functionalities to drive further value to the business. This value includes a more flexible and agile platform to support diverse businesses, enhancing intelligent, real-time digital financial reporting, insights and analytics, and the ability to leverage future SAP capabilities. In parallel to Track 1, Accenture enhanced its digital financial reporting and analytics on two fronts: a migration of Accenture's SAP Business Warehouse on Microsoft SQL to SAP HANA in Microsoft Azure and enablement of a new treasury and accounts receivables analytics data mart on HANA. The objective of the new analytics data mart was to benefit from new HANA live data access and advanced analytic capabilities in the finance domain. Building on the success and stability of the previous SAP BW on SAP HANA move to Microsoft Azure, Accenture leadership had the confidence to move the company's most business-critical platform, SAP S/4HANA, to the Microsoft Azure cloud. Accenture moved SAP S/4HANA along with two critical supporting functions, SAP Portal and archiving, to Microsoft Azure. With this move, Accenture became among the first enterprises to run its production SAP S/4HANA® system on Microsoft Azure's next-generation virtualized architecture at scale. With SAP S/4HANA, Accenture global IT gains a new experience of working with a platform that stays current and is connected with an ecosystem of services that continually evolves. This approach enables our global IT teams to select and try out various services and adopt those that address Accenture's business needs. The platform has changed how Accenture engages with technology in that it is more dynamic and offers ongoing opportunities to select new services to enhance how IT teams meet the needs of business teams. Business teams in turn receive new solutions that improve the way they work, often by gaining better insights for making business decisions. The SAP S/4HANA cutover to version 1610 executed to a 99.95 percent precision rate, with good performance and without impacting Accenture's business. Since then, the SAP S/4HANA upgrade to version 1809 positions Accenture to continue to get the most from its IT investments. Accenture is experiencing as well as anticipating numerous benefits to develop over time: Enhanced ability to support evolving, diverse businesses Intelligent, real-time finance reporting and analytics Ability to leverage future leading-edge SAP capabilities More flexible and agile platform Our global IT organization is driving technology-powered business transformation across Accenture. Reimagining finance to drive further value for Accenture, our clients and our people. Accenture offers SAP services & solutions to unlock the value of your SAP application portfolio with the... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Shifting into high gear with Adobe

Call for change When tech meets human ingenuity A valuable difference Related capabilities Intelligent Platform Services Adobe Automotive JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Automotive customers' needs and expectations have changed a lot over the past decade. They want to shop on their terms, when and how it suits them. They want customized offers and personalized experiences. And, above all, they want seamless interactions across various sales and marketing channels. In this environment, the look, feel and functionality of an original equipment manufacturer's website is more important than ever. It is quite often the first stop customers make on their car-buying journey. It is, therefore, a critical marketing tool and lead generator. The client recognized the opportunity to better serve its customers and ultimately boost sales by redesigning its website. With a legacy site that was nearly 10 years old, it was time to upgrade the company's ability to engage customers in a meaningful and intuitive way, while being fully optimized for shoppers using mobile devices. Customers weren't the only ones who would benefit from a new website. The company's creative agency, which was responsible for keeping the website fresh and up to date, needed a solution that would enable them to make quick changes to site content and functionality. The old system required the involvement of the IT department to make changes—adding time, cost and complexity to the process. In addition, desktop and mobile websites relied on two distinct code bases, meaning site updates always needed to be made twice for both environments. The client opted to build its new US digital presence using Adobe Experience Manager, a leading platform that combines digital asset management with the power of a content management system. Accenture, a long-standing Adobe alliance partner, worked with the creative agency, as well as the automotive company's interactive marketing team and IT department to reimagine the digital experience for their customers. The team began by developing several creative concepts, each coupled with an assessment of the technology needed to bring it to life. The winning concept organized site content and digital assets in a way that gave shoppers more transparency and clarity into vehicles, features, styles, pricing and offers. Website visitors can compare the company's entire lineup of vehicles, filter their selections on a host of factors, review offers in their areas, and even find their tailored vehicle at a nearby dealership. When it came to building the new Adobe-powered website, the team designed the user experience, architected the wireframes and web templates, loaded the content, and integrated the new platform with a number of back-end and third-party systems that would enable their creative agency to add new content and assets and make quick updates on the fly. Importantly, Accenture also introduced analytics and worked with the client to identify the metrics, data and insights to be tracked moving forward. Throughout the project, the team adopted a hybrid-agile approach—meaning much of the development and implementation effort was delivered in four-week sprints. The project culminated in a flawless transition from the old site to the new. Using Adobe Experience Manager as the platform, the company's redesigned website provides

visitors a more engaging, intuitive and relevant experience. Online shoppers can quickly find car options, customize a vehicle to their specifications, and even locate local inventories of their desired cars—from their desktops or mobile devices. Enhanced site search and product filters, conformance with ADA accessibility standards, and integration with automated translation services offer shoppers a new kind of car-shopping experience. At the time of the website's launch, a J.D. Power U.S. Manufacturer Website Evaluation Study found that the site outperformed the mass-market average on nearly every factor. Using Adobe Experience Manager as the platform, the redesigned website provides visitors a more engaging, intuitive and relevant experience. Online shoppers can quickly find car options, customize a vehicle to their specifications, and even locate local inventories of their desired cars—from their desktops or mobile devices. Enhanced site search and product filters, conformance with ADA accessibility standards, and integration with automated translation services offer shoppers a new kind of car-shopping experience. For the company, the new site saves time and money by eliminating the burden of having to use two different code bases for desktop and mobile channel configurations. Their creative agency no longer needs to involve the IT department in changes or updates. The agency can handle those tasks quickly and even add new content and digital assets without worry, thanks to the Adobe Content Manager's ease of use and scalability. Immediately after the site was rolled out, the client saw a 10 to 15 percent increase in high-value actions, such as shoppers viewing inventory or requesting quotes. This is particularly noteworthy because the site went live just before the COVID-19 pandemic forced many dealerships to close or adjust their customer service operations. The website provided a fresh, appealing and safe alternative for car shopping—and a new channel of growth in the United States. Transform your business into an intelligent enterprise with solutions from SAP, Oracle, Microsoft... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Finding a formula for success in Azure Cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/dupont-azure-cloud ----- Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Accessibility Transformation Vendor support Transitional and run & maintain support Alignment with a 'like-to-like' migration approach Cross layer integration Agricultural excellence in Azure cloud at Corteva Dixit Patel Derek Ong Robert Jones Cloud services Microsoft Business Group Future-ready applications JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA After the separation of global chemical giant DowDuPont into three independent entities—Corteva, Dow and DuPont—DuPont quickly needed to establish its own independent IT systems. Key components of this effort were DuPont's laboratory information management system (LIMS) and Focus EMI® solution, both of which had to be migrated

to DuPont's Microsoft Azure Cloud and integrated with an ecosystem of related systems. Achieving this objective presented some challenges. While DuPont and Accenture wanted to begin by moving the company's existing on-premise SampleManager LIMS (SM LIMS) to DuPont's Microsoft Azure Cloud platform, this solution had never before been tested and validated on Azure. In addition, the effort would be complex, involving the integration of various systems, security provisioning, performance testing, cross domain integration (DuPont and Dow) and numerous sites. DuPont, Accenture and Avanade—a joint venture between Accenture and Microsoft—began by running the SM LIMS solution on DuPont's on-premise and cloud platforms to enable it to deliver the same performance in both environments. This exercise confirmed that cross-functional/cross-level integration was not adversely impacted, and that connectivity and data flow was actually faster and persistent in the Azure network. Once the core LIMS system was migrated to (and operating on) DuPont's Azure Cloud platform, the DuPont-Accenture team then integrated the platform with a variety of DuPont systems, including 10 related laboratory systems used in 70 DuPont plants by approximately 2,000 users. They also implemented Northwest Analytics' Focus EMI® analytics dashboard solution on Azure and integrated it with DuPont's AspenTech IP.21 process historian. This function stores production data and various business and manufacturing systems that also run on Azure, without sacrificing any security or performance. Accenture worked with DuPont stakeholders to enable the migration to focus on the needs of the business and let DuPont take full advantage of the system. Accenture provided focused training sessions that would help the DuPont team succeed after the project's conclusion and developed guideline documents to help align end users with the migration. In addition, as DuPont was shifting more first-level support away from central IT to business users, Accenture conducted training and knowledge-transfer sessions to help those users handle more IT issues on their own. Accenture played a pivotal role in the end-to-end (DowDuPont) migration, as well as setting up DuPont as a leading specialty chemicals company. As an independent entity, DuPont will have laboratory systems with a state-of-the-art Azure Cloud platform that provides extensive scalability, elasticity and security and adheres to strict IT standards. In addition, DuPont will benefit from: Systems that are accessible from any part of a DuPont plant. Code updates to manage applications seamlessly. Licenses and level four annual support. Facilitation of knowledge transfer workshops with DuPont's run & maintain team and site SMEs. Retention of all key business processes to ensure DuPont's user experience will be enhanced beyond that of the Dow environment. Seamless integration between Azure LIMS & ecosystem applications enabling transparency through data exchange protocols & role-based security. The SM LIMS system in Azure was integrated with SAP (also hosted in Azure) and the AspenTech IP.21 data historian while conforming to all security and performance standards. With the Focus EMI® solution, DuPont can maintain quality levels in production, with automated alerts helping to minimize management oversight. The company can also identify trends more accurately and respond quickly to problems—and even uncover and address potential issues proactively. This effort is also helping DuPont control IT costs. With LIMS and Focus EMI® running on the cloud, the company has eliminated significant capital expenses for hardware infrastructure. The cloud-based approach provides the agility and scalability needed for the

future, making it simpler to bring LIMS to new sites and support DuPont's growth. With Accenture's help, DuPont has successfully put in place the critical manufacturing systems that will allow it to operate with greater efficiency while continuing to serve both its business and its customers well into the future. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

Haleon launches as a global leader in consumer health

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consumer-goods-services/haleon-launches-global-leader-consumer-health ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY 4-MINUTE READ Haleon became one of the largest independent consumer health businesses in the world. Find out how Accenture helped to make the separation and the move to cloud successful. The journey for Haleon started back in 2019 as a new consumer health joint venture between two pharmaceutical companies, bringing together the portfolios of trusted consumer health brands to be a leader across many categories, including Oral Health, Pain Relief, Respiratory, Vitamins, Minerals and Supplements, Digestive Health and Other. At the time of the joint venture, the stated intention was to demerge and list the new consumer health company on the UK equity market, within three years. Demergers can help large companies clarify the value of their underlying business units and separation can boost speed, efficiency and value for both the former company and the newly formed spin-off. Like many demergers at scale, achieving this for Haleon was no easy process. In many M&A situations, technology presents the biggest challenge and opportunity. For Haleon, hundreds of systems that made up the overall technology estate needed to be formally separated, so that the new standalone consumer health company would be able to operate independently. This also offered an opportunity for Haleon to pivot to the cloud, boosting efficiency and setting up the company for future growth. Accenture worked with the company that would become Haleon and an ecosystem of partners from strategy to execution to enable the separation against a very tight timeline. To be successful, this needed to be a highly compressed transformation. Unlike a brand-new deployment of technology, the separation had layers of complexity, involving hundreds of systems, with numerous suppliers and contracts. The SAP environment alone was over 40 Terabytes, one of the largest in the industry. The process of migrating, cloning and purging that in four short days had never been done before. Making the whole process more pressure-filled, there was a single opportunity on the horizon to execute the separation: over the four-day Easter holiday weekend. Over that bank holiday weekend, the team would undertake multiple simultaneous procedures to transfer the technical ecosystem to the new environment—including all critical manufacturing and financial processes. After that, Haleon would be standing on its own. Working shoulder to shoulder, the

team included future Haleon employees and strategic partners blended seamlessly to operate as one integrated unit. Over the weekend, everything went without a hitch, on time. Finally, as part of the overall separation strategy, Accenture helped Haleon to pivot to the cloud. Infrastructure migration was a key workstream, as part of the separation, as it positioned Haleon to hit the ground running with a modern technology estate from day one. Accenture was a major partner in this and someone that we relied on to help us see the way forward, because we had never done anything like this, so we had to stand on the shoulders of giants. Amy Landucci / Chief Digital & Technology Officer, Haleon In July 2022, Haleon was listed on the London Stock Exchange, its largest listing in over a decade, as well as on the New York Stock Exchange. Haleon then became one of the largest independent consumer health businesses in the world. "I needed to rely on people that I could trust" said Amy Landucci, Chief Digital & Technology Officer at Haleon, of the collaboration with Accenture. Post-demerger, some of the world's leading consumer health brands—such as Sensodyne, Centrum, Theraflu, Panadol and Voltaren—found a new home within a more focused independent company. Also, by pivoting 100% to the cloud, Haleon is set up for success by ensuring it has an entirely modern foundation for its technology estate. For more information, please contact Liza Jordan. If you have a group of individuals that stop acting as individuals and act as one team, there is nothing that can't be achieved. Liza Jordan / Global Client Account Lead, Accenture
=======================

Ascendi transforms toll operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/ascendi-tolling ----- Leading the way in smart tolling with digital innovation Taking all-electronic tolling from concept to reality Enhancing customer satisfaction en route to digitalization Current Country: United States CASE STUDY Accenture Tolling Solution drives 20+ years of transportation service for Ascendi 3-MINUTE READ Ascendi, a roadway services and asset management company, has been recognized as one of the leading transportation solutions providers for more than 20 years. A keen understanding of customers' evolving needs, intelligent solutions and a commitment to excellence in service delivery have been key to its success. Ascendi controls large majority stakes in six major roadway systems throughout Portugal. Today, it operates one of the world's largest all-electronic tolling systems, supporting nine toll collection operations across 869 kilometers of roadway. Accenture has played a key role in Ascendi's digital transformation. A keen understanding of customers' evolving needs, intelligent solutions, the SAP® software-based Accenture Tolling Solution and a commitment to excellence in service delivery have shaped Ascendi's success. In 2008, legislation made it necessary for Ascendi to transform many of its shadow toll operations into true toll operations. The company wanted minimal infrastructure disruption and building trust and ensuring user satisfaction were top concerns. The most technically viable option was an all-electronic tolling model. Ascendi wanted technology that was accurate, reliable and flexible. It chose Accenture to implement and

maintain the new tolling model—using the SAP® software-based Accenture Tolling Solution. The tolling back-office system was implemented in just 16 months. As part of Ascendi's digital transformation plan, the company upgraded its back office to the newest version of the Accenture Tolling Solution based on SAP Billing, Revenue & Innovation Management. Minimal infrastructure disruption, building trust and ensuring user satisfaction. The SAP®-based Accenture Tolling Solution is an all-electronic tolling model—it is accurate, reliable, flexible. Prepares the way for intelligent automation, new services and business models that meet the needs of modern roadway users. Accenture's commercial off-the-shelf software has helped prepare the way for services and business models that meet the demands of a modern digital roadway user. The upgrade offered a number of benefits and capabilities. It's helped improve process automation and create insightful customer relationship management tools and new self-service features. In 2021 alone, Ascendi achieved 93% first contact resolution at the contact center. It handled more than 300,000 customer contacts, 5 million violation transactions and 3 million violation notices. The complaint rate for violation notices was lower than 2% and the call center customer satisfaction level was high. Accenture's commercial off-the-shelf software has helped drive Ascendi's success, opening the way for intelligent automation, new customer services and business models that meet the demands of a modern digital roadway user. © 2024 Accenture. All Rights Reserved.
=======================

Vitesco Technologies unlocks the power of the metaverse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/vitesco-technologies-metaverse-solutions ----- Manufacturing innovation in the cloud Virtual environments, genuine business solutions Full speed ahead in the metaverse Current Country: United States CASE STUDY VITESCO TECHNOLOGIES The metaverse platform helps an automotive supplier improve efficiency and sustainability 3-minute read You enter Vitesco Technologies' production facilities in Foix, France. You pass through a few doors and security checks and stand in front of one of the company's production lines. The line is running smoothly; the monitors show the latest performance data, but something is odd. There is no noise. Suddenly, you hear someone. People appear next to the production line. You recognize colleagues from Mexico, Germany and Shanghai. Welcome to Vitesco Technologies' metaverse platform. Without the necessity of business travel, colleagues at Vitesco Technologies, a German-based automotive supplier of powertrains, can collaborate in real time on digital twins and representations of company assets. The company's decision to implement a global standardized metaverse platform pays into its Direction 2030 strategy. Introducing the metaverse to its business processes, it can foster business excellence by reducing time to market, improve sustainability and strengthen employees' engagement through an immersive environment that fosters collaboration and connection across the globe. Our metaverse platform enables us to rapidly onboard emerging metaverse use cases

across the entire organization. I am convinced that the platform will further advance our digitalization initiatives. Christoph Schmid / Head of IT Infrastructure, Vitesco Technologies From factories in southern France to multiple global regions, an immersive, unique environment of efficiency and transparency appears via digital twins of active factory production lines. In those virtual representations, data is revealed, and operations are monitored and evaluated in real-time. It is a whole new world. Working with Accenture on metaverse experiences, Vitesco Technologies' digital twin technology provides accurate depictions of operations, supply chain and product flow. Company leaders can set and achieve key performance indicators (KPIs) in real-time. No need to fly employees back and forth to multiple factory locations for quality control — wasting time and money with production delays and taxing the environment with unnecessary travel. Important to key stakeholders' future investments, the metaverse solution promotes sustainability while providing detailed transparency into the production at each facility. We aim to reduce new lines' ramp up times by training local colleagues in the metaverse before the line is assembled onsite. Our platform will also enable us to monitor and improve our production lines' performance. Julien Cazor / Head of Production System & Manufacturing Excellence, Vitesco Technologies The platform contains modules from the Accenture Metaverse Framework (AMF). By virtualizing industrial systems with improved data-insight and visualization, the company can realize operational benefits, supply chain advantages, optimized delivery and streamlined manufacturing processes. Increased economic efficiency and the goal of achieving zero-defect production quality add to the benefits of a virtual environment. Clients in the automotive industry, including major players in the electronic vehicle space, are aligning with like-minded innovators in the business-to-business market. As Vitesco Technologies provides solutions to its business partners, its metaverse welcomes new opportunities for business engagement. The company aims to expand its reach with a goal of showcasing various scenarios on the metaverse platform for commerce and collaboration, such as virtual convention spaces. The industrial metaverse is a consequent next step on our journey toward the factory of the future. It will combine all data we collect from the shopfloor and enable new ways of collaboration and simulation. Jürgen Broda / Head of IT Manufacturing Applications, Vitesco Technologies While the focus on innovation provides business demand, it also sparks reskilling of Vitesco Technologies' workforce. Employees can socialize and work with one another in a virtual environment that enhances collaboration. By attracting new talent and developing existing talent with knowledge of ground-breaking technologies, the company strengthens its position as an innovative industry leader ready to drive change into the future. With bold ingenuity, the pioneer in powertrain electrification bursts forth like a speedboat zooming toward an innovative future in the metaverse. Vitesco Technologies aims to drive change exclusively in the cloud, relying on boldness and innovation to stay competitive in managing and marketing to business clients. Bringing speed-to-market for automotive products, recognizing and meeting demand with greater cost savings and operational efficiency. The company plans to use the metaverse to grow business, reskill the workforce, and raise its reputation and competitive presence. =====================

IKEA U.S. takes equity, diversity and inclusion to the next level

Call for change When tech meets human ingenuity A valuable difference A responsibility to build a better society Improving maturity in ED&I A roadmap for greater equality Current Country: United States Case study Furniture retailer builds ambitious new strategies into its business plan. 5-MINUTE READ For many years, the world's largest furniture retailer, IKEA, has prioritized efforts to promote equity, diversity and inclusion (ED&I). For example, the company has partnered with social entrepreneurs, creating thousands of jobs for under-represented groups around the world, including a project with Syrian refugees to develop textile products for sale in IKEA stores. Additionally, through employee development and human resources programs across the globe, IKEA has successfully increased the percentage of women in leadership positions, reaching 50% in 2020. Even with its existing achievements in ED&I, IKEA wanted to do more. IKEA U.S. asked Accenture to help assess its current state of ED&I, define an ED&I vision, and develop a comprehensive plan to accelerate gains in this area. The aim was to implement an effective approach that the company could replicate in other countries. IKEA U.S. was particularly interested in setting and pursuing race and ethnicity goals as well as increasing the diversity of its leadership. With increasing inequality due to climate change and other global challenges, we recognized that we have a responsibility to help build a society that provides equal opportunities for all. STEPHANI "STEVIE" LEWIS / Chief Diversity Officer, IKEA U.S. We used our maturity model to characterize the current state of ED&I at IKEA U.S. This model measures the extent to which ED&I is embedded in a company in specific areas and identifies opportunities for improvement. The team inputted the results of several activities into the model: Using the model's results and additional research on ED&I at eight other retailers, Accenture compared the ED&I maturity of IKEA U.S. with that group. We also compared human resources data for IKEA U.S. employees with U.S. Census data in various geographic areas, revealing the diversity gap between IKEA and local Census populations. We presented the results from our maturity assessment in a facilitated workshop with the IKEA U.S. ED&I staff and leadership team. The participants translated the results into a vision to guide action and several ED&I strategies, such as increasing underrepresented groups at all levels of the organization. They also developed 30 recommendations to be integrated into the 2023 business plan for IKEA U.S., such as determining ED&I performance indicators. Since Accenture completed the project, the ED&I team has asked leaders at each U.S. store to implement ED&I initiatives that support the new vision and strategies while serving specific store needs. These include an Equity Council, an accountability group led by CEO Javier Quiñones, and a pilot program to support diverse talent with leadership training and mentorship. IKEA U.S. has also built a dashboard that tracks ED&I indicators at stores, allowing for progress reports to be shared with executives. "We now have the data and the tools to take ED&I to the next

level," said Lewis. © 2024 Accenture. All Rights Reserved.
=====================

Zero trust strategy: Cloud security by design

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/cloud-security ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY The benefits of a security-first approach to cloud. 5-MINUTE READ As we have seen in the last 18 months, cloud opens the door to organizational agility on an unprecedented scale. But security is essential to take advantage of cloud's potential. Accenture, with our size, scale and complexity, has experienced first-hand the power of cloud security. Six years ago, Accenture initiated the move into the cloud. While our recent research has identified that security and compliance risk is seen as one of top two pain points of cloud adoption, we were clear from the outset that cloud security would be a critical component to supporting our business needs. Moving from on-premise infrastructure where we had complete control, to collaborating in the cloud with vendors and needing to rely on their technology and environment was a big shift. Infrastructure and new service capabilities in the cloud are different; we couldn't simply translate what we had on-premise directly into the cloud. We needed to reimagine the approach to implementing our security model to harness the capabilities of cloud native solutions. We evolved core security guiding principles to meet the requirements of operating in the cloud. We redefined our security rules to flex around the updated cloud-based infrastructure. When we look at our security approach we think beyond just infrastructure to an application, data and code level as well. Today, Accenture IT infrastructure runs in the hybrid cloud and is costing significantly less than our legacy delivery models. Our strategy was to be secure from the start, reframing our security in terms of cloud capabilities, which has helped us to see how our cloud solutions can support every element of security needed within the business. Early on in our cloud continuum journey, we recognized the need to evolve our security practices to accommodate our core security values for the cloud. We wanted to be powered by software-defined, securing our application and infrastructure code from the start. We infused analytics that were behavior-driven, using automated artificial intelligence (AI) behavioral analytics to identify anomalies faster and with more accuracy when working across our cloud platforms. It was important to us to be cloud agnostic, fit for a multi-cloud environment, so that the security framework and principles apply to any cloud vendor with auditability. What's more we embedded robust defense, relying on multiple layers of security at varying depths: cloud, network, access, data and endpoints. We centered our strategy on a zero-trust approach, protecting every aspect of the cloud security journey by treating everything as untrusted. With the focus on zero trust, we followed an identity-centric approach, basing all access on identity where every request is explicitly verified. Five core functions contributed to a successful cloud security journey: We shared responsibilities. As we increased our

software as-a-service (SaaS) and platform as-a-service (PaaS) consumption in the cloud, we focused on and trusted in a shared responsibility model with our cloud vendors. By sharing the responsibility with our hyperscalers instead of owning the responsibility, we become inherently more secure. Our partnerships with Microsoft, Amazon and Google cloud services took advantage of their maturity in the market, their wide security certifications, and the fact that they value security as much as we do. We sought out cloud-based solutions. Cloud providers are investing heavily in their innovation offerings and security. By using cloud native and cloud-based policies, controls, processes and technologies we were able to tap into an inherent agility and scale when it came to supporting our own cloud security. We enabled compliance. Partnering with our providers, our cloud security strategy anchors to industry-recognized standards and continuously adapts to enterprise business needs. We adhere to industry defined policies, using alerts, following the zero-trust principle and managing security through code to maintain compliance. This ensures our services, users, workloads and data are secure on day zero and stay protected from the ever-changing threat landscape as well as auditable for third-party validation. We increased visibility. We took a multi-layered approach, enhancing security through cloud vendors' technology and advanced threat detection solutions. We gained visibility not only for our own actionable management, but also external auditability. We baked in trust. We believe identity is the new firewall. Our identity-centric approach means we have adopted a zero-trust strategy in which we embed proper and continuous identity validation. Trust is now fundamentally going to be driven by identity and role. We have taken a comprehensive view across the various components of operating in the cloud to create a truly holistic cloud security strategy. As we implement this transformational approach to security across a multi-cloud infrastructure, we can continue to enforce highly effective security policies, resources and services. Here are some of our lessons learned around effective cloud security: Going forward, to secure and manage access controls across a multi-cloud environment, we have our sights set on cross-platform alignment so that all identities align across all platforms and vendors. Using data as the key driver, our cloud security will continue to be comprehensive as our cloud capabilities grow across platforms. And we want to discover new solutions and augment our security with AI for threat detection and machine learning to remediate our code to prevent potential vulnerabilities. This combined with our Prevent, Protect, Detect, and Recover strategy can strengthen our zero-trust imperative. 1.3K internal cloud applications being accessed by 624,000 employees. 1B+ events our security analytics tools evaluate per day from our cloud providers. 91% native cloud security controls with automated prevention. Don Galzarano Managing Director – Global IT, Enterprise Technology, Intelligent Cloud & Networks Simon Gooch Managing Director – Global IT, Enterprise Technology, Security © 2024 Accenture. All Rights Reserved. =====================

Uber takes the wheel to transform the advertising industry

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ software-platforms/uber-new-era-advertising ----- Uber's convenience, now for advertisers: A $1 billion success story A simple approach for a complex environment A new roadmap Current Country: United States CASE STUDY Uber The road to building a groundbreaking, multi-billion-dollar ad platform 3-MINUTE READ Since its founding, Uber has revolutionized industries by making experiences simple, intuitive, and personalized and by removing friction from the customer journey. In keeping with their customer-centric focus, Uber set out to deliver even more personalized experiences by revolutionizing another industry: advertising. With 156 million monthly active users, Uber uses its global insights to create a hyper-personalized ad platform that connects advertisers the right consumers in the moments that matter. Picture this: you're arriving at work on an Uber trip when an ad gives you a discount for your go-to coffee shop next door. Or on your Uber ride home, an ad reminds you that your favorite TV show has a new season coming out next week. (Better buy some popcorn.) That's the innovation Uber is bringing to advertisers. Since launching a new Uber advertising division in 2022, the platform has already surpassed an impressive US$1 billion in annual revenue run rate. But Uber's rapid expansion wasn't all smooth riding. The ads business was established quickly and had to move rapidly to meet its goals. This quick expansion and growth saw some employees hindered by manual processes, and teams struggled to keep up with the pace and volume of demand from advertisers. That's why Uber partnered with Accenture to unify its disparate processes and smooth out the barriers that were slowing them down. 70% increase in speed of Uber's ad sales process $1 billion amount earned in ad sales in 2.5 years 100+ processes moved and modernized in the cloud 75+ custom dashboards created to give teams visibility into operations Uber and Accenture started by defining a new end-to-end ad sales process globally. Then, as part of a book-to-bill program, a digital solution was built on Salesforce Media Cloud, centralizing Uber's ad sales operations and consolidating its customer data into one system. The team then integrated other third-party tools into Media Cloud, eliminating the need to juggle multiple tools to do straightforward tasks. Next, Uber onboarded global sales groups into Media Cloud, moved and modernized over 100 processes in the cloud, and created over 75 custom dashboards to give teams visibility into operations. To facilitate these changes, the team devised and delivered training and upskilling programs for Uber's sales teams. At Uber, customer experience is everything. That focus has been key as we've worked with Accenture to accelerate our growth by building the self-serve ad platform of tomorrow. Sach Malik / Director, Central Ad Operations, Uber Advertising By managing ad sales end-to-end through a single platform, Uber now saves time and increases efficiency, helping teams focus on business strategy and selling. And the gridlock of manually kept spreadsheets and decentralized systems? They're in the rear-view mirror. Uber is now intaking advertising demand 50% faster and the speed of their end-to-end ad sales process has increased by nearly 70%. This is just the beginning of our journey together. Going

forward, Uber will continue to expand Media Cloud's scale while increasing gen AI integrations, including helping advertisers manage their campaigns and automating campaign optimization. These advancements are creating the world's easiest-to-use, self-serve ad platform—and making advertising as simple as getting a ride via the Uber app. Discover how Accenture is reinventing ad sales and marketing with strategy and activation plans that boost revenues, click here. © 2024 Accenture. All Rights Reserved.

=====================

Reinventing operations to trigger growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/reinventing-banking-operations ----- Challenge What Accenture did People and culture Value delivered SynOps: The catalyst for innovation Related capabilities Managed service model Global productivity hub Process tracking system Automation and digital tools Banking BPS Banking Business process services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A leading European bank faced a global banking environment rife with complications–profitability pressures, fluctuating regulatory conditions, new business models, changing customer expectations–to name a few. To combat these challenges, the bank knew it urgently needed to reimagine its core banking services, including master data, bank account management and succession. As part of this transformation, the bank also wanted to upgrade its regulatory, legal, business analysis and compliance measures. The solution: an innovative, agile operating model that could boost productivity, service quality and at the same time lower operational risks and costs. The bank teamed with Accenture to move to an intelligent operating model powered by data, technology, and talent. This new digital model enables reliable, cost-effective and high-quality services across the bank's functions. Accenture collaborated with the bank to establish a streamlined, efficient governance model that monitors, modifies and improves processes over time. Accenture collaborated with the bank to establish a streamlined, efficient governance model that monitors, modifies and improves processes over time. By adopting intelligent technologies and upskilling its team, the bank shifted the focus of the workforce away from time-consuming, repetitive transactional tasks. With an intelligent operating model in place, banking professionals can take on more value-added activities and create new relevant roles. These new roles provide fresh opportunities to learn in-demand skills and to embrace more efficient and innovative ways of working. Equipped with predictive insights and next-generation knowledge and tools, the talented team members are better positioned to make more informed, data-driven decisions faster—ultimately in ways that ensure business sustainability. Employees in different functions now understand and realize the value each individual function brings to the table and more effectively collaborate to achieve organizational goals. The bank has transformed its operational performance, end-to-end—reducing its compliance risk and decreasing costs in cash management and in

procurement categories. Specifically, the bank has: 20-30% Cut operational losses due to data entry errors, incorrect payments, incorrect conformity check to zero, and reduced total cost of operations by 20-30%—ensuring business sustainability. 98% Made sure 98% of processes use advanced key performance indicators (KPIs) and analytics—improving service speed and quality and increasing visibility into banking operations process performance. 30% Increased the conformity collateral rate by 30% in the area of credit risk–improving due diligence, recovery percentages and decreasing non-performing assets (NPAs). 100% Completed anti-money laundering (AML) legal investigations 100% on time—providing essential support and relevant documents to fiscal authorities. Going forward, Accenture is working with the bank to complete its digital evolution. In this next phase, the combined team is building a strategic roadmap that will use SynOps—a platform that accelerates the journey to a digital operating model —orchestrating and monitoring the optimal combination of human + machine talent, powered by data driven insights, to transform and strengthen banking operations and business sustainability. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Nurturing Nikkei's future talent

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/nurturing-nikkeis-future-talent ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Workday Intelligent Platform Services Talent & organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Transforming the newspaper business for tomorrow After 145 years in the newspaper business, Nikkei Inc. is being impacted by intense competition, new media formats, and a generation of young people losing interest in newspapers. As a result, the company is revamping its products and business operations, while also changing Nikkei's very structure and employee mindset. To support that new strategy, Nikkei created a company-wide Digital Transformation Committee made up of corporate, HR, and IT teams. The committee decided to focus on HR first, and introduce an advanced personnel system so managers can use data analytics to make talent decisions. Nikkei chose to implement new IT infrastructure to underpin that transformation. "This is a watershed moment for Nikkei's continued growth. The reform of HR management, including the job-based personnel system, is a concrete step in the right direction." Driving HR with data Nikkei's HR department aimed to redefine the organization's mission, review manager positions, simplify the chain of command, and reform HR management. Central to this evolution was the introduction of an advanced HR system, initially for managers. The solution would need to seamlessly integrate Nikkei's various systems in order to efficiently collect and analyze HR data to improve management decision-making. Workday Human Capital Management (HCM) was chosen for the job, and Nikkei selected Accenture as its implementation partner because of our expertise in HR consulting, organizational management, and Workday implementations. Accenture's

team had already worked on Workday HCM implementations in Japan and could advise on local labor laws and the best ways to use the solution at Nikkei. Promoting company-wide penetration Workday HCM, along with the HR component for managers, was implemented in April 2021 and Nikkei is already seeing the benefits. HR now uses training data to match workers with the best programs to boost their skills or gain relevant new ones. The HCM software provides a forum for workers to share tips related to internal training—data that Nikkei will use to inform new offerings. Topics users have clicked on most frequently will be used to provide personalized recommendations. Nikkei and Accenture plan to expand the solution's functionality further, extending adoption to all employees and integrating skills and project data. Nikkei is now ready to develop a new generation of talent. =====================

Revolutionizing a hybrid campus experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/revolutionizing-campus-experience-post-covid-19 ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Samantha Fisher Tim Rogers Rocio Lopez Higher education JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As soon as it became clear that a traditional college experience in the fall of 2020 would not be feasible due to the COVID-19 pandemic, Northeastern University (Northeastern) began preparing for a return to school that would provide students with a safe and flexible learning environment that also fosters human connection and supports high quality education. The plan included everything from launching an on-campus testing center to de-densifying classrooms and dorms. Two key elements of this return were the introduction of their hybrid "NUflex" learning model and the launch of the Student Hub. In order to maintain a sense of community to keep students enrolled, Northeastern created an innovative student experience that kept students socially and academically engaged in whatever learning format they felt comfortable. Drawing from Accenture's expertise in digital design, as well as their partnership with Northeastern, the team successfully developed and deployed several digital tools within a matter of weeks to allow around 30,000 students to safely return to campus. The primary tool is the Student Hub, a portal that serves as the students' home base for key class information, applications, resources and community engagement. It helps students navigate and keep track of their busy lives using a variety of Microsoft products - including features like: The other tools include the COVID-19 Scheduler, which students use to manage required testing appointments and schedule their vaccines. And finally, the Dynamic Class Scheduler on the Student Hub used to submit weekly preferences for attending class in-person or remotely. The tool then assigns available seats to students who want to physically attend class and provides Northeastern

faculty with a roster of who has been cleared to attend. Together, these three tools: the Student Hub, the Covid-19 Scheduler and the Dynamic Class Scheduler deliver integrated insights, notifications and university content to enable the NUFlex model and deliver a highly personalized experience that encourages greater collaboration and engagement, while also keeping students and staff safe. The transition to NUFlex and the implementation of these digital tools involved extensive collaboration with cross-departmental Northeastern leaders and community members. Embracing Northeastern's culture of experiential learning, the project team also regularly collaborated with a group of 10 student interns, who directly and continually provided insight into the student experience, helped prioritize new features and shaped content for the site. Northeastern achieved immediate results with these new digital tools: While we all hope for a future where COVID tests are no longer regularly required, the tools and practices that have been developed will leave a lasting mark on the future of teaching and learning at Northeastern. Looking ahead, Northeastern will continue to improve and innovate to meet the needs of its students in a post-COVID era and fulfill its vision of becoming a bold and visionary leader in higher education by focusing on the human experience. "It's really important to take the opinion of a customer before delivering a product and that's what was done." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ===================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/klm-cargo-training-experience ----- JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

GLAAD Media Awards: Visible and virtual

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/glaad-media-awards ----- Challenge What Accenture did People and culture Value delivered Related programs Inclusion & Diversity Pride at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA GLAAD, headquartered in the USA, is the world's leading LGBTQ media advocacy organization. Beginning in 1990, the GLAAD Media Awards is today the most visible annual LGBTQ awards show —promoting acceptance and reaching audiences across the world. Due to the global pandemic, many LGBTQ people are forced to isolate in homes that may not be accepting. For many, seeing the LGBTQ community represented in the media is now even more vital. With COVID-19 disrupting GLAAD's normal in-person and broadcast awards shows, GLAAD was looking for new corporate sponsors to help as they pivoted to a live virtual event. In our first effort of its kind, we collaborated with GLAAD as its Digital Experience Partner. We helped take the 31st Annual GLAAD Media Awards virtual by embedding a small team from Accenture Interactive, ?What If! and our

Marketing + Communications teams into GLAAD. We invested in a dual path of support to help empower the organization to create its first-ever digital media awards by: Accenture recommended positioning the event on social in a fun, purposeful way to drive viewership and interactivity with the live-stream. We also set out to raise awareness of GLAAD's mission and highlight the organization's value during this moment in history by including its activism and historical impact in messaging. "This is our first collaboration of its kind. We are so proud to have been able to make an enormous impact in such a short period of time – while gaining a mutually beneficial partnership to help LGBTQ visibility and acceptance." Our team was excited and motivated to work on this and be part of the GLAAD organizing team in planning and executing the digital strategy, channels and enhancements. In the process, we formed an incredibly close relationship with GLAAD – in a way that could not be achieved by a traditional sponsor role – and have engaged on a long-term partnership strategy to continue to make an impact. Image courtesy of GLAAD The 31st GLAAD Media Awards was broadcast live July 30 on You Tube and Facebook channels, featuring Dolly Parton, Rachel Maddow, the cast of Pose, Dan Levy of Schitt's Creek and Broadway star Ben Platt and Chloe X Halle. Beautifully produced, it generated enormous social engagement and viewership. The team delivered an enormous impact for GLAAD through garnering more than 500 million social impressions, 1.3 million viewers across channels and overall 1.7 billion media impressions. "I can't begin to express how exciting it is for our entire team to have forged what is a smart, strategic, and long-term partnership with Accenture." Discover how we are creating a culture of equality in the workplace. We are committed to ensuring an inclusive environment for all employees regardless of their sexual orientation, gender identity or expression. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Making a jewelry retailer shine

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/signet-jewelers-virtual-shopping-experience ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case study Accenture helped Signet Jewelers proactively launch strategic digital capabilities to address customers' evolving needs. 5-MINUTE READ Up close and personal shopping Even a global pandemic can't stop love or the other sentiments that prompt us to buy a beautiful piece of jewelry. But it can throw a big wrench in a company's plans. Signet Jewelers, the largest diamond jewelry retailer, was two years into a journey to become a customer-first organization that meets people's preferences for digital shopping experiences—and then that strategy was put to the test. In 2020, as the world locked down, Signet—owner of brands including KAY Jewelers, Zales, Jared and JamesAllen.com—had to temporarily close more than 3,000 stores, essentially overnight. How would Signet sell intricate (and often big-ticket) jewelry if people couldn't see their color, shape, and shine, or feel their weight? Without physical store locations, the company relied on the expertise and creativity of its jewelry consultants to engage

virtually with customers. They would communicate with customers from their homes with a variety of digital collaboration tools, often on company iPads. But Signet could do more than simply maintain profitability through digital sales. The company could proactively launch strategic capabilities to address customers' evolving needs, and it recognized that new behaviors and preferences developed in response to COVID-19 would remain and set the stage for ongoing changes. For example, maybe an ideal virtual experience would not just make up for the loss of a tactile and in-person interaction at a store; it could complement and exceed it. With the year-end holiday season—Signet's busiest quarter—around the corner, the company set a deadline to pivot from being reactive to proactive and strategic. The product teams knew they needed to prioritize key features of the customer experience quickly, such as care center and service calls. Investing in understanding Signet customers in a more profound way would make it possible to deliver experiences that would speak to them—and drive sales. Mapping brilliant customer service Signet wanted to extend that same feeling of personal care and in-store intimacy into people's homes. To start, the company would adopt a customer experience-led operating model that expanded the notion of "product." Instead of viewing it as an item that's sold, Signet saw the end-to-end experience a customer has with the company as the product. With that in mind, product teams became responsible for designing, building and launching new experiences that span the Connected Commerce ecosystem, including virtual sales assistance messaging, booking appointments, tracking orders and intelligent routing for selling and service inquiries. Buying jewelry is often emotional—it's a touching act of commitment to a special person or the joyous marking of a key life event. But it turns out that jewelry shoppers aren't just following their hearts. The team discovered through qualitative and quantitative customer data and research that shoppers interested in jewelry seek one common thing: a high level of expertise and confidence. So whether customers were in a virtual consultation, a "go-in-store" virtual appointment or messaging with a consultant, Signet wanted to give them the best information, from a source they could trust. That's why they mapped out ideal customer journeys, which push past traditional exploration and purchase to address a customer's emotional needs, including the desire to celebrate oneself, "falling back in love" gifts, the "big reveal" of engagements and more. A suite of technology and resources that deliver in-store intimacy and help create a more personal, less transactional experience power the new customer experience-led operating model. Following the journey maps, the team implemented a new messaging platform and detailed order-tracking to give customers more visibility and control over what they buy. So, from the moment of purchase, through shipping, delivery and returns, they can rest assured that what they buy will be sent with love and care. Cut, color, clarity, confidence By offering customers intimate virtual interactions with stunning products, Signet recreated (and even enhanced) the personal service that shoppers feel in stores. Although the pandemic severely disrupted retail, Signet quickly rallied to make the most of the ingenuity of its people and minimized the impact on its workforce. And Signet is invested in equipping its people with the tools they need to creatively serve and build relationships with customers in more immediate and personalized ways, bringing to life the intimacy of the jewelry-buying experience whenever, wherever, and how

customers choose to shop with them. This work has contributed to strong growth. Signet saw sales grow nearly 50% in fiscal 2022 compared to the year prior, including a 27% increase in online sales. Now, with an ongoing service design and experience strategy, customer experience mindset, and product and technical support, Signet is working with Accenture to explore how to apply data, intelligence and the cloud to power more-curated customer and employee experiences. With its Connected Commerce operating model and a data-driven approach, Signet's teams work iteratively to rapidly design, develop and launch bespoke digital experiences. This major shift in the focus and culture of Signet's workforce powers the business to quickly adapt to consumers' changing needs and expectations. As Signet increasingly tests how digital can truly transform the business, Accenture supports their team as advocates for accelerating initiatives at scale. Equipped with new digital resources and a customer experience-led operating model, Signet's people are finding new ways to collaborate and innovate. The result? Customers who experience more "wow" factors that inspire life-long relationships with Signet. © 2024 Accenture. All Rights Reserved. =====================

Sterling Silver Club shines for older adults

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/health/renown-health-sterling-silver-club ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Renown Health develops a new program to engage older adults for better health management. 3-MINUTE READ Loyalty programs—most common in the travel, lodging and retail industries—have been relatively less mature in the health provider space. Renown Health sought to connect with older adults by formalizing a free loyalty program that engaged with individuals holistically, across health habits, services and health plan membership, and created the best possible experience for patients and members. Practices from other industries were considered to recognize who Renown's members are, learn what they need, and determine how to keep their interest. The program's goals were to connect with these members, deliver valuable interactions to improve individual health, and boost business growth. Together with Accenture, Renown Health used its insights from older adults in the market and its customer data warehouse to shape the loyalty program and offerings. It combined research data and input from patients and members to determine experience and loyalty requirements and to co-create the loyalty program. Activities, various types of classes and lifestyle support programs varied by customer segment. For each segment, Renown matched the activity profiles and preferences. The team used analytics, experience design methods, a health stratification tool and iterative refinement to develop five distinct personas that were tied to potential ways to connect with an older adult population. Highlights of Renown and its Sterling Silver Club loyalty program outcomes: 20x Increase in loyalty program enrollment. 65% Reduction in emergency department visits. Up to 30% Reduction in operating expenditures due to better care site

direction. 97% Of members are in Renown's electronic medical records system. We thank our community members for engaging with our clinicians to co-create the Sterling Silver Club, a proactive customer engagement model and partnership that is there for people—in sickness and in health. Suzanne Hendery / Renown Health Renown Health launched a free loyalty program—the Sterling Silver Club—for adults aged 55 and older. The program mixes health, personal, social and lifestyle enhancement topics and activities, powered by the Renown Health system, the caregiver teams and its Hometown Health/Senior Care Plus health plans. Sterling Silver Club members can connect to health and healthcare services by learning about new medical providers, services and initiatives. They are introduced to healthcare experts in person and virtually through care coordination services. Program attendees are also able to schedule their healthcare needs on the spot as well as join tailored health programs and medical practices. ======================

Intel: Delivering on the promise of AI frameworks everywhere

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/high-tech/intel-delivering-ai-everywhere ----- New era of computing, new challenges Simplifying enterprise development A real community of problem solvers Current Country: United States CASE STUDY INTEL Solving real-world problems with Intel AI Analytics Toolkit 3-Minute read Every company must be a digital company to compete in today's world—and AI is at the core of a data-driven business. Technology giant Intel, famous for its massive silicon business, sees that embedding open software technology to connect the innovation of developers gives them more opportunities to solve real-world problems. The developer tools in Intel's AI software portfolio are designed to not only maximize system performance by leveraging advanced features in the latest Intel hardware architectures, such as Intel® Xeon® 4th Gen Scalable Processor, but also to boost developer productivity by providing tools for data science workflow stages. By leveraging Accenture's strong technology development skills, go-to-market scale, enterprise experience and marketing capabilities, Intel aims to drive further interest in its software tools for the next generation of high-performance data-centric applications. Intel and Accenture officially kicked off their collaboration with the goal of creating a new development ecosystem centered on industry standard AI frameworks. The team planned a multi-step, 15-month agile program to increase traction of the tools and framework optimizations in Intel's AI software portfolio among developers. Then, the team began designing "reference kits" that outline specific use cases and share real-world code. Thirty-four kits were created built on lean product management and a continuous integration and delivery foundation. Within 15 months, the joint team trained about 220 developers on the enterprise potential of AI analytics technology. These early adopters were able to experiment with source code, discover game-changing applications and apply them within working environments. The reference kits put Intel and Accenture on the forefront of helping enterprises solve AI problems for the future. The joint

team built on its existing code repository and is expanding knowledge within the developer community about using tools and framework optimizations in Intel's AI software portfolio for enterprise solutions. Reference kits are being explored by dozens of industry partners to improve their productivity, the allocation of talent and to reduce cost of ownership through hardware efficiency gains. These innovative capabilities allow developers to quickly optimize code to meet increasing demands of AI workloads. Through this program, Intel and Accenture are inspiring the broad AI developer community to join them on the journey to heterogeneous computing so they can solve enterprises' most complex problems. © 2024 Accenture. All Rights Reserved. =====================

Making every moment matter for every guest

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/radisson-hotels-digital-marketing ----- Challenge Strategy and solution Transformation Reinventing experiences MARRIOTT INTERNATIONAL FanDuel Huggies Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Radisson hotels Radisson Hotel Group is one of the world's largest and most dynamic hotel companies, with seven distinctive hotel brands and more than 1,400 hotels in operation and under development around the world. Targeting accelerated growth with its 5-year operating plan and aiming to be one of the three top-of-mind hotel companies in the world, the Group rebranded in 2018 and launched a new brand architecture – including new commercial drivers - to leverage the powerful brand awareness of Radisson. The goal? To leverage the greater equity of the Radisson brand to drive up consumer awareness, while increasing the efficiency of global marketing spend and continuing to curate exceptional digital customer experiences. With direct-to-consumer channels ever more important in today's hospitality industry, Radisson Hotels also wanted to drive more traffic to its branded website and enhance its ability to increase digital sales and create new cross-selling and up-selling opportunities. Radisson Hotel Group's Vice President of Digital talks about programmatic media. Radisson Hotels chose Accenture to be its global digital agency of record and support the group's five-year growth plan. The reason? In addition to its renowned expertise in technology-led digital marketing and deep experience of the hospitality industry, Accenture offered a unique approach. As well as growing digital traffic and optimizing paid media on a global scale, Accenture is leveraging its end-to-end digital expertise to drive a sales boost across all channels and touchpoints. That's transforming Radisson Hotels digital marketing in the following key areas: Operating model Developing the new operating model needed to support a single global Radisson Hotels brand including a new Digital organization to support the model. Technology Defining an integrated AdTech and MarTech stack to support new capabilities in ad verification, ad serving, bidding, demand-side platforms, data management, data visualization, and more. Market analysis Offering in-depth analysis of Radisson Hotels' principal

markets, local media partners, competitor landscape, and individual customer behavior. Forecasting and cost recovery Defining a global forecasting and cost recovery model, supporting the development and planning of Radisson Hotels' growth agenda. Advanced analytics Embedding advanced analytical capabilities to support data-driven attribution and propensity models and optimize digital campaign performance. With Accenture's help, Radisson Hotels is building its new global brand, enhancing customer experience and creating a foundation for competitive differentiation and future growth. Blending technology and data with creative know-how, Accenture is crafting personalized campaigns across all digital channels to drive qualified traffic to the soon-to-be rebranded and upgraded global digital platforms & channels. Importantly, the approach is looking to in-house Radisson Hotels AdTech stack, ensuring the company can take ownership over its technology and data. That's set to help the company take back control of its marketing budget, offering improved spend visibility on a global scale. Travel innovation Winning sports fans' attention Reimagining a global icon Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

L'Oréal Italy: Customer-focused makeover

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Luigi D'Alonzo Antonio Milano Supply chain & operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Customers were already making ever-greater demands on the consumer-packaged goods (CPG) supply chain, then the pandemic struck, placing CPG companies under unprecedented pressure. In the wake of this disruption, many companies sought to make supply chains more agile to better serve retailers based on business priorities. Similarly, the cosmetics company, L'Oréal Italy, wanted to reimagine and digitally enable its supply chain to be more customer focused. Smooth, streamlined processes that deliver the right product to the right customer at the right time would differentiate L'Oréal Italy in the market and contribute to growth. In particular, the order-to-cash cycle is an important area of the supply chain to get right since it influences the quality of the customer relationship. Order-to-cash encompasses all customer interface processes, from retailer orders to financial reconciliation. Small hiccups with orders, for instance, can have an outsized effect on customer satisfaction. For this reason, L'Oréal Italy targeted order-to-cash for transformation. Four product divisions carried out order-to-cash according to different methods. Each division used its own criteria to segment retail customers, meaning that several divisions might prioritize the same retailer differently, leading to multiple service levels and experiences, with different points of contact. In addition, different processes across divisions meant the company couldn't

exploit order processing and automation synergies or approve customer orders efficiently. L'Oréal Italy sought assistance in cutting through the complexity. It needed new processes to transform the order-to-cash cycle and help employees make decisions in a systematic fashion rather than rely on specific employee experiences. "The customer segmentation and process harmonization work Accenture performed is critical to our broader order-to-cash program at L'Oréal." "The customer segmentation and process harmonization work Accenture performed is critical to our broader order-to-cash program at L'Oréal." L'Oréal Italy teamed with Accenture to transform order-to-cash processes across its Consumer Products, Luxury, Active Cosmetics and Professional Products divisions. To kick off the strategic program, we helped the team develop clearer strategic guidelines across divisions and support customer collaboration. At the same time, we assessed order-to-cash processes across divisions, identifying pain points such as uncoordinated cross-functional communication workflows and disconnected processes for approving customer orders. To enrich our insights, we also used a process mining tool. We created a new customer segmentation framework that aligned divisions across key retailer interaction areas, such as commercial, demand generation, supply chain collaboration, and customer administration and communications. We combined information like credit disputes, shipping points and payments, for instance, to create a holistic view of the retail customer. This enables L'Oréal Italy to better understand and coherently categorize its loyal and priority retail customers. The new customer framework provides a view into each division, as well as across divisions, and serves as the foundation for process harmonization. The framework was helpful to identify areas of process improvement and interventions across divisions. The team also identified opportunities where innovative new technologies like robotic process automation (RPA), descriptive and predictive analytics, AI, and machine learning could enhance efficiency and mitigate risk. The new customer framework helps L'Oréal Italy serve retailers at mutually agreed levels to enhance the customer experience. It also provides a stronger base to build a service catalog for each segment and customer-specific service plans. Better customer understanding and more precise retailer segmentation means L'Oréal Italy can take a proactive approach with customers to foster greater collaboration on projects and services like customized retailer promotions. In addition, employees can work more strategically by offering higher levels of service to high-priority customers by providing different service catalogues. The program also helped identify other areas where each division could improve process harmonization and simplification. As a result, L'Oréal Italy now has 20 potential initiatives it can work on to improve operational efficiencies. Thanks to the program, employees can better align and coordinate activities across functions—like supply chain or administration—and divisions to provide consistent service. For instance, improved alignment means that employees in different departments won't waste time duplicating activities for the same customer. With a more customer-centric approach, the company can align people and resources to bring the right products and services to the right retail customers at the right time. The harmonized order-to-cash processes are also helping to drive strategic investments in new, targeted services. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Safeguarding total enterprise liquidity

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities COVID-19 dashboard Controllership Treasury and corporate planning & analysis Financial management Corporate development Teaming and communications Greg Giesler Richard Clark Onkar Liddar Andrew Inchley Ronald Stevens Finance at Accenture How Accenture does IT Helping CFOs be future ready JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA When the COVID-19 pandemic set in and drastically impacted businesses and economies around the world, many companies were faced with concerns around the availability of cash and whether it could be deployed where needed. This monumental event put liquidity at the top of mind for every chief financial officer.   For Accenture, our Finance organization—already on the leading edge in managing cash—turned to stepping up our focus and getting a near-real-time view of cash coming in from receivables and cash going out for payables. This data now needed to be reported daily so that it could be analyzed and run through scenarios with recommendations on actions to Accenture leadership. This enhanced view of Accenture's near-term cash flow allowed Accenture to better respond to client requests for changes in payment terms.   All these requirements pointed to the immediate need to accelerate the use of our analysis and reporting tools and solutions to provide a daily pulse on the status of Accenture's client billings and collections. Finance needed to feed this information to Accenture's senior leaders much more rapidly than ever in the past so that these leaders could act on it. Accenture Finance rapidly assembled a COVID-19 Response team led by the Chief Accounting Officer and Corporate Controller. These teams were organized into four workstreams: Controllership; Treasury and Corporate Planning & Analysis; Financial Management; and Corporate Development. They used existing and new processes, governance and capabilities to get the insights they needed to address the liquidity challenges of Accenture clients as well as the company's own needs, including the need to manage the follow-up of collecting payment from clients. One critical capability that was needed right away was real-time metrics on billings and collections. The COVID-19 Response team knew it could not wait for semi-monthly reporting as Accenture clients were facing their own liquidity concerns, requests were coming in each day and the markets were volatile. The Response team needed leading, not lagging indicators.   The Response team took the lead in building a COVID-19 dashboard in collaboration with Accenture's global IT organization and other key functions. They used existing data and analytics to capture different categories of metrics, one of which was cash flow. This category provided cash flow metrics in the way of cash receipts, late balances, billing volume and accounts payable. The dashboard also included a range of cross-functional business metrics serving other functions.   The team developed this dashboard at speed due to Accenture having a single global SAP ERP instance, SAP S/4HANA, and a single data lake that includes data from SAP Treasury and Cash Management giving Accenture a

comprehensive "single source of truth." Because those components run in the Microsoft Azure cloud, they provided the scalability needed with the performance that allowed complex queries to drive the dashboard. All combined, this technology provided the critical insights to Accenture's cash flow at all times. "Our ability to respond to rapidly changing market conditions brought on by COVID-19 was the result of the seamless interplay between our people and our technology." "Our ability to respond to rapidly changing market conditions brought on by COVID-19 was the result of the seamless interplay between our people and our technology." This COVID-19 dashboard provided Accenture leadership with daily and weekly updates, something that was never needed before. They gained the visibility they needed to address unprecedented situations and make rapid decisions. For Finance, the COVID-19 dashboard allowed leaders to make real-time decisions in ways that helped solve for clients and for Accenture. Beyond the COVID-19 dashboard development, the Response team launched other activities by workstream in the following ways: Using the COVID-19 dashboard, the Controllership team was able to track daily how much cash was collected, how much cash was paid out in payables and what amount was billed. They were also able to compare this data to historical norms to determine whether Accenture might develop potential cash flow challenges. The team also used dynamic scenario-based forecasting models. Microsoft Power BI was used to visualize the data, making it easier for Finance to communicate and present data to Accenture leaders, incorporating insight and recommendations to drive actions where appropriate. The impact of the pandemic on the economy led Controllership to place additional scrutiny on impairment to balance sheet items, internal controls and compliance. Controllership teams also assessed a variety of potential financial statement impacts including variable compensation models, examined tax impacts and examined potential uncollectible receivables. "We had our fingers on the pulse of what was happening with our cash every day." "We had our fingers on the pulse of what was happening with our cash every day." The Treasury team was laser focused on Accenture's global liquidity needs, making sure Accenture had sufficient access to cash, could estimate cash flow and articulate the cash position to senior leaders. Similarly, Treasury was instrumental in helping Accenture leaders understand the liquidity positions of Accenture's clients to help mitigate risk and serve as advisors in discussions with clients. Treasury, in collaboration with Accenture's Consulting and Technology services and global IT organization, had in the past year developed a holistic "intelligent cash" capability made up of three assets: Liquidity dashboard. The Liquidity dashboard provides near-real-time feed of Accenture's cash balances across Accenture's 400 operating entities. Using detailed visualizations, the dashboard enabled the team to quickly understand cash and credit by location and bank. The tool uses bank connections and statements to update tables in Accenture's SAP S/4HANA system four times a day. Treasury users can drill down by currency, country, business entity and banking partner, as well as view the use of credit lines and the status of the accessibility of cash. Predictive cash flow forecasting. Predictive forecasting helped to forecast Accenture's cash needs. This capability is powered by sophisticated algorithms that adapt to the behavior of cash flow items, geographical differences and data volumes to generate forecasts by each country Accenture operates in. It automatically aggregates bank statements weekly to gather data on transactions, including collections

and disbursements, which gets fed into a predictive cash forecast model. Treasury users get a forecast that is easily digestible, adjusted and validated by Finance people across Accenture. Cash inventory optimizer. The Treasury team used this optimization model to review recommendations on whether to inject or extract cash based on the cash flow forecast and Accenture-specific economic factors. The model treats cash as inventory and optimizes it using an algorithm intended for that purpose as its engine. It optimizes transactions to objectively operate a "near-zero-balance cash balance" (on average) in every currency while considering factors such as the value of centralizing cash and the transaction costs. Credit rating tool. Separately, the Treasury team quickly created a credit rating tool with several measures to assess the credit worthiness of Accenture clients, which in some cases was changing rapidly. The effort involved drawing from conventional data sources as well as getting input from news reports and other live sources on a continual basis that was maintained in real time. The Treasury team merged, analyzed and summarized the information weekly. Finance used the information to assess the health of receivables from existing clients when Accenture was signing on new business to help manage risk. The information also helped inform the commercial response center of excellence teams and account teams in solving for clients and Accenture. The Treasury team was able to quickly assess liquidity and provide Accenture's senior leaders with real-time data on cash collection and the health of Accenture's total liquidity. Accenture was able to avoid the stresses of a volatile environment because senior leaders had timely insights to help make decisions. Commercial response centers of excellence. The Financial Management workstream team, comprised of Finance professionals who support Accenture's large client accounts, established three temporary commercial response centers of excellence, one for each of Accenture's geographic markets. Their purpose was to provide a consistent approach to client discussions, including the capability to understand where changes in Accenture's billings and collections were occurring, and where there were proposed demands, to quickly vet them. The centers made use of the commercial, controllership, treasury, contract, pricing, quality and risk, legal and negotiation expertise across Finance and other corporate functions. This array of cross-functional response teams provided integrated support across all of Accenture's commercial functions and drove best practice in the decisions market leadership was taking. This cross-functional support helped guide client account teams in each market to handle possible commercial renegotiation of rates and payment terms, preparation of offers and facilitation of approvals of changes on existing contracts. Client requests were often discussed live, finance to finance, CFO to CFO, as decisions needed to be made quickly. Client finance personnel could best explain their positions and help Accenture Finance make informed decisions. The mindset was to solve for clients and for Accenture, iterating on solutions designed to meet both parties' needs. Weekly large account surveys. The Financial Management team surveyed the Finance teams supporting Accenture's largest client accounts weekly regarding material in-quarter impacts to sales, revenue, pricing, cash and headcount. The teams also captured requests for new payment terms or reductions in run rate that would impact Accenture's near-term cash flow. Other aspects were surveyed beyond cash flow, such as impacts to investment decisions and sales and revenue projections. These requests were routed in real time

to the commercial response centers of excellence. The Financial Management team set up a defined process of routing all requests from clients and vendors regarding changes in contract and extension of payment terms to this team. "When you mobilize thousands of Finance people in short order, to take action in a volatile environment, communications that are short, crisp, clear, empathetic, and easy to follow are absolutely critical." "When you mobilize thousands of Finance people in short order, to take action in a volatile environment, communications that are short, crisp, clear, empathetic, and easy to follow are absolutely critical." Fast recommendations. The commercial response teams were also responsible for quickly preparing recommendations on where to focus on client accounts in Accenture's markets and market units. In many cases, the guidance was needed the next day. These teams received the requests from client account teams and provided feedback, either quickly approving a request or providing advice and commercial coaching on how to best structure alternatives. They also captured decisions and routed them back to the accounts.   By tracking requests and approvals with Microsoft Power BI, the Financial Management team could view in real time how much Accenture was investing and monitor it against agreed guidelines. Together, these individuals played an important role in providing ways to address clients' needs with alternatives that worked for both clients and for Accenture. Finance teams were also responsible for making sure Accenture was invoicing clients on time and collecting cash on time. At the same time, Finance was fully aware that not all invoices would be paid on time. To help project potential late payments, the Finance team used intelligent collection tools. These tools use payment behavior analytics to analyze changes in customer-specific payment performance. In real time, the team could see where Accenture was running into issues. That insight created an opportunity to engage with clients and have a conversation about solutions. In addition, some of the options the response centers proposed had revenue recognition and P&L impacts that Controllership needed to review the implications of before making decisions. The Response team also tracked contract changes that were going to occur or potentially occur. This overall process centralized the change requests, providing Finance with a way to prioritize capital. The Corporate Development team drives Accenture's acquisitions activity from target identification and opportunity origination through to deal structuring negotiations and on into post-merger integration. When the pandemic started, Corporate Development leadership quickly mobilized to reassess all in-progress acquisitions, including their continued relevancy to Accenture's overall strategy and rapidly revising financial due diligence of the targets, including deeper assessments of their financial health by the Accenture Treasury Due Diligence team.   Certain targets that were over-weighted to the more severely impacted industries were dropped, while new targets that best aligned with the quickly evolving post-pandemic market were identified and approached. In addition, some companies that Accenture had previously courted, but were not quite ready to sell at the time, returned to the negotiation table as their own growth prospects began to face headwinds. Our newly implemented horizontal Finance model, teaming culture and assets, among other factors, helped our teams to quickly respond to the economic shock of COVID-19. The robustness and rigor of our existing governance (e.g., approvals and authorizations), industrialized through years of practice and familiar to

many, were also beneficial. We could not ignore the very real concerns around the health of our Finance professionals and those around them, along with the stresses of being in quarantine. We deferred or eliminated altogether other cyclical tasks, other transformational initiatives, to create the capacity, the space for our Finance people to solve for their own needs while they were solving for Accenture's cash flow needs and those of our clients. It took collaboration, clear communications, easy-to-follow instructions, and reinforcement of rules and approval policies in a pandemic context. As COVID-19 continues to impact the world, liquidity for companies and government organizations is an ongoing concern. This unexpected and unprecedented event reveals the importance of investing in technologies, new capabilities and skills to nimbly respond to change in what could be the "never normal." It is also important to have the right leadership structure and governance mechanisms in place. Accenture Finance was able to activate its activities at tremendous speed and deliver value. Value was delivered in the way of insights gleaned from the commercial response centers of excellence combined with timely data and analysis to Accenture Finance leaders as well as to Accenture's CEO and top global leaders for critical decision making. This entire scope of information helped Accenture's CFO to manage risk and communicate effectively regarding measures taken and their impact with banks, the investment community and other business stakeholders. In addition, Accenture's strong financial health enabled Corporate Development to continue to execute on the Accenture strategic priorities with 22 acquisitions closed in the first six months of the pandemic.

The company met both financial and operational goals, including virtually closing Q2 and Q3 on time and filing Accenture's 10Q on time. And commercial finance—clients, payments, new work—was seamlessly managed. While the more frequent, more real-time approach to reporting was stood up in response to the need of the uncertainty arising from COVID-19, it raised the bar in terms of expectations. Accenture Finance now anticipates continuing to report on some of the metrics more frequently than in the past because of the value it is providing to the business. Accenture Finance liquidity management differentiators: "In an unprecedented event like COVID-19, you can't wait for your monthly results and look backward to figure out what to do. By then, too much has happened. You need near-real-time leading indicators so that you can make decisions in real time." "In an unprecedented event like COVID-19, you can't wait for your monthly results and look backward to figure out what to do. By then, too much has happened. You need near-real-time leading indicators so that you can make decisions in real time." Speed to produce new metrics and reporting and to mobilize people Ability to access and visualize data efficiently and effectively Daily reporting on near-real-time billings and collection status company-wide Analysis and strategic advice to the business Reimagining finance to drive further value for Accenture, our clients and our people. Our global IT organization is driving technology-powered business transformation across Accenture. Digital is rapidly changing how companies operate, adopt tech and manage risk.
=====================

UNIQA: DORA regulatory compliance roadmap

A call for change When tech meets human ingenuity A valuable difference Meet our lead Dr. Klaus Hermetschläger Current Country: United States Case Study Accenture helped UNIQA identify the steps it must take to meet the new DORA requirements. Read the full case study. 5-MINUTE READ Insurance businesses operate in a highly regulated environment. They must continuously adapt to new regulatory requirements such as the Digital Operational Resilience Act (DORA), which is expected to become effective in the second half of 2022. This new EU regulation is within the context of existing Information and Communication Technology (ICT) guidelines from the European Insurance and Occupational Pensions Authority (EIOPA) and respective local regulations. It aims to harmonize existing rules on managing ICT governance, ICT risks and incident reporting—enhancing resilience against cyber-attacks for financial institutions. UNIQA, a leading insurance group operating in 18 countries and serving approximately 15.5 million customers, wanted to align its existing processes and controls to the new DORA requirements. It sought Accenture's help to create a roadmap so it could comply with the new regulations within 12 months of anticipated enforcement. Accenture continuously monitors the regulatory landscape, so our team of security strategy and risk consultants had an already-prepared DORA assessment catalog ready when the project started. This meant that within only a few weeks, we could analyze the company's security policies and processes, compare them to existing and proposed regulations and identify gaps. In collaborative workshops with UNIQA's employees, we defined ways to fill these gaps and made recommendations for their implementation. We also developed a roadmap of what the company needs to do to address the required documented policies and reports and enhance its control landscape. Plus we recommended which measures should be prioritized. The effective collaboration between our team and UNIQA's stakeholders enabled the work to be carried out in a highly targeted manner over a few weeks. UNIQA now has a clear understanding of its current state related to the guidelines and a list of concrete next steps to ensure it will be compliant. It is well-positioned to meet the DORA requirements within twelve months after enforcement begins. Relevant stakeholders, including board members, have a detailed view of the company's existing pain points and how to address them. They report being extremely satisfied with Accenture's efficient assessment—which has paved the way for them to put the necessary governance and process changes in place ahead of the deadline. Managing Director – Client Group Versicherungen Österreich =====================

PruittHealth grows access to post-acute care for seniors

Enabling growth through recruitment and retention Solutions rooted in value realization PruittHealth Current Country: United States CASE STUDY PRUITTHEALTH Accenture helps PruittHealth rebuild and grow its skilled nursing facility business 5-MINUTE READ COVID-19 took its toll on everyone in the healthcare industry including PruittHealth, a leading post-acute care provider. For more than 50 years the family-owned organization has provided a seamless network of service across the Southeastern United States, but the pandemic presented the company with new challenges to its high-performing skilled nursing business. Industry labor shortages and facility admission restrictions stunted revenue growth. Inflation and rising costs led to margin pressures. This created a "perfect storm" of conditions inhibiting PruittHealth's ability to grow as skilled nursing revenue declined by nearly $75M with a steep hit to the contribution margin. PruittHealth led in recognizing the need to stabilize not solely through cost cutting, but by focusing on growth despite market headwinds. To execute, PruittHealth partnered with Accenture to develop business growth strategies focused on sales effectiveness, cost optimization, and talent acquisition and retention to return the skilled nursing business back to growth. Over 18 months, PruittHealth and Accenture worked to address challenges including access to care for post-acute patients and sustained financial growth to fuel future investments. PruittHealth is now exceeding business growth expectations to the tune of +4.8% revenue growth and +4.0% contribution margin growth above engagement baseline, outpacing the industry to achieve tangible financial results. "Following the unprecedented disruption to the healthcare industry, our engagement with Accenture leveraged a data-centric methodology to improve our processes and be well-positioned for future growth," said Neil L. Pruitt, Jr. / Chairman and CEO, PruittHealth. "We are confident the insights and strategies gained will expand access to high-quality health care in the communities we have the privilege to serve each day." Following unprecedented disruption to the healthcare industry, our engagement with Accenture leveraged a data-centric methodology to improve processes and be well-positioned for future growth Neil L. Pruitt, Jr. / Chairman and CEO, PruittHealth +4.8% is now exceeding business growth expectations to the tune of +4.8% revenue growth +4.0% and +4.0% contribution margin growth above engagement baseline, outpacing the industry to achieve tangible financial results. During the pandemic, the health industry observed high staff turnover. Federal vaccine mandates and rising wage pressures hampered PruittHealth's ability to attract and retain talent. Accenture helped redesign and implement recruitment strategies and retention programs for registered nurses (RNs) and certified nursing assistants (CNAs). A new onboarding process ensured new hires hit the ground running. Trainers focused on core competencies and enabled staff with the right tools to make an impact on day one. The team right-sized clinician compensation to improve competitiveness and offered sign-on bonuses in specific markets. Social/physical distancing and mandatory

quarantine protocols led to unique challenges that inhibited admissions growth and lessened the patient/family experience. Accenture worked with facility administrators and leadership to improve operational effectiveness, balancing facility capacity with patient demand. This delicate equation propelled the organization to simultaneously drive business growth and ensure patients had safe access to skilled nursing care. In an already margin-strained industry, PruittHealth was forced to find direct cost efficiency to combat the pressures of inflation. Accenture helped to educate facility administrators and improve cost visibility within categories using benchmarks and efficiency ratios to thoughtfully target cost reductions. The two companies collaborated on this value-based engagement by standing up a transformation office led by an executive steering committee hyper-focused on value realization. This system of governance allowed for greater flexibility throughout execution based on data and actual realized value. Additionally, Accenture activated the ready to grow toolkit offering an integrated approach to growth strategies and opportunity execution. The toolkit applies analytic insights using a quantitative, market-based, competitive analysis of each facility's growth opportunity based on their "fair share" capture of Medicare admissions. This analysis paired with Accenture's ready to grow facility checklist informed realistic admissions targets to enable sellers and facility operators to collaborate and return to a growth mindset. By reimagining its sales and admissions model, PruittHealth is now better equipped to collaborate with hospitals and referring providers to seamlessly continue care as patients transition into a post-acute care setting.
========================

Building a model to reimagine higher education

Challenge Creating a new path to higher education Making the grade Strategy and solution High-quality, high-touch, low-cost Transformation Arrupe College's recipe for success The start of something New. Applying it now. Meet the team Related capabilities Arrupe College - Higher Ed Business Model Suitable demographics Few quality options Accessible location Financial sustainability Good reputation Buy-in from leadership Anahi Einhorn Tim Mould Truly human government Public Service Consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The higher education landscape in the United States is becoming increasingly inaccessible, unaffordable and unreachable. As an alternative to more costly paths, community college is often the preferred choice of students with limited time and resources. However, only 13 percent of students that attend community college in the U.S. will graduate with their associate degree in two years. Arrupe College was founded in 2015 to disrupt the status quo by addressing this growing need for more accessible higher education in the Chicago area. It is a private, two-year liberal arts college under the auspices of Loyola University Chicago, the largest Jesuit university in the United States. The college's

model focuses on providing achievable and affordable education in a supportive setting that emphasizes community. Arrupe College has already seen great success driving exceptional outcomes within its first four years of operating. 65% Students graduate within 2.5 years. 74% Students graduate debt-free. The remaining 26% have debt of less than $1400. 89% Of its first class of graduates has moved on to programs at four-year institutions across the country. From this first cohort, 90% are projected to complete their bachelor's degrees in five years. Arrupe College partnered with Accenture to answer the key question: is the Arrupe College model one that is replicable and sustainable and could be scaled to additional universities to provide affordable, high-quality education for the next generation of students? To better understand how Arrupe College operates and the key components for replication, Accenture hosted interviews with more than 70 stakeholders across the Arrupe College network including staff, faculty, students, alumni, board members, donors and high school counselors. The team found that while affordability is what drew many students to the program, they stayed because of the sense of community and opportunity. Accenture has been working with Arrupe College to scale the successful business model they have established in Chicago to other parts of the USA. See more. Accenture developed an assessment tool to analyze potential host institutions and their suitability to start a school with an Arrupe College model. It found, that under certain conditions, the model is easily replicated. There is a significant population (>60,000 of low-income 0-18 year-old population) who represent demand for the Arrupe College model. The community college options for students in the target demographic are limited or do not perform well (have low two-year graduation rates). The location for the Arrupe College model school is easily accessible by public transportation. The host institution has demonstrated financial sustainability through a significant endowment (>$200M) and/or a trend of enrollment growth. The host institution has a good reputation to attract students, faculty, and staff. Leadership of the host institution is willing and able to sponsor the program. Arrupe College was created to be replicated and challenge the status quo of higher education in the United States. Accenture's analysis of the college's strengths realized that it is more than a transformational program, it is "the right thing to do." Students who have the ability and desire to learn deserve to have the opportunity and support to achieve their goals, and get a better head start in their careers. The conclusion of the project—that high-quality education at a lower cost is not only possible, but in the right conditions, easily replicated—has the power to transform the education landscape at a time when higher education in the United States is at an inflection point. It's about providing equal opportunities and creating a holistic student experience that supports and encourages those that need it. It's time to scale the model to other institutions—building and evolving incrementally— and disrupt higher education while changing students' lives. "Our students are here to benefit from an extraordinary opportunity, but our students in turn are providing us with an extraordinary opportunity. We benefit from their experience, from their wisdom, from their insights. They are the co-creators with us of this program."– FATHER STEVE KATSOUROS, S.J., Founding Dean and Executive Director – Arrupe College at Loyola University of Chicago Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Building logistics resilience for Bayer

The power of simplicity A model for operational oversight and continuous improvement Setting a new standard for supply chains through logistics MEET THE TEAM Current Country: United States CASE STUDY · Bayer How Bayer Pharmaceuticals and Consumer Health simplified logistics for success 3-minute read As one of the world's biggest life sciences companies, Bayer's broad range of healthcare products help millions of people every day. And with representation in 83 countries, Bayer relies on its far-reaching logistics operations to ensure its products always reach patients and consumers on time. To support Bayer's growth ambitions and cope with a fast-evolving internal and external environment, changes in intercompany transport operations were required to address challenges around legacy technology infrastructure, a lack of end-to-end visibility and control, as well as limited standardization for transports from supply centers to markets. Bayer and Accenture collaborated to conceptualize and create an innovative logistics model and simplify its primary transport operations for sea, air and road freight. By combining strategic partnerships of fourth-party logistics (4PL) services with cloud-based infrastructure and dedicated Bayer control tower teams, Bayer has enhanced service quality, efficiency and business resilience. Our new logistics operating model has been a quantum leap for our organization. We were able to enhance our service performance, reduce our costs and improve our ability to react to supply chain disruptions. Matthias Mentschel / Head Global Warehouse & Transportation, Bayer Underpinning the model's success were three key pillars: Through the introduction of a cloud-based platform that facilitates near-time tracking of shipments, Bayer teams are now able to proactively track the location and status of shipments, digitally exchange documents and manage transport cost. The adoption of advanced transport management technology by 4PLs, which supports automated planning and optimization, has also led to significant improvements. In addition to the newly introduced technology, Bayer's new control tower organization are pivotal to success. Global and regional teams have a dedicated focus on continuous improvement. They proactively oversee operations managed by 4PLs, make use of the established transparency, and foster better cross-functional collaboration within the supply chain. Together, Bayer and 4PL teams, enabled by data-driven dashboards and insights, did not only enhance service delivery, but also set the basis for optimization initiatives that reduced external freight costs by 12-15% within two years. Lastly, the simplified and dedicated quality management system allows Bayer to respond to changing market dynamics and requirements faster. Examples of these include the quick implementation of rail freight operations, or advanced and more efficient packaging technologies. We are leveraging two external partners to manage our transport network and by doing so, we profit from advanced technology and cloud-based visibility solutions. Florian Matys / Head of Global Logistics Operations, Bayer Bayer's improved logistics model is a cornerstone in building resilience within Bayer's supply chain. For example, the team was

able to quickly respond to the red sea crisis. This resilience is crucial for its role in healthcare, where consistent product availability can be lifesaving. The organization is now equipped to respond to operational disruptions through flexible contingency plans, helping to ensure the continuous delivery of products and services. The ability to adapt and respond quickly to changing conditions safeguards Bayer's mission "Health for all, Hunger for none". This transformation has set Bayer up for success in the future, ensuring it can continue to deliver its solutions to patients and consumers across the world and is a key contributor to Bayer Logistics Vision 2032. This transformation was not just about enhancing logistics but also about rethinking how this piece of the supply chain puzzle fits together with associated functions to drive a reinvention in operations towards resilience and efficiency. Felix Bischoff / Senior Manager, Supply Chain & Operations, Accenture Strategy Felix Bischoff Senior Manager, Supply Chain & Operations, Accenture Strategy Michael Dittrich Managing Director, European Supply Chain Fulfilment Lead, Accenture Strategy & Consulting Gro Blindheim Managing Director, Global Bayer Account Lead and Global Life Science Commercial Lead © 2024 Accenture. All Rights Reserved.
=======================

Caseworker training reimagined

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/caseworker-training-reimagined ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case study Turning virtual experiences into expertise. 5-Minute read Asking the right questions Government-funded benefit programs play a crucial role in society, ensuring that people in need have access to necessities such as housing, food and health care. Despite each jurisdiction's typically having a clear policy to determine eligibility for social services or social benefits, in many instances it falls to caseworkers to assess if a family or an individual should receive financial assistance. Understandably, this can place a significant mental and emotional burden on caseworkers as they see firsthand the impact their decisions can have. A successful caseworker relies on a mixture of experience, skills and confidence to make the best decisions in each individual case. This requires extensive initial and ongoing training. It can take years for caseworkers to develop the necessary skills and confidence for the job. In some instances, they may go through months of training only to realize the role isn't right for them. As a result, organizations can make significant investments in training and see no return, posing a major issue in an industry with tight budgets and an already-high turnover rate. San Diego County ("the County") wanted to address error rates in eligibility decisions affecting whether families get the essential benefits needed to access food, health care and basic needs.   The County recognized that new caseworkers needed more "real world" experience to help them conduct interviews to validate eligibility. And so, the County turned to Accenture to explore a new and better way to train caseworkers on the human side of social work. Accenture and the County selected the award-winning Accenture Virtual Experience Solution (AVEnueS) to train eligibility caseworkers so that they can feel confident on

day one. The goal was to create a new learning module for the AVEnueS program that focused specifically on eligibility. This came at a time when the pandemic was complicating matters by forcing benefits appointments to be online and by phone. New eligibility workers were not able to shadow seasoned caseworkers or experience the nuances of an eligibility interview in person. They were missing essential de-escalation techniques and the learning that happens experientially. Fortunately, the AVEnueS scenario that the County created with Accenture would proceed to solve for this and create new benefits for County caseworkers. Translating virtual experiences AVEnueS is an interactive virtual reality (VR) training approach that uses immersive storytelling and experiential learning to reimagine strategies for staff development, screening and recruitment across human services. It's a learning platform that simulates real-life situations caseworkers face in the field and office. It's unlike typical virtual reality in that it uses interactive voice-based technology. The experience is completely voice activated and hands-free, requiring only a stand-alone virtual reality headset without smartphone pairing. A cloud-based conversation engine uses machine learning and natural language processing (NLP) to recognize and interpret the user's questions and statements. The result is an incredibly lifelike experience that's completely immersive. AVEnueS does not use joysticks, avatars or computer-generated imagery. Instead, it's a realistic, fully immersive, 360-degree experience filmed in a real office with real actors whom users speak with as they navigate the scenario. Put simply, if someone in the virtual world asks a question, the user can respond in the real world. That response is recognized in the virtual space and impacts how the scenario unfolds. Think of it as a "choose your own adventure" in human services, where user analytics track performance and obtain insights about the user's approach to decision-making. The County worked closely with Accenture to build a virtual reality scenario in which trainees interview applicants to validate and obtain the information necessary to make benefits decisions. In the scenario, the trainee conducts an in-person intake interview for medical insurance, Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP) benefits — known in California as Medi-Cal, CalWORKs and CalFresh, respectively. When trainees put the headset on, they find themselves in a county cubicle, with a family sitting across from them. Outside the cubicle, the trainee can hear a busy county office where other customers are being called for appointments, babies are crying and people are talking. All these distractions create a fully immersive virtual world that realistically simulates the experience of working in a busy county office. As the trainee navigates the scenario, they walk through the basic benefits application, choosing between three potential questions to either verify or obtain more information. Asking a question moves the scenario along and provides an opportunity to interact with a family on the brink of hunger and homelessness. At the end, the trainee is given a choice of how to inform the family of its next steps, which elicits a reaction from the family. When the trainee takes the headset off, the real learning begins. Trainees participate in a seminar where they work together to unpack their thinking, review their experiences and biases, and learn essential skills. This is done through guided discussions and a custom-learning curriculum — all of which boost the trainee's ability to inquire, observe and interpret human behavior. The County and Accenture set out to create a training solution for Accenture's

successful AVEnueS program that enables participants to increase their interviewing, empathy, service and accuracy skills. Learning these skills in a virtual environment, rather than on the job or while shadowing experienced workers, protects potential applicants from frustrating, upsetting or embarrassing situations. AVEnueS can be used in the hiring process as well, giving applicants the opportunity to experience an accurate representation of the role to determine early on if it is the right fit, saving the organization and the candidate precious time and energy. AVEnueS improves the ability of new and seasoned caseworkers to use an appropriate question style to gain the information needed without using jargon that confuses the applicant. The accompanying curriculum and training seminar allows participants to reflect on their skills as well as the power dynamics present when working with individuals and families. In the end, participants feel like they can ask questions in a way that elicits more positive responses, isn't disrespectful and wouldn't be interpreted as accusatory. Over 90% of AVEnueS participants have reported that the training improved their skills in engaging individuals and provided a realistic expectation of their new role. And 100% of AVEnueS participants have said they would recommend the experience to a coworker. The eligibility program has been so successful that the County won the Information Technology Solutions Management for Human Services (ISM) affinity group national award for the Best Use of Technology for Operations with an Internal Focus. This award recognizes the innovative use of technology to enhance and improve the internal productivity and efficiencies of a human services organization. Helping families receive essential benefits is a job with many ups and downs. Fortunately, caseworkers in San Diego County now have another tool to do their jobs effectively and confidently. © 2024 Accenture. All Rights Reserved. =====================

Packaging finance data in real-time

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/graphic-packaging-international-consolidates-financial-data ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY SAP S/4 HANA 1909 Central Finance, Group reporting with CPAY /RM for External and management reporting. 5-Minute read Creating a platform for growth Graphic Packaging International (GPI), a Fortune 500 company, is one of the largest producers of fiber-based consumer packaging in the world. GPI's successful business strategy is a combination of organic growth and strategic M&A. In order to build a simplified operating model for the growing enterprise, GPI selected Accenture to design, build, test and deploy its new SAP® solution. GPI chose SAP 1909 Central Finance®, Group Reporting, MDG and Centralized Payment and Receivable Management solutions for its strong automation capabilities and pathway to full SAP S/4HANA® 1909 functionality. GPI picked Accenture to implement the solution because of our scale, deep understanding of finance and operations, and experience implementing Central Finance–full program went live in

2021. From the very beginning, GPI's goal was very clear: to transform its finance function by consolidating financial data from multiple Enterprise Resource Planning solutions (ERPs) and create a more efficient, harmonized and consistent accounting and reporting structure. Project Cornerstone – as GPI called it – focused on three key objectives: Accenture assessed the existing systems landscape, helped identify a solution that GPI could scale across the business and integrate with future acquisitions easily. Together, the two companies created an end-to-end strategy to simplify and drive consistency in GPI's month-end processing and reporting. Soon after the project began, it switched to 100% remote delivery in the wake of the COVID-19 pandemic. Building confidence with business simulations During the planning phase, we gained buy-in from GPI's finance teams by detailing the benefits of Central Finance (CFIN) compared to its legacy systems. For example, GPI was extremely enthusiastic about the CFIN capabilities to extract data in real time and provide standardized reporting processes across multiple SAP systems. Accenture implemented SAP Master Data Governance to harmonize master data and move it to CFIN while maintaining its integrity. Ahead of Go-Live, the combined Accenture and GPI Project teams ran multiple mock cycles and one full, two-month long business simulation with real production data. During this simulation, GPI ran its business, close process, and data reconciliation in parallel within the CFIN system. Successfully operating the system and reconciling financial data helped GPI see the solution's clear benefits and move forward with confidence. Standardization success Accenture implemented SAP Central Finance and Group Reporting, streamlining data across legacy ERP systems and providing the base architecture for GPI's journey to SAP S/4HANA. Core processes such as receivable management and central payments have subsequently gone live as well, providing centralized payments and cash management. GPI is already seeing benefits from consolidated reporting, with data providing greater visibility to business activities. Financial transaction data successfully reaches CFIN from legacy applications, enabling group reporting consolidation close within 5 business days. With finance processes now operating on a common global platform, GPI has a harmonized, lean accounting model that simplifies accounting workflows through automation. Accenture is continuing the effort around standardization through acquisition integration. Lance Luther Managing Director – NA South Technology Lead Nikki Payne Managing Director – Delivery Executive Robert Laurens Managing Director – Client Account Lead Paresh Oza Program Delivery Lead ========================

A+ early adoption of data and AI strengthens student connections at QUT

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/technology-connected-campus-queensland-university ----- 'Real world' student connections Powering productivity and growth Queensland

CASE STUDY Queensland University of Technology University achieves top marks for personalized engagement 4-MINUTE READ Imagine a prospective university student overwhelmed by study choices. What if they could speak with someone who understands their unique needs and can provide essential information right away, from adjusting to a new city to discovering unexpected courses? In the competitive higher education sector, universities face challenges in attracting new students, as students feel overwhelmed with choices. Queensland University of Technology (QUT), a top 200 global university, aims to engage and inspire learners on one platform from initial interest through to post-degree education. In a first for higher education, QUT and Accenture have launched a next-gen customer engagement platform focused on personalized experiences for students using Salesforce's Data Cloud and Einstein AI. This collaboration has resulted in an 84% boost in proactive student engagement, helping QUT retain students who might otherwise choose alternative pathways. And the 69% decrease in response times means staff can answer enquiries from future students sooner. Working together since 2021, we have built a strong digital foundation at QUT, starting with a sophisticated customer relationship management (CRM) platform powered by Salesforce's Education Data Architecture, which captures a complete view of student interactions. This system allows staff to actively connect with students from initial inquiry through to enrolment and alumni engagement. Furthermore, Salesforce's Data Cloud and Einstein AI have enhanced QUT's service capabilities with AI technology, meeting the increasing demand for timely and personalized experiences. For example, QUT student advisors are armed with insights and relevant guidance, so students get precisely what they need, whether it is about study choices, student life or living in Brisbane. Lifelong learners now benefit from a streamlined registration process, allowing them to enroll in professional education without repeatedly entering data across multiple systems. Employee experience is top of mind. By reducing administrative tasks through process automation and integration, QUT staff can now focus more on building relationships with students to support their learning goals. For instance, QUT staff increased proactive student outreaches by 8,000 compared to 2023, and service staff conducted 17 additional domestic outreach call campaigns. The university now contacts prospective students quicker and easier. Already seeing results, QUT acknowledged it could do more and has recently introduced Data Cloud and Einstein AI for enquiry management and personalization. This enhancement can help cut response times by a further 10% and reduce student follow-ups by 50%. This program signifies innovation and growth at QUT. To ensure success, QUT prioritized change management, aligning it with its core values and purpose. The team has facilitated this by providing training, tailored support, and targeted communications about the changes and their business impact. Through our collaboration with Accenture, we now have the technology foundation and data needed to completely reimagine our approach to human-centric connection and digital engagement with Salesforce at the core. James Rail / Program Director, Queensland University of Technology QUT gets top marks for infusing its service ecosystem with data and AI smarts. Together with Salesforce, we have helped QUT's employees deliver a more personalized, efficient and differentiated experience for students, enhancing satisfaction and

productivity across the board —with more to come. This innovative approach was recognized with the Salesforce 2024 Partner Innovation Award for Education, underscoring QUT's success in leveraging AI and data to set a new standard for student engagement. Watch James Rail, Program Director at QUT, and Alex Calder, ANZ Salesforce Education Lead at Accenture, present "Connected Campus – Embracing AI, CRM & Service for Enquiries" at Dreamforce 2024.
=====================

Divesting with focus

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/divesting-with-focus ----- Challenge What Accenture did People and culture Value delivered Related capabilities Accenture Strategy Mergers & Acquisitions Life Sciences JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA This multinational pharmaceutical, consumer health and crop sciences company is defined by a history of more than 150 years of continuous innovation. To strengthen its focus on its business, this company chose to sell one of its businesses. Ensuring business continuity for both customers and employees during and after the transaction was critical. From day one, the divested entity needed fully functional, standalone operations for each country. As part of an overall strategy to strengthen its focus on its core life sciences business, the company reached a definitive agreement to sell one of its businesses, with operations in 24 countries. An overriding goal of the divestiture, which would generate more than €1 billion, was to ensure business continuity for both customers and employees during and after the transaction. From day one, the divested entity needed fully functional, standalone operations based on transitional service agreements (TSAs)—including a fully-operational, integrated enterprise resource planning (ERP) system to support the business models localized for each country. The company would continue to distribute the divested business's products under a distributor services agreement for an agreed period of time. To achieve these goals, the company chose to team with Accenture Strategy for its global reach, deep industry knowledge and experience in large, complex divestitures. The company chose to team with Accenture Strategy for its global reach, deep industry knowledge, and expertise in large, complex divestitures. Accenture Strategy assembled an experienced team—co-located with the client in the United States, European Union, and Asia Pacific—to provide support across four primary areas: Accenture Strategy and the company addressed and overcame multiple challenges to achieve a legal close on day one of the new business entity's operations. The company now can focus exclusively on its core business and provide more innovative products to improve the lives of people around the world. The cash from the divestiture can enable the company to expand its research and development activities, supplement its in-house development portfolio, and strengthen its brands. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
=====================

Crafting ancient beverages in futuristic breweries

Call for change When tech meets human ingenuity A valuable difference Built for Change Podcast Related capabilities Consumer goods and services consulting Accenture + SAP Artificial Intelligence services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In 2017, Japanese brewing conglomerate Asahi Group Holding acquired several Central and Eastern European beer brands. However, these breweries came with a manufacturing execution system (MES) that was slow and difficult to work with and wasn't linked with another system for gathering batch information data. This created gaps in user response speed and experience. Also, each production facility used different toolsets for inputting and tracking production, packaging and order data. Some breweries were even manually copying and pasting figures into spreadsheets. Asahi's Central and Eastern European breweries sought a new, centralized solution so production managers would have clearer insights as well as real-time, data-driven decision-making power that could boost the breweries' efficiency and improve their user experience. The beer industry is subject to an infinite range of complex issues. Asahi Group Holding's Central and Eastern European breweries sought a new, centralized MES solution flexible enough to change with their business needs. Accenture and Asahi's Central and Eastern European breweries started with an interactive workshop to create a roadmap and simple prototype of the optimal solution. The focus was to build a faster and better user interface than the brewers' legacy system. To deliver on the vision, the team opted to implement SAP MII, which links brewing machinery with back-office business systems, as well as SAP PCo, which collects all brewing- and packaging-related information automatically. The new system simplified order management on the brewery shop floor, combined all the process steps on one screen, and provided order traceability in a simple, graphical report. It's now quick and easy for facilities to brew in the correct amounts and fulfill orders accurately and efficiently. End user adoption was key to the successful integration and launch. The team held demo sessions for each country's production site representatives and remained in touch so they could see the progress and provide feedback. The new MES solution, which provides real-time insights into demand and production capacity to ensure accurate brewing and packaging, was implemented in 15 months. Batch information is now in a single system, so production declarations to or from multiple sites can be viewed on operators' screens, and creating new orders now takes just two minutes instead of 20. Since all inputs are now automated in a single SAP HANA database, it's quick and easy to access data and generate reports. Most importantly, the new system set up the breweries to be flexible as their business needs change. The system also can be configured without the need to involve an external supplier. Moreover, additional timesaving and user-experience functionality is slated for MII, including the ability to access the system from tablets and mobile devices. Soon Asahi managers will be able to run the efficient production of an entire brewery using a smartphone, then

go home and raise a mug to a job well done! Listen to our award-winning podcast, Built for Change: Adweek Podcast of the Year Award Winner for Best Thought Leadership Podcast. EPISODE 06: Where Will the Future of Business Take Place? Companies are already revolutionizing where and how we work, consume and socialize. What does the future of business look like? Learn how virtual worlds are opening up new possibilities for manufacturing, research and commerce by redefining our sense of place. We'll also explore the innovative way leaders can empower their teams by pushing decision-making to the "edge."   LISTEN NOW Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

SABB and Alawwal Bank: Maximizing merger potential

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/sabb-alawwal-maximizing-merger-potential ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Himanshu Agrawal David Oberlé Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The first banking merger ever to take place in the Kingdom of Saudi Arabia was always going to break new ground. But no one could have expected that it would also take place during a global pandemic. The strategic case for merging the Saudi British Bank (SABB) and the Alawwal Bank was strong. Combined, the two firms would be the third-largest bank in the kingdom, with 1.7 million retail customers and 27,000 corporate and institutional customers. The merger would create a larger retail banking distribution network for SABB, along with a new leader in import & export banking and the second-biggest corporate bank in the kingdom. But the hurdles facing the merger were formidable. Seamlessly integrating two sets of complex banking systems with minimal downtime while maintaining strict regulatory compliance would be a true challenge in change management. Doing it for the first time in Saudi Arabia's history would be pioneering. Succeeding in the midst of a pandemic would be extraordinary. SABB chose Accenture to craft and execute its five-phase migration plan, which began with analysis of the current and target IT stacks. Accenture assembled a team of 10 different nationalities spread across 15 locations. Over 90% of the team was able to work from home through the entire migration process while connecting with virtual tools. SABB drove the success of the merger by sticking to six key principles throughout: In the midst of the merger, SABB also delivered its first-ever mental wellbeing initiative in the Middle East with help from Accenture. In a single weekend, all of Alawwal's customers, products and services were successfully migrated to the new unified IT ecosystem. This included half a million retail banking customers, 4,500 corporate and treasury customers, and 90,000 Alawwal Invest customers. No functionality or product features for Alawwal customers were downgraded or changed during the migration—which meant improving SABB's IT stack in places. Where this occurred, existing SABB customers also benefitted from the

upgrades. SABB is now a stronger, more diverse bank, offering a wide range of innovative services supported by a robust, comprehensive IT infrastructure. The newly combined bank also has unmatched business banking capabilities. At the highest level, the successful IT integration gives the bank the technological backbone it needs for its aspirational journey to become the bank of choice in the region—and the confidence that even a global pandemic can't derail a strategic acquisition.
========================

NHSMail migration to Microsoft Exchange Online

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/health/cloud-email-migration ----- Call for change When tech meets human ingenuity A valuable difference The numbers Current Country: United States CASE STUDY The National Health Service (NHS) NHSmail: World's largest email migration to the cloud 3-MINUTE READ The National Health Service (NHS) cares for more than one million patients every 36 hours. So, when the COVID-19 crisis erupted, NHS support was more vital than ever before. The NHS's frontline healthcare workers needed the best digital messaging tools to work together even faster and more collaboratively. Accessing the latest cloud-based communication technologies would help frontline staff communicate more effectively and improve patient care. However, equipping all NHS employees with the leading digital collaboration innovations during the pandemic was no small feat. The undertaking required moving 2.1 million NHS mailboxes to Microsoft's Exchange Online platform in record time. This mass-scale project was undertaken in partnership with NHS Digital, Avanade and Microsoft. The outcome? A robust cloud-based framework that meets the collaboration challenge while helping the NHS better address the UK's healthcare needs. Accenture supported an organisation-wide Microsoft Teams implementation. In seven days the integration of the chat, call and video meeting tool was built and rolled out to 1.2 million NHS employees. Next came the move to the cloud. Approximately 22,000 NHSmail accounts were converted to the cloud each evening and 83,000 accounts every weekend, a tremendous achievement amidst the backdrop of COVID-19. The migration of NHSmail to Exchange Online has enabled us to provide staff across the NHS with a mail system which is functionally richer, more secure and lower cost. Sarah Wilkinson / former NHS Digital Chief Executive With the Teams, O365 and Online Exchange systems in harmonious operation across the organization—and 2.1 million mailboxes migrated—the NHS can now conduct secure patient consultations via audio and video calls on a national scale. And they can do this while maintaining employee safety, enabling service continuity, creating additional capacity and improving provider and patient experiences. Local NHS organizations now have access to the full Virtual Visits capability, using the Microsoft Teams Bookings app across individual institutions. On top of having a centralized view of virtual appointments and patient capacity,

practice managers and IT leaders can also enable Virtual Visits. 2bp of data copied to the cloud 700k + support site hits on migration content 2.1m mailboxes migrated < 1.2% users who required support We are incredibly proud to help the NHS and its essential front-line workers use the very best digital tools available to respond to the COVID-19 crisis. Julie Sweet / Accenture Chair & CEO © 2024 Accenture. All Rights Reserved. =======================

Data-driven insights future-proof a European bank

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/data-driven-insights ----- Call for change A valuable difference Related capabilities Accelerating move to future-ready operations Efficient invoice processing Improving credit card incident management Opening up new business opportunities Banking BPS Operations Business Process Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA An influx of digital-first competitors is pressuring the European banking establishment. This bank was no exception. To keep up with consumer demand for more accessible, personalized services and maintain its market share, the bank knew it had to break free from the inefficient manual processes that were holding it back. It wasn't just growth at stake, but survival. To take on the more agile players storming the banking landscape, the bank would need to provide more responsive customer service while cutting operational costs, boosting efficiency, and establishing stronger controls. The bank honed in on its collections administration, where legacy systems were hindering its response to the 6,000 official information requests it received each year. The bank also needed to modernize its invoice processing, an outdated operation that produced a large backlog and inflated costs. They turned to Accenture to unlock new ways of working and develop a restructuring plan that would digitize key functions and future-proof its business for the decades to come. Reliance on manual processes resulted in a large backlog of unprocessed invoices and high processing costs. The bank was eager to eliminate the backlog, improve operational efficiency, and offer personalized services. We helped the bank shift to a managed-services arrangement that would transform its operations. We teamed with the bank for a significant portion of its operations, including customer service, invoice management, claims, operations, trade finance, collections, procurement, funds management and e-learning. The bank streamlined complex processes, integrated new technologies and unlocked data-driven insights by implementing 62 robotic process automation (RPA) bots , four artificial intelligence engines and a number of other digital management tools. An automated system now scans and classifies all incoming invoices and extracts key data, reducing manual effort by up to 50% and helping the bank clear its backlog. A sophisticated management app and 20 RPA bots have automated the bank's end-to-end process for handling most credit card incidents. The system provides more responsive customer service, and employees are freed up for more valuable, high-level work. The bank's finance division now identifies deals where both

the buyer and supplier are clients and offers to pay suppliers early in exchange for a fee. Clients enjoy favorable lending terms, and the bank grows a new line of business. Accenture's tailored approach and the bank's willingness to embrace innovation were critical to success. Accenture's tailored approach and the bank's willingness to embrace innovation were critical to success. We designed a new service model to help the bank adapt, optimize and manage operations in real time. Embracing the challenge paid off. Talent can't do its best work when it's saddled with outdated processes and a jumble of legacy systems. And customers, with an ever-increasing choice of financial service providers, will flee from banks that don't respect their time and demands. Embracing data-driven insights and processes helped this European bank reduce costs, boost efficiency and grow business. Most importantly, it is future-proofing its operations, with valued employees and satisfied customers in tow. 44% Reduction in customer service call handling time. 85% Clearance of the bank's backlog of official information requests. 1 Average number of days to resolve a credit card incident report, down from 15. $4.9M Increase in annual net profits due to operational cost reductions and strong business growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

In the digital car seat

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/digital-car-seat ----- Challenge What Accenture did Value delivered Related capabilities Accenture Labs Technology JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Designing a car seat is complicated and can take months to conceptualize and engineer. In fact, it is one of the most complex car systems to design, second only to the engine. Accenture was challenged to create a new approach to product design that would slash the timeline and bring the car seat into the modern, digital era. For millions of drivers, the seats we spend hours in feel like a sore counterpoint to the otherwise pleasant experience of riding in a modern automobile. Uncomfortable, impersonal and primitive, they offer nothing if not room for improvement. But what if the car seat were smarter—intelligent enough to provide a better driving experience? Accenture Labs is making this a reality by giving the car seat a 21st century makeover. As part of the digital reinvention of industrial manufacturing known as Industry X, the team rethought the engineering process behind the humble bucket seat, adopting an intelligence-driven, adaptive design. Accenture Labs' product engineering begins with conceptualization through crowdsourcing and artificial intelligence, progresses with design aided by virtual and augmented reality technologies, and concludes with prototyping that uses cutting-edge tools to cut costs and time. This approach can make a tremendous impact on the automotive industry, for example, in which the manufacturing process can take as long as 36 months, with prototyping and simulation accounting for one-third of total costs. Accenture Labs mined data across major social platforms to find out what people were saying about car seats. From this, they extracted trends using AI algorithms to paint an

accurate picture of the features consumers are actually interested in. Using Accenture's Digital Talent Broker, they quickly assembled a team of skilled workers with relevant experience to cull through the information and identify the top problems voiced across social media. "This convergence of a whole spectrum of breakthrough technologies from AI, edge intelligence and extended reality to 3D-printing and advanced analytics in this era of Industry X—it's a game-changer for product development." Accenture Labs' innovative car seat prototype garnered strong interest from automakers, paving the road for these innovations to add to drivers' safety and comfort. As Industry X continues to redefine manufacturing with technology like mixed reality design and virtual prototyping, sectors from the automotive industry to aerospace will see significant changes and improvements: More personalized experience Innovations, such as rear and wing mirrors that adjust automatically to the driver's height, ensures optimal views outside the vehicle. Driver safety Adaptive design that can detect body movements to slow the car down accordingly. New breakthroughs Saving time and costs from new seat designs will enable auto manufacturers to develop other innovations and services that can add value to the vehicle and their bottom line. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

ABB: Making machinery speak volumes

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/abb-machinery-speak-volumes ----- Solution components including: Related capabilities Design thinking applied Portal Common sensor platform Ability digital powertrain platform and dashboard Supply chain and operations services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helped build an innovative industrial internet of things solution that generates tangible value for ABB and its customers. ABB wants to help customers use the power of the Industrial Internet of Things (IIoT) to translate machinery asset data into actionable insights. ABB's Motors & Generators business developed an IIoT device called "Smart Sensor," which can be used to retrofit almost any low-voltage electric motor to help monitor its condition. The device's sensors measure vibration, temperature, electro-magnetic field strength, and other parameters to help reduce downtime, increase the product lifecycle and reduce energy costs. This was an exciting industry advance, but ABB now needed an interface that would connect the sensor to its customers—and help customers analyze and consume the data. ABB collaborated with Accenture to develop this innovative solution quickly—and in time for its unveiling at Hannover Messe in 2018, the world's largest trade fair for industrial technology and IIoT which takes place annually in Hannover, Germany. Working with the industrial manufacturer ABB, Accenture helped build an innovative Industrial Internet of Things solution that generates tangible value for ABB and its customers. Working with the industrial manufacturer ABB, Accenture helped build an innovative Industrial Internet

of Things solution that generates tangible value for ABB and its customers. To prepare for Hannover Messe, ABB and Accenture developed the customer journey and mobile app demo in only six weeks. The solution has become a central part of ABB Ability, the company's unified, cross-industry digital capability. The team, including Accenture's Industrial Software Center of Excellence in Romania, used an agile development approach to create new features and functionalities as ABB's Smart Sensor device and solution evolved. It also maintains the overall solution, providing updates and upgrades in the ABB cloud. The mobile app allows service personnel to commission the sensors and monitor the motors on the shop floor in order to react quickly in emergencies. APIs integrate customers and service providers into the Smart Sensor portal, helping manage relationships between teams, assets and organizations. Built on Microsoft .NET technology, the common sensor platform now integrates three types of sensors with ABB's systems that can continue to scale. The platform helps customers monitor large parts of their shop floor and group assets using different sensors, and comprehensive turbine activity. The team, including Accenture's Industrial Software Center of Excellence in Romania, used an agile development approach to create new features and functionalities as ABB's Smart Sensor device and solution evolved. It also maintains the overall solution, providing updates and upgrades in the ABB cloud. The team, including Accenture's Industrial Software Center of Excellence in Romania, used an agile development approach to create new features and functionalities as ABB's Smart Sensor device and solution evolved. It also maintains the overall solution, providing updates and upgrades in the ABB cloud. Factory managers can monitor their motors' health, status, history and other details within and across factories. They can even access this data from their home. Over time, the insights can help them work motors harder to improve production bandwidth, for instance. Or they can hold off on routinely replacing a motor that still has more life left in it. In both cases, these insights help to extend a motor's lifecycle while mitigating the risk of disrupting production. The continuous insights and alerts are also helping ABB's customers reduce costs and improve efficiencies. Customers can monitor the condition of whole fleets of assets—not just motors—including bearings, drives and pumps. This allows management to gain insights into the interdependencies of their assets and how these relationships affect breakdowns. With the condition of their essential equipment at their fingertips, they can focus their attention on decision making and achieving their business goals. 90% On average, only 10 percent of a factory's equipment is monitored. Customers now have affordable tools to monitor the other 90 percent, not just critical assets. With its new capabilities, ABB can better compete in a digital world. Improving time to market, differentiating its products, creating new opportunities to provide services, and generating value for customers with actionable insights and a state-of-the-art customer experience. "Accenture is a truly agile development partner; it's a pleasure to see how the team is committed to our common goal to develop a solution bringing value to ABB's customers and partners." "Accenture is a truly agile development partner; it's a pleasure to see how the team is committed to our common goal to develop a solution bringing value to ABB's customers and partners." The new IIoT capabilities are only the beginning. ABB now has the foundation to apply more advanced analytics that deepen its knowledge about its motors' performance, competitor assets and customer

needs. The new IIoT capabilities are only the beginning. ABB now has the foundation to apply more advanced analytics that deepen its knowledge about its motors' performance, competitor assets and customer needs. We help clients create enduring change by reimagining tomorrow's supply networks to positively impact business, society and the planet. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Improved balance sheet integrity saves $12.3M

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/balance-sheet-integrity ----- Call for Change When tech meets human ingenuity A valuable difference Related capabilities Intelligent finance operations Medical Technology CFO & enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A history of acquiring smaller companies had left one global medical device manufacturer with highly fragmented finance operations. Different business units and regional facilities used different processes, technologies and organizational structures to carry out tasks across accounts payables, order management, and reporting processes. The company's finance leaders found it challenging to manage operations efficiently. They also found it tough to strengthen compliance and ensure the accuracy and integrity of the company's balance sheet. Knowing there was a better way, they set out to establish an intelligent finance operating model. The team quickly developed a strategy that leveraged SynOps, Accenture's platform that orchestrates the optimal combination of human + machine talent, driven by data and insights, to create an intelligent finance operating model that delivers higher value services to its business, customers and vendors. New digital capabilities reduced the number of process steps and hand-offs between functions, strengthened compliance and improved turnaround time and accuracy. Implementing SAP Ariba transformed the company's accounts payable services and changed how the company interacted with customers and vendors. Robotic process automation (RPA) streamlined several vendor onboarding and invoicing processes. An artificial intelligence (AI) solution was rolled out to manage 40% of helpdesk queries, providing fast and accurate responses to vendors' questions in both voice and text formats. Analytics were used to identify the potential loss of revenue from pending orders. An intelligent order tracker was developed to help find an order, spot a mistake, and prevent the same error from happening again. By integrating platforms with digital technologies such as AI and RPA, the team standardized and centralized processes for approximately 250 finance employees. The implementation of process diagnostics, agent performance, workflow, controls and task management assets resulted in better allocation of work. And in just three years, the amount of time finance professionals spent on transactional tasks decreased from 89% to just 17%, while the time spent on strategic initiatives increased from 11% to 37%. By using SynOps to accelerate its move to an intelligent finance operating model, the

company has achieved greater efficiencies, control and visibility across its global operations. Within two years, the company has also improved its balance sheet integrity, resulting in: $225M reduction in intercompany balances $77M working capital increase $12.3M in savings Meeting customer needs By consolidating and standardizing global processes and augmenting them with intelligent technologies and advanced analytics, the company eliminated more than 1,000 hours of manual invoicing-related tasks. These actions prevented 4,000+ critical delivery failures and increased order management efficiency by 40%. On-time payments rose from 57% to 80%, enhancing vendor satisfaction. Order entries, which previously had an 85% accuracy rate, achieved near perfection, improving on-time delivery of 35,000 products across 10 business units. Thanks to more intelligent finance operations, the company has access to actionable, data-driven insights that have made it more flexible, agile and responsive. With a predictive and proactive finance function, the company is well-poised to navigate operational challenges and threats to business continuity, all while meeting the evolving needs of customers and suppliers. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Rapid response to surging demand

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ health/rapid-response-virtual-care ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Operational transformation JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Once COVID-19 struck, patient demand for virtual doctor visits spiked seemingly overnight. A national telehealth leader based in the US covering 80 million people, 2,000 hospitals, 55 health plan providers and 62,000 doctors—was seeing a 1,000 percent increase in demand across the health systems and payers it serves, which maxed out the capacity of the company's telehealth platform and it's in-house provider network. Time was of the essence as patient lives were on the line. The company had to react quickly to keep platform performance up to allow providers to care for patients around the clock. This organization reached out to Accenture as a proven partner to help with the stability and scaling of the platform as well as assisting the clinical operations team with physician onboarding. Accenture immediately mobilized a team of 25 people to jump right in to help the organization scale the platform to keep up with unprecedented demand. The team's work focused on three main initiatives: Diagnostics. A critical first step was pinpointing where system bottlenecks were limiting the ability to scale and meet urgent needs in virtual care. Expert architecture support. Diagnostics uncovered the bottlenecks in the architecture, so the team worked with the telehealth leader's architects, developers, testers and operational personnel to make suggestions quickly— from application re-engineering to network optimization to Oracle database tuning. Doctor onboarding. Accenture provided business and technology support to help onboard doctors 86 percent faster. This helped meet the demand for care after system bottlenecks were resolved. The telehealth

leader's doctors and staff were doing the most important work possible: saving lives. The team was working tirelessly, and Accenture was able to step in to quickly provide relief. The Accenture team worked overtime to help scale the platform so that the organization could meet demand and allow payers and providers to serve patients with high-quality virtual care during this challenging time. With the platform working at full capacity, The telehealth leader's workers could onboard an incredible number of doctors at speed, quickly enabling clinicians to support those in need of virtual care —even as patient volume spiked. In just two months, the telehealth leader reached the number of patients it expected to reach in five years without the pandemic. The system improvements also enabled them to shorten the timeline to onboard doctors at scale as volume spiked. Rather than onboarding a couple hundred a month, they began onboarding several thousand per week, getting people the care they need, whenever they need it. Efficiencies in the system helped decrease the total time to complete the onboard process by 86 percent. We also helped to identify a network configuration issue that was creating data center bottlenecks. Once resolved, large provider networks were able to care for patients. 92% of providers said they expect to continue video visits after it is safe to see patients in person 86% decrease in the total time to complete the onboarding process of patients Virtual health is here to stay, and now the organization has the system capacity to meet demand during surges such as COVID-19, but also in the future as more patients choose virtual options. The organization's research shows that more than half of all consumers said they expect to use telehealth more often following COVID-19, while 92 percent of providers said they expect to continue video visits after it is safe to see patients in person. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Brazilian bank disrupts the auto loans process

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/brazilian-bank-disrupts-auto-loans-process ----- Challenge Strategy and Solution Transformation Outpacing GDP, setting the new standard Related capabilities Automotive & industrial JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Facing pressure from competition in a commoditized auto loans market, our client, a leading bank in Brazil, sought to disrupt the manual, paper-based loans process. We helped our client become a market leader with a mobile, real-time auto loans app that makes the car-buying experience more enjoyable and efficient. This Brazilian bank sought our expertise to improve the auto loans experience. Traditionally, there is an awkward moment when an auto customer finds the right vehicle but hasn't been approved for financing. For dealers, there's a risk that the buyer won't get approved; for sales agents, the possibility they might lose valuable time and commissions in the process. The new digital platform allows our client to implement automated, risk-

based pricing, resulting in a 25% savings for underwriting and processing. We envisioned a buying experience that was seamless, simple and smart: A mobile solution that could reduce that uncomfortable wait time from about two days to just 15 minutes by enabling the bank's customers to get their financing decision as soon as they return from their test drive. Using only a smartphone, the entire sales experience could be vastly improved. With the mobile auto loans app, customers enter personal data and information about their chosen vehicle to receive a pre-credit analysis. The customer can simulate different loan arrangements based on the overall cost and down payment. Within minutes, they find out if they're approved and, if so, they can fill out the loan proposal—which is half as much required paperwork as regular proceedings—and close the deal. The app can scan required documents and sort out the payment plan. The bank increased revenue, customer satisfaction and new loans generated, which positioned it as a pioneer and innovator. Now, other banks are following its lead and trying to catch up. Providing financing decisions instantly and reducing auto loan paperwork proved beneficial for both customers and the auto dealers/bank— improving customer experience and innovating the auto loan process. As Brazil's car loan market shrunk by 20 percent, our client's loan sales went up by 30 percent. The new digital platform also allows our client to implement automated, risk-based pricing. This model has helped it achieve more than 25 percent in savings for underwriting and processing. When the bank introduced the mobile auto loans app, Brazil's GDP was down eight percent. The launch of the app resulted in an increase in revenue, rise in customer satisfaction and surge in new loans for the bank. 40% increase in revenue, positioning our client as a pioneer and innovator 35% rise in customer satisfaction with a streamlined, digital process $400M in new loans generated with the launch of the mobile auto loans app

======================

Heeding the digital call to action in oil and gas

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/energy-digital-strategy ----- Challenge Strategy and solution Transformation Related capabilities Industry 4.0 reference architecture Intelligent digital platform Digital twin Industrial wireless network Accenture Strategy Energy Technology strategy & advisory JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Oil and Gas industry has traditionally lagged others when it comes to using digital technologies for competitive advantage. One national oil company (NOC) didn't accept this reality. It saw an opportunity to stand out as a digital leader. But it knew that distinguishing itself in this way wouldn't be easy. Many of the NOC's multiple operating companies had formulated plans for incorporating digital and AI solutions into their operations, and more than 250 distinct initiatives were underway. The NOC believed that a group-wide digital vision, supported by a single strategy and operating

model across companies, would enable the enterprise to optimize operations and pursue new innovations and growth opportunities at speed and scale. In close collaboration with Accenture Strategy, the client defined an ambitious yet realistic digital vision. Six design thinking workshops produced nearly 100 digital and AI use cases. Five were called out and prioritized for development. To support its unified digital vision, the client asked Accenture Strategy to help design a new operating model and organization dedicated to building skills in AI, data science, robotics, 3D printing and mobility. The goal was to create an ecosystem of internal and external talent that could provide advisory services and quickly design and prototype solutions. A five-year roadmap and interactive playbook were created to industrialize and socialize the new strategy. The NOC's new digital operating model is underpinned by four foundational Industry X.0 capabilities: A new reference architecture and capability model support the design of digital solutions across business units. Big data apps enable access to (and processing and analysis of) vast amounts of data to improve safety, asset uptime and operational efficiencies. Teams can now create a virtual model of an asset to optimize designs, accelerate changeover times and streamline operations. A new wireless network uses smart sensors to generate a unified view for operations across multiple enterprise entities. The new digital strategy, operating model and roadmap—developed in just 12 weeks—have enabled the NOC to pursue digital initiatives that are poised to generate millions in savings. Those savings can be re-invested in growth and digital innovation. As the company continues on its digital transformation journey, it is gaining recognition among the media, industry analysts and other stakeholders for its forward-looking work. At the same time, it is positioning itself as a digital leader, and company not afraid to embody the change necessary for meeting the challenges of tomorrow. 2% Machine learning and advanced analytics solutions are expected to boost operational reliability by up to two percent and yield by 15 percent. 10% Process digitalization, supply chain automation and analytics are on course to reduce operating costs, material costs and maintenance costs by at least 10 percent. 15% Predictive analytics are on track to reduce the number of health, safety and environmental incidents by 15 percent. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Faurecia: In the innovation fast lane

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industry-x-0/industryx0-client-faurecia ----- Challenge Strategy and solution Transformation The future Related capabilities A pioneering collaboration Faurecia | Cockpit of the Future Digital solutions at scale Cockpit of the future An extension of your home and office Reinventing the customer experience Revenue streams Digital ecosystem Ways of working Innovation capabilities Accenture and Faurecia Discover Industry X JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Faurecia and Accenture are combining innovation expertise and investment to

develop products and services for connected and autonomous vehicles. Mobility services are changing, and automotive suppliers need to act fast. Original Equipment Manufacturers (OEMs)—whether traditional or new players—expect them to be as innovative as they are. With autonomous vehicles on the horizon, more than the car's driving functions are set to change. Car interiors are expected to become an extension of the home and office. For car sharing services, cockpit personalization means that users can hop in a car in Los Angeles or New York and have their customized settings and services at their fingertips. With such disruptive changes to mobility models, auto OEMs and their suppliers need to transform the driving experience and provide a new range of services. Auto OEMs— traditional and new—are looking to their suppliers to provide more innovative concepts that will help differentiate their vehicles in the market. Faurecia, one of the world's leading automotive technology companies, teamed up with Accenture to combine innovation expertise and co-invest in developing and scaling products and services for connected and autonomous vehicles. Faurecia sought Accenture's help in making this profound shift and bringing new digital products and services for connected and autonomous vehicles to market quickly. Faurecia collaborated with Accenture to develop new capabilities to develop and deliver these products and services, as well as support them in the field. The five-year agreement aims to reinvent the onboard experience for passengers and accelerate mobility services innovation. Accenture's video shows how gesture control can help command the car. See more. Faurecia and Accenture are combining innovation expertise and co-investing to focus on two areas: cognitive technologies to reinvent the on-board user experience, and services to enhance comfort and wellness. Within this framework, they are conducting multiple innovation initiatives that apply digital technologies such as artificial intelligence (AI), advanced analytics, augmented and virtual reality, and blockchain to help bring new technologies to market faster. To drive these initiatives, Faurecia has created a "digital services factory" and, with the expert support from Accenture's Innovation Architecture, ideates new concepts and prototypes, before launching and delivering marketable products and services at scale to auto OEMs. In just two months, Faurecia and Accenture created its first demo—the "cockpit of the future"—ready for Mobile World Congress and CES. The car cockpit incorporates multiple touch displays, state-of-the-art applications and a voice assistant that becomes the new user interface in the car to control in-vehicle entertainment and other functions. Accenture supported Faurecia and Parrot Automotive (a Faurecia subsidiary) in the design, build and run of the on-board cockpit and for the cloud services connecting it to Amazon Alexa. Accenture also helped design the personalized experience for passengers, working closely with Amazon to develop custom commands that can be understood and executed by Alexa. The cockpit goes beyond standard Alexa in-car solutions, with the ability to distinguish between different users who can access their home and personal technology settings. Although the demo now uses Alexa, the team made the solution multi-AI compliant as operability is key for the cockpit of the future. Faurecia and Accenture continue to develop the cockpit's capabilities, as well as accelerate new products and services to market. With drivers spending, on average, 500 hours in their cars annually, the interior and related services can be as much as a differentiator for buyers as engine size or style. Faurecia's Alexa services enable drivers to use their voice to adjust

seat positions, start a seat massage, change climate settings, and upload video and music playlists. Since users can tap into the settings on their Alexa services at home or in the office, they can also consult and update to-do and shopping lists while in the vehicle or even get their car ready to drive by setting the climate control levels from the home. Drivers can also use Alexa to make an appointment with their garage and coordinate it with their calendar, without ever touching a phone. Since the cockpit's Alexa services are set up to differentiate between different users, each passenger can direct Alexa to perform separate and personalized tasks. With autonomous vehicles on the horizon, more than the car's driving functions are set to change. With autonomous vehicles on the horizon, more than the car's driving functions are set to change. With its innovative services, Faurecia is delivering greater personalization, convenience and comfort to transform the driving experience. Thanks to the cloud-based services, auto OEMs and their customers can quickly and easily benefit from the latest cockpit features and functionalities. The digital services factory approach means that Faurecia can bring the best capabilities and resources to develop flexible, next-generation services for OEMs. More importantly, Faurecia can tailor hardware and digital services to an OEM's needs. This approach is helping OEMs focus on their customers as much as cars. Its new capabilities are helping Faurecia better compete in a changing mobility landscape with new: Faurecia is becoming a digital services provider with new opportunities to increase profitability & provide greater value to OEMs and their customers. Faurecia taps into the digital ecosystem, including businesses like Fjord & Mackevision to bring innovative products and services to market faster. In Faurecia's digital factory, small, proactive teams work on projects in start-up mode, coordinating inputs from many different technical experts. Faurecia has the ability to deliver real, bottom-line impact, translating innovative technologies into marketable products and services at scale. Faurecia's pioneering collaboration with Accenture will continue to take new and emerging technologies to the next level to shape the future of the automotive industry. Accenture's video shows how Faurecia puts people at the center of an individualized experience by leveraging intelligent technologies. See more. Unlock the power of Industry X by leveraging digital to drive continuous core operational efficiencies and... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Connecting Kenyan consumers with African artisans

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/success-connecting-kenyan-consumers ----- Challenge What Accenture did Value delivered Related capabilities Get the full story Accenture Development Partnerships Interactive JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Lynk is a Nairobi-based enterprise that successfully bridges the gap between informal workers,

ranging from carpenters and furniture makers to hairdressers and chefs, and thousands of Kenyan consumers looking for these skills. Lynk's scope of service had previously been limited by the amount of manual operational effort it took to connect customers with workers. Accenture Development Partnerships teamed with Fjord, part of Accenture Interactive, to design a user-centric, go-to-market strategy and a prototype for a new service at a Kenyan start-up. We helped Lynk to scale its offering by designing a platform that would offer customers a compelling and useful way to buy furniture and engage the services of workers and artisans. "I really enjoyed working with Accenture Strategy and Fjord—the combination brought a range of perspectives to solve different parts of a bigger problem. They finally brought us a context where we could focus and dive deep." We created a Minimal Viable Product (MVP) of Lynk's new service, "Discover". Discover is a visually appealing shopping experience where customers can find inspiration and buy pre-designed furniture and various services, offered by Kenyan artisans and workers. The new service gives them the ability to scale safely and efficiently, with the operational capacity to help many more customers and workers than before. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Securing Accenture through SAP GRC and SAP IDM

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/role-based-security ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Abdel Altabarani Eli Lambert Todd Black How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The backbone of Accenture's business is a core set of global applications, including a single global instance of SAP® S/4HANA®. These applications require a robust, role-based security model and operations processes that protect the confidentiality, integrity and availability of Accenture's systems and data as well as reduce the impact of an external security breach. Given this environment, Accenture faces the ongoing need to deliver a comprehensive user security solution that is compliant with controls and operates at increasing scale, agility and efficiency across multiple business units, business processes and applications while creating a single source of truth. Accenture has delivered stable, compliant security operations while keeping pace with the growth and change demanded by a global services company. These operations have been accomplished using three different identity platforms each paired with various versions of SAP Governance, Risk and Compliance (GRC). Four key factors have contributed to the solution's long-running success: Govern with process-centered, cross-organizational perspective and analytics Strong security role governance, led by Accenture's Business Integration Security service line, is delivered by cross-functional collaboration between the internal IT organization and business function leadership. Business Integration Security is responsible for

governance, compliance and role provisioning for Accenture's core global business applications. Working seamlessly across the SAP IDM, SAP GRC, and other IT areas, the team manages consistent but flexible access models designed to fit the needs of each internal business function, including Finance, Human Resources, Business Reporting, Forecasting and Sales. This overall approach allows Accenture to run global applications with the right balance of business function flexibility and control to protect the principle of least privilege. Governance and operations decisions made by the Business Integration Security team are driven by data analytics, used to help ensure user access impacts are minimized as a result of system upgrades and to optimize user profiles and license usage, resulting in significant service efficiencies and cost savings. Further, Business Integration Security and internal IT collaborate with various assurance teams such as Internal Controls, Internal Audit, external audit and Accenture's Information Security organization to confirm Accenture is compliant with areas such as Sarbanes-Oxley, ISO27001, data privacy and Accenture's corporate insider trading policies. Integrate GRC capabilities GRC tools are crucial for consistent and repeatable control of complex application environments. Accenture moved from a manual solution to partial SAP GRC integration and then to a full integration of SAP GRC 10.1 with the business reporting module, segregation of duties (SoD) simulation capability, and real-time SoD check for temporary role requests. With the release of SAP GRC 10.1, the Business Integration Security team expanded its monitoring capability, which it did with the deployment of two modules, SAP Access Risk Analysis and SAP Emergency Access Management. These modules enable the team to anticipate and control potential SoDs and monitor use of production support IDs with elevated privileges needed for rapid support of production issues and software releases. The maturing of SAP IDM for requests and provisioning enabled the Business Integration Security team to integrate with the GRC system and deliver online scan results embedded in the approver workflow. This solution enables simulation results to be presented to the business approver at the time they are reviewing single-privilege requests, which has limited the number of requests with SoDs being approved. Automate role authorization A comprehensive security model was needed to protect Accenture's global applications, including the global SAP system against fraud or material misstatement of financials as well for the protection of data privacy (including EU General Data Protection Regulation [GDPR] compliance). The solution was to use organizational and geography-specific authorizations based on the data context selected by the user to limit access to only the data they need to transact or view data. By governing from a single source of authorization truth using SAP IDM, Accenture grants access consistently across its Finance, HR, Business Reporting, Forecasting and Sales systems. Accenture is using the SAP IDM application as the engine for Accenture's IDM solution. On top of the SAP IDM platform, Accenture's internal IT organization built a custom .NET user interface to enhance and simplify the user experience. The improved visibility of SAP IDM allowed the teams to clean up and recalculate user data and locate security master data issues previously unseen in the legacy system. The resulting business benefit was accurate reconciliation between the IDM data and the target SAP systems. This solution is used to provision access to more than 20 global applications, including custom applications and third-party, cloud-based systems. The IDM solution automates more

than 99 percent of the SAP-related privileges in a standard month and more than 94 percent of entitlements across all applications in scope. Host in the public cloud The Accenture business and IT security teams provide more than 230 security services to its internal customers, including the SAP system, custom and third-party applications and cloud-based solutions such as Salesforce. The architecture, now in the public cloud, has demonstrated clear benefits in scalability, agility and performance. The combination of the cloud performance and an IDM upgrade to 8.0 has improved front-end UI response times by over 90 percent. The migration to the cloud was accomplished in stages, over several weekends, seamlessly coordinated by Accenture's own cloud transition teams. Additionally, master data, request history and user profile information are captured in the cloud and available to the Business Integration Security team to use for controls or initiative assistance. Dashboards, status and control reports are compiled and shared using Microsoft Teams and PowerBI. This flexible and collaborative approach allows costs to be low and enables the teams to support five times the number of applications and a greater user request volume compared to more than a decade ago. Governing with a process-centered, cross-organizational perspective and analytics Integrating GRC capabilities Automating role authorization using centralized SAP Identity Management (IDM) Hosting in the public cloud Accenture today operates with a global security solution that is compliant with controls, yet delivers business solutions with increasing compliance, agility and efficiency via one single source of truth. Accenture has transparency in its internal business application environment that is well beyond what is expected for an environment as complex as Accenture's. Audit questions can be addressed better, faster and more cost-effectively than in prior years. Rather than audit teams finding issues, Accenture's security teams now prevent issues or proactively identify and resolve them. From a business perspective, while audit findings were low previously, the implementation and integration of the solution with SAP GRC 10.1 has driven them lower with earlier visibility. The percentage of SoDs per user has since been reduced by nearly 98 percent compared to the pre-SAP GRC days. Fewer than five in 10,000 users are permitted to retain long-term, locally mitigated SoDs in Accenture's finance and HR systems. SAP IDM integrated with a custom SAP Solution Manager report allows the OSE Security team to reduce unused authorized business roles and profiles, resulting in a 50 percent reduction in the number of active users. Additionally, a long-standing issue with complex users having more privileges approved than what SAP S/4HANA permits was corrected by performing a detailed analysis of the role and design data. The solution is agile enough to keep pace with the changes in the business, while at the same time managing the workflow of more than 100,000 entitlements per month. It is also efficient. Provisioning, now highly automated, has been reduced from one to two days following approval down to just a few minutes on average. The cloud architecture has improved response time of the UI by over 90 percent. Accenture is gaining in scalability and agility to operate and support its internal customers in an incremental way every year. Accenture's security solution has been built in such a way that Accenture's internal IT organization can accept SAP software changes as it releases new functionality and upgrade the solution without service interruptions. The current capability enables Accenture to deliver security at the speed of business change and at the same time

consider new areas of analytics and mobility for its security solution. Accenture treats SAP GRC and SAP IDM as assets, and continually looks to the power that these tools can bring to better comply, be agile and be efficient. Implementing SAP GRC and SAP IDM has served to further enhance the value of SAP software at Accenture, and will continue to improve operations, support digitization and deliver business value. The solution is agile enough to keep pace with the changes in the business, while at the same time managing the workflow of more than 100,000 entitlements per month. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Automating Accenture's invoicing process

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/automating-accenture-invoicing-process ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Speed to invoice Accuracy Standardization Support reduction Value of billing documents Steve Collins Judith Hayward Andrew Inchley Stephen Nicolls Karen Odegaard Ronald Stevens How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture issues more than half a million client-facing invoices each year. As part of its digital transformation journey, Accenture's Finance function partnered with Accenture's global IT organization to rethink the approach to invoice production. The objectives were to streamline production activities and radically reduce the cycle time involved in client invoicing, improving Accenture's cash flow, simplifying the user experience and shifting resource capacity within Finance to more advisory-focused activities. In parallel, Accenture's IT strategy is to implement and leverage cloud-based, highly configurable and scalable platforms to deliver more value and agility to the business. Being platform driven enables the global IT organization to develop new business solutions in different ways. Using ServiceNow® to create end-to-end connected experiences for critical business functions by automating workflow and business processes across platforms exemplifies this approach. The collaboration on invoice production activity was part of a broader program review of the full end-to-end billing process. This redesign addressed the growing volume of documents being produced, the increasing manual transaction and resource requirements, slow document production speeds and data quality issues. It involved a fundamental rethinking of the process, empowering Accenture business executives to create simpler invoices for themselves. Within the existing invoicing process, many client executives relied on a centralized billing team's processing of Excel request templates, received through shared e-mailboxes. Approving the documents and getting to a final invoice involved significant manual data entry into templates, data rekeying and interaction through a series of e-mail communications pre- and post-production. Manual entry on Excel templates caused data quality issues with up to 30 percent of

requests not being processed in their first iteration. On average the process took three days. With a proposed "Digital Service Model," the project team redesigned the process leveraging knowledge gained from global IT's experience with the ServiceNow platform and a collaboration of relevant skills and experience from across Finance. The team developed a digital, self-service, online request form that retrieves live contract data directly from Accenture's SAP S/4HANA® enterprise system and applies all necessary validation to ensure a billing document is complete and compliant with Accenture policies. The goal was to create a simple, fast, accurate and experience-driven invoice production request and retrieval process for both business and finance users. The outcome today is a digital automated billing production solution leveraging ServiceNow's enterprise-grade workflow functionality to support billing production requests and fulfillment in a single, cohesive flow across Accenture platforms. ServiceNow interacts with Accenture's enterprise system to post and produce the final document. Finance and non-Finance people can now produce invoices and credit notes in a matter of minutes rather than days. This billing solution has been deployed across multiple Accenture geographies with the final goal of global implementation in every country where Accenture operates. In the 15 months since deployment started, more than 150,000 invoices totaling $20 billion have been generated. The solution continues to evolve, incorporating local country requirements and adding a "mass invoice" upload solution to support large client accounts that need to create high volumes of invoice documents in a single transaction. Incorporating automation—across platforms—in various processes is transforming how Accenture does business. The automated billing solution, in particular, marks another significant step in advancing Accenture's journey to intelligent finance. It successfully streamlined activities, radically reduced the production time involved in client invoicing, and is measurably reducing the number of full-time employees required to handle ever-increasing billing volumes, redeploying these resources to higher-value activities. Additionally, Accenture executives can rapidly prepare and deliver client invoices independently by taking advantage of smart functionalities and automation. The automated billing solution is the first application of ServiceNow within Accenture supporting a business-critical financial process. Already, the Finance and global IT team are working on other similar opportunities. "The automated billing capability is driving value across Accenture," says Andrew Inchley, Finance Director – Strategy and Enablement. "The more streamlined billing process not only improves cash flow and Days Sales Outstanding management, but also allows us to refocus our Finance teams on more advisory activity. It has also been a great success for the business user, reducing the effort required of them as well as providing the dramatic reduction in turnaround time." The success of the automated billing solution is opening further opportunities in Accenture's journey to automation and digital services. The automated billing solution is a demonstration of how the ServiceNow platform supports business process automation across platforms—enabling new end-to-end employee experiences. Benefits of this high-volume invoicing solution include: From on average 3 days to under 10 minutes From 30% spreadsheet entry data errors to 0%, increasing speed and quality Simplified and aligned processes and support across geographies around the globe A 90% reduction of supporting billing team FTEs where the solution has been deployed; resources redirected to higher

value-added work Volume of invoices processed through ServiceNow currently represents 40% of Accenture's global monthly volume and 48% of global monthly invoicing Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Building a streaming service with something for everyone

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/nbcu-streaming-service-reinvention ----- We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY NBCUNIVERSAL NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. 3-MINUTE READ When NBCUniversal set out to launch its streaming service Peacock in just 15 months, it knew that doing so would be no small task. That's why the company enlisted Accenture to help bring together the talent, data and infrastructure to tackle such a complex undertaking. We sat down with Patrick Miceli, Chief Technology Officer of NBCUniversal's Direct-to-Consumer division, to discuss the launch and rapid development of Peacock and the major successes the platform has seen so far. As the fastest-growing streaming service in the United States for two consecutive years and running, the platform has gained nearly 34 million paid subscribers to date. What's more, in January 2024, Peacock hosted the NFL AFC Wild Card game, the biggest live-streamed event in U.S. history, reaching 32 million viewers. NBCU's Global Streaming Platform (on which Peacock is built) has expanded internationally and is now operating across three continents and 80 countries. With a deep catalog of content—including blockbusters right out of the theaters, breakout originals, popular NBC and Bravo shows, and more than 8,000 hours of live sports, NBCUniversal has a winning platform with something for everyone. Learn how NBCUniversal partnered with Accenture to help launch and quickly scale Peacock, the media company's premium streaming service. Since then, Peacock has been the fastest-growing streaming platform in the U.S. for two consecutive years. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and

Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. Dan Rice Senior Managing Director – Communications & Media, North America Tushar Amin Managing Director Alex Barringer Senior Manager Sebastian Carroll Senior Director © 2024 Accenture. All Rights Reserved. =====================

ServiceNow ITOM at Accenture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/service-now-itom ----- Call for change A valuable difference Meet the team Related capabilities ServiceNow Platform for IT Operations Management Operating with service centricity Streamlining of event management Modernizing of tools Discovering everything, eliminating reconciling Consolidating inventory Karen Odegaard Rich Palumbo Tom Bruss Bryan Locke How Accenture does IT Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is applying the New now by pivoting to an IT posture that focuses on platforms, cloud, and ecosystem partners. In the area of platforms, Accenture has deployed ServiceNow for its Platform-as-a-Service (PaaS) strengths, including IT Service Management (ITSM) and IT Operations Management (ITOM) to manage the organization's IT assets and operations. With ITOM, Accenture's global IT organization wanted to address siloed and redundant systems for ITSM, ITOM, and Configuration Management Databases (CMDBs), as well as the lack of visibility into interconnectedness of infrastructure assets and mapping to supported services. Achieving consolidation and gaining improved visibility of global IT operations become increasingly important in the post-digital era especially given that more than 90 percent of Accenture's ecosystem applications are hosted in the cloud. Accenture's ServiceNow strategy started as a tactical and technical re-platforming and has since evolved to a broader vision and journey aimed at transforming service and operations management. Accenture began with its migration of legacy ITSM tools to the ServiceNow platform. Accenture's global IT organization executed a global consolidation of ITSM applications and processes to ServiceNow as its single system of action. As Accenture embraced the new platform, follow-on work continued to improve service management processes. In the next year, the company deployed additional services, including a central IT request and self-service portal, Accenture Support, across all Accenture geographies. The following year, Accenture furthered its global IT operations journey by adopting services from the

ServiceNow IT Operations Management (ITOM) suite. The goal was to consolidate multiple, siloed CMDBs into one and gain transparency and control over Accenture services, applications, and infrastructure to improve critical service reliability and stability. The ServiceNow ITOM suite helps enable multiple components, including the automation of infrastructure discovery, compliance maintenance, services mapping, and events rationalization. Accenture initially deployed Discovery and Event Management to cleanse the CMDB foundation to support the enablement of subsequent ITOM features. Discovery is core to optimizing all other services within the ITOM suite and was enabled first. It provides new layers of insight into Accenture's single CMDB through a single-pane-of-glass view that displays global IT's assets within all the layers of the IT stack (application, platform, operating system, virtual and physical layers) and their internal and external dependencies. Discovery scans internal infrastructure and populates all relevant configuration into the CMDB and maintains a consistent list of dependency maps, displaying interconnected IT assets. When a component fails, Discovery gives global IT better visibility to see all the other items that are dependent on it that may be affected, which enables faster response times and provides more information to IT operations teams about how to react. Global IT also has better insight into what teams own and manage which assets, and can dynamically direct events and issues to the right group for action. "Before ServiceNow Discovery, we didn't have a three-dimensional view of our infrastructure with all the interconnections. Now, we have a depth of detail into what we own and manage and how everything connects. It's a huge leap in capability." "Before ServiceNow Discovery, we didn't have a three-dimensional view of our infrastructure with all the interconnections. Now, we have a depth of detail into what we own and manage and how everything connects. It's a huge leap in capability." With the growth of ephemeral IT assets (with shorter life cycles on the network), ServiceNow enables Accenture to keep up with constant change. For example, Accenture no longer maintains one server for three years, and instead manages multiple servers throughout a six-month period. To enable cloud services and discover the cloud, Accenture uses ITOM to see what assets are created, consumed, and how. To stay nimble, global IT limits customization to ensure faster adoption of new features and upgrades. Accenture is furthering its artificial intelligence for IT operations (AIOps) journey by tapping into event management to gain operational insights into application and service health, group related alerts, identify false positives, and isolate root causes to fix problems faster. As Accenture's global IT organization enables more services in the ServiceNow platform, it can evolve employees' previous roles into platform roles. People are managing many of the same services, but increasingly within a more connected platform and form part of a larger and more connected organization that enables more visibility of the interactions between different teams and the dependencies they have amongst each other. The ITOM and ITSM suites complement each other and enable new use of the ServiceNow platform to deliver more robust services, gain more accurate data, and have greater control over large hybrid environments such as Accenture's. As ServiceNow's ITOM utilization matures, Accenture plans to focus on refining CMDB design, rationalizing data sources, and deploying additional IT Operations Management (ITOM) components and Service Mapping to further streamline its environment. Accenture's ITSM

and ITOM journey on ServiceNow represents a steady progression of enabling relevant service components to simplify IT operations management at scale and at speed to keep pace with its evolving IT stack and landscape changes. The business value of ServiceNow's ITOM capabilities is the increased data accuracy of Accenture infrastructure usage—what Accenture is consuming, where, and who is accountable for the infrastructure. Additionally, this data feeds into Accenture's security operations, helping to support overall fortifications. Combining ServiceNow's ITOM components with Accenture's existing log analytic and orchestrations platforms allows deeper insight on anomalies, extends the monitoring capability, and enables Accenture to develop more focused automation solutions to invoke action. Key outcomes include: 41% reduction in resolution time by improving incident routing. 90% reduction in elapsed event-to-incident time 34% reduction in false positives. 4 legacy tools decommissioned. Refreshes 4x daily. 75% reduction in siloed inventories from 4 to 1, and to 1 common process 50% improvement in configuration item accuracy. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.

======================

Ending hunger through digital transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/felix-project ----- Call for change When tech meets human ingenuity A valuable difference Built for Change Podcast MEET THE TEAM Current Country: United States CASE STUDY See how The Felix Project became a more efficient, data-powered organization working to end hunger and eliminate food waste. 5-minute read The Felix Project is on a mission to "save food and change lives". The charity redistributes fresh food that would otherwise go to waste to more than 350 non-profits, schools and holiday programs across London. But operational inefficiencies made its progress slow. Project managers manually catalogued locations and planned routes on a daily basis, while drivers logged food collected and delivered on paper manifests. Those manifests were logged into monthly spreadsheets. With 140 different weekly routes, the volume of data quickly became unmanageable and time-consuming. Operational efficiency, accuracy and transparency suffered as a result. To reach its goal of redistributing 100 million meals annually by 2024 – a tenfold increase on current capabilities – The Felix Project would need to prioritize investments in new technology. The Felix Project worked with Accenture, Microsoft and Avanade (a joint venture between Microsoft and Accenture) to design a solution that would improve driver routes and volunteer and customer relationship management —also collaborating on a mobile app for drivers and a Microsoft Power Platform reporting and analytics solution. Driven by unprecedented demand during the COVID-19 pandemic, Accenture and Avanade developed and deployed a test pilot in less than six weeks. One month later, the platform

was fully adopted across the entire organization. Drivers can now access routes, maps and pickup information in the RouteMe app. Data from drivers' digital forms is sent to Dynamics 365 in real time, and Power BI dashboards provide operational transparency, generating automated reports in minutes. Technology is key to the The Felix Project for growing its impact tenfold by 2024, while keeping staff and depot numbers constant. Microsoft Power Platform and Dynamics 365 have provided the base infrastructure that will help the nonprofit scale, underpinning future technology it will require to support that growth. The solution will enable route optimization, with analyses of how much time is spent traveling and how much food is delivered helping identify cost-cutting efficiencies. The entire experience has been transformative for The Felix Project today, and will help it make an even greater difference in peoples' lives in the future. We really felt valued as clients throughout the whole process, which speaks volumes. We are proud and privileged to have worked with market-leading organizations such as Avanade and Accenture. MARK CURTIN / CEO – The Felix Project The impact of the platform on The Felix Project's technical maturity has been enormous, instantly erasing hundreds of monthly hours of manual data input and helping the organization prepare to scale up. "We have a group of people at the organization who are really excited about the opportunity to learn something new and open their eyes to what's possible," says CEO Mark Curtin. "There is a great enthusiasm for what's to come from this. Lots of our volunteers have commented on how much we're growing up, moving from a startup to something backed by the most cutting-edge technology delivered by some of the best companies in the world. It gives us great credibility and establishes a culture of being very serious about doing important things. This will ultimately help us reach many more people in need." Listen to our award-winning podcast, Built for Change: Adweek Podcast of the Year Award Winner for Best Thought Leadership Podcast. EPISODE 05: What Makes a Business Future-Ready? Organizations who want to continue to thrive in today's uncertain environment have been confronted with a new imperative: lean into digital technologies and optimize business operations. The result? A precious few of them have become "future-ready." A tech start-up and a 150-year-old stalwart share what it takes to get there. LISTEN NOW Brendan Mislin Managing Director Simon Baumber Digital Sales & Service Lead UKI – Avanade © 2024 Accenture. All Rights Reserved. =====================

Johnson Controls and Accenture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/high-tech/gartner ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Sustainability services Marketing technology services Return to Work Solutions Security Partnership Vikrant Viniak High Tech JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A different path to becoming a technology company "We were a traditional industrial company that is becoming a high-tech company," commented Phil Clement Global Chief Marketing Officer at Johnson Controls Inc (JCI). He observed. "Traditionally we would have approached the transition from a position of

doing and making everything ourselves. We would have built the equipment, the API's, the cloud services on our own. However, we realized that approach was less desirable than building an ecosystem of partners." "Ten years ago there was no subscription business in JCI. We sold equipment and other products with maintenance contracts," said Clement. Subscription services are now JCI's fastest growing business as it shifts from product to outcome-based pricing and results. Clement points out that "a deeper relationship with a technology provider makes sense as now our business models are more alike than they were in the past." In 2015, JCI started a long-term partnership with Accenture that grew from a traditional technology implementation into a generative partnership. Together, JCI accelerated its transition into a technology company oriented around issues of sustainability. "In the partnership, we pool resources and investments with a joint focus on being a sustainability company," added Vikrant Viniak, Managing Director at Accenture. Sustainability as the shared commitment and outcome of the relationship A joint commitment to sustainability is held by both companies as a societal and business goal. "Our relationship starts at the top," Clement commented, "JCI is a sustainability company and Accenture shares that goal as well. Our CEOs meet about this topic on a regular basis." The JCI Accenture partnership is the embodiment of that shared commitment. JCI and Accenture evolved their long-term relationship into a joint partnership two years ago with solutions for Return to Work, Security and Sustainability. Clement pointed out an important shift in the way JCI thought about its products. "We recognized that CEOs and companies were investing in highly productive work environments, not controls on an HVAC chiller or sensors. The services we offer transfer capital and operational risk from companies to the outcomes that they value." These solutions came together through a combination of insights, skills and resources from both JCI and Accenture. These solutions represent new ideas and opportunities resulting from this relationship. JCI Return to Work, Security and Sustainability Solutions The solutions they have created together build on the strengths of each partner and have created technologies that neither would have built working independently. The examples include: Accelerating buildings & operations sustainability services; supplying C-suite visibility into real-time environmental, social and governance data. Partnering on JCI's "OpenBlue" brand, an open architecture and cloud-based solutions enabling go-to-market transformation through digital enablement. OpenBlue Healthy Building integrated or deployed modularly, include a combination of hardware & software to manage spaces and occupant experiences. Amplifying customers physical & cybersecurity capabilities creating a new market, "cyber-physical security" that surface threats below normal. When JCI reached the decision to create an ecosystem rather than going on their own, they began looking for potential business and technology partners. "Originally, JCI considered partnering with pure-play technology companies. We did not consider a systems provider for a partner, said Clement. "Many of the pure-play providers we talked with were willing to invest, but only if we had figured everything out. We knew that was not possible in a dynamic environment. We needed a partner who was willing to deal with ambiguity and was focused on repeat/ongoing opportunity rather than winning individual deals." The relationship runs based on managed outcomes and defined objectives related to developing the technology, evolving the technology and

then building the business together. Vikrant observed, "we evolved our working together from questions of what we do, to how we do it together, to how we execute in the market." The principles for this relationship revolve around the following: The relationship gives both parties flexibility in how they go to market. "Sometimes JCI is in the lead, sometimes Accenture, but more often it is the two of us together working on something neither party would have readily gotten on their own," Vikrant commented. Each party manages its costs independent of the other. Both feel that approach is fair to the other partner. Regarding revenues and margins, they commented that the margins on these joint solutions are at least equal to or better than other products in JCI.   The relationship has accelerated the pace of closing deals from a year or more to less than a few months. Clement shared, "Our deals are bigger, close faster and have better close rates when we work together. Much of this comes from the way both of us see this opportunity. It is not a zero-sum game or dividing a pie between us. It is all about how together we make the opportunities bigger."   The JCI-Accenture relationship reflects the realities of a technology company in an information-intensive solution space. Neither side controls the other. JCI is dedicated to providing open and interoperable products and solutions. The relationship is not exclusive with Accenture, which likewise works with other partners in the sustainability space. Traditionally, this open relationship would reduce the potential and power of working together. "We stick together because we are better at this together in ways that best benefit our customers," observed Vikrant. There is no need to tie the two companies down.   Clement described this aspect of the relationship in this way, "we are friends with Accenture, but we have other friends as well. We know which friends you can count on to deliver and do more business with them than our other friends. Only so many people can actually deliver on this type of outcome."   A generative relationship requires a different level of leadership and organizational maturity   Overall, the relationship runs on a clear understanding of each party's strengths and a joint commitment to a shared outcome. The two leaders observed that this requires a greater level of leadership and organizational maturity than traditional customer-provider relationship. Intellectual property is one illustration of this maturity.   JCI protects its IP, but it knows the pragmatic difference between the IP they need to protect versus protecting all IP. Clement commented, "IP literacy is critical, you need to know what it takes to protect IP while getting value from it. Those who are less literate are the ones who default to being overly protective." This is an example of the level of maturity involved in supporting a generative relationship.   Lessons and Advice from this Generative Relationship   The JCI and Accenture relationship is an example of a generative partnership. Each party brings their own strengths and working together they create something new in the marketplace. In this case, it is a new set of return to work and sustainability offerings. Clement described the relationship in the following way. "Relationships exist across a spectrum. There are average ones, ones at the bottom of the distribution, others at the top. We are shooting for that top of high-performance relationships." This context shapes the advice both Clement and Vikrant shared.   Those include: At its foundation, both companies need to have a level of maturity around their strategy, leadership, and operations. A higher level of maturity is mandatory as an effective generative relationship requires thinking and working in new ways. Thinking about achieving an outcome via a relationship with a generative

partner. This requires working in ways that maintain that joint focus together without devolving into issues of control. As Phillip Clement put it, "A high-tech provider who is able to partner beyond the next incremental sale, is able to deal with the natural ambiguity of creating something new, and is willing to commit themselves to the same degree as we do, is a partner of choice." About JCI, Inc: Johnson Controls (JCI) is a $22 billion-dollar industrial company focusing on building management products and services. It employs 100,000 people in more than 2,000 locations across six continents. Johnson Controls is transitioning from product focuses on an intelligent buildings company. Their joint working relationship with Accenture is an important part of that transition to being a high-tech company. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

COVID-19: AI for pandemic preparedness

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/coronavirus-ai-virtual-agent-digitalindia-mygovsaathi ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities COVID Client stories: Helping our clients outmaneuver uncertainty Power experiences with Advanced Customer Engagement Accenture and Microsoft Applied intelligence Public service JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA India, like other countries around the world, has faced a steep increase in cases of COVID-19. The country reported that more than 154,000 people had contracted the virus by late May, with more than 50,000 cases registered in just nine days. But as the country confronted the challenge of the pandemic, it also sought to curb the spread of rumours. To fight the so-called infodemic, the Indian Government wanted to proactively help its people find accurate information that would better prepare them for the crisis and empower them to reduce their risk of contracting the virus. The Government sought easy-to-use, efficient tools that could keep pace with evolving guidance about COVID-19. Accenture and Microsoft worked hand-in-hand with the Government of India's Digital India Corporation (MyGov) to equip its 1.3 billion citizens with a Responsible AI tool that provides accurate and useful information on the pandemic. Harnessing the capabilities of Microsoft's Power Virtual Agent low-code solution, the team moved fast and used Microsoft Azure to deploy the solution in days. The agent, referred to as MyGov Saathi (meaning "companion" in Hindi), can handle up to 300,000 users per day and 20,000 concurrent users per minute. The AI-powered virtual agent was embedded on the Government's "self4society" website, where it manages interactions automatically; this freed up human experts to focus on the most urgent and complex situations. The AI agent addressed frequently asked questions, with users able to retrieve answers from a menu of options easily. The agent also delivered fact sheets, information on Government initiatives, professional and medical advice, and alerts and lists of myth busters to dispel false alarms. The

solution, being persona-based, was tuned to provide customized answers for queries relevant to farmers, migrants, senior citizens, frontline workers and other citizens alike so they all adopt behaviors that minimize transmission and exposure to the Coronavirus. As guidance changes, the agent is updated with the most recent data on COVID-19, ensuring the very latest information is available to users. Accenture and Microsoft have a history of collaboration, including developing research on the importance of providing AI for the greater good. Their joint emphasis on public AI solutions enabled the team to quickly deliver a pro bono project for the Government of India and its citizens. As the pandemic strains resources across the globe, the virtual agent continues to play a crucial role in effectively bridging the government-citizen information gap. By seamlessly partnering with the Government of India, the team was able to deliver a scalable and dynamic solution that was customized and deployed in record time. The assistant is available on the government's website self4society.mygov.in, reaching Indian citizens where they already are instead of making them adapt to a new platform. The virtual agent is currently handling up to 50,000 users per day. As it continues to serve Indian citizens, MyGov Saathi's AI engine will in the next phase be upgraded to evolve from the menu model to engage in actual intuitive conversations with users. This will make it even easier for users to find answers and safeguard their own health. "The government of India's 'AI for All' focus recognizes the potential of AI-based technologies in providing citizen services, and MyGov Saathi brings this potential to life by combining data and analytics, natural language processing and conversational AI capabilities." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

H&M Foundation: Creating fashion with purpose

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/hm-foundation-fashion-purpose ----- Challenge Strategy and Solution Accelerating innovation Transformation Related capabilities Innovation Analytics Ecosystems Seize the moment—Responsible and resilient retail Retail consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Making the fashion industry more sustainable is a massive paradigm change, and one best made via an ecosystem of partners and open innovation. The non-profit H&M Foundation teamed up with KTH Royal Institute of Technology and Accenture to create the Global Change Award (GCA) to help accelerate the fashion industry on this journey. Now in its sixth year, the GCA continues to drive change through the innovations of today and the solutions of tomorrow. Across the first five years of the GCA, 25 winners were chosen from 20,000+ entries across 200+ countries. This year, H&M Foundation collaborated with Accenture on The Billion Dollar Collection, a virtual fashion collection presenting 10 of the GCA winners working to change the face of the fashion industry. READ MORE Every year, the world uses more resources than our planet can sustain. With fashion as one of the most planet-intensive

industries, the non-profit H&M Foundation, wanted to shift from "take-make-waste" production and consumption models to a "take-make-take-make-take-make" economy that eliminates waste. How could the global foundation help the industry create fashion for a growing population while protecting the planet? It knew it needed strong partners to help reinvent the fashion industry. As a result, H&M Foundation collaborated with Accenture and KTH Royal Institute of Technology in Stockholm to apply and accelerate innovation at scale through the Global Change Award. The Global Change Award is one of the world's biggest challenges for early stage innovation and the first initiative of its kind in the fashion industry. It identifies ideas that apply disruptive technology and new business models to change the way garments are designed, produced, shipped, bought, used and recycled. The H&M Foundation, KTH and Accenture co-developed the GCA accelerator concept and overall program structure using an open innovation approach. Since 2015, all three organizations continue to develop the program together, for example, contributing: An innovation accelerator and coaching to help the winners turn their ideas into reality. Accenture offers knowledge and insights into the future of fashion and retail. Analytics and thought leadership to identify the trends shaping sustainable fashion. Accenture creates a report on the trends in circular fashion and open innovation to share with the broad industry. Accenture also helps the five winners each year to build bridges in the broader ecosystem, bringing in other start-ups and more established businesses to help create partnerships for innovation. H&M Foundation and its partners, KTH and Accenture, are helping to make the fashion industry more sustainable. Shifting to a circular economy presents a paradigm change for the industry—modernizing fashion's global production and consumption in a way unseen since the Industrial Revolution. With H&M Foundation's help and direction, fashion start-ups in the circular economy are acquiring the knowledge and skills to develop and scale their ideas into fully fledged businesses. The award program helps the winners to accelerate results and make a lasting change on the industry— and the world. Creating more sustainable fashion is helping to attract future customers and employees who increasingly demand greater transparency and clothes with a conscience. The shift toward circular fashion is bringing new benefits for the industry, such as reduced material costs, improved customer relationships and reduced risk of resource exhaustion. Together, the H&M Foundation, KTH and Accenture are pushing the boundaries of what's possible by nurturing green, disruptive ideas and technology that will shape the future of fashion. Selected success storiesThe 2016 winner, Orange Fiber, worked with Accenture and other partners in the accelerator to learn how to move from a small start-up with lab production to scale its business model and marketing to meet demand. Orange Fiber repurposes leftovers from citrus fruit production to create a silk-like, biodegradable fiber with fantastic sturdiness, shine and drape. Since working with H&M Foundation, KTH and Accenture, the Salvatore Ferragamo group launched a capsule collection using Orange Fiber fabric. One of the 2017 winners, EON-ID, creates tiny RFID threads with a digitalized "ingredients list." The threads, which can be sewn into garments, aim to make the recycling process more efficient and less wasteful by proactively identifying the garment's materials. The Global Change Award helped the team move beyond proof of concept to commercialized technology, as well as build partnerships with large global brands that are purchasing and introducing

EON-ID RFID Thread technology into their value chains. Just one year later, the company has moved from having five sample threads to producing significant amounts. Shifting to a circular economy presents a paradigm change for the industry— modernizing fashion's global production and consumption in a way unseen since the Industrial Revolution. Fashion start-ups are acquiring the knowledge and skills to develop and scale their ideas into fully fledged businesses. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
=======================

NAVIFY® Tumor Board: improving cancer care

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/improving-cancer-care ----- Call for change When tech meets human ingenuity Helping improve care for cancer patients The digital data integration platform A valuable difference A closer look: University of Missouri Hospital Meet the team Related capabilities Improving cancer care Andrea Brückner Dr. Martin F. Brunner Moshin Khowaja Kyle Janak Precision Medicine Technology for Life Sciences Life Sciences JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Cancer care is complex and time-sensitive, and oncologists and other healthcare specialists need the most accurate, up-to-date patient information to do their jobs. For these professionals to arrive at the best treatment decisions, hospitals need to integrate many strands of patient data from different sources. Important decisions for cancer patients are made at tumor board meetings in which experts from different disciplines review and discuss individual cases and treatment options. Preparing for tumor board meetings is often labor-intensive and time-consuming, requiring patient data to be collected from various systems and consolidated manually. There is also no easy way to track whether and how the agreed upon decisions are put into effect. Roche's vision is to drive personalized healthcare through digital solutions. NAVIFY Decision Support portfolio is designed to provide care teams with comprehensive data and powerful solutions that allow for more time to be spent on their patients. NAVIFY Tumor Board empowers multidisciplinary cancer care teams to be both more efficient and more effective in determining next steps for cancer cases. Today, hospitals typically use a broad array of IT systems to store and work with electronic data around the patient — from electronic medical records (EMR), to laboratory and radiology systems, picture archiving communication systems (PACS) to discipline-specific systems. During a tumor board meeting, a cancer care team needs to access data from a number of these systems individually. NAVIFY Tumor Board consolidates data across these systems and presents it in a tailor-made user interface. Roche uses Accenture, a global leader in the field of life sciences and health IT, to provide sophisticated data integration services to NAVIFY Tumor Board customers. Accenture provides digital data integration services for NAVIFY Tumor Board through a proprietary data integration platform that is

based on MuleSoft technology and leverages the public cloud as its foundation. In doing so, Accenture contributes to the overall objective of NAVIFY Tumor Board — to improve the way cancer patients are cared for. Specifically, Accenture is: Setting up the digital data integration solution for each hospital that becomes a customer of NAVIFY Tumor Board. Providing support for the daily data communication between each hospital and NAVIFY Tumor Board. Enriching data integration capabilities over time by leveraging advanced technologies such as artificial intelligence. The digital data integration platform automatically pulls a broad set of patient data into NAVIFY Tumor Board, including patient histories and care plans, medication information, lab results, pathology and radiology reports, genomic sequencing information, procedures and more. The digital data integration platform securely validates and streamlines patient data and propagates it to NAVIFY Tumor Board so that all relevant patient data is available in one place, following a consistent data model. It uses a specifically developed data integration architecture that can take in data via a widely used format referred to as "Health Level 7" (HL7) or via individual solutions when HL7 is not an option. Accenture helps Roche aggregate the relevant patient data stored across multiple systems at each hospital. With Accenture's digital data integration services, Roche can develop and scale additional clinical decision support solutions to improved patient outcomes using their deep experience in oncology across R&D, diagnostics and therapeutics. With digital data integration provided by Accenture, NAVIFY Tumor Board is fundamentally changing the way tumor board meetings are organized and conducted. These benefits greatly contribute to helping healthcare professionals make the best decisions for cancer patients swiftly, on tight schedules where the quality and speed of decision-making can be critical. The benefits include: Less time required to prepare for tumor board meetings. Easier access to data across multiple systems. More time for specialists to discuss their patients instead of managing the technicalities of meeting operations. Reduced manual entry. Significant improvements in overall workflow efficiency. Better continuity and comparability across tumor board meetings. The University of Missouri Hospital (MU) was seeking a way to manage the complex processing of records from multiple systems automatically — as many as 30,000 clinical messages about patients per day. They selected NAVIFY Tumor Board. Working with Roche, Accenture collaborated with MU to automate data integration via the platform for four tumor boards: hematology/pathology; breast; ear, nose and throat; and multidisciplinary. Since go-live in November 2018, the digital data integration platform feeds the patient data required for respective tumor board meetings into NAVIFY Tumor Board on an ongoing basis. The cancer care teams of MU report tumor board processes are more streamlined. They also highlight time savings in preparing patient cases for review and the more comprehensive view of patient data. And they praise automated data integration for making an important contribution to how they're able to help their cancer patients. 4.2 million data communication messages processed in the first 9 months at MU 117 thousand relevant messages sent to NAVIFY Tumor Board 1400 cancer patients attended to on the back of automated data integration Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Transforming Treasury on the SAP S/4HANA® platform

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Eli Lambert Onkar Liddar Dave Backhaus Jay Campbell How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For many corporations, the global financial crisis highlighted the importance of flexible banking relationships and the need for real-time visibility to global cash positions. For Accenture, it also highlighted the need to develop capabilities that would future-proof the company by creating a more flexible technical infrastructure to address future challenges in the banking industry as well as gain better insights through digital solutions. Accenture's Finance and internal IT organization initiated a treasury transformation program to address the issues. The successful outcomes of this program laid the foundation for more recent efforts to digitize Accenture's cash management. Digitization efforts included addressing the operating model, business processes and technology architecture, including SAP S/4HANA®, in support of Accenture's broader journey to intelligent finance. Laying the foundation on SAP Treasury For the treasury transformation program, internal IT configured and deployed the SAP Treasury and Risk Management solution. This established a common global infrastructure to communicate with Accenture's banking partners on the SWIFT platform, removing reliance on proprietary bank integrations. Additionally, the program involved implementing an in-house cash banking structure to streamline the intercompany settlement process. It also enabled trading platforms to support foreign exchange hedging. Accenture gained greater flexibility in managing its cash and can now switch banks within weeks rather than months to effectively become bank agnostic. The manual effort devoted to withholding tax calculations and processing intercompany charges is largely eliminated. Additionally, Accenture can settle intercompany 50 percent faster as a result of automating the process and shifting from primarily cash to cashless transactions. Leveraging the power of digital Accenture's implementation of SAP S/4HANA presented Treasury with the opportunity to build on its foundation. Operating in a financial world of increasing speed, globalization and regulation, Accenture recognized the need to enable more real-time analytics to respond to ever-changing global market conditions and to further automate and streamline operations to refocus the Accenture Treasury organization on more strategic activities. As with the initial program, Accenture's internal Treasury, Tax and Controllership collaborated with Accenture Strategy's CFO & Enterprise Value experts and our SAP Business Group, along with SAP's services organization to drive this latest transformation program. Moving to intelligent finance Accenture was an early adopter of SAP S/4HANA, including the new SAP Treasury Cash Management module. In addition to implementing new bank account management capabilities, the module leverages SAP Fiori® and provided an opportunity for Accenture to improve the overall user experience. With SAP Treasury Cash Management, Accenture is leveraging three capabilities:

Intelligent reporting and analytics Treasury and internal IT collaborated to implement a new SAP HANA® data mart in the public cloud to support treasury and accounts receivable analytics. The platform provides real-time integration with Accenture's SAP enterprise system and SAP Business Warehouse platforms. The solution accesses live data (using SAP Landscape Transformation [SLT] Replication Server) and delivers analytics capabilities previously unavailable in the finance domain. The new reporting empowers Accenture's Treasury professionals to effectively manage the company's global cash and make liquidity decisions by leveraging alerts and flags, helping to reduce foreign exchange risk. Accenture has a business imperative to transform its treasury capabilities to address ever-changing conditions in the financial world and to operate more effectively and more intelligently. Accenture has progressed on a multi-step journey of building on a host of initiatives, including integrating with Accenture's enterprise system and then upgrading to SAP S/4HANA. Accenture's Treasury function together with internal IT continues to leverage SAP Cash Management and SAP S/4HANA to modernize bank account structures and improve efficiency. They are the foundation for providing the data for the future wave of treasury analytics. The road map includes revolutionizing forecasting through predictive analytics; implementing economic watch flags; optimizing decisions around cash movements; and developing intelligent forecasting to make smarter liquidity decisions. The transformation journey is ongoing and will also focus on implementing automated fraud risk detection through artificial intelligence and machine learning amongst other innovations. "Today, Accenture's Treasury function operates faster and more efficiently. We are now setting our sights on building digital capabilities to let technology do more tasks and generate more insights." "Today, Accenture's Treasury function operates faster and more efficiently. We are now setting our sights on building digital capabilities to let technology do more tasks and generate more insights." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Amref Health Africa

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/success-amref-health-africa ----- Challenge What Accenture did Value delivered Outcomes Related capabilities Accenture Development Partnerships Digital health JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With headquarters in Nairobi, Kenya, Amref Health Africa (Amref) is a global health non-governmental organization (NGO) with 22 offices globally and 35 program countries in Africa. The organization is committed to improving the health of people in Africa by partnering with and empowering communities, and strengthening health systems. By 2035, there will be an estimated global shortfall of 12.9 million skilled health professionals in Africa. Community health workers are vital to addressing this gap by providing basic healthcare and education services directly to families and community members—serving as a crucial

link between communities and formal health systems. However, training these workers via traditional face-to-face methods poses a number of challenges, including high costs, geographic reach, poor long-term engagement, high attrition rates and an inability to rapidly mobilize health workers in times of crisis. To overcome these challenges, Amref sought to develop a new mobile health learning platform built using basic mobile phone technology. Accenture worked with Amref to create a unique cross-sector partnership comprising Amref Health Africa, Accenture, the Kenyan Ministry of Health, M-Pesa Foundation, Safaricom, and Mezzanine. The combined world-class expertise and funding resulted in a leading mobile health learning application known as "LEAP," designed for basic mobile phones which are ubiquitous in Sub-Saharan Africa. "Accenture Development Partnerships have been a key partner in developing and scaling our market leading mHealth learning platform." The LEAP application allows community health workers access to continued training through their mobile device. It also helps them engage in peer learning through social media, strengthen supervision through direct access to supervisors, and updates and campaign messages to rapidly mobilize and respond to outbreaks. The project has achieved a number of key milestones including: Accenture Development Partnerships also played a crucial role in developing the social enterprise strategy to deliver sustainable long-term growth. It is expected to deliver over $4.5 million in revenue. Amref's mobile platform is intended to be transformed into a commercially viable social enterprise that can be adopted by other organizations requiring health worker training, and in doing so provide a new sustainable revenue stream for Amref. 28% increase in antenatal visits 28% increase in the number of infants younger than one year fully immunized 24% increase in skilled maternal delivery Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center =====================

Digitizing contracting, amplifying value

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/digitizing-contracting-amplifying-value ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Scalability Initial onboarding Efficient data capture Enhanced insights Improved capacity Risk management Improved customer experience Christina Demetriades Anand Pandya Kevin Timpane Shane Marshall Stephen Nicolls Amy Kempiak Katharine Mullen How Accenture does IT Unleashing insights from Accenture's contracts JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's cloud-first, platform-powered strategy is driving innovation across the enterprise, including in our own global IT and Legal functions. The teams are partnering to digitize contracts and unlock the value of contract data that can ultimately help reduce risk and improve the contracting experience. As a global professional services business, Accenture has a Legal team of

more than 2,800 professionals in 46 countries who negotiate and execute thousands of highly customized, multi-lingual legal documents every month. Accenture looked for a modern contracting platform—centralized, industrialized, enabled—to drive Legal's transformation from a transactional function to a data-driven partner providing valued guidance and better service. At the heart of this transformation is experience—how the Legal team works with each other and client account teams and whether the contract request process is efficient and seamless. So, we set out to combine the ingenuity of our people with the potential of technology to transform the entire contracting experience with new capabilities, data analytics and integration with key systems. Ultimately, we wanted to empower Accenture Legal and Sales teams to work more effectively and reach shared deal goals. Accenture selected the Icertis Contract Intelligence platform, a cloud-based software-as-a-service contract management solution. The Icertis platform addressed Accenture's requirements for a contracting tool with the potential to operate at enterprise scale. Accenture Legal worked with our global IT organization and the platform partner to configure the platform. Beyond basics like automated routing, search and reporting, the tool's release also delivered other critical features, such as an automated electronic signature, a clause library and guided contracting, the ability to create contract families, and integration with other key sales and contract systems. The new solution was named Manage myDeal—where all contract management, digitization, and approvals live online. Stakeholders from Legal, client account teams, IT and Icertis participated in extensive workshops to define functionality and scope, which was ambitious and complex. The project team defined requirements for the end-to-end contracting process—from contracting requests, drafting and reviews to final signature, execution and applied intelligence across the portfolio. These requirements were then expanded to address 20+ contract types, which also required defining a data model for the digitized contracts in 20+ variations. Future releases of the tool are just as ambitious and will cover procurement contracts and the management of additional legal matters such as mergers and acquisitions, and anti-money laundering due diligence. With the help of global IT and Icertis, now all of Accenture's contracts are being digitized and moved to a central platform that optimizes workflow and promotes transparency. For example, users can enter data, including contract deliverables, and share information widely. Manage myDeal has been designed to support accounts of all sizes across our global business. In particular, its unprecedented contract visibility is especially valuable in handling Accenture's largest, most complex client relationships, which span geographies, jurisdictions and teams. A contract and its underlying data are routed automatically through reviews, changes and approvals, allowing client account, Legal teams and other stakeholders to work seamlessly and see clearly where each contract stands in the sales process, who is working on it and when it is finalized. Perhaps most importantly, Manage myDeal is not a stand-alone solution—it's the legal front door to a larger ecosystem created by IT that connects other key digital platforms, including Accenture customer relationship management tool Manage mySales and legal contract delivery solution Manage myContracts. Manage myDeal's integration with Manage mySales connects critical contract and sales data and provides a clear path for legal support (accessible by all client teams, regardless of account size or importance) as contracts are created. Beyond sales, the ecosystem extends

to tools like the award-winning Accenture Legal Intelligent Contract Exploration tool (ALICE), which uses natural language processing and machine learning to generate critical search capability across more than a million contracts in 12 languages. Manage myDeal empowers Accenture to connect the dots across Sales and Legal to drive better performance globally. For the Legal team, Manage myDeal streamlines the contract workflow process across the entire organization, and standardizes and simplifies contract tasks. For example, lawyers can insert the latest precedent language into a contract with one click or easily create client-specific templates— all of which shortens turnaround on high-volume contracts. For sales teams, the solution provides a single view of information across clients and contracts, in addition to creating clear hand-offs and status updates between sales and Legal teams. Sales leaders can easily create a dashboard of projects by geographies or countries and easily capture such contract vitals as expiring contracts. Additionally, they can view entire contract families—including master service agreements, statements of work, change orders, and more—so the context of every contract is fully understood. Yet, way beyond this core functionality, Manage myDeal is a transformational solution with built-in advanced analytics that yields powerful insights on the performance of Accenture's entire contract portfolio. Dashboards track metrics such as how long it is taking to close deals by market, so teams can identify areas for troubleshooting and improvement and ultimately improve outcomes for the business. As an example, we can identify how many contracts have exclusivity language that can affect business competition. In the future, Manage myDeal will also provide predictive analytics for even deeper insights such as flagging regulatory issues before a contract is signed, identifying contract trends that lead to low profitability or ways to improve contract revisions that make Accenture more competitive at winning deals. Manage myDeal has enjoyed early success in its initial rollout and continues to generate excitement as more teams across Accenture engage with this transformative tool—a prominent and promising start of a journey to deliver on the value of technology and human ingenuity. "This depth of insight is game-changing— Accenture has a 360-degree view of a client relationship that delivers value to Accenture and its clients." Supports hundreds of thousands of contracts in a centralized system More than 90,000 contracts and 1,500+ client specific templates have been onboarded in the system within the first nine months of rollout Data is captured once and shared across more than four different legal and sales systems Ability to apply analytics to the data captured and unlock value in legal data Simplification and standardization reduces workload, freeing Legal teams to spend time on more advisory vs. administrative work Helps to anticipate and reduce risk and address contractual protection, improve contract delivery and support predictive compliance Reduces time to deal-close and improves team collaboration and contracting transparency Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Getting ready for the New with SAP S/4HANA®

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Future finance capability Analytics using real-time data Performance improvement Speed Disk storage footprint reduction Eli Lambert Anand Raval Abdel Altabarani How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture runs its business on a single global instance of SAP, using it for internal business functions, including Finance, Human Resources, Governance, Risk and Compliance (GRC), Forecasting and other capabilities. In 2015, Accenture's business was changing as the company was transforming into a digital and more diverse enterprise. Accenture recognized it needed to operate with more insight, agility, efficiency and compliance across multiple business units, business processes and applications. This meant both the business processes and IT capabilities would need to contend with a fast pace of change, growth, larger volumes and diverse businesses—all driving the need to evolve Accenture's ERP to be ready for a post-digital era. Accenture viewed a migration to SAP Business Suite on HANA as a key step on its digital road map—an opportunity to deliver value to the business and to ultimately enable a strong foundation for long-term performance and new capabilities via SAP S/4HANA. For these reasons, Accenture embarked on the next step of its strategic road map—migrating its Finance and HR instance to SAP Business Suite on HANA. This suite is built on SAP's advanced in-memory platform, SAP HANA. In determining the implementation approach to SAP S/4HANA, there were two key options —"migrate" or "greenfield." Accenture chose to migrate considering its highly optimized existing platform and standardized business processes. When an organization's current business processes and configuration cannot meet its future business needs and its current environment consists of diverse platforms, a "greenfield" or reimplementation approach may be better. Ultimately, Accenture completed its vision and migrated to SAP S/4HANA. Business challenges and solutions Accenture's global IT organization teamed with Finance to define Accenture's finance vision, needs and challenges and to assess how SAP S/4HANA can address them and provide business value. This initial assessment gave the team preliminary findings of the value of the migration that Finance and IT then proceeded to prove out. Proof of concept Using the initial findings, the Finance and IT team set up an SAP S/4HANA proof of concept. Three key objectives were set to: 1) determine whether the migrations would provide the desired value, 2) gain an understanding of the technical challenges and 3) determine the cost. A team consisting of Accenture's global IT and Finance organizations, Accenture Technology and Consulting, and SAP Services came together to perform the proof of concept. The team defined test business use cases based on key business value levers of speed, agility, analytics and future enterprise system capabilities. With the use cases prepared, conducting the proof of concept was next. Working with a masked copy of Accenture's production system, the team set up a proof of concept

system in an Accenture Innovation Center for SAP Solutions, performed an upgrade to the latest enhancement package and migrated the database to SAP HANA. The team then ran the Accenture SAP HANA profiler toolset to identify and apply ABAP programming optimizations, and installed SAP S/4HANA. The final steps were to perform Accenture regression testing. The proof of concept was completed in three months, rapidly enabling Accenture to evaluate the results. The proof of concept demonstrated significant value to Accenture and aligned with Accenture's digital agenda. As expected, the migration to SAP S/4HANA did uncover challenges that needed to be remediated for the actual migration. The overall findings of the proof of concept were used to complete Accenture's detailed planning for the business case and migration. Business case Using speed, agility, analytics and future enterprise system capabilities as the criteria for value, the team confirmed that SAP Business Suite on HANA with a future upgrade to SAP S/4HANA and a parallel implementation of SAP Business Warehouse (BW) on HANA was the best scenario for Accenture. The team developed a full business case that included strategic value levers, essential requirements and optional scope items. The business case also included the following implementation plan components: Implementation The implementation of SAP Business Suite on HANA took six months. Project governance was performed by a weekly operating committee and a steering committee that met monthly and included leaders from all the participating organizations. The team used Accenture's methods, assets and tools to increase the reliability, quality, speed and predictability of the delivery work. Business disruption due to the SAP Business Suite on HANA migration was minimized by separating functional changes into a previous deployment. Accenture's dynamic business environment demands frequent delivery of incremental business capabilities. The program team needed to weigh incremental risk and value of delivering the upgrade against continued delivery of incremental business capability. Careful risk assessment, early go/no-go decisions, and contingency plans provided the supporting facts to perform a concurrent go-live of SAP HANA alongside business change. With enhanced stabilization and hypercare support, the overall solution was brought live on time and with full business continuity. In the first month, full business volume was executed ahead of schedule, and without major defects. Within the same quarter, the solution accelerated finance close processes by two days. As SAP's leading partner and largest implementer of SAP HANA-based solutions and applications globally, Accenture was able to leverage a range of unique, proprietary approaches and tools to accelerate migration to SAP HANA and reduce the risks, which have been added in the meantime to the Accenture myConcerto platform for driving enterprise transformation. The Accenture SAP HANA profiler, for example, significantly reduced manual effort to ensure a successful and more efficient migration. The team also used SAP's ABAP test cockpit tools for remediation and automated testing capabilities to reduce project efforts. Applying tools, accelerators, lessons learned, best practices, a dedicated team and standardized processes through Accenture myConcerto in pre- and post-migration activities can significantly reduce the time and risk compared with a traditional migration approach. The SAP Business Suite on HANA and S/4HANA proof of concept confirmed the overall business value Accenture expected. SAP HANA moved Accenture from a SQL database to an in-memory database that provided the value of speed, agility, analytics and future enterprise system capabilities.

The proof of concept ultimately positioned Accenture for a simpler migration to SAP S4/HANA, helping to evolve Accenture's digital agenda. Accenture's experience demonstrated that a proof-of-concept migration can provide benefits with minimal risk. Helping to ensure the active involvement of the business and SAP at all levels through the proof-of-concept, planning, testing, migration and post-migration phases enabled a detailed road map to be developed for the actual implementation. In addition, taking a business value-driven approach by consulting extensively with Finance leaders to understand their priorities confirmed that the migration is strategically advantageous for Accenture—positioning us to take the necessary steps to establish an SAP HANA platform for delivering new capabilities and get the most value from our IT investments. Disclosure note: Accenture and SAP have a co-development agreement to design, develop and jointly take to market SAP S/4HANA. Proof of concept outcome highlights: Gained ability to leverage future capability and flexibility by SAP S/4HANA (SAP Central Finance, cash management, fixed assets, forecasting). Delivering analytics on real-time transactional data versus the historic approach of using extracts and monthly roll-ups. Experienced on average a 25 percent to 50 percent improvement in performance across transactions, batch programs, distribution of data and report performance. Performance improvements were achieved on an already highly optimized system; select transactions across same areas improving in speed by up to 98 percent. Reduced disk storage footprint by almost 50 percent on an already highly optimized database. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Improving efficiency with predictive intelligence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/improving-efficiency-predictive-intelligence ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Tony Leraris Tom Bruss Ariana Penchaszadeh MarieDass Sadaraname How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Our global IT organization continually looks at ways Accenture can enhance business efficiency and the quality of various employee experiences by taking advantage of the capabilities our platforms offer. One such capability is ServiceNow Predictive Intelligence. By combining the automation of routine business processes with machine learning, it holds the promise of enabling Accenture IT technicians and HR agents to work smarter, faster, more accurately and with a better experience. Having adopted ServiceNow as one of Accenture's key platforms, we wanted to put us in a position to take advantage of its power. We looked to predictive intelligence because Accenture faced the challenges typical of a large company: a high volume of IT incident tickets getting routed to wrong agents, excess time spent trying to determine where tickets should go, high risk for human errors, and time lost in

resolving incidents—all impacting the quality of customer service to employees. We also wanted to address unnecessary repetitive manual work for common, recurring situations when technology offers tools with predictive capabilities that can proactively identify and even automate solutions. Our global IT organization is applying predictive intelligence to transform mundane, manually intensive activities and enable more efficient processing and faster service delivery. ServiceNow Predictive Intelligence is now being used to help support our IT ticket incident process and fulfillment of verification of employment requests. IT ticket incident processOn average, our IT support teams respond to 10,000 technology incidents daily from employees around the globe. Given the volume and nature of these requests, we made use of the Predictive Intelligence capability of ServiceNow that works behind the scenes to alleviate some of the manual work so our agents could provide the best possible service to employees. This capability is now auto-assigning 2,000 of those incidents a day, on average, or about 40,0000 a month across service desk locations globally. From the moment an employee calls in or logs an incident in the support portal, ServiceNow Predictive Intelligence is trained to identify the issue and auto-categorizes the ticket into the appropriate queue to confirm it is managed by the right person or team. It is also trained to recognize when someone calls in with a common incident. When this happens, the predictive intelligence locates a pre-populated solution and auto-resolves it by sending data back to the caller and closing the ticket with an automated email response. With any predictive intelligence, there's a need to confirm security and restrictions are in place to prevent sensitive data from being accessed, and not all incidents require predictive intelligence. Some of our incidents are handled using the standard if-then assignment rules, which, instead of using past incidents to predict an appropriate solution, uses a standard rule setup to resolve it. Verification of employmentTo enable our people to work smarter, we also deployed ServiceNow Predictive Intelligence within our Human Resources function to address time-consuming manual tasks. One such task is responding to hundreds of requests for verification of employment (VOE) letters and personnel file requests every month, a process that used to be entirely manual. As soon as our HR support team receives a VOE request, it's automatically converted into a ticket in ServiceNow. This is where the Predictive Intelligence kicks in. PI scans every ticket looking for matches against an already trained, pre-programmed solution and auto-assigns it to the appropriate support queue. From here, an HR support person finalizes the verification letter and sends it to the employee. "ServiceNow Predictive Intelligence is delivering value by offloading tasks that machines can do, giving our people more time to do what they do best." Now that Accenture is implementing ServiceNow Predictive Intelligence, we are gaining an improvement in the quality of customer service. Supported with predictive capabilities, agents are better equipped to handle requests and employees benefit from effective resolutions—a win-win for all. Predictive Intelligence works 24/7. As soon as a ticket comes in, it's assigned to an appropriate agent. No time lost, "hops" are avoided, and human error is eliminated. Employees get answers faster and accurately. ServiceNow Predictive Intelligence is improving the speed and accuracy of auto-assigning tickets, with more than 85% accuracy. We've reduced triage time and rerouting, lowering the average time to resolve incidents. Assignment time for each incident has significantly reduced from

one hour to less than a minute. Auto-assignment also enables teams to focus on complex incidents and to support increased demand with the same capacity. This shift increases the productivity of support personnel by eliminating mundane tasks. For the verification of employment, automation speeds up the process. Our HR support teams process verification of employment and personnel file requests with a 50% reduction in handling time, reducing turnaround time. And the supporting team gains more time to focus on priority requests that are of more value for our employees. Over a six-month period, we experienced an average accuracy of 80% for the auto-categorization and auto-assignment of incidents. Every potential new solution with ServiceNow Predictive Intelligence offers the possibility of improving accuracy, quality and services and overall business efficiency. We continue to look at ways in which we can improve our response times, reduce human error and improve consistency and accuracy. "We're always looking for ways to work smarter and faster, and ServiceNow Predictive Intelligence is making that happen." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Banco Sabadell: Digital efficiency by design

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/banco-sabadell-galatea-digital-design ----- Call for change When tech meets human ingenuity A valuable difference A digital dilemma One system, countless creations Banking on the future Current Country: United States CASE STUDY With an innovative design system, Banco Sabadell can make new apps faster—and build a better digital future. 5-Minute read To meet consumer demand for web and mobile experiences, Spain's Banco Sabadell wanted to deliver high-quality apps and tools with seamless, consistent experiences across all of their platforms. But an inefficient, outmoded approach to development was slowing things down. The solution: A custom-built design system. Design systems are flexible, modular libraries of design elements and guidelines that connect user experience, visual design and product development. Because all of the elements are reusable and accessible, teams can work collaboratively by sharing parts of their creations to aid in the development of others. A design system would allow Sabadell's designers and developers to create new products and services more efficiently—and keep costs at bay. Working with Accenture, the bank set out to make it a reality. The team called the system Galatea, a reference to artist Salvador Dalí's "Galatea of the Spheres" painting. With Galatea, digital components and the code that accompanies them can be standardized—and therefore repurposed easily. As a centralized environment, it would also create consistency in all new projects across platforms, resulting in a smoother and more intuitive experience for customers. To bring Galatea to life, Sabadell and Accenture worked together to not only design the system itself, but also to generate a governance model that would maintain the system and help it evolve over time. They built in

best practices and brand guidelines that would keep each new product in line with customer expectations, and helped to aid a change in company culture so that Sabadell's team would adopt and support the new system. In 2022, Galatea provided support to 65 designers and developers across 56 projects and 55,000 hours of development time. Sabadell's teams saw a 50% reduction in average development time for new products. From that new efficiency came €2.5M in cost savings for its business teams. Internally, Galatea allowed faster launches, better version control and easier onboarding of new team members. Externally, the system helped Sabadell improve its digital customer experience. As a design system, Galatea is constantly evolving. Its participants not only take advantage of what exists within it, but add new creations and guidelines as needed for future use. Each addition makes it stronger. In this way, its growth is a team effort. In the same way, Sabadell's digital transformation is ongoing—with Galatea as a new and important part of the bank's digital whole. The trust that Accenture Song provided us, thanks to its knowledge and prior experience in this type of change processes, was key, besides their ability to empathize with us as a client made us think that they were the right partner to go hand in hand with in this transformation. Silver Bruna / Banco Sabadell Design Team Manager
========================

Mapei migrates a century of HR into the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/mapei-migrates-century-hr-into-cloud ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Using Oracle HCM as the solution of future success. 5-MINUTE READ The Mapei Group (Mapei), a world leader in the production of adhesives, sealants and construction chemicals, contributes its products and technical assistance to the realization of iconic construction projects all over the world. Beginning as a family-run company a century ago, Mapei now has a portfolio of 83 production locations and about 11,000 people distributed across five continents—a business built over six decades of international growth. Having a dispersed geographic footprint resulted in the development of an HR ecosystem accompanied by different legacy business cultures, uneven working methods and a myriad of structures and platforms (developed at local level) that could not be standardized. For some companies, this might have been an insurmountable challenge. For Mapei, however, this was a challenge it wanted to face head-on. The company knew that remaining an industry leader, even in the digital age, would mean innovating and equipping its business with an integrated platform that would allow not only the uniform management of all HR processes, but also the adoption of an engaged corporate culture capable of attracting future talent. In a software selection at the end of 2018, the Oracle Human Capital Management (HCM) platform emerged as the solution that best positioned Mapei for future success. Accenture was chosen as the partner that would help Mapei

implement this solution, along with the necessary organizational and cultural change management. Mapei and Accenture knew upfront the scope of their challenge. Along with the need to centralize HR processes and data across the company, there was an equally strong need to let local offices retain the autonomy and agility that had long brought value to the company. In addition, a company-wide digital transformation would be an opportunity for Mapei to increase productivity and employee satisfaction, as well as employee loyalty around shared values. Accenture, drawing on its combination of skills in Oracle solutions, the digitization of HR processes for clients around the world and unique assets such as Accenture myConcerto® —Accenture's proprietary intelligent platform— was able to collaborate closely with Mapei and devise an ambitious international project. Capitalizing on the best practices in the sector (thanks also to the adoption of SaaS), the Mapei and Accenture project team developed a group system that relies on a single source of HR data valid for all Mapei legal entities, equipping the customer with a global reporting system able to enhance the best of local customizations, while improving the management of the headcount. The new Oracle HCM platform was implemented first in the largest and most complex countries, and then as a core model in the other countries of the Group. The new Oracle HCM platform, implemented in compliance with a tight schedule, has equipped Mapei for the first time with a common HR database and an effective global and local reporting system, eliminating manual data collection activities. A dedicated workshop, brought together in Milan, allowed all the Group's local HR to familiarize themselves with the new approach to HR management enabled by digital technology, and to review in their respective countries the new working methods and innovations introduced. The new job architecture delivered by the project aligns the management of HR themes for all Group companies, while still leaving a margin of flexibility in the management of some relevant data. HR business partners are now able to manage HR information directly in the system and, thanks to integration with payroll's system, the numerous offline data collection and communication activities between HR and payroll functions have been eliminated. The standardization of structured processes at the Group level for management objectives and performance management has been enabled, allowing their application to all countries. The use of an advanced recruiting system, fully integrated with staff and organizational data (Core HR), speeds up the management of the recruitment process, and compensation has moved from a process managed through Microsoft Excel to automated management using the workflows available in the Oracle HCM platform. With this new platform in place, Mapei now has the glue that is able to make yesterday's disparate HR adhere to the company's unique new HR vision of tomorrow. Today all the information related to a person populates the platform. This is strategic for us because it allows us to develop a series of communications and actions between companies and between individual departments that previously was unthinkable to do in organic form. Giuseppe Castelli / Group Organization Director, Mapei Pietro Bianchi Managing Director – Chemicals and Natural Resources Lead, Italy, Central Europe and Greece Francesco Cerioni HCM Lead – Oracle Business Group, Italy, Central Europe and Greece © 2024 Accenture. All Rights Reserved.
=====================

Nickel and Oracle Cloud: Transforming finance

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Philippe Montmartin Ludovic Tran Omar Tamrabet Julien Dubouis Intelligent platform services Oracle Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Modernizing for growth Nickel launched in 2014 to provide easy-access mobile banking for all, with new customers able to open accounts at more than 6,000 corner shops in France. Acquired by BNP Paribas in 2017, Nickel today has more than 2 million customers in France and Spain, and plans to expand in Europe. To keep up with demand, it needed to modernize its tools and simplify everything from monitoring finances to improving compliance controls. The bank required a Software-as-a-Service (SaaS) solution that would be flexible and fast to implement and chose an Oracle Cloud Solution. Accenture was selected to implement the solution because of its deep partnership with Oracle, advanced technology application expertise, and industry and functional knowledge. A transformative and easy-to-deploy cloud solution was implemented in record time at Nickel, future-proofing the bank's operations. Transforming business in record time Accenture deployed a collaborative group of experts from Oracle's technology, financial and risk management teams. Working closely with Nickel, the team harnessed Accenture's unique hybrid methodology to implement the solution. The approach combined prototyping phases that showcased and validated potential new capabilities in an interactive way, including the design, configuration and testing of the solution. The team leveraged assets and templates from Accenture's myConcerto platform to showcase standardized best-practice processes, accelerating the project delivery. The dynamic approach enabled a rapid six-month delivery – Accenture's fastest Oracle ERP Cloud implementation in the French market. Flexible foundations for a rapid expansion The transformative solution was implemented in record time, providing Nickel with the flexibility necessary for its rapid expansion. An integrated and centralized system for finance functions has improved data quality, finance closing timeframes have been reduced by five days, and the implementation of invoices via purchase orders has increased from 40% to 80%. Financial processes can be standardized, and compliance and traceability have significantly improved. Nickel plans to expand into advanced procurement and budget and planning capabilities with Oracle Cloud and aims to launch in eight European countries by 2024, with Accenture providing roll-out assistance via fully offshore solution maintenance. Nickel is well on the way to achieving its ambitious goal of giving everyone, everywhere, easy access to modern banking. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =======================

Fighting poverty with technology and humanity

Creating meaningful change through technology Unleashing potential and hope for the future We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY Gerando Falcões Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil 3-MINUTE READ In some of Brazil's largest cities, vacant land is often filled with makeshift communities known as favelas. These areas are home to over 16 million people living in abject poverty across 10,000 favelas, where the unemployment rate exceeds 20%. Life in favelas can feel bleak, and for many residents, there seems to be no way out. Since 2013, Gerando Falcões, a network of over 2000 social development organizations, has been on a mission to break the cycle of poverty and transform the lives of favela residents. Working closely with Accenture, the organization has created innovative solutions and programs that are having an impact across Brazil. In 2023, over 13,000 people received job training and guidance to start their own businesses and find jobs, and more than 6,000 increased their income. Over 2,000 residents have been trained as social leaders and received education to enact change in their communities. And hundreds of thousands of families now have access to resources that can help them rewrite their future. Gerando Falcoes and Accenture are working to break the cycle of poverty in Brazil, where almost 16 million people are living in 10,000 favelas nationwide. Non-profits have great ideas for tackling big problems but are often hindered by limited resources and a lack of technical expertise. With Accenture's help, Gerando Falcões was able to restructure their technology architecture and app development processes and reinvigorate their approach to addressing the economic realities in Brazil's favelas. One outcome of this partnership is a social initiative called ASMARA, which provides a way for women in favelas to sell products door-to-door to generate income. The new business model and digital platform allow large retailers to donate and distribute their products to favelas. ASMARA is expected to support up to 15,000 women and their families in São Paulo in 2024. Another outcome is a program called Favela 3D, which helps create long-term development plans for favelas. The program collects and processes data to solve community problems at a hyper-localized level, favela by favela, street by street. Since 2020, Favela 3D has supported more than 2,700 families in five favelas through housing and urban renovations, workforce inclusion initiatives and more. As a result, unemployment at Favela Marte has declined from 72% to just 4%. And at Favela Dos Sonhos, 80% of the houses have been transformed into safe and dignified places to live, and the entire neighborhood has received urban improvements. Together, Gerando Falcões and Accenture have already made a meaningful difference in the lives of over 740,000 people in more than 5,500 favelas across Brazil. Moving forward, they plan to train 45,000 youths in favelas, providing job training and interviewing skills along with crucial technical and trade skills. The near-term goal is to help 24,000 youths find sustainable employment. And this is only the beginning. Accenture and Gerando Falcões

will continue exploring new ways to fight poverty and create opportunities in Brazil's favelas, with a shared mission to enact change and make a profound difference in the lives of those who need it most. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Kleber Alencar Executive Director – Financial Services Eco Moliterno Senior Creative Direction Executive – Accenture Song Mariana Zuppolini Associate Director – Corporate Citizenship Strategy & Programs © 2024 Accenture. All Rights Reserved.
======================

Mercedes-Benz races into the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/mercedes-benz-races-into-cloud ----- What Accenture did Value delivered Related capabilities Mobility X.0 Accenture AWS Business Group (AABG) JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Mercedes-Benz's leaders recognized that it had a fragmented and inefficient online presence, with multiple customer-facing views and online portals. They set out to unify the environment and believed that the cloud would enable them to roll out new content, functionality and features—such

as its car configurator and test drive booking app—more quickly. "The Accenture AWS Business Group was formed to help customers like Mercedes-Benz.io transform their businesses and innovate faster than ever before." "The Accenture AWS Business Group was formed to help customers like Mercedes-Benz.io transform their businesses and innovate faster than ever before." The company worked with Accenture and Amazon Web Services to bring its vision of a unified online experience to life through a consolidated cloud-based solution in order to meet customer demands. Mercedes-Benz now has one consistent platform for delivering engaging and relevant experiences to customers, with the ability to continually improve services. "With its marketing and sales groups taking advantage of the security, scalability, and low cost of the AWS Cloud, Mercedes-Benz's digital service is set to become as legendary as its cars." Mercedes-Benz had a fragmented and inefficient online presence. The company worked with Accenture and Amazon Web Services to bring its vision of a unified online experience to life through a consolidated cloud-based solution. Within a four-month period, the team deployed the new solution to 18 countries. That speed of implementation was unprecedented for Mercedes-Benz. Over three million unique visitors access the solution each month, and the number of happy customers only continues to grow. "The solution's speed enables us to continually improve our customer experiences. By bringing out functionality or information as quickly as we now do, we are able to get timely feedback from customers and incorporate that feedback into our work." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Mondadori is turning a new page using Oracle to transform its HR

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/mondadori-using-oracle-transform-hr ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Maurizio Cavalli Francesco Cerioni Intelligent Platform Services Oracle Communications and media JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As the publishing world continues to digitize, offering a variety of content online, back office functionality also needs to transform. Something Gruppo Mondadori understood. Mondadori is a publishing powerhouse with more than a century-long tradition of feeding the world's cultural appetites: from books and bookstores to museums and magazines. Over their storied history, Mondadori has acquired complementary businesses to strengthen their global portfolio. In the process, it grew more difficult to manage human resources (HR) functions—from recruiting and onboarding to compensation. With an increasingly competitive marketplace, the company needed the best platform to unify their HR function and support their growth strategy. Accenture and Gruppo Mondadori have been partners for years. The strength of the two companies' relationship, and Accenture's expertise in platforms, made Accenture a natural choice when it came to transforming

the HR function. The work started with a series of prototype workshops to scope the Oracle cloud-based platform that would cover HR processes end-to-end, including learning, recruiting, compensation, talent and performance. Through the workshops, Accenture accelerated development time by applying best practices in HR coupled with their best tools and approaches. One of those, myConcerto, enabled Accenture to propose different options rapidly, without going through laborious requirement-gathering and configuration phases. The Oracle platform implementation created a portal for employees that provides a "one-stop-shop" to everything involved in working at the company. The portal also provides visibility into other areas like payroll and vacation requests. Mondadori emphasized the importance of change management and training to ensure employees could use the portal seamlessly. For the initial go-live, Accenture deployed Oracle's learning module to ensure there were no hiccups. The new HR platform operates as a service, and Mondadori now enjoys continuous improvements to the system as their needs change. By creating this seamless connection to HR, Mondadori can focus on more strategic matters, knowing their people are getting a better user experience, and shifting from manual, to automated processes. Underpinning these processes are industry best practices, elevating the efficiency and effectiveness of everyone involved. With the advent of the Oracle system, Mondadori now has one single modern user experience across all HR processes and devices. And the company can deliver more training (37k learning enrolments in 2020 and 11k learning enrolments in the first quarter of 2021) while cutting overall costs by 30%. The COVID pandemic hit after the solution's go-live and nearly all of the company's 2,000+ employees were asked, when possible, to work from home. To help facilitate remote working, Mondadori leveraged on Oracle Learning to develop online training to teach its people how to be more effective working from home. Accenture also developed and released a chatbot in just a month's time. Its purpose: to provide guidance on any COVID questions and on Mondadori's initiatives. With the success of the original chat box, Accenture rolled out the Oracle Digital Assistant which covers a wide-range of topics, including COVID policies and other employee health benefits. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Project 8: Global platform, greater good

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/project-8-global-platform-greater-good ----- Opportunity Collaboration in action The human experience The win-win Meet the team Related capabilities Scalable Engaging Multi-platform Accessible Elaine Turville Amit Patel Marty Rodgers Najam Mohiuddin Nonprofit Data and analytics services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Food. Water. Energy. Demand for these basic human needs is shifting as populations continue to grow and become more urban. With the global population estimated to reach 8 billion by 2030, we

cannot wait to plan for human needs, sustainability and growth. What we need is an integrated view of how to tackle these global issues – and support future generations. Project 8 is making that possible. Project 8 (P8) offers global development organizations and researchers a single online platform and community: For accessing and analyzing data. Sharing exciting findings. And collaborating on important topics – from food security to the future of agriculture. Global problems require global solutions. For the International Food Policy Research Institute (IFPRI), the Organization for Economic Co-operation and Development (OECD), the United Nations Foundation and several other organizations, working to predict and plan for the future was nothing new. But their efforts had been isolated – based on their own data, projections and mathematical models. Leaders from these institutions – as well as Accenture, Nielsen, Salesforce, The Conference Board and The Demand Institute – saw a pressing need for global collaboration. With the ability to share data, organizations would be better able to understand challenges, mobilize and align resources, and support effective decision- and policymaking. These forward-thinking organizations teamed up to create Project 8 – a global platform that serves as a repository for global data and exchange of ideas. By connecting data from many organizations, Project 8 is closing the research and data gap in the global development sector. Project 8 is also a digital collaboration tool. This online community provides a space for those tasked with figuring out future human needs to collaborate on the predictive science behind human needs modeling. Through the platform's intuitive interface, P8 participants can ask experts questions, discuss exciting findings, access visualization tools or collaborate on important topics such as food security or the future of agriculture. Interested in wheat production? Follow that thread or chat with global wheat experts. Have a new data set? Go to the analytics area of the site to upload data and then post an update to your colleagues' circle, inviting them to take a look and manipulate the data for their own needs. "By bringing researchers and data together in a more centralized tool, we'll help the world collectively do a better job of planning to meet the needs of 8 billion people and beyond." Since the program began, P8 has seen an 85% increase in experts using the platform and an 80% increase in datasets uploaded. This exceptional growth was highlighted at the World Economic Forum in Davos in January 2016, where partners across sectors expressed an eagerness to participate. As P8 continues to grow, one point is clear: the sky is the limit. When the global research community across every sector increases collaboration and shares more data on sustainable development, it will unearth new insights on the interconnectedness of human needs – improving long-term planning and sustaining natural resources around the world. It is no wonder that this global platform is gaining global attention. P8 is one of the first "data collaboratives" highlighted by the Global Partnership for Sustainable Development Data. The solution has also been praised by large government organizations, including the U.S. Department of State's Office of Global Food Security, and major private sector organizations are ready to collaborate with other like-minded enterprises to grow the database. "Data uploaded into Project 8 from all over the world increases monitoring and ensures better food security all over the world." 300+ rows of data – and growing daily Users from 100+ organizations and 16 countries Mobile Optimized Accessible in some of the most remote places on earth Please enable Advertising and Social Media Cookies to be able to see this content. Click

Generali

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/generali-digital-experience ----- Challenge Building Generali's omni-channel experience Collaboration in action The human experience Value delivered Current Country: United States Case study • Generali Human experience that delivers a competitive edge Delivering consistent, world-class customer service across all countries is a priority for any multinational business because the human experience an organization offers can be a key differentiator–a tangible and compelling competitive edge. Global insurance and asset management provider Generali was looking at ways to become its customers' lifetime partner. It hoped to achieve this by offering innovative and personalised solutions through its unrivalled distribution network, optimising the experience of how customers interacted with it was a critical place to start. Consistent worldwide customer experience is best achieved when teams in design and IT work effectively together at scale organisation wide. Generali's challenge was to unify an approach to design and IT that was previously fragmented – between platforms, between business units in different countries and between its business teams and the head office. In 2015, Generali asked Accenture to work with it on a design-led strategic project to create a consistent and world class mobile app experience for its customers across the many countries in which it is active. This project involved building a Mobile & Web Hub. But before this could be done, a new way for all of Generali's stakeholders to collaborate more closely needed to be designed and implemented. The success of the Mobile & Web Hub project led to a follow-on program, focused on Generali's agents. Agents are the critical link between the business and its customers, so they are critical for the company to achieve better business results. Accenture worked with Generali to create an Agent Hub designed to improve the human experience between customers and agents. Generali was looking at ways to become its customers' lifetime partner. It hoped to achieve this by offering them innovative and personalized solutions. Optimizing customer experience and interactions was a critical place to start. Our work began by developing the Global Design Framework – a 'living design' system that achieves faster, more effective implementation of human-centered solutions by placing humans and human experience at its heart. This framework is a way of providing clear instructions to designers and developers on how to implement a principle. It also enables re-use of existing features by offering a suite of streamlined design components. Built into this approach is space and flexibility to enable intentional creativity and room for continuous improvement. We gathered feedback from Generali designers and IT colleagues, as well as customers interacting with the company digitally, to better understand pain and power points in the current digital offering. A Rumble™ workshop helped to identify hone this further and prioritize needs. Insights from this discovery process were refined and a vision and goals set. People from across the business were brought together with customers to

co-create possible solutions in a series of task-focused quick-turnaround service design collaborations, or 'sprints'. Through this process, a series of digital features and experiences were created which could be adapted by different business units to local needs and capabilities. A Mobile & Web Hub was then built to house them, the aim being to assemble elements needed for a world class mobile experience that was scalable towards one global ecosystem. Attention turned to enhancing experience around Generali's agents, again using the Global Design Framework and our collaborative service design methodology. We mapped the likely future of the agents' journey across multiple countries, creating a plan for how to optimize customer/agent interaction. Solutions that best enabled agents to deliver world class service and spend more time focusing on customer relationships were outlined and then made available to local business units for their agent network. Today, clients are seamlessly connected to our Agents and Generali which provides a better omnichannel experience and greater proximity to the brand. Isabelle Conner / Group Marketing & Customer Officer at Generali For Generali to successfully improve customers' experience of interacting with the business and its agents' experience when interacting with customers, a human-centric approach was critical. We started by understanding customers' human wants and needs and how well these were met by Generali's existing experience before prioritizing which tools could best optimize such interaction, then implementing an appropriate solution. There was clear scope to make mobile usability more consistent, to make vocabulary more human-friendly less data-driven, and to optimize iconography to improve navigation of digital platforms and enhance the understanding of Generali's products and services. Customer/agent interaction posed different challenges. Agents are the people who sell Generali's insurance products, so they are the frontline managers of customers' relationship with the company. It was important to improve not just the experience for customers but also for agents. The goal was to give agents access to tools that better meet their customers' needs, in turn freeing them up to focus more on customer relationships. Achieving the human-centered approach needed to address the complexities of each project and depended on enabling closer collaboration between all stakeholders – a critical aspect of our work. The Global Design Framework and our service design methodology united all relevant stakeholders within the business, Generali's customers and our joint teams to identify problems and possible solutions using a number of human-centered collaborative tools. It also provided a common structure, a common goal and a common vocabulary within which collaboration could occur. The collaborative approach we developed for the creation of Generali's Mobile & Web Hub resulted in a 40% reduction in the time needed for a business unit to on-board design and IT development, due to the re-usability of assets across different markets. Meanwhile, on-boarding costs reduced by 70%. Business units in different markets can now easily access best in class tools most appropriate for their particular needs, and a structure enables close internal collaboration and sharing of best practice and other ideas. Customers found usability significantly improved by the Mobile & Web Hub. Navigation is simpler. And as all mobile apps and web-responsive portals have a common foundation, user interaction components are now compatible across both. So far, 14+ countries have benefitted from the improved usability and strengthened collaboration achieved by adopting the Mobile & Web hub

program. It is still early days for the Agent Hub, which by June 2020 had been adopted in three countries. But early evidence suggests that it, too, has already delivered clear cost and time-to-market savings – notably, by offering teams predesigned user interface features. And with agents accessing fewer, better tools, their experience – like their customers' – is both better and more consistent. By encouraging closer collaboration between design and IT teams, Generali is aligned more closely with them globally and locally – a major step forward for the company as it becomes a living business wired for flexibility, with the ability to shift and reshape as the external environment and expectations change. =====================

Innovating the sales journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/sales-transformation ----- Call for change A valuable difference Meet the team Reinventing sales to drive extraordinary change John Walsh Sara Porter JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA At Accenture, building client relationships, delivering on our commitments and selling new ideas are a team sport. Whether it's originating new opportunities or extending existing work at one of our priority accounts, almost all our half-million-plus employees play an essential role in supporting our clients and sales. This approach to sales is a strength, but it can also be a weakness. After all, when everyone is responsible for sales, who's accountable for sales performance? Who orchestrates the action and bears the responsibility for ensuring our sales efforts are managed in an effective, efficient and innovative way? In early 2020, we answered that question when we created a dedicated, C-suite sales role at Accenture: Chief Sales Officer. This new global role coincided with the adoption of our new operating model, which included a bold ambition for sales growth. Accomplishing these goals meant we had to innovate, reorganize and reimagine the sales function—a formidable challenge in an organization where sales had limited coordination across geographies and functions. Accordingly, we sought to design a more connected and globally consistent sales architecture and invest in tools, systems and processes to drive growth. We didn't know it at the time but launching this initiative to transform sales at Accenture would prove especially critical to our success during the COVID-19 pandemic. The pandemic forced the world to change how it does business, and as countries went into lockdown, we changed too. Our reimagined sales function and enhanced digital tooling enabled us to thrive in a remote selling environment more than we could have predicted. Here's how we did it: Harnessing Data and Technology for Intelligent Sales Enabled by a suite of capabilities, we enhanced in Salesforce, we drove enablement and focused on smarter, data-driven selling. We standardized the systems of engagement and aggregated customer and third-party data into a single source of truth for seamless access and easier analysis by our sales professionals. We also refined tools in Salesforce so our salespeople could more readily track client relationships, forecast quarterly sales pipelines, and evaluate deals. For instance, we benefit from a tool that guides our sales leaders through a custom deal qualification checklist to

identify and assess various facets of the deal, ranging from budget considerations to the quality of the client relationship. The automated feature, based on long-standing experience, helps sales professionals gain a comprehensive understanding of prospective deals and informs their sales strategies. Other capabilities include a core toolset and standardized practices for account planning. This common approach has helped our sales teams identify and pursue an unprecedented number of value-creating growth opportunities for our clients. As a result, heading into fiscal 2021, our unqualified pipeline—that is, our portfolio of potential deals—tripled, making it the largest in Accenture history. Structuring to Drive Leadership and Teamwork The appointment of our first-ever Chief Sales Officer was part of a broader effort to standardize and structure sales roles. For the first time, we created a consistent leadership structure across the three markets in which Accenture operates—North America, Europe and Growth Markets —with one sales lead per market as well as dedicated sales professionals at the regional and service level. Together, they bring the best of Accenture's capabilities to meet client needs. Our sales leaders draw on their own management acumen to build teams while taking advantage of consistent global processes, clear reporting lines and advanced technology. Another new tool helps make sure teams are the right size, based on the sales outcomes we're trying to achieve according to market, industry and client nuances in our regions around the world. Cultivating Careers by Embracing Potential Accenture sales professionals can now follow a clear, rewarding career path with incentives, room for growth and opportunities to succeed. Someone can now join Accenture in an entry-level sales role and through a sales development program, learning and experience, explore a variety of sales career opportunities, whether it's moving through different parts of the company or advancing to the highest levels of leadership. This compelling career path is essential to developing our talent and attracting new recruits. Building the Right Teams to Command Complexity To lead our largest and most complex deals, we brought together a team of our highest performing and most experienced global sales leaders to evolve and formalize their expertise within Accenture. The team is anchored by what we call Market Makers: senior sales professionals with deep experience orchestrating large, complex deals. They work alongside highly experienced Enterprise Solution Architects (ESAs), who design the best solution for each deal. We also formalized the new role of Transformation Directors, who work with the Market Maker, Client Account Leads and ESAs to shape each deal and focus on client value realization. Other members of the team include dedicated financial architects, pursuit marketing specialists and senior legal professionals. We also wanted to train the next generation and bring more sales professionals into the fold, so we developed a rigorous, assessment-based certification program for Market Makers and ESAs. In order to be certified, they must complete a program that combines self-study and peer-to-peer learning with coaching by external vendors and Accenture leaders. This talent investment has already doubled the volume of our large transactions. Leveraging Human Expertise and Best Practices Just like their sales counterparts, Accenture's sales enablement professionals previously worked in a fragmented way. We created the Sales and Pricing Performance organization, a team organized into 14 core service areas, to unify how sales enablement capabilities are delivered to sales teams around the world. Using a technology-enabled suite of methodologies they built in Salesforce,

the team has driven adoption of these tools to standardize effective practices in every market. Our sales transformation has yielded remarkable results. Not only did our portfolio of potential deals grow to historic levels and our sales pipeline see unprecedented strength, but by the beginning of FY2021, we were substantially outperforming our peers. While businesses with greater than US$1 billion in revenue saw their closed deals decline more than 30% during the pandemic, Accenture's sales soared to US$12.9 billion in the first quarter of the fiscal year—representing a 25% year-on-year gain —and rose to US$16 billion in the second quarter, an all-time record. Our sales growth helped catapult Accenture to the top position for IT services market share, according to a recent Gartner report, which noted that Accenture excelled with respect to revenue mix and "a consistent reinvestment strategy." When it's safe, our sales professionals will resume many of their field-based practices, enabled by the strong infrastructure, tools and connected teams and approaches that we developed during our transformation. This evolution will help us to keep making major strides toward meeting, and exceeding, our bold growth objectives. We continue to evolve our sales function during these unusual times—and we're committed to ensuring our clients do the same. We want to help companies provide their sales teams with the data-driven insights, technology, tools and training it takes to win business and expand market share. And we will keep innovating to empower our sales professionals so they can be the best in their fields—whether or not they're actually in the field. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.

=======================

Ready and remote

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/ ready-remote ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities We invested in the right infrastructure and tools We adopted a clear, security-first strategy We used technologies that add value People Power Creating meaningful change Three actions to help your organization emerge stronger: Penelope Prett Tony Leraris Jason Warnke How Accenture does IT Accenture + Microsoft Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Business continuity used to mean handling work from country to country or from one operations center to another. But in the light of the COVID-19 pandemic, the demand for scale to reach across continents and individuals' homes has created a new normal. In handling the necessary shift in practices and procedures, Accenture looked to the skills and capabilities of our global IT team to take a bold path forward to respond to change. Our way of working "in the new" means that we already had a vision and strategy to handle the disruption of the pandemic. Our approach has not only enabled us to maintain our operations, but also positioned us to offer support and guidance to others. Starting from this strong foundation, with digital at the core, we have maintained the smooth running of our platform-based business, fully in the cloud, and with

the security and standards needed to be resilient in the future. The Accenture strategy aims to materially improve the working lives and experiences of our people with effective solutions. Actions taken to help Accenture to successfully transition our business during a period of great uncertainty while sustaining business resiliency include: We put cloud first. We decided several years ago to move our infrastructure and apps to the cloud—a massive 95 percent of Accenture applications are in the cloud and supported by the platform economy. A cloud environment means we can be a browser-based organization to make a difference and deliver an effective response. Also, this emphasis on the cloud—for instance, already using OneDrive for our storage services—meant we could easily scale and connect people to support a working-from-home policy. We equip our people to do the job, wherever that is. In recent times, we have needed to provide home computers for our people in vast numbers—placing an order for a significant quantity of machines in early March, ahead of the demand spike once the pandemic hit. For example, in China we distributed more than 2,000 desktops in just a few days. In all, we sent home more than 80,000 desktop computers within a week. We also purchased more than 33,000 Wi-Fi hotspots and enabled more than 230,000 concurrent connections using an on-premise or cloud-based Virtual Private Networking (VPN) solution so that our teams could gain secure access to client resources. As the lockdown rules began to be enforced, we made individual follow-up calls to make sure everyone was ready to make the transition to remote working. We collaborate using the best tools. Accenture is one of the largest users of Microsoft Teams in the world, with more than 500,000 users. Being an early adopter, we set some aggressive targets that meant we were able to outpace our competitors and quickly embrace home working. During this time, our Teams audio usage increased by 257 percent from 350 million minutes a month to around 900 million minutes a month. While our video minutes has seen the most dramatic increase—up 642 percent from 14 million minutes a month to around 90 million minutes a month. We also used the extensive functionality of Teams to create a new on-demand support facility for our leaders. The tool offers chat response services, across every time zone, on questions around Teams and virtual meetings. It means our business leaders can help our people around the world to be better prepared, informed and equipped as we adjust to remote working. We embrace a digital worker strategy. We have equipped our people with leading capabilities so that they can connect, create and collaborate—and in these difficult times we are helping our clients to do the same. Our digital worker strategy has been to move away from traditional, PC-centric ways of working to more mobile ways with mobile apps, cloud-based capabilities, and giving our people access to some of the newest technology as it becomes available. We have shifted our approach so that our people can be innovative and engaged in a virtual environment. Having the right tools to work in a modern way has been instrumental in making this happen. We set up a dedicated Working Remotely website and Know How with CIO training series so that our people could take advantage of more resources and training to ease the transition. We take safety and security seriously. With many of our professional business consultants teaming with clients on site, we are already a seasoned leader in remote working. We have a long-established award winning Information Security learning program that has easily amended our employee learning assets to address COVID-19-related changes in our work

environments. We support a zero trust approach which enables security access policies and controls to adapt dynamically based on the risk of each access request. And as part of everyday business operations, we have a multi-layered process to Virtual Private Network (VPN) access, which involves robust authentication before any remote workstation connects to our internal network. Despite weeks of global lockdowns and remote working we have found productivity is higher and absenteeism is less. Existing robust security tools, such as our preferred phishing blocker and Web filtering agent, have come into their own and we have not seen an increase in successful cyberattacks against our people. We create innovative apps. A dedicated COVID-19 app team and a committee of key stakeholders has accelerated governance processes around developing new apps. More than 25 apps have been processed in just a few weeks; these often served regional requests that could be scaled for a broader global benefit, such as in China where we developed an app to manage health attestation. Metrics from Web analytics and adoption rates are used to assess the benefits to the business and influence future investments. Established processes, such as using Microsoft Intune mobile application management (MAM) for downloading and securing all mobile apps, and a single point of contact has helped to secure high user engagement. The team is continually assessing what apps are needed to handle the return to office experience for Accenture people, taking on board government guidance, as well as our own stringent workplace health and safety measures, to shape the next wave of how we work. We share value-add analytics. To drive data-driven decisions during this time of uncertainty, the CIO Applied Intelligence team collaborated with business sponsors to understand their concerns around COVID-19 impacts and co-create insights solutions to address them. As the Accenture workforce is a primary concern, the CIO Applied Intelligence team provided daily supply and demand insights for the office of the CEO and CHRO. The CIO Applied Intelligence team partnered with Procurement to more quickly assess impacts to contractor agreements and staffing. For Finance leadership, we developed a one-page metrics report with data, trends, and commentary across Finance, Treasury, Sales, HR, and Corporate Services & Sustainability in just a week. We initiated travel policy updates quickly, creating a travel expense analytics dashboard, and offering self-service querying capabilities to empower our people. Also, in less than 48 hours, we developed dashboards to understand impacts to buildings and leases. These efforts were delivered alongside existing analytics. For example, the Accenture Legal Intelligent Contract Exploration (ALICE) tool with natural language processing (NLP) and artificial intelligence (AI) made contracts more easily searchable and translated with high accuracy to help Legal leaders quickly evaluate the COVID-19 impact on existing client contracts. We scale to meet business demands. Responding to a pandemic means moving and scaling fast. Accenture was already running the in-memory database SAP S/4HANA, a powerful "single system instance" for our global financial data which meant that we were able to support our company's goal to achieve digital transformation, meet the operational needs of our business—like working from home during the COVID-19 crisis—and deliver our financial reporting and quarter end accounts without skipping a beat. Along with a shift of our production instance to the cloud computing service Microsoft Azure, Accenture has been able to run applications and services through managed data centers in line with the

demands of the business. Our readiness and human-first approach—supporting our teams through virtual calls and regular communications—coupled with tools, such as our time capture tools that can monitor work location and flow data through into our SAP S/4HANA system, have helped to manage our remote working capabilities effectively. Accenture supports our people, how and when they need us. We use the cloud-based IT Service Management from ServiceNow which helped us to facilitate our responses to workflow demands far more easily and quickly. Through ServiceNow, we have been able to procure laptops and desktops to enable full-time working from home, offer remote technology support, and remain compliant with our policies. We were also well prepared for our people's return to offices. Using an Enterprise Asset Management solution built on ServiceNow we can automatically "check back in" workplace and technology assets when lockdowns are lifted. Even with peak usage, the platform has given stable access for all. Finally, adoption of any new way of working starts at the top and Accenture has a committed leadership that had already taken a path which prepared us for these unforeseen circumstances. "The investments we made positioned us to support Accenture's rapid move to work from home when we needed it most. I'm inspired daily by the work that our Global IT family has done to make it happen." "The investments we made positioned us to support Accenture's rapid move to work from home when we needed it most. I'm inspired daily by the work that our Global IT family has done to make it happen." Throughout the pandemic, we have looked for ways that could not only benefit our people, but bring innovation and value to our clients: We collaborated to fill jobs. Accenture was part of a group of leading companies to form People + Work Connect, an employer-to-employer initiative that brings together companies laying off or furloughing people with those companies in urgent need of workers. There is no cost involved for the 126 employers1 who are participating in the global initiative. Designed by CHROs from Accenture, Lincoln Financial Group, ServiceNow and Verizon, was developed at remarkable speed in just 12 days, from idea to the launch. People + Work Connect is not only an example of iterative design and agile execution, but also a lesson in the power of collaboration—everyone was focused on the greater good during difficult times. We created a library of thought leadership and recommendations. To help our clients navigate both the human and business impact of COVID-19, our global IT team created an online hub in a matter of days for all of our latest thinking on a variety of topics. Global IT also helped to create Accenture's first COVID-19 point of view "Productivity in Uncertain Times through the Elastic Digital Workplace." Each perspective highlights specific actions which can be taken now, and what to consider next as industries move toward a new normal. Also, we partnered with Microsoft to help develop the Microsoft Teams Rapid Resource Center, which provides how-to instructions, best practices and additional resources to help people stay connected. 1 As at early May 2020 95% of Accenture applications are in the cloud and supported by the platform economy. >80K computers were sent out within a week to enable remote working. 257% increase in our Microsoft Teams audio usage, from 350M minutes to 900M minutes a month. 642% increase in our Microsoft Teams video minutes, from 14M to 90M a month. Throughout the pandemic, we have looked for ways that could not only benefit our people, but bring innovation and value to our clients: Invest in the journey and your priorities ongoing. Accenture had already made moves

to support our workforce in a way that meant we were agile in the face of difficult decisions in how we run our business. We always want to serve our clients "on our best day", but we also aim to keep our people safe and healthy. With our offices closed, we needed to find a balance between these two priorities—and we were ready to do so because of the investments we had made, coupled with the support of strong, empathetic leaders. Understand where you are, then fill the gaps. As part of our analysis into how to create an elastic digital workforce we created a diagnostic with a series of questions about readiness which we completed ourselves and also made available to clients. Based on a score of 1 to 3, where three was the ideal score, Accenture scored three for the majority of answers. By contrast, most of our clients found they scored 1s across the board. Your organization can benefit from seeing where your own gaps lie so that we can work together to address them. Communicate freely and frequently as a way of life. Having a strong and regular communications strategy that includes employees, clients, suppliers and partners is an important part of being transparent and aligned. Ongoing, daily updates help to cut through the noise. What is more, our video production team, Accenture Productions, has been a key enabler for remote working. The entire team moved to virtual operations and is handling internal events—such as the biggest and most complex all-employee broadcast ever produced featuring our own CEO, Julie Sweet—and client events, such as virtual workshops. Accenture has invested in a strategic vision which has prepared us well to help ourselves—and other organizations—weather the storm. Whether serving IT needs or making sure Accenture people are protected, our global IT team is ready to adapt and to meet future demand. All our corporate functions—and Global IT in particular—will continue to be "together, greater than ever" as we innovate to improve the way the world works and lives. Accenture's global IT organization is at the forefront of innovation, providing the infrastructure and services that... The largest global Microsoft practice. Microsoft 2019 Digital Transformation Partner of the Year. Powered by... These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Anomaly detection at Accenture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/anomaly-detection ----- Call for change A valuable difference Explore related blogs Meet the team Related capabilities Driving an intelligent enterprise Josh Siebert Holly Morlan How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is an intelligent enterprise that applies artificial intelligence (AI) technologies and embeds analytics into our operations. Our CIO Applied Intelligence organization collaborates with Accenture business stakeholders to drive new, innovative capabilities and use case-based intelligent products to bring greater insights to Accenture's businesses. One capability that CIO Applied Intelligence excels in is anomaly detection, the use of analytics to automate the detection of anomalies and outlying behavior such as noncompliant

business expenses, clauses in contracts, and procurement and IT activities. We chose to develop an anomaly detection solution for Accenture's expense reporting system to augment our existing rule-based analytics. The objective was to help address the high volume of expenses reported that trigger as false positives. A high number of these cases are ultimately compliant, resulting in an inefficient use of audit time by our Compliance Team. The AI challenge: To reduce the number of false positives in the anomalies being detected to improve audit efficiency and redirect time to more questionable claims. Accenture processes approximately 26 million expense lines annually. This number will grow as Accenture continues to grow. Every report gets analyzed by a manually designed rules-based system to check for expense compliance. Roughly 10 percent of expenses get flagged for potential noncompliance, which is then audited by our internal Compliance Team. Traditional rules-based systems—while effective at detecting known and recurring patterns of noncompliance—often return exceptionally high numbers of false positive alerts and mistakenly flag legitimate behaviors as suspicious. Traditional rules-based systems can also be exploited by fraudulent behavior and fail to consider previously identified noncompliant behaviors. CIO Applied Intelligence in collaboration with our Time and Expense organization took this situation as an opportunity to improve upon Accenture's current rules-based system and created an AI solution that more accurately identifies noncompliant expenses and reduces false positives. The AI solution is also able to more easily identify noncompliant behaviors with hidden patterns that are difficult for human auditors to identify. Our CIO Applied Intelligence team developed an AI algorithm that ingests historical expense, time charge, and location data. This development led to an intelligent solution that observes the data itself, rather than just the flags identified by the rules, to detect outliers in the data. This approach enables the AI to detect hidden patterns in the data and co-evolve with the behavior of the employees, rather than the rules, therefore, detecting noncompliance that is going unflagged. View Transcript The model, which works in parallel with the rules-based flagging, will continue to become more sophisticated and accurate as the AI learns. This "hybrid" model is distinct from traditional anomaly detection models in that it takes advantage of both a rules system and AI models. The Analytics team also used explainable artificial intelligence (XAI) to give explanations, which are then used to generate narrative for auditors to review. Initial results on this have shown the rules plus AI hybrid model delivers a 30 percent hit rate of identifying transactions to be questioned with a significant reduction in false positives and indications of improvement over time. Our expense compliance product helps ensure good citizenship around Accenture's billing and expense reporting compliance. It has reduced the number of false expense entries being detected by as much as 10 percent. It, in turn, improves the employee experience by reducing unwarranted inquiries. This outcome translates into business value gained by reducing the time our Compliance Team auditors spend on expense cases that are actually compliant, reducing the time employees spend responding to questions, and redirecting audit time to more questionable claims. The product adds further value by detecting hidden-pattern noncompliance. Our CIO Applied Intelligence organization continues to further optimize the anomaly detection model for Expense Compliance and apply new deep-learning models to improve accuracy and business insight. Advanced digital capabilities, especially anomaly detection,

hold the potential to be applied in other use cases of high-volume transaction activity generated by human activity. Possibilities include procurement, IT operations, banking, pharmaceuticals, and insurance and health care claims, among others. Human perception and knowledge are not replaceable by models as humans are always leading and proceeding. Human-generated rules and models generated by human and machines can work hand in hand to make work flow more human centric than machine centric. CIO Applied Intelligence continually drives innovation and applies predictive models, AI and machine learning to products to bring greater insights to the business. Within CIO Applied Intelligence is the Studio, the research and development organization of data scientists, user experience experts and software engineers that experiments and builds advanced analytics solutions. It operates with a culture of creative agility, following emerging technology market trends, prototyping new analytics concepts and working with a fail-fast culture. A thriving analytics ecosphere is promoting winning ideas. Analytics products are advancing Accenture's transformation journey to becoming an enterprise that is automated, intelligent and insight-driven. Accenture envisions this future digital-insight culture as one that delivers new value in many ways. Accenture's reporting landscape will become simplified as more clarity on what to use is gained. There will be broader insights into business performance as all business dimensions will be supported with digital insights—anywhere. Learn how we apply anomaly detection using artificial intelligence. The aim is to deliver insights for our people to answer key business questions so that they can take action at the moment of need. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
========================

Elevating purchasing excellence in the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/sun-chemical-purchasing-excellence-in-cloud ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Greater flexibility and adaptability Industry best practices for purchasing Enhanced functionality provided by a new solution Intelligent sourcing & procurement Technology Consulting Accenture and SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As part of a major push to simplify and better manage spend, Sun Chemical sought to transition its purchasing functions to the cloud. Making this move would help the company align with industry best practices. It would also help it deploy new functionalities such as guided buying and spot buy. And it would facilitate quarterly updates to its SAP Ariba Buying and Invoicing system while avoiding lengthy and costly system implementations. As a move to the cloud would be a major undertaking, Sun Chemical was confident that Accenture was the right collaborator to help implement a solution, transition its purchasing systems to the cloud and facilitate a seamless transition of the platform back to application support. "We have a long track record of

successful project delivery from Accenture. We felt leveraging their industry and technology expertise put us in the best position to be successful." Sun Chemical and Accenture implemented the cloud-based SAP Ariba buying and invoicing module over a 10-month period. This solution includes new features. For instance, guided buying routes users to the correct type of purchase and permits rules to stop users from submitting a requisition if they are out of policy. And spot buying gives users a chance to buy from established sellers and marketplaces instead of creating a non-catalog requisition. Importantly, the implementation brought in the Cloud Integration Gateway (CIG), the newest integration toolkit that facilitates master data and transactional data transfer between ERP systems and Ariba. The implementation of CIG moves all integration components to the cloud, allowing customers to avoid periodically re-implementing a new integration toolkit. Working within a challenging timeline, Accenture leveraged its high velocity accelerators (notably myConcerto assets such as a prepopulated business requirements workbook and a master data integration guide) to quickly educate Sun Chemical's employees on functionality available within Ariba. Assistance was also provided by the onshore team that worked collaboratively with the offshore delivery center in the Philippines, as well as the application outsourcing teams. The purchasing solution not only allows Sun Chemical's employees to stay up to date with the latest functionality, but also provides a user-friendly interface that routes purchasing users through recommended buying channels. With the first project wave live in just six months across three regions (North America, Europe and Latin America), Sun Chemical's purchasing solution has fully shifted to the cloud. With the new system in place, Sun Chemical can start increasing the use of spot buy, contract compliance and preferred suppliers to achieve targeted savings. Beyond improving the purchasing experience for its user base, Sun Chemical is benefitting from: Sun Chemical can quickly integrate between SAP and Ariba, shift connections to the cloud and seamlessly transfer data. Sun Chemical can decrease its one-time purchases, deploy informal bidding events and negotiate prices with suppliers in real time. Sun Chemical has an up-to-date platform allowing it to navigate complex decision making and thrive in a competitive chemicals marketplace. "With Accenture, we've implemented a flexible, up-to-date system that we can build on, and we're meeting industry best practices as we continue on our journey." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Powering the future through reinvention

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/ppc-reinvents-itself-power-future ----- An electrifying transformation New market, new CEO, new aspiration Continuous reinvention powered by people and tech Reinvention in the age of generative AI We are making bold moves, together MEET THE TEAM Current Country: United States CASE

STUDY Public Power Corporation PPC makes the switch from commodity supplier to diversified digital powertech enterprise 3-MINUTE READ Public Power Corporation (PPC), the biggest electricity provider and third largest employer in Greece, has to do much more than just keep the lights on across the country. PPC's guiding vision is to power the daily lives of customers—from when they hit snooze in the morning until they charge their phones at bedtime. That's why PPC is now becoming a digital company through and through, from its advanced production tech and retail stores to all the corporate services that support the organization and its customers. The company is diversifying into adjacent, non-commodity industries, like electric vehicles infrastructure, fiber and telecom and electronics retail. And its ambitions aren't limited to Greece; PPC is also looking to become a key source of energy and stability throughout southeastern Europe. That's ambitious for sure—considering that reinvention wasn't on PPC's agenda four years ago. Fast forward to today, where PPC has completed an impressive, compressed transformation—one that has taken it from being a commodity supplier focused solely on keeping the power flowing, to a completely reinvented organization positioned for new growth. From building a centralized data warehouse to inventing a new KPI to measure digital evolution, PPC has firmly established a continuous reinvention mindset. What's more, a new emphasis on sustainability and building renewables capacity has also paid off, with a jump of 80% in these areas in just two years. Accenture has been supporting PPC every step in its transformation journey. It all started with a dynamic CEO who took the helm in August 2019 and hired an all-star management team. He also brought in Accenture to help answer the question: What would it take to become a completely digital utility in both the near and longer term? Once plans were in place, PPC's success would be powered by the CEO's embrace of a new Digital Performance Index (DPI) that would guide the company's transformation. This composite index would chart PPC's digital evolution away from the status quo, measuring the digitization of processes and systems across all business functions. Even more crucial: the CEO tied every member of the C-suite's compensation bonus to how much they were able to boost DPI in their departments, incentivizing their contributions to digital reinvention. In the first year of its application, PPC's DPI grew by 37%, with 15% growth recorded from 2022 to 2023 as projects entered their complex execution phases. PPC has set explicit targets for continued DPI growth as its leaders embed digital technology throughout the business. PPC understood that to keep DPI growing, the IT department had to transition from being an operational support function to the central driver of its digital transformation. To this end, Accenture and PPC concentrated on three areas for improvement: a major cloud migration, which moved 170 applications to the cloud and closed two physical data centers; a new, centralized data warehouse, with 140 terabytes of data analyzed by 750 different reports in PowerBI; and security, with PPC now handling 25,000 security incidents and 360,000 suspicious emails annually. It was also important for PPC employees to understand the changes and adapt to new ways of working. A Center of Excellence (COE) model now ensures that PPC and Accenture people are working side by side. At the same time, a new Digital Unit (DU) housed at Accenture brings together PPC and Accenture employees to collaborate and learn to execute PPC's ambitious commercial transformational roadmap. When ready, Accenture will transfer the DU to PPC, where it will serve as a

beacon for the rest of the business. PPC is growing into a nimble, multidivisional company that can adapt to whatever demands arise. With DPI as the north star—and clear growth targets in place—the future is already here for PPC, and it's looking bright. Generative AI represents an opportunity to accelerate reinvention. We see five imperatives that the C-suite must address to reinvent how their businesses operate. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Dr. Jiorgis Kritsotakis Client Account Lead & Managing Director – Energy & Natural Resources Kyriacos Sabatakakis Country Managing Director – Greece & Bulgaria Valia (Evangelia) Siakavella Associate Director – Strategy & Consulting Pedro Andrade Digital Unit Delivery Lead & Associate Director – Accenture Technology © 2024 Accenture. All Rights Reserved. =====================

Carlsberg brews a scalable cloud infrastructure

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/carlsberg-cloud-innovation ----- A call for change When tech meets human ingenuity Transforming to a digital business with cloud A valuable difference MEET THE TEAM Current Country: United States Case Study Carlsberg

transitions to a digital business with a scalable, flexible cloud infrastructure and automated application landscape. 5-minute read Unifying processes Carlsberg was struggling to grow in an environment characterized by rising costs and evolving tastes. Consumers were shifting consumption from beer to wine, spirits and craft beers—or moving away from alcoholic beverages altogether. Traditional brewers were left to compete in a market that was growing steadily smaller. And they had to spend more to do so. To break away from the pack, Carlsberg needed to take drastic action. Their CEO spearheaded an ambitious seven-year strategic plan, dubbed Sail '22, which had two main goals. The first was to cut operational costs by one-third to increase working capital and shareholder dividends. The second was to invest those savings in future growth. Its leaders knew the company's future rested on its ability to transform into a digital business, and they were confident that a move to the cloud was a necessary step in their transformation. Since Accenture brought deep cloud expertise and was already working with the brewer to optimize its SAP applications, the two joined forces to map out Carlsberg's transformation to the cloud. The ultimate goal was to create a nimble, simplified digital business characterized by intelligent operations: data, applied intelligence and human ingenuity combined to drive better decisions, customer experiences and outcomes. Moving to the cloud was the critical first step to carrying out its digital transformations and achieving its goal of intelligent operations. But the brewery group was not planning a typical cloud migration; it wanted to transition 100% of its global process workloads—previously managed with legacy systems and an on-premise data center—to a cloud environment. The solution would represent one of the largest and most complex transitions ever undertaken in the food and beverage industry. Given the scope of change at play, there was not a moment to waste. In just eight weeks, a team comprising Carlsberg and Accenture Technology professionals developed a one-of-a-kind cloud strategy and selected Microsoft Azure as the cloud platform of choice. As Haywood pointed out, Accenture's agnostic approach was just what was needed. Tapping the robust ecosystem of Accenture alliance partners, Avanade and Microsoft, Carlsberg built its Azure architecture in just 10 weeks, embedding automation and innovation wherever possible to create better service quality and user experiences. In just six months, Carlsberg migrated 1,300 servers and 650 critical business applications to the cloud. The global migration occurred in three waves—the last of which involved moving 40 terabytes of data—and was completed with no disruption to the business. Ultimately, Carlsberg zeroed in on transformations designed to enhance customer experiences, improve agility in local markets and gain greater customer insights. They included:
An application transformation focused on reducing technology costs and optimizing the application landscape. Carlsberg became one of the first companies in Europe to close its datacenter. A "connected bar" solution introduced a new, sustainable, lighter-weight beer keg with IoT sensors to gauge real-time consumption and link directly with marketing campaigns—a first for the company. A "smart brewery" solution uses IoT sensors to identify problems during the production process and automatically issue maintenance requests minimizing service disruptions and optimizing production. A service delivery transformation includes a new service desk, standardizing processes, applying intelligent tools and automation, and optimizing team configurations.   The people at Accenture

were just as passionate about what we were trying to achieve as we were. Also, Accenture was able to provide the unbiased guidance we needed when it came to evaluating and ultimately choosing the right cloud solution. Sarah Haywood / CIO of Carlsberg Today, Carlsberg has the scalable, flexible cloud infrastructure and the simplified, automated application landscape needed to support its transition to a digital business. It has also shifted 100% of its systems and applications from a legacy to cloud environment. Major system incidents have already dropped from an average of 13 per month to just five. Better reliability, security and disaster recovery capabilities are just the beginning. With the cloud's variable cost model, Carlsberg has been able to significantly reduce operating expenditures and achieve the benefits of the business case. 100% in the cloud = unlimited innovation Another key advantage is the freedom to innovate and experiment. Carlsberg now has the ability to operate much more quickly. It is launching new initiatives and campaigns in hours, rather than months. The ability to develop IT solutions quickly, with certainty, is allowing Carlsberg to deliver more satisfying user and customer experiences. In short, the move to the cloud has freed up savings and laid the foundation for growth. And the best is yet to come: With its new cloud platform and an optimized application landscape, the company will continually look for ways to use its new computing environment to achieve greater efficiencies and grow its brand in new markets. Accenture, which recently renewed its strategic partnership with Carlsberg through 2025, will be with the brewer every step of the way—capturing the full potential of SAP, squeezing more value from the cloud, and creating innovative services and solutions that set Carlsberg apart as a leader in the digital world. With cloud, our network capacity is 10X what it was. Our people get to focus on things that make a difference for our customers. And, that is closing the gap. Sarah Haywood / CIO of Carlsberg Henrik Pedersen Market Maker Director – EMEA Market © 2024 Accenture. All Rights Reserved. =====================

Pioneering quantum computing in R&D

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/quantum-computing-advanced-drug-discovery ----- Call for change When tech meets human ingenuity A valuable difference Working toward the future Innovation delivered Current Country: United States CASE STUDY Accenture Labs works with Biogen to apply quantum computing to accelerate drug discovery. 5-MINUTE READ Quantum computing offers great potential to solve difficult business problems in entirely new ways through quantum-enabled optimization, sampling and machine learning algorithms. In collaboration with 1QBit, a quantum software company, Accenture Labs is conducting quantum business experiments through newly available quantum hardware platforms and software application programming interfaces (APIs). As quantum computers become more readily available, it will be possible to compare much larger molecules than today, which opens the door for more pharmaceutical advancements and cures for a range of diseases. Biogen is recognized as a biotechnology innovator and

leader in pharmaceutical research and development. Its mission is to treat and ultimately cure neurological and neurodegenerative conditions. Today, drug companies can run hundreds of millions of comparisons on classical computers; however, they are limited only to molecules up to a certain size that a classical computer can actually compute. With quantum computers, it is possible to compare molecules that are much larger. Accenture Labs worked with 1QBit to adapt their pre-developed structural molecular comparison algorithm and cloud-based API to include Biogen's additional pharmacophore requirements. Accenture and Biogen achieved a breakthrough that verified the quantum enabled method for molecular comparison was as good or better than existing methods, an advancement that indicates quantum computing has the potential to significantly improve the pharmaceutical industry's drug discovery process and improve patient outcomes. Accenture Labs' researchers collaborated with Biogen to identify the quantum-enabled optimization processes most beneficial to the company. Currently, pharmaceutical and material science companies use a variety of computational-intensive methods to review molecule matches and predict the positive effects of potential therapeutic approaches while reducing negative side effects. There is clear opportunity for quantum computing to outpace the existing computing method and improve results. 1 Quantum helps provide more contextual information about shared traits between compared molecules versus the traditional method. 2 Quantum allowed Biogen's scientists and researchers to see exactly how, where and why molecule bonds matched, offering better insights and the potential to help expedite drug discovery. 3 Accenture and Biogen achieved a breakthrough that verified the quantum-enabled method for molecular comparison was as good or better than existing methods. 4 Our findings unveiled an advancement that indicates quantum computing has the potential to significantly improve the pharmaceutical industry's drug discovery process and improve patient outcomes. 5 Based on the momentum from these breakthroughs, Accenture built a quantum molecule comparison application for Biogen that presents several clear advantages over classical computing. In just over two months, Accenture Labs, 1QBit and Biogen progressed from an exploratory conversation about quantum business experimentation, to a proof of concept that validated the quantum computing molecule comparison approach, to an enterprise-ready, quantum-enabled application with transparent processes that generates molecular comparison results with deeper insights about shared traits. Using the traditional molecular comparison method to run comparisons on millions of molecules in conjunction with this quantum-enabled application to dive deeper and gather more contextual information on selected results offers Biogen a distinct competitive advantage through time to market and cost savings. Quantum enables Biogen to dive deeper and gather more contextual information on selected results offering a distinct competitive advantage through time to market and cost savings. © 2024 Accenture. All Rights Reserved. =====================

Del Monte Foods: A fresh approach to IT

Call for change When tech meets human ingenuity A fresh approach to operations We achieved a seamless transition A valuable difference Related capabilities A new era of innovation Accenture AWS Business Group SAP on AWS Intelligent Platform Services for SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Del Monte Foods, one of the top two businesses in a highly competitive packaged foods market, saw growth in their category slowing. To stand out in a tightening market, keep pace with evolving customer expectations and prepare for the next phase of growth, Del Monte Foods started the journey into the future by transforming IT infrastructure and transitioning to the public cloud. "We can now deploy resources to work on the most important things, which are developing new products for our customers." — CHAD ANDERSON , CIO – Del Monte Foods "We can now deploy resources to work on the most important things, which are developing new products for our customers." — CHAD ANDERSON , CIO – Del Monte Foods With our help, Del Monte Foods moved 200 servers—including 50 complex SAP workloads—to Amazon Web Services (AWS) in less than four months. From increased operational agility to streamlined business processes, Del Monte Foods' employees now enjoy the benefits of operating in the public cloud. The ongoing standardization and automation of IT support services has reduced infrastructure-provisioning time, enabling Del Monte Foods to resolve IT issues in hours instead of weeks or months, and company leaders have more visibility into IT operations and spend than before. "Our vision was to make technology operations as efficient and scalable as possible." — CHAD ANDERSON, CIO – Del Monte Foods "Our vision was to make technology operations as efficient and scalable as possible." — CHAD ANDERSON, CIO – Del Monte Foods 200 Servers 50 Complex workloads 4 In less than four months While this transformation has had immediate operational benefits, it's the long-term opportunities that are exciting for Del Monte Foods. Del Monte Foods now has the flexibility to scale up its IT operations and can meet changes to demand across its yearly business cycle. They've also been able to move away from making significant investments in ongoing operating expenditures. As a result, they have savings that can be put toward the company's growth strategy. All of these advantages are making Del Monte Foods future-ready and laying the foundation for a new era of modern growth and IT innovation. "We can support our end users in a faster more live context, which allows us to be more innovative in our food industry." — PJ BALSLEY, IT Director – Del Monte Foods "We can support our end users in a faster more live context, which allows us to be more innovative in our food industry." — PJ BALSLEY, IT Director – Del Monte Foods Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Delivering technology support at enterprise scale

Call for change A valuable difference Meet the team Related capabilities Tony Leraris Bradley Nyers Surendra Ss How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's global IT organization faces the dual need of providing high-quality, multi-channel, intuitive technology support across a vast, global employee base at optimal cost, while ensuring high levels of employee satisfaction. Employee technology support is made easier through Accenture's streamlined infrastructure with a single application technology platform, more than 95 percent of Accenture applications in the cloud, and a robust collaboration infrastructure. Getting to this point has been the result of a long transformational journey. During this time, Accenture's employee technology support model has developed into a highly efficient, employee-focused and cost-effective support solution. Accenture technology environment 532K Workstations deployed 402K Smartphones/tablets enrolled 173K Mobile device management 229K Mobile application management 2.7B Files stored in OneDrive for Business 9PB Data in OneDrive for Business Over time, our global IT organization has transitioned from providing traditional technician-based support, with local Service Desks in most locations, to a global support model framed around proactive support, self-service and automated resolution of issues. Where there is a need for an employee to contact a Service Desk technician, a flexible choice of contact channels is provided. A highly skilled Level 2 team works using remote tools to resolve all traditionally "deskside" support issues, with only those issues needing a physical touch to the PC, going to deskside support teams. A self-service culture is firmly embedded at Accenture, and together with a "shift left" strategy throughout the support model, issues are resolved early in the support chain with fewer than five percent of issues needing deskside support. Customer satisfaction is consistently high across all channels reflecting the importance of focusing on the employee experience, throughout the journey. On a regular basis, our global IT organization collaborates with Accenture business stakeholders to set a cohesive employee technology support vision and strategy that underpins all initiatives. The focus is on providing one place to go for accessible, cost-effective and innovative end-to-end support services that minimize the impact of incidents on employee productivity. To enable all this, our global IT Technology Support organization focuses on five strategic areas: Proactive support Wherever possible, we prevent employees' technology challenges, either by proactively managing and resolving issues or encouraging employees to learn more about their day-to-day tools. A major capability in this area is ProtectMyTech, a tool that performs automated scans on employee laptops and provides guided issue resolution. For employees, it takes away the pain of staying security compliant by running in the background and generating notifications of anything that needs action. The tool automatically logs a ticket in ServiceNow if an employee needs help. ProtectMyTech is supported by a dedicated service desk dealing with both

proactive and reactive incidents. To encourage learning, we launched "Know How with CIO" virtual IT learning several years ago. Supported by a small team of dedicated technicians, Know How offers a range of ways to learn about the tools and technology Accenture people use every day. It is accessible through Accenture's Technology Support portal, and offers self-service learning via workshops, learning boards, videos as well as one-on-one coaching sessions. Digital self-enablement A global Technology Support self-service portal also heavily emphasizes proactive support. Technology Support is a single entry point for solutions, training and support for Accenture technology, applications and collaboration tools. It also provides a self-service password reset capability as well as personalized features including security compliance status and technology-related notifications. Built on ServiceNow, Technology Support is integrated with the back-end ticketing and request module, enabling employees to request IT services and submit, update and check the status of tickets. The portal is well established among Accenture people with most support contacts made through this consumer-style, self-enablement channel. We extend that support experience to a mobile Accenture Support app, also built on ServiceNow, for the times when employees are not connected to their laptops. In addition, the Technology Support portal is integrated with Accenture's primary Accenture Support portal, providing employees only one website to access all support services, regardless of business area. The self-service area across Accenture is one of continuous improvement and investment with new capabilities being added to drive more incident volume, and resolve more incidents, via self-service channels. Accenture is moving toward having all support and services that can be self-enabled delivered that way. Automation at the global Service Desk Accenture's global Service Desk includes more than 200 support agents across eight global locations providing multi-language support 24x7x365. The Service Desk provides quality support, with industry-leading service level agreements (SLAs) across all channels. The key strategic focus of the Accenture Technology Support model is to greatly reduce the number of incidents requiring Service Desk assistance through the introduction of tools and technologies that automate service delivery. New self-service and automation capabilities are being developed providing automated solutions to common problems, real-time diagnostics with semi-automated solutions for agents and self-healing technology. Service delivery will be analytics driven and fully integrated with digital channels to proactively manage and deflect issues to minimize employees' use of the Service Desk. Significant savings have been delivered to the organization through the introduction of an automated password reset facility, available via the Service Desk telephone system (IVR). After only three months, more than 50 percent of password resets were via the new automated solution on the IVR, delivering a significant cost saving to the Service Desk organization. Other key initiatives in the area of automation include: Assisted support We provide remote support capabilities to resolve issues anywhere, anytime, keeping Accenture people productive at client sites, in their homes, or in other locations, without the need for an in-person visit. Our Technology Support organization offers remote control via LogMeIn at both the Service Desk for more routine troubleshooting and through Remote Technology Support teams. These teams are positioned as the equivalent to local office "deskside" support teams and provide remote resolution for complex issues. Today, they resolve 75 percent of the PC software issues

that would previously have been resolved by onshore local teams. The business benefits of introducing Level 2 remote support are many: Accenture people remain productive in the field, the support is cost-effective as teams are located offshore, and local office support teams are freed up to focus on higher-value activities. Deskside support through local in office teams has long been a focus area for cost reduction in IT shops around the globe. What we have done is to refocus these teams on value-add activities, moving away from traditional break/fix to become "trusted advisors" to the business. Customer hubs are now available in many locations and office-based employees can drop in, or schedule an appointment, to visit local technicians to learn more about Accenture tools, get their "how to" questions answered and reduce the likelihood of experiencing further issues. Break/fix support is still provided by local teams but only where the incident cannot be resolved remotely and a physical touch to the PC is required. Employee centricity The support model is designed with the employee experience front of mind—to be simple and intuitive, and provide a choice of ways to interact with the support organization. The development of the Technology Support portal owes much to extensive user profiling and analysis to build real-life, Accenture-specific "user stories" that define what employees need from their support organization. In recognition of the surge in social media usage in the consumer world, Service Desk agents now offer support via Accenture's social media platform, the Stream, where employees can also help each other through crowdsourcing support. Much has been done to understand "pain points" for employees and to identify innovative solutions to reduce IT issues, and when they do occur, make them easy to resolve. When it comes to automated solutions, these are evaluated and only implemented where they help, not hinder, the employee. Today, Accenture's technology support model addresses the complexity of Accenture's environment while providing high-quality, proactive technology support. This model enables Accenture people to work efficiently and collaboratively without interruption of technology issues through a continuous focus on improving employee technology support. This continuous improvement has led to a reduction in the number of incidents per employee, which in turn, has reduced cost to serve. Cost-effectiveness has steadily improved as global IT has implemented our strategy. We continue to look at how we can further reduce support incidents, in particular, through proactive education, self-service channels and automation, which optimizes support and enables people to resolve issues, simply and quickly. The technology support strategy is designed with Accenture people at its center, with the specific intent of making resolving an IT issue as simple as possible. Accenture people tend to be tech savvy, happy to use self-service and are often first adopters of new technology, but that also makes them harsh critics if solutions do not work well. Customer satisfaction with technology support has been maintained at between 90 to 95 percent throughout the entire transformational journey. Newer services like remote technology support and webchat tend to have higher satisfaction scores than more established services, which helps corroborate the strategy of always pushing for the next innovation in support. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

A world-class financial close process on SAP®

Call for change Strengthened the organization Industrialized processes Leveraged technology A valuable difference Meet the team Related capabilities Is your Finance function future ready? Melissa Burgum Eli Lambert Gustavo Rigiroli How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture business leaders need an up-to-date view of critical financial information to monitor global financial results and view activity throughout the close process. They also need it to report quarterly earnings results to analysts and the public on a predictable and timely basis. In the early years, Accenture faced challenges in optimizing the financial close process among countries, local controllership teams and applications. Demands on support teams to produce reporting were excessive. These challenges drove the need for rethinking the monthly financial close process to streamline it. The financial close process is an accounting procedure undertaken at the end of the month to close out the current posting period. It consists of tasks that occur on a periodic basis (every day, period or month) and is the combination of system (batch) processing and manual tasks. Accenture operates its business on a single, global instance of SAP® applications such as SAP S/4HANA® for its internal business functions. This posture enabled Accenture to establish a single financial close process, an effort that began from the ground up. A team from Accenture Finance and Accenture's global IT organization focused on rethinking the key components of organization and people, processes and technology. The first step was to strengthen the organization by creating governance around the financial close process. Governance starts with the steering committee, which includes the corporate controller, global IT leadership and key business stakeholders, and sets direction on the close schedule and processes. A financial close operating committee was also established, representing Accenture's global functional process areas, to ensure an end-to-end close process view that is integrated and owned by the business. This step was followed by the formalization of a dedicated, centralized financial close team. This team is responsible for providing day-to-day oversight to the planning and execution of the financial close process, managing the toolset, measuring performance and driving continuous improvement. An important decision during this process was shifting accountability for the content of the financial close from IT to the business. The final major step was adopting a follow-the-sun approach for executing the close process. This model enables financial close teams to be spread across Accenture's geographies, allowing the financial close process to run on a 24/6 basis rather than be restricted to US time-zone hours. The financial close team, together with Accenture's SAP Finance Transformation domain, applied leading financial practices to industrialize the financial close processes. They focused on enhancing automation, schedule management, incident management and performance measurement processes. Automation. The financial close team is automating manual and execution-related activities using commercially available tools,

such as BlackLine Smart Close. Activities automated include SAP batch processes, validations that were previously manual, communications and close-related status reporting. As a result, 85 percent of the close playbook-related activities are now automated. Schedule management. The critical first step in industrializing the schedule management process was the development of the financial close playbook. It contains approximately 3,000 automated IT and business tasks that need to be executed throughout the close process, together with their dependencies and timing. Those tasks spanned the financial close process and expanded to include interdependent, critical business processes such as time and expense, management reporting, and forecasting and budgeting. The global process functional area leads are held accountable for that schedule. The team implemented subsequent processes to establish the upcoming schedule early—up to six weeks in advance, taking into consideration weekends and geographic-based holidays and working-hour schedules that led to a much more predictable schedule. The financial close playbook is then locked one month out. This approach drives stability in operations and work schedule/ life balance expectations for Accenture people. The team also operates to a plan that limits members to the business hours of where they are located, but also work as required to meet service level objectives, which include contingency. A tight change control process forces discussions to limit unforeseen consequences. Finally, a comprehensive communications approach was developed that provides clear, precise and timely information on the close schedule and availability of reports to users. Incident management. With a better understanding of critical-path milestones in the financial close playbook, the teams could better prioritize the severity of incidents based on time-to-business impact. The incident management process was further enhanced by defining better escalation steps. It was also enhanced by ensuring the right level of leadership was driving the corrective measures, root-cause analysis, preventative actions and recovery options to modify the financial close playbook that minimize impacts to the close schedule. A robust incident management playbook enables the team to manage issues with defined escalation principles. Performance measurement. The financial close team introduced a performance measurement process for operating the financial close capability and to serve as a baseline for continuous improvement. Three primary metrics were rolled out that assessed whether 1) service level objectives were met (reports delivered on time), 2) support teams operated to their internal plans, and 3) the close schedule contained sufficient contingency time to manage issues and support future growth. Establishing this process later confirmed the importance of achieving process excellence through well-defined processes first as input to IT design and development rather than immediately implementing new technologies. "Operating Accenture's SAP ERP system in the cloud has brought more agility to respond to business demands and the ability to use new SAP S/4HANA functionality, providing additional benefits to the financial close process." "Operating Accenture's SAP ERP system in the cloud has brought more agility to respond to business demands and the ability to use new SAP S/4HANA functionality, providing additional benefits to the financial close process." Both Accenture Finance and global IT collaborated on the technology approach, keeping a constant eye on aligning smooth business operations and capability demands with viable technical options. The approach involved four key

elements, the first of which was to enable high system availability, followed by a focus on monitoring and alert management, system performance and scalability. High system availability. Global IT implemented a high-availability architecture in the infrastructure and established the necessary technical support to make the SAP system highly available, which is especially critical during the financial close so that users can access reports, data and process transactions to support the close process. The IT team upgraded Accenture's SAP system architecture and improved batch scheduling. Batch execution was distributed across multiple application servers to improve performance and reduce overall execution time. Batch execution is managed by a robust job scheduling tool. This allows Accenture to track job runtimes that are used to feed a predictability model. The model helps IT to analyze the impact of new changes or data growth to the overall close execution timeline. A move to a fully resilient and fortified cloud batch scheduling solution provides a high-availability and fault-tolerant architecture at all levels of the stack. The move to the cloud delivered on the business benefits of scale, agility and performance, all while reducing complexity. Monitoring and alert management. Teams from Accenture's Advanced Technology Center network play a key role in providing cost-effective support and monitoring SAP applications using such tools as SAP Solution Manager, which manages monitoring and sends alerts. At the same time, monitoring data is interfaced into Accenture's infrastructure capacity plan, which enables the global IT organization to keep pace with Accenture's growth. As Accenture has grown, demands on its tools and people have increased. In response, Finance worked with IT to take technology to the next level. A digitization initiative replaced a suite of Excel-based tools used to manage the thousands of system and manual steps in the financial close with robust, integrated and automated execution and reporting software. The software integrates with Accenture's SAP platform and a batch scheduling services platform that manages the execution and sequencing of those system jobs. This software now supports simultaneous updates from more than 50 financial close support team members and provides real-time status and alerts of the close against the financial close team's internal plans and against its service level objectives. System performance. High system performance enables the financial close process to run faster. Global IT uses three levers—system tuning, code optimization and data archiving—to maintain system health, maintain the close schedule and keep system headroom while the business is growing. System performance and health are automatically monitored in real time using industry-standard key performance indicators (KPIs) that serve to predict or identify a problem quickly. In recent years, Accenture migrated its SAP enterprise and finance system to SAP S/4HANA. Accenture also migrated its SAP Business Warehouse (BW) system to SAP HANA®. SAP BW is a mission-critical system that supports statutory and management financial reporting, consolidations and business forecasting. The migration has made the availability of information during the monthly close process 30 percent to 70 percent faster with a greater level of stability. Scalability and predictability. As Accenture continues to grow, the amount of data in its SAP system also grows. This data growth has the potential to place more burden on Accenture's SAP system from a processing standpoint, which could significantly adversely impact the close team's ability to meet its data and reporting availability service level objectives. For this reason, Accenture's

technology approach also involves understanding the future demands of the business to make sure that Accenture can scale up the systems to meet that demand. The move of Accenture's SAP production landscape to the Microsoft Azure public cloud and the power of SAP HANA facilitate the ability to scale and yielded substantial improvements in system performance. After migrating to the cloud in early 2020, Accenture seamlessly expanded memory and disk capacity of its SAP S/4HANA environment from 6 to 12 terabytes a few months later—demonstrating the value of being in the cloud. Combining performance metrics, a forecast of Accenture's business growth and a robust close schedule enables Accenture to plan for maintaining headroom at the service level objective. The strong foundation the financial close team has laid in terms of organization, processes and technology enables it to be proactive and perform the financial close process faster and more predictably than in the past. Accenture today can close its books in four days at the country level, in five days globally, and in two days to deliver pre-close management —what business leaders consider world class. Accenture also has greater flexibility than in the past to make changes to its close schedule in a short time frame. This capability was put to the test during the initial months of the COVID-19 pandemic. The financial close team made two changes to the close schedule: the first was giving Accenture client teams an additional day to recognize revenues and the second was accelerating days 4 and 5 . In the past, initiating such changes could not have happened. Today, it is not only possible, but happens seamlessly and successfully among the participants. As Accenture has grown, it continues to do more in shorter time frames—doing things better, faster and more cost effectively. To maintain an efficient steady state, however, takes concerted dedication around this area and continuous improvement. Accenture continues to focus on performance tuning, data archiving, infrastructure upgrades and other ways in which to further enhance its close capabilities. Key benefits: Speed. Fast business decision making, optimized technology and appropriate staffing enable speed in closing the books—and importantly, speed while at the same time producing quality data. Fewer errors during processing rather than after means IT spends less time looking for and correcting processing issues. This advantage contributes to generating quality data and getting data to users faster. Improved efficiency overall translates into lower costs. Quality. Quality remains paramount, and quality data can be made available sooner than in the past. Process rigor, skilled teams and robust tools enable efficient output with fewer issues, reducing cost and time spent in the close process. Over the past 10 years, for example, the number of critical close issues has dropped by more than 75 percent. Predictability. Through industrialized processes and governance rigor in the close schedule, Accenture enables predictability of data and report availability for its business leaders. The close team now operates to a predictable schedule that drives stability in operations and release planning. Flexibility. Flexibility is achieved through process rigor, identified tasks and well-defined interdependencies encompassed in a comprehensive toolset—all enabling the ability to be in control of the close schedule. For example, it is possible to start and stop the close at any time, making it feasible to respond to sudden requirements such as the need to extend the global close for additional postings, or to accelerate the quarter close to accommodate a holiday period. Scalability. Understanding Accenture's future growth and

having the right technology strategy headroom drives an action plan to address service level objectives two years out. The technology strategy supports Accenture's business growth direction without jeopardizing management expectations. Automation. The digitization initiative enabled much automation into the close process, reduced detailed efforts of support teams for redirection to more value-added tasks and improved real-time status contributing to a faster, flexible and more reliable financial close. The new reporting and execution software also helps teams better manage work/life balance. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ========================

Change enablement drives SAP S/4HANA effectiveness

Call for change When tech meets human ingenuity Change enablement program creation A valuable difference Meet the team Related capabilities Increased efficiency and speed to value Reduced business risk Robust support Efficient delivery Effective social learning Eli Lambert Mark Burbage Chari Schwartz How Accenture Does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture made the strategic decision to migrate to a single-instance global SAP® platform for our internal business functions when we transitioned from a private partnership to a global public company. Today, our enterprise system is one of our company's key assets, integrating most of our internal business functions and users and powering the core functions of the organization. From the start of the program, we recognized that we had to establish a user support capability that would live on past go-live of the solution, to provide ongoing communication and training for users of the solution as it evolved and as users' experience with the solution developed. To achieve the full benefits of our SAP S4/HANA, SAP Ariba® and other enterprise solutions, our internal IT organization in collaboration with business stakeholders introduced sweeping new user and application support processes and change enablement methodologies. These processes drive collaboration across the diverse internal business functions that use the enterprise system solutions and ensure its ongoing stability, benefit realization and efficient operation. "Business benefits are often achieved well past go-live and must be sustained through active and ongoing change enablement." "Business benefits are often achieved well past go-live and must be sustained through active and ongoing change enablement." The Change Enablement team sits within Accenture's Business Integration organization, helping to deliver support to Accenture employees for internal business applications.   The change enablement program includes a communications, continuous learning and knowledge management capability, a comprehensive user support system, and a stakeholder management structure that serves as a key ongoing component for this leading-edge production support solution. A dedicated Change Enablement

team keeps the capability digitally current by leveraging the latest social collaboration techniques, automating key support processes, and listening to and engaging on the feedback of users.   The Change Enablement team leads the internal IT and business process teams in six main areas: Communications Providing consistent, timely communications for stakeholders and users across all enterprise-wide applications, business process areas, and key application releases so users understand what is happening during an incident or in an upcoming release. Training Creating and maintaining ongoing training and reference materials on mobile knowledge management sites that cater to the digital worker. Subject matter experts + smart request/inquiry tools An active, available network of subject matter experts to respond to users' questions, share best practices and advocate the global solution, leveraging Accenture's smart, central user request and inquiry workflow tools. Business absorption risk mitigation Measuring the ability of the business and users to absorb risk across initiatives and releases and advising teams on risk-mitigation techniques and practices. Service introduction Assisting projects that are enhancing or extending our enterprise system with planning and implementing proven practices for supporting their users as part of the integrated production support model. Stakeholder integration Regularly gathering key business and IT leaders/stakeholders to build cross-platform awareness and make integrated business decisions on how the enterprise system is run, sustained, and enhanced. Since laying the change enablement foundation more than a decade ago, the team has evolved and honed its capabilities into a streamlined operation that provides ongoing digital learning and support to more than 15,000 users across Accenture's systems. By leveraging various collaboration tools including chatbots, blogs, TouchCast Pitch, in-application messaging, online collections and more, the Change Enablement team ensures that Accenture's digital workers are kept trained and informed on everything from the latest release or current incident. Capabilities today are organized along five main areas: Active and ongoing change management through communications, continuous learning, knowledge management, and user support have proved to be essential to making Accenture's business run efficiently. These critical activities ensure that initiatives, teams, and users stay connected and remain informed and capable in supporting global yet streamlined operations. Change Enablement activities have enabled and continue to promote: Activities help attain a stable state on average five weeks post major and minor releases. Timely and consistent communications reduce risk and smart inquiry routing tools ensure quick responses to urgent questions. Self-support and automated resources reduce cost and increase efficiency. Change Enablement has remained steady in size while the capabilities included in and the user base supported by our enterprise system have expanded. Effective use of collaboration tools and real-time interaction among the user community fosters teaming and open-sourced learning. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Accenture's SAP® automation journey

Call for change A valuable difference Meet the team Related capabilities Carsten Poulsen Eli Lambert Andrea Durruty Pablo Vasconcelo How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA To support Accenture's business growth, our global IT organization migrated Accenture's finance system to SAP S/4HANA®. This change presented opportunities to implement automation solutions to improve software and process implementation quality and agility and reduce manual efforts. Initially, the priority was on automating regression testing for finance software and processes. While existing SAP regression testing methods were meeting business needs and of high quality, Accenture's business changes were requiring more agile and higher-quality testing. Testing was also becoming more complex, involving end-to-end business processes and across different applications. It was also the area where software products for SAP systems were first available. Over time, our global IT evolved and expanded the implementation of automation solutions, including the Worksoft Automation Platform, robotic process automation (RPA) concepts—intelligent software systems that mimic the actions of human users—and SAP HANA Studio. Automation of finance regression testing A joint global IT and Accenture Finance team selected the Worksoft Automation Platform to automate testing. A core automation team was formed to provide governance and support, and functional SAP teams were trained to automate the test scenarios. The new automation capabilities enabled the global IT testing teams to work through changing over from manual to automated ways by business priority. Today, most functional and regression testing is fully automated. System validations are fully automated as well. Automation of SAP S/4HANA and upgrade deployments Drawing on the regression testing experience, test automation was a key enabler to Accenture's successful original implementation to SAP Business Suite on HANA, followed by SAP S/4HANA. Testing the new functionality of the SAP S/4HANA software necessitated having to remediate existing automated test scripts as well as creating new ones to test new functionality. Global IT also executed a parallel financial close impact test, comparing Accenture's financial results processed in SAP Business Suite on HANA and SAP S/4HANA to ensure the ongoing integrity of Accenture's financial results. In addition, global IT was involved in automating 50 cutover activities, practicing cutover 16 times to progressively reduce the amount of cutover time and to confirm execution quality. These efforts contributed significantly to reducing cutover time by 40 to 50 percent of the total duration of manual cutover actions and enabled a high-quality cutover. A final area of automation was the automation of testing the 120 SAP S/4HANA-impacted security roles, uncovering 92 defects in the process that were remediated. The team continues to perform what Accenture calls business impact testing. It is a test that compares the processes of the current version of SAP S/4HANA in production with new releases of code and data changes to understand impacts to the business, if any. The same

automated testing assets were used for a subsequent upgrade to SAP S/4HANA version 1809. For this upgrade, the team tested the new capabilities with automated scripts with minimal remediation. This automated testing saved a significant number of manual hours of effort and identified SAP system defects—none of which appeared once Accenture was in production—enabling a high-quality outcome. Automation of financial operations processes Over time, the team evolved and expanded automation efforts, using the same assets from testing to support financial operations. A high-priority area was the financial close process. The team used the Worksoft Automation Platform in combination with RPA to automate operations-related tasks such as the execution of Accenture's financial close process. This process consists of thousands of repetitive activities, most of which were already automated in SAP jobs, but a number remained manual. Our global IT team addressed the most-critical manual activities by executing them in the test cycles—this was critical as Accenture executes its financial close playbook activities every test cycle. The rationale is to validate that the close playbook activities are working correctly. In addition, by using RPA concepts to automate the entire span of financial close activities in testing, Accenture can secure the same automated test scripts in production and eliminate human intervention. In this way, Accenture has innovated a way to automate its financial close execution. As Accenture grows, Finance needs new company codes added to the SAP S/4HANA system. Adding them is a time-consuming task that our global IT team has been able to automate end to end. Automating this process has eliminated the potential for human errors and greatly improved quality. Automation of data validations Our global IT team is also using SAP HANA Studio, a tool that enables technical users to manage the SAP HANA database, create and manage user authorizations, and create new or modify existing models of data. It is a powerful data comparison tool that uses the in-memory power of SAP HANA to compare large volumes of data in near real time. Ongoing automation efforts Our global IT SAP automation team now tests any new SAP capability for Accenture in an automated fashion to confirm that any release is carefully tested before it moves into production. Our team also has the benefit of more flexibility with testing. Additionally, the team is not only focused on testing, but also on automating operational tasks. Overall, the goal is to automate all financial-related processes in production. Automating SAP testing and operations-related tasks helps improve productivity, quality and system performance. It allows bots to work overnight and on weekends, frees our people's time to do higher-value activities and advance their careers with more interesting work, and improve their work/life balance. Automation is Accenture's answer to supporting the business's need to operate with quality, speed, agility and at scale as it supports new businesses and continues to grow. The automation journey in testing, RPA and SAP HANA Studio has demonstrated sustainable business value through quality, speed, agility and cost reduction—ultimately enabling a smoother-running business. Automation has raised the bar on quality by testing items that were too complex to test before and by having less human intervention. In addition, Accenture has gained speed and agility through the ability to test and absorb more business changes in shorter periods of time and deliver new business capability quicker because automated testing is faster, repeatable and can be executed by multiple virtual machines in parallel. Lastly, costs are reduced through the reduction of hours spent on manual

activities and the freeing up of individuals for higher-value work. The journey continues with a focus on increasing automation in the operations space. The potential to automate more activities is ever-present as is the increased use of artificial intelligence to improve the governance and support of the automated processes, such as enabling automated processes to learn, advise or adapt when they need to be remediated or changed. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

SAP BPC 10.1 on SAP HANA® upgrade delivers value

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-sap-bpc ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Melissa Burgum Eli Lambert Gustavo Rigiroli How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA SAP Business Planning and Consolidation (BPC) 10.1 on SAP HANA improves Accenture's consolidation process during month-end close, driving new benefits Accenture today runs its core financial processing on a single global instance of SAP S/4HANA®. Previously, however, Accenture recognized it needed to operate with more insight, agility, efficiency and compliance across multiple services, business processes and applications as it has grown organically and inorganically by acquisitions. As a result, business processes and IT capabilities needed to contend with a faster pace of change and growth—all driving the need to evolve Accenture's ERP to be ready for the future. As part of Accenture's journey to implement a more powerful ERP, the global IT organization identified Accenture's SAP Business Planning and Consolidation (BPC) application to be upgraded to version 10.1. The application is Accenture global Controllership's primary consolidation tool for external reporting and SEC filings. SAP BPC supports the financial process and regulatory reports, including more than 14.5 million movements for more than 700 companies each period. Staying current with SAP application upgrades is also in keeping with Accenture's guiding principles and in maintaining its "SAP system as an asset" strategy. For these reasons, Accenture was ready to upgrade to the latest version for managing financial information and its consolidation. The project team installed SAP BPC 10.1 on SAP HANA® with the goal to support a broader International Financial Reporting Standards (IFRS) program with a technical solution for consolidations that addressed three objectives. The objectives were to 1) Enable parallel sets of results; 2) Take advantage of Accenture's new SAP Business Warehouse (BW) on HANA system to gain efficiencies in the consolidations business process; and 3) Reduce report execution time and consolidation runtime. The installation was carried out following Accenture's global IT organization's release schedule and standard methodology. To enable parallel sets of results to support a broader International Financial Reporting Standards (IFRS)

program, global IT explored different SAP BPC architecture options. Global IT, in collaboration with an SAP consultant, designed a consolidated SAP BPC road map. This road map took into consideration the latest versions, different upgrade scenarios and future direction of SAP solutions. It will be reviewed at future checkpoints to determine when to perform the next upgrade and to which version of SAP BPC. This approach enables global IT to better understand the state of the art in SAP's BPC product evolution and determine the most appropriate fit for Accenture. As part of migrating Accenture's SAP BW system to SAP HANA, Accenture chose this opportunity to lead in the "New" and migrate its first major SAP application to the public cloud. With its SAP BW on SAP HANA on Microsoft Azure, the project team looked to gain efficiencies in the consolidations business process. To achieve this objective, Accenture selected the more skilled resources in the business and technology and integrated them in a very collaborative team with a focus on performance improvement. At the same time, the project team worked closely with global Controllership to make sure the results satisfied their needs. To reduce report execution time and consolidation runtime, the project team designed and executed an exhaustive testing plan. This testing revealed that the process of obtaining report information from the SAP BPC repository consumed a great deal of time in validating user access. To address this performance issue, the project team optimized user roles to reduce the time required to perform validation. Additionally, as part of the implementation, the project team designed an improved Year-to-Date logic with the objective of reducing the amount of records loaded in an SAP BPC cube each period and saving load time. Instead of loading all records from the SAP system for the current fiscal year, the new logic computes the initial balance for all previous periods into a single set of data added to the current period in month-end close. This in-house development helped Accenture make the close process agile and improved performance.   People and culture Before the BPC upgrade to version 10.1, consolidating regulatory reports as part of the financial process was a complex effort for our financial close team and the business. Given that the amount of records to process was continually growing, the BPC loads were taking longer and longer. This situation placed extra demands on the teams to address issues, monitor mitigation of risk and complete the process. Today, performance of the loads has greatly improved, virtually eliminating risk to the scalability of the model and risk of impacting subsequent financial close activities. The upgrade and enhancements the global IT team made were contributing factors as well as the migration of SAP BW on HANA. The financial close team now has confidence in the tool, allowing members to gain time for other, higher-value activities as well as have more agility and flexibility with the consolidation process. They also have an improved work/life balance. "With SAP BPC version 10.1, we gained contingency during month-end and quarter-end processes and headroom for future growth." "With SAP BPC version 10.1, we gained contingency during month-end and quarter-end processes and headroom for future growth." The implementation of SAP BPC 10.1 on SAP HANA improved Accenture's consolidation process during month-end close, making it better, faster and more cost effective. Consolidation is one of the most important processes in SAP's finance applications under the RTR (Record-to-Report) process. This solution improves the real-time status of Accenture financial information adjusted to SEC requirements and reduces efforts.   From a "better" perspective, the

business can now trace data from the original records in SAP S/4HANA to the consolidated information in SAP BPC. Also, quality data is available more quickly. Financial information is pre-consolidated five times during the month end before the final consolidation is done. Pre-close consolidation helps leadership to have updated information during the process for closing the consolidated financial statements. From a technical perspective, SAP BPC 10.1 on SAP HANA provides stronger security through a continued vulnerability remediation process. The project team was also able to implement strong security authentication access to the system. In terms of making it faster, the delivery life cycle has been reduced. SAP BPC load and consolidation runtime was reduced by 45 percent and BPC report runtime was reduced by 50 percent. In addition, through the SAP BPC application, several pre-close loads can be performed during month end. This allows global controllers to have actual financial information at key times during these critical days. Costs have been reduced because the business operates more efficiently, and global IT spends less time on fixing issues and has reduced the delivery life cycle. These improvements and benefits help to enable accurate and faster business decisions, eliminate financial consolidation errors and report runtime, and improve the efficiency of the Accenture financial information consolidation process. Moreover, the knowledge global IT has gained places Accenture in a better position to perform future upgrades faster and with fewer issues. "The upgrade of SAP BPC for global Controllership went very smoothly, resulting in no disruption to the close process. Version 10.1 continues to provide valuable benefits to Finance in the way of real-time financial consolidation and with less effort." "The upgrade of SAP BPC for global Controllership went very smoothly, resulting in no disruption to the close process. Version 10.1 continues to provide valuable benefits to Finance in the way of real-time financial consolidation and with less effort." Our global IT organization is driving technology-powered business transformation across Accenture. Reimagining finance to drive further value for Accenture, our clients and our people. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Airbus soars with wearables

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ aerospace-defense/airbus-wearable-technology ----- Challenge What Accenture did People and culture Value delivered Results Client profile Related capabilities Aerospace and defense Industrial equipment consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In today's highly competitive aerospace and defense market, it is essential for companies like Airbus to optimize their productivity. Moreover, employee experience, safety and satisfaction are key success factors in the war for talent that is raging. Building an Airbus aircraft involves complex manufacturing processes consisting of thousands of moving parts. Speed and accuracy are critical to business and competitive advantage.

Improvements in both would have high impact on Airbus' bottom line. Airbus wanted to help operators reduce the complexity of assembling cabin seats and decrease the time required to complete this task. "Wearable technology can be a game changer in taking the industry to where it is going on a massive scale: to an all-digital mindset, all the time." Accenture and Airbus collaborated to develop a state of the art application for wearables in aerospace and defense – digitally enabled, industrial grade smart glasses to improve the accuracy and reduce the complexity of cabin furnishing. Working in a start-up mode which enabled rapid iterations by both companies' professionals, Accenture and Airbus delivered this initiative in less than a month and used smart glasses to improve accuracy and reduce the time required to complete the cabin seat marking process. Using contextual marking instructions, the smart glasses display all required information for an operator to help mark the floor faster and reduce errors to zero. In addition, the eyewear technology, implemented by Accenture, also offers interactivity by granting access to features including barcode scanning, data retrieval from the cloud, voice command and augmented reality. Using this innovation technology, all aircrafts' seat locations can be marked down to the last millimeter and checked for accuracy and quality. This is the first case of industrialized usage of wearable technology on the final assembly line for a major aircraft manufacturer. What if hands-free wearable technology could be used in airplane manufacturing to increase workforce productivity and engagement, reduce the risk of errors, and improve worker safety in a complex assembly environment? Wearable technology is indeed a relevant solution for a manufacturing environment and provides instant access to critical information, enabling improved productivity and increased operator satisfaction while reducing training requirements. Using contextual marking instructions, the smart glasses display all required information for an operator to help mark the floor faster and reduce errors to zero. In addition, the eyewear technology, implemented by Accenture, also offers interactivity by granting access to features including barcode scanning, data retrieval from the cloud, voice command and augmented reality. Using this innovation technology, all aircrafts' seat locations can be marked down to the last millimeter and checked for accuracy and quality. "At Airbus, innovation is a pervasive new mindset that can be applied to the daily jobs of all employees if they use the technology and methods at hand." Driving financial performance is a top priority for aerospace and defense companies. Accenture and Airbus demonstrated that wearable technology can bring breakthrough innovation by providing information at speed while leaving the operators hands free. The results are impressive…the overall productivity for the cabin seat marking process per aircraft was improved 500%, error rate reduced to zero, and marking operations have been significantly accelerated. In addition, training requirements are reduced as operators receive data from the smart glasses in real time without needing to rely on a manual. Since March 2016, the technology has been industrialized for the Airbus 330 long rage aircraft seat marking and installation process. Additional use cases are currently under development with Airbus, using similar technologies, which contribute to the digitalization of the A330 shopfloor. Increased flexibility with reduced training needs. Improved ergonomics and increased operator satisfaction. Error rate reduced to zero. 500% increased productivity. The Airbus Group is a global pioneer in aeronautics, space and defense-related services,

creating cutting-edge technology. With over 20 years of continuous innovation, the A330 is the most modern, profitable and reliable aircraft family on the market, providing a tailored solution for every market today and for the future. As the newest member of the A330 family, the A330neo is a truly modern aircraft that shares the values of Airbus product line: unrivalledcost-efficiency for airlines and superior comfort for passengers. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Innovating internal audit

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/innovating-internal-audit ----- Call for change A valuable difference Meet the team Related capabilities Zameer Shaikh Finance at Accenture How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The internal audit function is a requirement of public companies registered with the New York Stock Exchange and is considered a best practice globally. Key responsibilities are to assess risk, identify fraud, improve processes and promote policy compliance. Accenture's Internal Audit function faces a complex challenge in carrying out these responsibilities due to the large scope of oversight and finite resources supporting an organization with more than 500,000 employees serving clients in more than 120 countries. Like many other internal audit organizations, Accenture's followed a traditional annual risk assessment process that resulted in the development of the annual audit plan. That plan was then performed throughout the year and findings compiled on an audit-by-audit basis. But today's business environment is fast changing and risks change more frequently than annually, making the traditional approach out of sync with Accenture's needs. The Internal Audit team, a relatively small team within Accenture's Finance organization, saw the need to do more in a more dynamic risk environment but without significantly increasing its team size. The Internal Audit team viewed the changing environment as an opportunity to reengineer the function by developing new processes and taking advantage of technology, including those advances Accenture was implementing in transitioning to a digital and intelligent enterprise. The team wanted to change to become more agile in focusing on the most relevant areas of risk for Accenture. The goal was to move to a real-time risk assessment process where the team could adjust its plan and approach as changes occur in the risk environment. The conditions were right for leading with innovation and transformation. Internal Audit has progressively evolved the function in numerous ways: Internal Audit developed a series of dashboards with digitized risk models that are updated in near real time, allowing the team to identify potential areas of risk within Accenture. The combination of timely data access and drill-down capability enables Internal Audit to improve the quality of its audit selection, scoping and testing. It also allows Internal Audit to be more agile with its audit plan during the year and change it as needed to focus on conducting the audits that are most relevant to Accenture's current risk environment as seen through data. The dashboards are connected to an Accenture Enterprise Insights Platform

that draws from a common data lake that is used by other areas of Accenture's business. Internal Audit uses additional tools to prepare, transform and analyze data in ways it could not before, enabling insight-driven internal auditing. The tools allow analytic consideration to occur in the early planning phases of an audit, driving more strategic scoping of the audit. Also on the horizon is the development and integration of predictive analytics as part of the audit process. Robotic process automation (RPA) holds the potential to perform repetitive, high-volume and time-consuming processes and free up individuals to perform higher-value activities. Internal Audit developed a proof of concept to automate the testing of Sarbanes-Oxley information technology general controls (ITGCs). The bots reduced testing time by more than 80 percent. Accuracy of test results also improved, and were provided in near real time. Internal Audit is planning to advance RPA efforts to facilitate testing of additional controls as well as other operational activities. A governance and operating model have been established to guide future efforts. Internal Audit also innovatively repurposed Microsoft Dynamics CRM to digitize its process for conducting hundreds of interviews with Accenture leaders, including using the insights gathered from these interviews to adjust, update and advance risk assessments in near real time. Internal Audit is exploring how natural language processing (NLP) and metadata tagging can be applied to discussion notes entered in the Dynamics CRM system to highlight risk statements or trends in real time. The idea draws on an NLP word embedding capability Accenture Legal is using to search for specific clauses with risky terms across vast numbers of contracts within Accenture's record management system. The solution is enabling users to more quickly extract key terms relating to risk and gain insights around the types of risks that exist. Another idea being explored between Internal Audit and Legal is a capability to search for variances from standard contract clauses or required clauses that are missing entirely. The process changes and technology innovations have equipped Internal Audit to significantly change the way audits are conducted at Accenture as envisioned. Empowering team members with analytics enables them to do full population testing instead of traditional manual sample testing. The use of RPA holds the potential to automate repetitive testing and operational activities. These and other technologies enhance the careers of individuals as they are freed up to do higher-value work, enable them to increase their technical acumen, and allows the department to expand the scope of advisory services that drive value for Finance and all of Accenture. Today, the management of the audit plan at Accenture is a dynamic process rather than an annual exercise. Internal Audit works in a data-driven way, generating new insights through advanced technologies and identifying risk across Accenture with new approaches. Dynamics CRM enables Internal Audit to gather an ongoing leadership perspective on the risk landscape in an orderly fashion as the year progresses and as changes occur. The sum of these capabilities enables Internal Audit to operate more effectively than in the past with even more potential to enhance its capabilities in the future with RPA and other technologies. "As Accenture moved along its digital transformation journey, so did Internal Audit. We have been able to take advantage of new capabilities and rich data to conduct real-time risk assessments, more effectively scope our audits and perform our audits more efficiently." Highlights of achievements: 200 Analytics created 80% Audits supported by

analytics 40 Automated, interactive, data-driven risk dashboards Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.

========================

NH Hotels: Building 5-star finance operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/nh-hotels-builds-5-star-finance-operations ----- Challenge Strategy and solution Cash application advisor Transformation Intelligent Finance Operations Improve Productivity Related capabilities Digital workflow platform Case management tools Dashboards Artificial Intelligence Complex matching algorithms Robotic process automation (RPA) Finance & Accounting Travel SynOps JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Over the past 20 years, NH Hotel Group (NH) has grown steadily through organic growth and acquisitions. With these acquisitions came new sets of processes, systems and ways of working. NH knew it needed to tackle the resulting inefficiencies to improve margins and competitiveness and ultimately make its finance function a trusted partner to the business. It was clear that in the Finance and Accounting (F&A) area, they could standardize processes, better manage costs and improve productivity and service quality. For example, NH was receiving an average of 20,000 payments, totaling approximately $70 million, each month for hotel stays and events. NH's process of matching payments received to outstanding receivables was complex and inefficient—costing the company more than it should, not only in terms of time and labor, but also in customer satisfaction and service. The team first focused on simplifying and standardizing F&A structures along with integrating automation, artificial intelligence (AI), and analytics tools to improve visibility into NH's financial performance across its 28 countries of operation. Improves communications – standardizing processes, improving cash flows, increasing compliance and efficiency and reducing costs. Allow NH users to access their records, upload documents, monitor payments, make escalations and receive confirmations—all in real time. Make it easy for users to monitor activities. A new cash application advisor was created to better match the average monthly 20,000 payments for hotel stays and events. The advisor trained a machine to think like an agent to match payments to the correct invoice. The team integrated: AI was applied to automatically ingest, read and extract unstructured information from bank statements and remittance advices across formats, banks and customers. Complex matching algorithms were used that had client-specific rules to reconcile the extracted data with NH's data. A simple dashboard was created for agents to validate and finalize transactions. RPA then automatically applied payments – dramatically reducing the time to apply cash while minimizing errors. Using SynOps for Finance to combine AI, RPA, and talent, NH transformed its F&A operating model, establishing the foundation for continued growth. And now, NH applies incoming payments

to the correct account and invoices in a timelier manner: >$50M Increasing the number of monthly payments NH can match to invoices from 4,000 to 16,000 – representing more than $50 million. 8 TO 3 Cutting down the number of times a transaction is handled across ERP, cheat sheet and workflow systems from more than 8 to less than 3. -60% Dropping the average handling time of transactions across multiple languages by 60% (from 5 minutes to 2 per transaction). 25 TO 17 Reducing total number of payments not tied to an invoice from 25% to less than 17% With this move to an intelligent finance model, NH is continually enhancing service levels, increasing compliance and reducing costs associated with managing the hotel company's F&A processes, becoming a reference within the hospitality sector. Automation, AI and a lean organization structure have already improved productivity by 45%. Enhanced and timely reporting means the company can make better, faster decisions and identify areas needing improvement on a continual basis. Also, because it can scale quickly as the company grows organically and inorganically, the new approach to F&A is helping the company capture synergies from its acquisitions. This new operating model provides the foundation to cost-effectively add new disruptive technologies. NH continues to work with Accenture to introduce innovative ideas that will continue to drive sustainable growth and enables NH to keep setting the path of what is expected from a mature finance function. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Cleaning up in connected services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ industrial/haier-smart-connect-services ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Built for Change Podcast Related capabilities Accenture Customer Innovation Network Milan Davide Pugliesi Francesco Sorrentino Industrial consulting Smart connected product design & development Cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Consumer durable companies are delivering more and more consumer experiences and services, and that figure is expected to grow significantly. That's because consumers want appliances to do more, whether alerting them to poor air quality or washing clothes with a few taps of an app. Smart, connected products supported by cloud-enabled Internet of Things (IoT) technologies make these innovative, helpful experiences possible. Haier Group, the world's leader in major appliances, aims to make its washing, cooling, cooking, small appliance and air conditioning products smart and connected. Although its European arm already had an IoT platform, it was limited and hindered innovation. The heavily customized platform slowed down product changes, making it difficult to react quickly to the market or new consumer demands. Haier Europe wanted to enhance speed and agility even further to get closer to customers and transform from a pure product manufacturer to a product and services company. Based on past experiences, Haier Europe knew how critical IoT and smart products are to growth. To complete this journey, Haier Europe knew it needed to make its smart products even

smarter to deliver relevant consumer experiences at scale and create a foundation for new service offerings and revenue streams. How could it overhaul its IoT platform and organization to improve products and deepen customer engagement and loyalty? "Thanks to our collaboration with Accenture, we accelerated our transformation journey to become a products and services company. The platform was developed quickly and is helping us offer consumers a range of innovative services." "Thanks to our collaboration with Accenture, we accelerated our transformation journey to become a products and services company. The platform was developed quickly and is helping us offer consumers a range of innovative services." Haier Europe collaborated with Accenture to develop an IoT strategy, road map, operating model and use cases. Design thinking sessions at the Accenture Customer Innovation Network in Milan helped define the IoT strategy and cocreate relevant use cases. Over the course of a year, we implemented an IoT platform powered by AWS cloud services that functions seamlessly alongside Haier Europe's existing systems. The platform easily collects and analyzes data from the company's appliances and provides remote updates. The Scan to Care service, created in only two months, enables customers to store washing label instructions by taking a picture of their items using a mobile app. Machine learning algorithms (built, trained and deployed on Amazon SageMaker) read the digital wardrobe data to suggest optimal wash cycles. If a dry clean-only item makes it into the wash, consumers receive an alert. In addition, the Snap & Wash dishwashing service, analyzes a photo of the wash baskets to suggest the best wash cycle. Haier Europe also worked with us to set up a dedicated IoT division and an agile IT operating model. The new IoT division brings together a multidisciplinary, dedicated team of business and technology professionals with governance responsibility for Haier Europe's IoT strategy, ecosystem management, services ideation, value realization and platform evolution. A Digital Services Factory handles new releases, enabling the team to focus on strategic work. With its new capabilities, Haier Europe is creating smarter, more connected products and services across appliance categories. Consumers now have a greater range of innovative and affordable services, fueling marketplace differentiation and brand loyalty. >60% year on year increase of registered smart product users have been recorded thanks to the work done in 2020 x10 increase in smart home appliance from 2016 to 2020, thanks to the new capabilities Previously, the company had few consumer insights—retailers monopolized this information. With improved data insights, Haier Europe can better understand consumer habits and product performance. Insights into consumer needs also provide valuable new functionalities, products or services, while improving existing ones. For instance, based on consumer demand, the company recently developed a wash program to sanitize face masks. Usage insights are also helping Haier Europe tailor services, like warranty programs. In aftersales, performance insights enable service technicians to bring the right replacement part to repair appointments for quick resolution. In addition, the platform's flexible, scalable microservices architecture and improved security standards make it easier for the company to offer a range of third-party services like air quality monitoring or cooking tips. Improved technology management has also delivered significant efficiencies and employee productivity. With improved speed, agility and scale, Haier Europe is exploiting its competitive advantage to create a strong foundation for services, increase sales, unleash

new revenue streams, and achieve its goal to make all products smart and connected. Listen to our award-winning podcast, Built for Change: Adweek Podcast of the Year Award Winner for Best Thought Leadership Podcast. EPISODE 02: Why Business Leaders Must Become Tech Leaders Until 2020, many companies believed they were further along in their digital evolution than they actually were. Listen in as we learn how some enterprises reimagined their systems to leverage technology, say good-bye to 'the way we've always done things' and meet the needs of the moment. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =======================

Powering Braskem's decarbonization roadmap

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/powering-actionable-climate-roadmap ----- Call for change When tech meets human ingenuity A valuable difference Onboarding a decarbonization roadmap Ideating and identifying initiatives Customizing strategies and pathways MEET THE TEAM Current Country: United States CASE STUDY Helping a petrochemical giant meet its net-zero commitment. 5-MINUTE READ Braskem is Latin America's biggest petrochemical company. It is headquartered in São Paulo, Brazil, with more than 40 industrial units spread around the world, and produces polypropylene, polyethylene and poly vinyl chloride (PVC), commodity products at the base of the plastics industry. Braskem's business model today relies on fossil fuels, namely—naphtha (crude oil) and ethane (natural gas)—which makes reducing carbon emissions especially challenging. Even with the global push to decarbonize energy systems, petrochemicals are likely to account for nearly half the growth in oil demand over the next 30 years. Braskem is in a unique position, however, as it has increased its production of bio-based plastics—those made with carbon from sugarcane rather than fossil fuels—over the last 10 years. The company has also joined the Alliance to End Plastic Waste and is a regular participant in the UN Global Compact. In 2020, Braskem announced its commitment to reach carbon neutrality by 2050. The company also set an intermediate goal of reducing greenhouse gas (GHG) emissions by 15% by 2030, based on average baseline from 2018-2020. But how? After early evaluation, Braskem identified a few opportunities to build enterprise-wide resilience and buy-in. For starters, key company officials determined that the program would benefit from ideation across all levels, including closer collaboration between industrial complexes and business units. There was high-level demand for more rigor in the evaluation of carbon abatement initiatives, too—but that agreement would only take Braskem so far. Fully intent on delivering on its climate commitments, Braskem approached long-time partner Accenture to help the company develop a clear, achievable decarbonization roadmap. Braskem's Transformation Office and Energy Department outlined a phased approach to engage stakeholders at each of the company's major industrial complexes. These facilities feature large petrochemical plants known as

crackers, which process naphtha and ethane under high heat and pressure to produce the building blocks of plastic. Together, these major complexes account for more than 90% of Braskem's scope 1 and scope 2 emissions—about 11 million tons of CO_2 equivalent (tCO2e) per year. Phase 1 involved onboarding client stakeholders to the baseline decarbonization roadmap. Accenture facilitated remote onboarding across locations in five Brazilian states (Alagoas, Bahia, Rio de Janeiro, Rio Grande do Sul, and São Paulo), along with Veracruz, Mexico. In addition, Accenture ran two technical tracks (with virtual participation) detailing Environmental, Social and Governance (ESG) concepts, decarbonization levers and the efficacy of competitor programs, and with Braskem co-sponsors answered questions about the company's strategic direction. Next, a two-day ideation workshop identified potential decarbonization initiatives applicable to specific complexes, since each featured varying combinations of technologies. Hundreds participated in this pursuit, including Braskem's regional engineers, Accenture's petrochemical experts and a handful of guest suppliers. During Phases 3 and 4, the team built individualized scenario plans for its six major complexes. These roadmaps outlined the business cases and implementation strategies for as many as 18 proactive decarbonization pathways for the sustainability director and industrial complex directors at each location. A new Roadmap Prioritization Tool was built with Microsoft Power BI, that consolidates decarbonization data from across Braskem's industrial complexes into a central database. Braskem can now easily pull insights about project maturity or capital expenditure forecasts, and use a Marginal Abatement Cost Curve (MACC) to visualize the cost of any project per ton of carbon emissions reduced. At the end of the five-month engagement, the joint team approved more than 160 decarbonization initiatives for Braskem's 2050 net-zero roadmap. Nearly half of those projects are being prioritized today to meet the company's 2030 goals. One example in Braskem's roadmap is a thermoelectric project in the state of Alagoas. The project is designed to use renewable steam energy sourced from plant biomass to help power the complex—and will involve the management of more than 5,500 hectares of eucalyptus. Braskem expects to generate 900,000 tons of steam per year, reducing greenhouse gas emissions on site by about 50% (or 150,000 tons of CO2) annually. Another initiative is exploring ways to convert excess byproducts into "feedstock." In other words, instead of flaring (a common practice designed to burn excess byproducts), supplemental gas could reenter the plastics production process as a hydrocarbon input, reducing local demand for new naphtha or ethane supply. Braskem's decarbonization roadmap includes investments in both energy efficiency and energy matrix substitutions, so new solar projects are currently being pursued at industrial complexes in Latin America, Europe and the United States. And to curb scope 2 emissions, Braskem is also sourcing supplemental energy needs from more renewable suppliers. Based on current projections, Braskem estimates that priority decarbonization projects will together be able to reduce carbon emissions at the company's six major complexes by nearly 30% (based on 2018-2020 averages). That's a dramatic shift in just a few months—inspiring confidence not only for Braskem, but also for corporate decarbonization programs everywhere. For Braskem, this is just the beginning. The company believes that at some point in the next few years, carbon will enter its profit and loss statements, either as a premium on price or a direct tax. And as the price of carbon goes up, every initiative that

reduces emissions—and Braskem has hundreds in the queue—will become more attractive to the business. Petrochemicals are called a 'hard to abate' industry. But Braskem is willing to do the hard work. Our science-based sustainability and decarbonization roadmap will set a new standard for the sector. Celso Procknor Filho / Transformation Officer & Innovation Management – Braskem Luciano Dias Pedroso Manager – Accenture Strategy, Energy Matthew Govier Managing Director – Sustainability Services, Latin America Alexandre Carvalho Managing Director – Chemicals & Natural Resources © 2024 Accenture. All Rights Reserved.
=======================

Minna Bank: Japan's first digital bank

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/minna-bank ----- Call for change When tech meets human ingenuity A valuable difference Built for change podcast Numbers EPISODE 11: Preparing for the Society of the Future MEET THE TEAM Current Country: United States CASE STUDY Japan's digital native consumers don't need a brick-and-mortar banking experience, so Minna Bank built a different bank for them—in the cloud. 5-MINUTE READ First came the digital natives. Then, the financial technology companies flexed their muscles. Next, we saw a variety of non-banking companies entering the banking field. With all of these rule changes and paradigm shifts affecting banking on a global level, Bank of Fukuoka, the core bank of the Fukuoka Financial Group (FFG), based in Kyushu, Japan, knew they needed to transform. "The number of customers visiting traditional branches of the FFG decreased by 40% over the past 10 years, while the number of customers using internet banking increased by 2.4 times over the same period," said Koji Yokota, President, Minna Bank. To create a bank for everyone—including digital natives—FFG would have to change. But how? FFG began by establishing iBank Marketing Corporation, a platform company to explore potential business models for the bank of the future by connecting the financial and non-financial sectors with local communities. Kenichi Nagayoshi, the founder of iBank Marketing and Director and Vice President of Minna Bank, explained: "Our mission was to create innovative financial services, which is why we launched iBank Marketing to develop simple financial functions and digital marketing, with data and analytics at its core. Our core product app, Wallet+, has been downloaded more than 1.6 million times. We thought it was time to create a new platform for financial services now that the game is changing." We chose Accenture as our partner largely because of their global digital expertise in technology, in design, and in data analytics. This, combined with their ability to execute, enabled us to launch our service on time, even in the midst of the COVID-19 pandemic. Accenture is an excellent company and our best partner. Koji Yokota / President, Minna Bank Minna Bank has won the "Brand of the Year" award in the brand category of the Red Dot Design Award 2021, one of the world's three major design awards. They are the first Japanese company to win this award, and the first financial institution in the world to win it. The company also won "Best of the Best" (the highest award

of the year) in the Communication Design category (Applications) and "Red Dot" in the Communication Design category (Brand Design & Identity), winning three awards simultaneously. Under these circumstances, FFG is implementing a "two-way approach" in digital transformation. While FFG, which has a traditional bank, is steadily implementing digital transformation, the approach is to establish Japan's first digital bank, Minna Bank, as an organization to implement digital transformation in a single step without the constraints of the existing business. This bank was the first bank in the world to build a full cloud banking system, and the system was built in the midst of a pandemic, with overwhelming speed. Minna Bank was designed as a digital technology company that provides financial services to digital native customers. "We looked all over the world for a suitable platform for a digital bank, but there was no banking system built in the public cloud. So we decided to create a full cloud bank ourselves," said Nagayoshi. Accenture is providing support in the adoption of Agile development and in multiple areas such as automation, strategy and talent development. Its Banking, Strategy & Consulting, Technology, and Interactive teams have come together from Fukuoka, Osaka, Tokyo, Aizu, Hokkaido and two overseas locations, transcending national and organizational boundaries to partner with Minna Bank. In addition to its own resources, Accenture has drawn on its vast ecosystem of technology partners—in this case, industry leaders such as Google, Microsoft, AWS, Salesforce and Oracle—to take advantage of their solutions and best practices. Specifically, in the "Zero Bank Core Solution" jointly developed by Minna Bank and Accenture, the core system will be implemented on Google Cloud using Accenture's Digital Experience and cloud-first approach, connected technology and cloud-native core solution. For contact center operations, Amazon Web Services (AWS), Amazon Connect and Salesforce's Service Cloud have been combined. Microsoft's Azure is being used for the virtual desktop infrastructure for employee and system operations, and Oracle Cloud is being used for the accounting system. Collaboration with these solution providers has allowed Minna Bank to build its foundation as a cloud-first business with the latest technology available worldwide. In 2020, in the midst of the COVID-19 pandemic, the Minna Bank project team continued to press forward. It took no more than 18 months to invent and launch a transformational bank in a country with strict regulations governing financial institutions—an unprecedented achievement. "If it wasn't for cloud, we would have been six months late in opening. Cloud's scalability, speed of deployment and efficiency in fixing bugs are the reasons for the agility of our banking services," said Yokota. Minna Bank differs from traditional banks not only by virtue of its operating model, but also its marketing and promotion. Instead of using mass media, it actively employs social media and develops promotions by observing mentions among users. This approach is made possible by a user interface and experience that perfectly matches the preferences of the bank's target market. To target digital natives, Accenture's team of designers pursued a simple and appealing graphical presentation with minimal descriptive information. The planning and design process started with a thorough understanding of the thinking and behavior of digital natives, and a commitment to develop services from the customer's perspective: when and how do they want to use financial services? This approach enabled Minna Bank to become a frictionless app that people want to use every day. It is also a portal for non-

financial services, providing great value to customers by turning data-based marketing into a service. "We are the first bank in Japan to truly integrate financial and non-financial data into a single service," said Nagayoshi. Minna Bank has three core business concepts: BaaS is a new banking system offering based on the Accenture Cloud Native Core Solution. It helps business partners to create new value in the banking industry. Minna Bank, a unique digital entity, is a bank for the age of a data-driven society. It will continue to be a bank that explores the potential of hyper-personalization and makes customers say "Wow!" "As Japan's first digital bank, Minna Bank will be the epicenter of innovation in the Japanese financial industry. Accenture is committed to continuing to be an engine of innovation for Minna Bank," said Masashi Nakano, Senior Managing Director, Financial Services, Accenture. 1st Japan's first digital bank 18 Launched the business in 18 months 50% of employees are engineers As Japan's first digital bank, Minna Bank will be the epicenter of innovation in the Japanese financial industry. Accenture is committed to continuing to be an engine of innovation for Minna Bank Masashi Nakano / Senior Managing Director, Financial Services, Accenture Japan Ltd Listen to our award-winning podcast, Built for Change: Adweek Podcast of the Year Award Winner for Best Thought Leadership Podcast. A select group of companies recognize that emerging consumer and investor lifestyle shifts will have a tremendous impact on business in the future. Learn how these "forerunners" are charting a course to growth by prioritizing ethical usage of technology, environmental sustainability, human care and more. LISTEN NOW Masashi Nakano Senior Managing Director – Financial Services, Accenture Japan Ltd Koji Miyara Managing Director – Banking Lead, Financial Services, Accenture Japan Ltd Kentaro Mori Managing Director – Strategy, Banking Lead, Accenture Strategy & Consulting, Accenture Japan Ltd Keisuke Yamane Senior Managing Director – Accenture Technology Cloud Infrastructure Engineering Lead, Accenture Technology Intelligent Software Engineering Services Co-Lead, Japan Ryota Mochizuki Managing Director – Accenture Interactive, Accenture Japan Ltd © 2024 Accenture. All Rights Reserved. =====================

Well connected

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/making-finance-brilliant ----- By the numbers Dialed in We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY BT GROUP Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. 3-minute read BT Group, a British multinational telecommunications company, is committed to connection for good. When it embarked on reinventing its finance function, BT used the company's core values —"personal, simple and brilliant"—as a benchmark for success. The reinvention has been right on the money. After radically transforming its digital core, BT Group is achieving a 30% operational cost efficiency, closing the books 40% faster every month and living those key values across operations. With Accenture's partnership, BT moved its entire finance function to the cloud. The new

program, called "Making Finance Brilliant", enhances efficiency and standardization. At the same time, it automates core financial operations, management reporting and planning processes. Phase one of the project focused on the SAP implementation, consolidation and simplification of planning and budgeting processes across the company. Standardizing the data models created a single source of truth, which quickly streamlined and improved financial reporting. This allowed employees who might have been unfamiliar with SAP to see the possibilities inherent in a cutting-edge finance function. Phase two focused on transferring all the UK operational finance data into SAP, to reap the full benefits of the finance foundation built in phase one. This approach helps set up the company for continued reinvention and future success. Learn how BT has taken a bold step in reinventing its finance function by transforming its digital core and moving to the cloud. Today, a more consistent and connected approach to data gives BT better visibility and real-time insights—and is fueling growth in the process. The reinvention is delivering increased efficiency, as the finance group relies on centralized processes and execution rather than the old analog approach to data aggregation and reconciliation. In addition to the business success from updating its digital core, BT Group's people now have access to new technology and new skills so they can continue delivering brilliant connections. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Francesca Picciuti Managing Director – Technology Consulting Executive Vijay Vasudevan Managing Director – Technology Delivery Lead Executive © 2024 Accenture. All Rights Reserved. =====================

Data Science in every drop

Call for change When tech meets human ingenuity Get involved Meet the team Related capabilities charity: water and Accenture Labs Collaboration Teresa Tung Technology innovation Accenture Labs JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA 785 million people, or 1 in 10 in the world, are without clean water, according to the US Centers for Disease Control and Prevention (CDC). When a water pump fails, many people in rural communities must walk several miles to a neighbouring water system just to access clean drinking water. What's more, repairing these systems can be complicated and inefficient, as there is no visibility when the pumps break down. Since 2006, the non-profit charity: water has provided clean, safe drinking water to more than 11 million people in 29 countries. The organization builds sustainable, community-owned water projects. charity: water developed a remote cloud-connected sensor device to monitor the performance of clean water projects located in developing regions. Specifically, 3,000 first-generation Internet of Things (IoT) sensors were retrofitted on water points to track the operational functionality of systems installed in northern Ethiopia. The sensors transmit hourly real-time water flow data to the cloud-based tracking system. Over four years, the organization captured more than 32 million data points, but didn't have the tools to analyze them and struggled to filter out the "noise" in the data – and knew that harnessing this data could improve the scale and reliability of its services. charity: water and Accenture Labs are collaborating to monitor water projects and keep clean water flowing for people in need. "We started a conversation where Accenture could use their best and brightest resources to help us do the data analysis to understand trends and events in all of this data and help develop the building blocks for a predictive algorithm that will tell." "We started a conversation where Accenture could use their best and brightest resources to help us do the data analysis to understand trends and events in all of this data and help develop the building blocks for a predictive algorithm that will tell." charity: water partnered with Accenture Labs' Tech4Good program, which applies cutting-edge applied research to help address critical challenges facing society. Its aim is to help build a more sustainable and inclusive world. Building a two-part anomaly-detection system using data science, machine learning and advanced probabilistic models – the team applied the system to charity: water's supply network data to help provide deeper, more accurate insights from cloud-connected pump sensors throughout northern Ethiopia. First, the system models normal water usage behavior and consumption patterns at a specific water pump. This helps the team learn how behavior changes throughout the week and months. For example, charity: water can understand precisely when the least amount of water is consumed in some areas, including the wettest months of the year, when communities may have different water sources. Second, the system analyzes the data and "scores" it to flag anomalies. This helps detect malfunctioning water flow sensors. And if a pump breaks down, charity: water can subsequently alert network operators who dispatch mechanics to repair it as quickly as possible. As a next, Accenture is now working on delivering a predictive maintenance solution to help charity:

water notify an operator or technician before a pump breaks. The team hopes to one day deploy this solution for thousands of cloud-connected water systems. Through in-depth collaboration and working sessions, the team first clearly identified the data challenges that charity: water faced. After dissecting the massive sets of data and developing a new water consumption model, charity: water now has a better understanding of the user behavior and water needs of the communities it serves. And its anomaly-detection system has set the stage for a predictive maintenance solution in which charity: water could prevent failures in its water systems. With improved technology like this, charity: water can proactively obtain better visibility into its water systems and malfunctions, instead of reactively deploying limited resources. Communities benefit from less pump downtime and charity: water can concentrate on using its resources to help more communities. In addition, the team published their work in a peer-reviewed journal, Sustainability – doing so shares the team's methodology and findings with others in the field who are trying to solve the water crisis. This can free up resources for other teams and organizations to focus on raising money and installing more water projects worldwide. As charity: water's network expands, maintaining it will become a bigger challenge. The team will continue to innovate to help decrease the maintenance costs and downtime of water systems, resulting in more communities having efficient, reliable access to clean, safe drinking water at scale. And with its commitment to transparency and accountability, charity: water is reinventing charity on its way to ending the water crisis. No matter how old you are, where you live, or whether or not you can give, you can help end the water crisis—and you can start right now. Learn more on how you can get involved with charity: water. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Building a future-ready data architecture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/software-platforms/building-future-ready-data-architecture ----- Strategy and solution Transformation Related capabilities Sleek and user-friendly data dashboards Deeper insights from drill-down capabilities Daily business insights Ability to scale metrics at the point of need Mature data management Foundation for intelligent operations Software and Platforms Platform engineering JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Approaching its IPO, a leading technology unicorn was challenged with limited trust in data accuracy, eroding the ability of leaders to confidently characterize the performance of the business. As a consequence of rapid growth to global scale, internal data systems grew up in siloes, aligned with the different functional areas of the business, with no centralized data governance process or data architecture. The lack of governance in the company's data model allowed anyone in the business to instantiate or redefine key metrics, but this meant it lacked a

clear audit trail to track adherence to standard business definitions, evolution of metrics over time, and computational efficiency and accuracy. They needed to be able to manage and communicate their business performance with clear confidence and limited manual effort—this required data clean-up, metric certification, and the establishment of repeatable processes and scalable architecture. With Accenture's help, this company has rearchitected its data pipelines using a fully relational, as-a-service Snowflake data warehouse with a robust data governance organization on top. Snowflake provided the ability to scale up and down, automatically and on the fly, providing the exact performance needed, at the time needed. It all sounds really simple, but it is not that simple when it comes to us...We basically went and looked at what the "main" KPIs are and how they are calculated. That's where Accenture was really helpful! It all sounds really simple, but it is not that simple when it comes to us...We basically went and looked at what the "main" KPIs are and how they are calculated. That's where Accenture was really helpful! With an IPO making company performance data even more important, everyone at this leading unicorn knew a rethink of internal data management was called for. Recognizing the time and effort involved in putting its own team together, the company asked Accenture to help it take data management to the next level. The vision? To build a flexible, fast, future-ready data architecture and compliment it with a far more mature approach to data governance. Accenture got to work straight away, putting a small team of focused experts on the ground with an initial goal of helping the company map the lineage of all its existing data and metrics. The team conducted detailed interviews with data owners and gathered intelligence from other stakeholders to establish the true "as is" state of the company's data management. By pulling all the data from the data lake and putting it into a new data store, the team were able to radically simplify and streamline the reporting and make the ad hoc analysis far faster. Choosing Snowflake meant the ability to perform simultaneous data loading and computation, a feature not found in any other data warehouse solution and a significant boost for productivity and efficiency. The team also developed a set of recommendations for a mature data management model, including data hygiene factors and a data governance board. Within a year, the company's metrics had been upgraded and a robust data management structure had been created. The result was a dramatic boost in the company's confidence in its own data, especially as it approached its IPO. Everyone across the business can now access intuitive and simple-to-use visualizations of key company data instantly. The new solution allows users to slice and dice any combination of top-line figures and compare the results by geography, time period, or other parameters. The solution's speed and simplicity is saving hundreds of analyst hours yearly. Users now have access to simple "drag and drop" functionality for creating new metrics. With changes to data and metrics tracked by a data governance board, no arbitrary or undocumented modifications are made to complex data queries. The business has an industrialized data platform for exploring machine learning and automation, opening up possibilities for insights and performance gains. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

SAP intercompany billing

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Real-time transfer pricing Reconciliation at the transaction level Settlement within 10 days of month-end close Foreign currency risk mitigation Efficient scalability Dina Eppley Eli Lambert Melissa Corey Alex Jurcik How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's reliance on a global workforce model to provide services in strategy & consulting, interactive, technology and operations, generates substantial intercompany activity. To manage this activity, Accenture initially used a custom solution. Intercompany invoices were processed in batch at the end of each month and time-consuming manual processes were used to reconcile and settle invoices. Given the planned growth, Accenture identified that the custom solution would not scale with the business. In response, Accenture implemented an end-to-end automated intercompany solution in tandem with the implementation of its single, global SAP® ERP system. The intercompany capability in the SAP software was one of the key value drivers behind Accenture's ERP system selection. To develop a comprehensive design of the solution, Accenture had an exceptional level of interaction, partnership and ownership between the global IT organization, and the tax, controllership, treasury, and client accounting functions. With a heavy focus on the business processes and internal controls to support the business strategy, the design and build of the solution complemented these strategic efforts. At the core of Accenture's intercompany billing solution are standard SAP software components—Dynamic Item Processor, Sales and Delivery Resource-Related Billing, Pricing Procedures and Conditions and Material Master. Although the guiding principle was to use standard SAP functionality as much as possible, minor customization was required to accommodate the scale and complexity of Accenture's business. The resulting intercompany solution reads financial postings from the SAP system and identifies intercompany activity based on the nature of the transaction and entities charged. It automatically creates intercompany receivables, payables and the associated intercompany revenue and expense postings. Accenture's intercompany solution properly records invoicing and settlement activity in both functional and global currency, thereby leveraging standard SAP functionality to record foreign currency gain/loss. In addition to the SAP system, Accenture implemented custom intercompany billing solutions for royalties, central training, cost sharing and share-based compensation. These custom systems source information maintained outside the SAP system, create intercompany billing journals and interface them into the SAP system where they are invoiced and settled. For example, the Cost Sharing application enables Accenture's tax organization to define pools of internal costs, including detailed narrative describing the cost pool and the base on which the cost pool is billed to legal entities. Accenture deployed the SAP Treasury module, which brought Accenture onto a single treasury system. As part of this effort, Accenture automated the settlement of intercompany invoices using in-house banking. Because intercompany billing customization was minimal at the outset, compatibility among the

standard SAP modules was maintained, enabling the settlement process to occur efficiently. Today, Accenture bills and settles Intercompany activity across more than 90 countries and more than 500 company codes annually. The complexity of the business has increased both in terms of the scope of products and services that Accenture provides to clients and the global nature of its projects and commercial arrangements. In fiscal year 2021, Accenture's workforce of 624,000 generated millions of intercompany activity. The automated intercompany solution continues to scale with the increased volume of intercompany activity. Additionally, Accenture operates a single global SAP instance of SAP S/4HANA®, including the integration of the intercompany solution. The result is an IT solution that is compatible with Accenture's legal agreements. This capability allows automated intercompany billing and eliminates the need to maintain pricing between countries for each internal activity or client engagement. "The true value of Accenture's intercompany solution was created by aligning process and technology to support our tax requirements." Today, Accenture has an automated, robust and stable intercompany solution that has grown with the business. It is flexible enough to accommodate change as demonstrated by Accenture's move to SAP S/4HANA. Automating the end-to-end intercompany processes and implementing standardized transfer pricing has yielded key benefits: Performs transfer pricing in real time at the transaction level; accommodates multiple transfer pricing methods aligned with intercompany agreements. Reconciles intercompany accounts at the transaction level and resolves elimination errors before month end, preventing delays in the monthly close. Performs automated intercompany settlement within 10 days of the month-end close leveraging the SAP Treasury module. Mitigates Accenture's foreign currency risk due to timely settlement. Enabled Accenture to scale the business dramatically, without scaling the support organization, by investing in intercompany solutions and processes. "Accenture's intercompany solution's continued success leverages the strong partnership between the finance and IT organizations, staying current with industry technology and applying expert functional knowledge." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Digitizing client business projection

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/digitizing-business-projection ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Data and insights Integration Real-time Transparency Accuracy Automation Shane Marshall Judith Hayward How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is focused on simplifying its business processes by digitizing how the company operates. As part of the ongoing investment in digital performance business management, Accenture wanted to transform the

forecasting process for the teams managing Accenture's client accounts. For these teams, Accenture has developed a suite of intelligent information platforms that it continues to evolve, enhance and expand. The solution needed to transform the client forecasting process across five business lines spanning 40 industries for Accenture operations across 52 countries. It also needed to leverage the large volume of Accenture's financial data to ultimately better inform and support business decisions, growth and development at an account and corporate level. "Our objective was to shift from existing manual and offline client team forecasting to a secure, automated and real-time projection capability, with new insights and easy to leverage for both the client account teams and Accenture's management." The initiative to develop a solution was an exemplary collaboration among teams from Accenture's Finance, Client Account, Sales and global IT organization. Grounded in user feedback and the teams' deep experience in this area, the project team came together to reimagine the way in which client teams prepare and manage their client team forecasts drawing on Accenture's skills in innovation, integration, analytics and automation. The resulting Client Business Projection solution transforms the business process with an experience-driven, serverless, cloud-hosted application that leverages Accenture's enterprise platform infrastructure to provide more immediate and relevant insight. The solution is integrated with Accenture's enterprise applications and brings together client account actuals, backlog, pipeline and speculative data sourced directly from the systems of record. Data is digitally stored, processes and tools are standardized, and routine offline activities automated. The solution automates the financial process in two ways. The first is by integrating data from disparate sources, eliminating the effort of each team compiling its own data. Now, formulas are automated, and teams get insights in real time. The second is by eliminating the manual preparation of data and a quarterly data upload process into a tool to populate the quarterly Accenture Client Corporate forecast. Client Business Projection can be accessed directly or via the Manage myBusiness platform, and provides multiple, easy-to-navigate dashboards with drill-down capability to enable a new projection process. The solution creates current and forward-looking views of account financial performance to enable insights to optimize financial performance. Transparency of the underlying data leads to improved quality and thus more effective information not just in Client Business Projection, but in other management tools as well. Business life cycle and process management is holistic. The solution is a significant step change in managing and surfacing business performance analysis. Client Business Projection is transforming the way Accenture does business. Agile, digital and more accurate forecasting is driving value for the business. Data captured is turned into fast insights for fast decisions—all enhancing the ability to generate profitable growth for Accenture. The client forecast process today is real-time, transparent and consumable. Accenture client account teams and leadership are benefiting from instant, account-level, current and future performance analytics to perform business projections. Team members and leadership can edit their projections, interact online and conduct continuous dialogue to identify the necessary actions to achieve plan/target and drive those actions across a client portfolio. Client Business Projection is used by teams in all countries that Accenture does business in. In the first year of launch, more than 50,000 log-ins per month occurred and

approximately 10,000 unique users were recorded. Account teams are retiring their complex spreadsheets, greatly reducing manual efforts and saving time on monthly batch data preparation. Teams are now able to do things in minutes, not hours and they no longer have to wait until the end of the month because the data is always available. The deployment of Client Business Projection moves the account forecasting process from an involved, manual quarterly exercise to always-on, digital and analytics. Benefit highlights: "Client Business Projection is a step change in the way client account team users prepare, review and use business performance analysis. It is not a tool, it is the tool that helps client teams manage their business." Data captured generates business indicators, trends and insights quickly— driving value to the business through fast data for faster decisions. Leveraging the value of digital platforms by connecting assets, enabling automation and a foundation for the future. Contract and sales data is available at any time for analysis, insights and business decision making. Data is transparent to the client account and portfolio teams, which enables team communications and forward-thinking strategic and tactical actions. As projection inputs are immediately visible there is an increased focus on data accuracy leading to an overall improvement in projection reliability. Monthly financial process automation and data population greatly eliminate manual offline efforts, enabling teams to focus on analysis and action. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Changing minds, accelerating adoption

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/changing-minds-accelerating-adoption ----- Call for change When tech meets human ingenuity A valuable difference Blogs Meet the team Related capabilities Accenture runs on Microsoft How Accenture enables effective remote working Microsoft Teams is igniting a communications revolution How to get more from teams to give more at work Sarah Dugan Yusra Qamar How Accenture does IT Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the last couple of years, Accenture has been transforming our business to enable our people to work in a modern, smart way. We want Accenture people to securely connect, collaborate and create with each other and clients—and introduced the platform, Microsoft Teams, to help them do so. Working without barriers is part of our organization's DNA. Our global IT team wants to bring the right tools to where our people work, rather than expecting them to search out multiple, disparate tools to be effective and productive. As early as 2017, we decided to migrate to Teams, a chat-centered business collaboration platform that brings together people, content and tools to get things done. The adoption of new tools and technologies is an ongoing journey that doesn't end when the technology is implemented. For Teams, we employed a rigorous change management program to retire our existing

platform. We started the Teams roll out with organic growth and then completed a large-scale deployment in December 2019. We couldn't have predicted the timing would be so fortuitous. By March 2020 our adoption program was given a hyper-boost. Faced with the need to engage 500,000 remote workers in a consistent way, we were ready as our employees were actively using Teams to chat, call and conduct meetings. But we realized quickly that our people were at different stages of adoption and our journey continued. They needed to know how to use the extensive capabilities in Teams so that they could collaborate more effectively and securely and continue to innovate and create with clients. "We couldn't have achieved our goals without the dedicated support of our senior leaders and the willingness of our people to adopt a new way of working." Introducing any new technology is not without its challenges. When people are busy, they naturally prefer to use the tools and processes that are familiar to them. And with a half a million people, change and adoption activities needed to be tailored to the specific audience and how they use the digital worker tools to be effective. Using an employee-centric approach, we were able to target our efforts on the new behaviors necessary to adopt and realize the benefits of Teams. Rather than focusing on the technology and how to do something in the tool, we talked about the way people worked, like whiteboarding and collaborating, increasing team engagement and being truly human along the way. Our three-staged approach included: An ongoing journey Our adoption journey didn't end once Teams was out there—we continue to employ change management to progress how it is being used. To help our people get the most value from Teams, we guide them to work in a new way. For example, the concept of creating a private or public "team" and inviting individual members was new and people didn't know why, when or how to best create one and use this feature. With the shift to remote working, the increased strain of working during a pandemic and the loss of human interaction, we also looked to Teams to help people to be "truly human." And as most of our employees continue to work virtually, we use Teams to improve connections and find creative ways to work together and with our clients. For example, we encourage people to use Teams for "virtual water cooler" chats, to play games, such as "Working from Home Bingo," use the mobile app to take a walk during a meeting and update the status message when they need to step away. Teams can even be used for virtual meditation and yoga sessions. We also leverage Teams Live Events for town halls and larger group gatherings and events. Four aspects of how we approach ongoing adoption are fundamental to our success: We capitalize on the support of our senior leadership Fundamental to the adoption of Teams across the business is the active use and endorsement of Teams by our senior leaders. We provide one-to-one training sessions with senior management, chiefs of staff and executive assistants and attend leadership meetings to provide individualized help and advice. We have a dedicated Digital Concierge team to provide tech support and answer any issues that arise for our senior leadership, ensuring that there is a swift resolution. We employ change networks and gaming techniques Creating a grass roots change network during the early phases of the program was critical. We continue to use our original "Team Stars"—early adopters of the platform— as an ongoing adoption change network. The people in this group give feedback on new features and then act as change agents on the ground. We offer the group incentives, such as access to early features. We also rely on

other natural change networks in the enterprise, such as our executive assistants and our learning organization who is responsible for skill building and professional development for our people. We get them up to speed with new features early and ask them to help champion any changes. Using techniques like social campaigns and gamification, prizes and recognition, we encourage people to continue to learn and explore the full capabilities and new enhancements in Teams. We continue to promote the solution ongoing We have a dedicated, centralized training group that offers virtual workshops on new Teams capabilities, 1:1 coaching, a blog and training videos. We communicate regularly, through articles on our company portal, commercials in all-company broadcasts and social media. We have a centralized Teams support site that provides in-depth guidance, new features and frequently asked questions. We also use social networking site Yammer to provide announcements, ask questions and create a Digital Worker community. We inspire new ways of working in Teams We focus our efforts on creating usability habits and introducing new tools in Teams. As we release new capabilities, such as Microsoft Forms and Yammer communities, we do so in the context of how to use them within Teams. The more that people are able to do when working in Teams, the more they want to use it. As our global IT team considers any new capability for our users, we always ask, how can it be used in Teams? Key benefits include: Promotes a consistent way of working across the organization—from employees to top leadership. Focuses on behaviors rather than technology so users naturally adopt it in their daily flow. Adopts a user-centric approach to capture hearts and minds from the get-go. Provides ongoing enablement and support— users aren't "left on their own." Our change and adoption strategy focuses on making Teams a core platform where people spend their time. We are bringing services to our people and embedding them naturally, with collaboration. In this way we can connect business processes, services and actions—and support the next generation of digital workers—by placing information intuitively where people expect to find it. Here are some of the successful elements of any change and adoption strategy for Teams: 494K active users in Teams 413K active teams 582M chat messages per month 1.1B minutes of audio per month 107M minutes of video conferences each month 70M mobile minutes per month Accenture shares the experiences and insights on supporting clients and our 500k people while working remotely. Read more. Teams enables Accenture's 500k users to work remotely effectively and efficiently. Read more. Accenture's Karen Odegaard shares how we're using Teams to bring the data, insights and service to people to live a cloud life. Read more. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Being prepared, ready and resilient

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/ business-resilience ----- Call for change When tech meets human ingenuity A

While risk is a fact of life for any business, there are times when even those that have learned to expect the unexpected can be taken by surprise. Accenture's approach to business resilience demonstrates that, with the right plans, processes and people in place, it is possible to be ready for anything. Business continuity can be affected by many different situations. From natural disasters to cybersecurity incidents, civil unrest to turbulent financial markets—not to mention unexpected health and humanitarian events such as the global pandemic—businesses are under pressure to minimize disruption and be more resilient. Accenture's experience of managing disruption is based on years of preparedness. We have introduced intelligent tools that enable us to be agile and adapt, with robust plans that validate and recalibrate our approach so that we can be prepared for whatever comes our way. But it's not all about preparation. We have changed the way we manage and deliver services, internally and externally, to counter shockwaves of change. And we have invested in technologies and enabled a digital workforce so that we are flexible and ready to make the impossible, possible. Any business is only as resilient as its weakest link. With a robust business resilience capability embedded across the organization, we can not only continue to serve our clients but also work with them to help them do the same. "We are prepared for the worst by being ready with the best of our systems and services—not forgetting our people performing on their best day, every day." Our business resilience strategy supports how we operate as a company, starting with our global client base of leading household names, underpinned by our internal functions (such as Global Asset Protection, Travel, Procurement, Workplace, Technology, Finance, Information Security, Legal and Human Resources) and supported by the collaborations of our third-party ecosystem. With a business landscape that is constantly changing, it's important to make sure that technologies are working in harmony with our people so that we can align to industry leading practices and overcome challenges. The focus of our global approach includes first to be prepared so challenges do not overwhelm our organization. We take steps to secure the safety and well-being of our people who, in turn, embrace the business resilience program through education and ongoing awareness. We ensure that continuity plans are developed consistently and integrated with response and crisis processes. Exercises are used to validate our plans. A range of exercise scenarios (including pandemic) are performed at least annually, and results capture improvement actions so that the implemented strategy remains effective. Second, we are ready by identifying priorities and making sure we are able to respond if threats become a reality. Accenture resilience processes support robust emergency response and crisis management. Preventative and contingency measures are taken to minimize the impact on people and services. Our operational teams identify essential and business-critical processes for vital functions such as employee payroll and supply chain to keep goods moving. And our Global Asset Protection team offers 24/7 monitoring to keep pace with changing conditions around the world. Finally, we focus on being resilient in the long term. We are proactive, with

sustainable plans that mitigate the impact of volatility, backed by strong leadership, integrated processes and ongoing collaboration. In addition, our business resilience programs are supported by policies and we align methods to industry standards and practices so we can grow and evolve our capabilities relevant to the changes around us. Like many global organizations, Accenture depends on a range of activities being performed extensively across Accenture's locations around the world. For example, 70% of our Finance team's services are performed in intelligent operations centers and many involve complex accounting, business and tax advisory activities—making business continuity a priority. We rely on the simplicity, automation and preparedness that comes from technology transformation. For example, we have deployed cloud-based business resilience management software that sits on the Salesforce platform and provides greater analytics and insights. In this way, we invest in and draw on best-in class technologies to automate and integrate, so that we can work faster and smarter. And also, we make sure we realize the full value from these technologies, so that we can disrupt and innovate the processes that we run to help future-proof our business. "Our dedicated professionals are working across our business to drive out leading practices—the bedrock of being prepared, ready and resilient." Our strategyThree core plans make up the business resilience program: Business continuity focuses on developing and implementing processes to support continued business operations. Accenture employs a range of capabilities to support business continuity planning that use our own methodology, following industry guidelines and standards. We undertake standardized analysis and reviews to identify critical business processes and the resources they rely on. We develop and implement solutions based on risks and requirements, conducting training (in-house and with vendors) and maintaining and measuring compliance. Technology continuity focuses on the technology required to continue mission-critical systems. Our capabilities to support technology continuity include geographic distributions of data centers and service providers across multiple locations, data backup to maintain data integrity, specialist support teams with 24x7x365 coverage, standardized processes and testing and exercising programs to validate effectiveness. Crisis management focuses on Accenture people and facilities—preventing, mitigating, preparing for, responding to and recovering from conditions that threaten life, property, or operations. Our people are our first priority—but in taking care of our people, we are also taking care of our business continuity for our clients. Accenture supports crisis management with dedicated teams; for example, the Global Asset Protection team was a huge part of our early and swift response to the global pandemic, setting up a Pandemic Task Force in China and surrounding areas in January 2020. We also created a global people emergency communication system and a 24x7 Accenture Security Operations Center (ASOC)—a global watch program to advise our people on safety, security, health and travel and specialist risk intelligence that is shared across the world. In the past 15 years, we have seen many extreme events in various corners of the world that had the potential to seriously impact business continuity. From the volcanic ash eruption in Iceland that caused enormous disruption to air travel across western and northern Europe in 2010, to a major hurricane in the United States in 2016 or a global cyberattack in 2017, we have seen and dealt with our fair share of crises. In each situation, our crisis management teams were not only

prepared to handle the event, but also skilled in understanding the specific needs of those circumstances, through effective collaboration, agile response and being able to manage uncertainty. One of the areas of specialty that has proved especially helpful in the last year has been our team handling infectious disease outbreaks. Accenture has a global Infectious Disease Plan (IDP) which provides preventative measures and recommends pre-planning for, and responses to, situations such as COVID-19. The plan includes inputs from leading health authorities (such as the World Health Organization (WHO), Centers for Disease Control (CDC) and respective regional and local health agencies. We adjust global and location actions based on developing situations and support regional and local business resilience teams following a defined crisis management process. As a result, our ability to manage the fallout from the pandemic was eased by a robust and well-informed team. It was able to put in place the plans and people to deliver a timely and response that was right for us and our business. For instance, we enabled 95% of Accenture people to work from home, including 350,000 delivery center people, while completing 42 acquisitions and establishing 100 Return to Office Workplace protocols. "Now, our corporate functions and client projects can manage disruption using their business continuity assessments and plans—enabling end-to-end business resilience." Accenture uses multiple methods to support business resilience. But at the heart lies our strategies around people (running award-winning learning programs on remote working), infrastructure (deploying uninterrupted power supplies and secure connectivity) and technology (providing soft phones and privacy screens). Our business continuity planning isn't limited to how we provide our client services. We also bake in business continuity for our functions and facilities that support those client services. With such a comprehensive, end-to-end strategy in place, we can realize business resilience for more than a single corporate function. We include every aspect of how we operate, serve and run—and are able to do all those things quickly and easily. Two elements are helping us to respond in such an agile manner. First, we have modified our technology approach toward a "one person, one machine" strategy. This means we have 721,000 people, all using workstations and mobiles that can communicate securely and reliably in every corner of the world. Second, Accenture IT infrastructure runs in the hybrid cloud. That not only means we're saving cost by spending half as much as our legacy delivery models, but also gives us new IT potential through flexible and resilient capabilities. Above all, we are successful in executing business resilience because we work together, better than ever. We bring together specialists in various disciplines across the organization to deliver an integrated, cross-functional strategy and enjoy the shared success of a more robust, resilient business. What we do for clients We use the same framework that we use for ourselves to support resilience for our clients. We are able to apply lessons learned around agile workforces and flexible plans to support clients' business continuity. Accenture's agility-first approach includes three core options that help businesses be more resilient: An agile workforce that is able to work remotely. What's involved? The workforce must use laptops. Connectivity over the public internet must be possible. Security controls, public services stability and regulations will all influence remote working. A distributed workforce that provides location resilience. What's involved? Multiple locations need to be used for service delivery and time zones taken into account. Languages, skills and access to

applications need to be agreed when the plan is activated. A flexible workforce that is able to physically move from one location to another. What's involved? Only used when Remote and Redirect is not an option. Involves laptop-enabled users for greater agility and consideration of physical security controls (restricted work area vs open area). A combination of resilience options could offer a more agile response and continuity of services; for example, combining remote and redirect or redirect and relocate. The Accenture business resilience program is aligned to the industry standards (ISO22301, ISO20000, ISO 27001) and certified in all India and Philippines locations, plus the China and United Kingdom Advanced Technology Centers. Although we recognize that no one can guarantee 100% continuity in the event of a crisis due to the uncertain nature of situations, we have seen that bringing together effective collaboration with robust continuity plans is helping our organization to not only build resilience, but also help our clients to manage change. 85+ Business resilience professionals around the globe supporting our clients 1260+ Clients supported globally 49 Countries supported with business continuity plans 4600+ Continuity plans implemented These teams are enabling innovation, growth and business continuity for Accenture. Our global IT organization is driving technology-powered business transformation across Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Built-in sustainability

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/sustainability/scoring-goals-planet-greener-buildings ----- The green team Building the future We are making bold moves, together The team expects to see: MEET THE TEAM Current Country: United States CASE STUDY JOHNSON CONTROLS Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. 3-MINUTE READ Johnson Controls (JCI) is committed to creating smart, sustainable buildings. With residential and commercial buildings accounting for around 40% of total U.S. Energy consumption and 20% worldwide, JCI wanted to bring positive change for the planet and created OpenBlue—a smart building platform that helps enhance building intelligence and accelerate decarbonization. Built on Microsoft Azure, the smart building platform uses IoT technology to connect data from independent building systems (like climate control, lighting, fire, life safety and security) into a core "digital brain" and then applies machine learning (ML) to enable the micro-management of real-time building performance at scale. With better data and monitoring abilities, buildings can cut energy costs and emissions by automatically adjusting air flow based on the number of occupants. However, the platform needed a customizable delivery solution to scale and achieve its true decarbonization potential. OpenBlue's cost efficiency and real-time operational awareness capabilities caught the eye of one of the most prominent sports organizations in the world that was keen to know

how it could reinvent the way its stadiums are managed in order to optimize building operations, achieve energy savings and meet sustainability goals. Accenture and JCI entered a five-year partnership to incorporate virtual reality, 5G, artificial intelligence (AI), ML, cybersecurity, digital twins and IoT into the OpenBlue platform. This brings together millions of datapoints from security, climate control, IT and energy systems to map and create digital replicas of all stadiums. JCI can now proactively monitor operations like security, lighting and airflow while providing sporting fans with better experiences and supporting the environment. 20%-30% reduction in operations costs 10%-15% reduction in maintenance spend 10%-20% reduction in energy emissions As JCI drives sustainable building development and operations across the industry, the OpenBlue platform is harmonizing its suite of digital solutions so building operators can significantly reduce energy demand, optimize operations and allocate retrofit investments—making it easier to achieve net zero decarbonization. OpenBlue is also the catalyst for the company's transition from a product manufacturer to a digital services company. It positions JCI to lead in the growing smart buildings market. With the OpenBlue innovation centers and ongoing partnership, Accenture's expertise in platform engineering, integration and sustainability will help deliver more enhanced capabilities faster—accelerating how quickly JCI and its clients can cut emissions, energy and costs. For example, new features include AI-driven analytics to optimize both space utilization and O_2 vs. CO_2 saturation in airflows, as well as to monitor infectious disease risks. Together, we're reinventing the places where we work, live, play and cheer. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to

reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Saurav Mukherjee Managing Director and Client Account Lead John Rhoads Managing Director – Accenture Strategy & Consulting Namit Singhal Managing Director – Accenture Platform Engineering Services Lead © 2024 Accenture. All Rights Reserved. =======================

Business resiliency in Finance

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/finance-business-resiliency ----- Top takeways Related capabilities Call for change When tech meets human ingenuity Training Testing Communications A valuable difference Closed Q2 and Q3 Filed the 10Q Conducted Seamlessly managed Performed liquidity assessment Meet the team Richard Clark Melissa Burgum Ronald Stevens Abhijit Dasgupta Murali Venkatesan Anwar Mohammed Finance at Accenture CFO and enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture Finance outmaneuvers uncertainty with a robust business resiliency plan, critical to delivering financial commitments to the company Business resilience is the ability of an organization to recover from difficulty, adapt to change and persevere with the occurrence of unexpected disruption. Making an enterprise resilient is an ongoing journey of continuous improvement. It involves governance, strategy, business services, information security, change management, run processes and disaster recovery, all of which depend on people that understand, adapt to and prioritize operational resilience. Accenture Finance set out to ensure that critical finance operations run continuously during business disruptions given a critical dependency on activities performed extensively across Accenture's shared services and office locations around the world. Seventy percent of Finance's services are performed in these shared services centers and many involve complex accounting, business and tax advisory activities, making business continuity a priority. Accenture Finance has always had a disaster recovery plan in place, but in recent years wanted to create a formal business resiliency strategy and plan to enhance the protection of our people, clients and operations. View Transcript The Accenture Controllership organization, which includes nine shared services centers, led the business resiliency plan and implementation effort by collaborating with the Risk Management and Compliance team under Accenture's Global Business Services Network group. From the outset, the project team designed a rigorous business resiliency plan with the realistic view that such a plan for an organization of 7,000 people would take time to shape, implement and test. The plan took shape in five stages: Organization and governance The team used the ISO 22301 Business Continuity Planning Framework to structure the capability, drawing also on the experience and knowledge of the Global Risk Management and Compliance group. A governance model was established along with leadership commitment. The team defined roles and responsibilities that spanned locations globally. These initial steps helped embed a business resilience mindset in Controllership, which fosters a "One Controllership" culture of working as one unit, using common language and driving the same objectives and goals.

Document review The team proceeded to work through an information gathering exercise. Team members reviewed every Controllership activity, identifying which were critical and at what point in the month they were critical—and which activities to put on hold in the event of having to execute to the plan. The activities went through a business impact analysis and a threat and risks assessment. The results of this analysis were used to determine how to provide the fail-over support. In parallel, the team identified the need to develop incident response documentation for the teams. Incident response planning To help respond to the most common scenarios, the team prepared an extensive location and recovery strategy. The strategy focused not only on a few locations, but on all shared services center locations along with connections to other key Accenture functions. During this stage, Controllership teams put in place cross-training and transferred knowledge. A very important step was establishing accelerated access management rights for critical systems during an incident when work is shifted to another team in another geography. Throughout this stage, Controllership sent out communications to inform and educate all impacted employees and stakeholders on implementing business resiliency actions should an incident arise. Testing The team conducted several waves of rigorous testing and retesting between different sending and receiving shared services centers for up to 12 critical financial processes. Initially, participants were aware, but subsequent tests were surprise simulations. All were executed in a controlled manner and tactically covered critical close days where key employees who would normally undertake activities were restricted during the test period.   This left teams in the failover location to be fully responsible to ensure the accuracy of the financial processing both for their existing and temporary customers. Testing revealed areas for improvement and lessons learned, which was to be expected. The testing and retesting are what help teams to ultimately be prepared in the event of a real incident. It also made the program real and a success.   Results analysis and actions After each wave of testing, the project team analyzed the results, performed quality assurance reviews and audited transactions for accuracy. They shared test outcomes with stakeholders. Learnings were documented and plans were made to make improvements where needed. On an ongoing basis, Controllership plans to periodically test for existing scope of the plan. For new scope, the plan is to actively create job aids at the time new work is received. The experience Controllership went through to formalize its business resiliency capability reaffirmed the organization's One Controllership culture. Individuals and teams across shared services centers and offices collaborated well across locations and with other Accenture corporate functions in the activities and in preparing job aids. Keys to the program's success included a dedicated business resiliency team, knowledge sharing with other corporate functions and locations, and aggressive testing. In support of Accenture's digital worker strategy, an added advantage to collaboration—and physical location mobility—was Controllership's move in recent years to enable almost all of the organization with laptops and mobile devices. This enablement and the other factors helped teams respond to business resiliency tests with no major issues. The entire program instilled pride among the organization with the way everyone worked together and delivered the plan. The entire program instilled pride among the organization with the way everyone worked together and delivered the plan. Make cross-training a top priority Conduct rigorous testing Articulate

preparedness among groups and educate on timely actions After 18 months of rigorous planning, implementing and testing, Controllership reached a point of achieving its objectives and elevating the state of its business resiliency capability. In keeping with Accenture Finance's focus on developing a world-class business resiliency approach, other teams, including Client Financial Management and Treasury, are also leading the charge in honing their business resiliency capabilities. Next steps are to implement the business resiliency capability across all of Accenture Finance. Business resiliency for Controllership and all of Accenture Finance was put to a real-life test when the COVID-19 pandemic set in. A robust capability contributed to Accenture Finance's ability to carry out business as usual without delays. Controllership, Client Financial Management and Treasury teams facilitated continued quality and accuracy of financial information and data, ultimately addressing Accenture's commitments to its stakeholders. A snapshot of business as usual outcomes during this time included: On time On time Virtual earnings call and preparation Commercial finance—clients, payments, new work To provide real-time data on cash collection and liquidity health 7,000 Finance people enabled to work from home 509K Time reports processed—online or via the mobile app 100K+ New laptops purchased for Accenture Operations and Technology people who shifted to work from home Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ========================

Bringing video to the enterprise at scale

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/bringing-video-to-the-enterprise-at-scale ----- Call for change A valuable difference Meet the team Related capabilities Jason Warnke Karen Odegaard Santi Haag How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Creating and sharing video can happen so easily today with just a mobile phone and the press of a button. As individuals create and consume video in their personal lives with ease, they also expect it on the work front. This is especially the case for Accenture and our tech-savvy workforce of more than 500,000 people. The recording and viewing of video has become a widely expected way of communicating and learning by all levels of employees. It is also a natural fit with Accenture's "digital worker" program, which puts modern capabilities in the hands of our people. And video has grown rapidly as the medium by which many Accenture leaders choose to communicate with our global organization in a personal and engaging way. With the rise in demand for video creation, our global IT organization needed to respond with making effective and affordable capabilities available as well as providing captioning functionality to make videos accessible for all employees. We also needed to address mobility because the only place employees had sufficient bandwidth and computing power to watch video was in the office. They wanted to be able to watch video outside the office, on the go and on their mobile devices.

Years ago, Accenture moved from an in-house built video solution that stored and managed the company's videos to a vendor solution that provides enterprise capability and operates as software-as-a-service (SaaS) via the cloud. The vendor's video platform offered video-creation tools, enterprise-grade scalability and competitive pricing. Within Accenture, we named this new platform the Media Exchange. We gained services that enable video to stream across any device as an out-of-the-box feature. The vendor solution also enables integration with authentication/corporate sign-on, establishing the access controls and reporting that enterprises must have, and enables integration with common enterprise software products. Software versions update automatically. To address the need for mobility, the vendor developed and released a Media Exchange mobile app that gives employees the ability to stream videos or download media for later, offline viewing. Over the years, our global IT organization has evolved the Media Exchange by taking advantage of new offerings and deploying new capabilities. We have also taken advantage of the solution's partner network to seamlessly adopt and integrate new options. In so doing, the Media Exchange offers leading features and reflects the latest trends in design and layout. Several robust features include: Accenture collaborates with the video platform vendor on an ongoing basis to evaluate new video technology solutions, sometimes working with the partners to provide input on enterprise requirements and integrations. An area of growing interest are virtual classroom capabilities. Accenture's Media Exchange enables our people to use video as an effective and engaging way to communicate, collaborate, train and learn. A hosted video platform puts video creation capabilities into the hands of every Accenture employee, making video creation accessible, easy and inexpensive. Moreover, having an internal video platform in the way of the Media Exchange makes video viewable on demand to all our people. Total cost of ownership is competitive by using a cloud-based, SaaS solution. The recorded video functionality will continue to complement Accenture's broadcast production capabilities. In short, the Media Exchange is an engaging way to consume content, and is today one of Accenture's most popular communication channels. Accenture's Media Exchange is used by all employees for communications, learning and engagement. Video is used at the highest levels in our organization, including by Accenture Chief Executive Julie Sweet, and many other executives who choose to use it to engage their organizations and provide leadership announcements. Video tutorials and how-to's help employees with questions about applications, processes, projects and more. Videos are generated and shared by employees for employees, supporting a true many-to-many communications model. It is also a popular medium for peers within teams to communicate with each other across time zones and geographies. Accenture's Media Exchange by the numbers: 550K Number of videos on Accenture's Media Exchange 170K Average number of hours watched per month 65K Average number of videos played per month 20K Average number of videos uploaded per month 4.5K Average number of contributors monthly Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center
=======================

Finance reporting moves to the New with SAP HANA

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Steve Collins Onkar Liddar Laura Garriz Galván Roberto Lombas How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture runs its core financial processing on a single global instance of SAP S/4HANA®. Given that Accenture is a diverse business, it needs to operate with insight, agility, efficiency, and compliance across multiple business units, business processes, and applications. Both the business processes and IT capabilities contend with a fast pace of change, growth, and larger volumes—all driving the need to continually evolve Accenture's ERP to intelligent finance. To this end, our internal IT organization undertook an initiative to implement a more powerful enterprise system, including SAP S/4HANA and SAP Business Warehouse (BW) in the public cloud. As part of this enterprise initiative, an IT team also implemented SAP HANA as a data mart in the public cloud, used as an analytics platform, and integrated it with our existing platform in addition to our existing SAP BW platform. The aim was to take advantage of the new ability to access real-time data and deliver analytics capabilities that were never available before, starting with the finance domain. Over time, the plan is to extend to additional domains such as HR or real estate. In order to get to the next level of real-time finance reporting, we determined the need to implement SAP HANA, which created new possibilities. One of the first was to enable SAP HANA as a data mart and subsequently deploy a new, innovative architecture. This architecture is an SAP HANA data mart platform that is connected real-time with Accenture's SAP ERP and SAP BW through the SAP System Landscape Transformation (SLT) system. The architecture also enables direct connectivity with Accenture's data lake for advanced analytics business cases using data sourced from SAP and non-SAP systems. This new architecture allows real-time reporting for numerous business groups within Accenture. To build the data analytic models, the team used SAP HANA Studio. It is both the central development environment and the main administrative tool for the SAP HANA system that is used to create the models directly from the SAP HANA database tables. SAP HANA Studio establishes governance around the different functional areas and is used by Finance and HR analytics groups to allow flexible data modeling and rapid delivery of new business reports. The solution is fully automated by directly accessing data sources that allow agile data modeling, avoiding large, manual end-user efforts. Using an agile methodology and the flexibility of the SAP HANA data mart platform, our IT analytics team can implement specific real-time analytics use cases rapidly. Finance users can view financial data in a user-friendly way through charts and other visualizations, leveraging front-end tools like QlikView, Qlik Sense, SAP® BusinessObjects™ Analysis for Microsoft Office and SAP Analytics Cloud. The feed of data from different SAP sources into these front-end tools is automated. In addition, new front-end applications were developed using

SAPUI5 (HTML5) to improve the user-experience interfaces when operating in the data mart. Since then, new predictive capabilities have been enhanced in the SAP HANA data mart architecture that allow predictive models in reporting. For Accenture, SAP HANA as a data mart generates real-time data and provides reporting tools and robust analytics capabilities available in new and user-friendly ways. A few examples: Treasury executive reporting Enables real-time reporting and data analytics. Leveraging the new predictive capabilities, the reporting provides Treasury managers a more accurate Treasury forecast and an easy way to monitor cash flow. It is empowering Accenture's Treasury professionals to effectively manage Accenture's global cash and make critical liquidity decisions by leveraging alerts and flags, helping to reduce foreign exchange risks. This reporting continues to enhance Accenture's position of proactive, best-in-class Treasury operations, anticipating trends and mitigating financial risks. Receivables collection report This report historically took eight hours a week to produce and was refreshed twice a week. Now the report is real time and takes zero time to produce. In addition, changes are delivered faster with lower risk. Probability of late payment A new algorithm predicts the probability of late payment from Accenture clients. The collection process used to be a manual, quarter approach feed. Now it is driven by a new, automated report, enabling the collection process to be faster. Expansion to other business domains Other business domains like real estate reporting are taking advantage of the platform to provide a way for the business to measure and respond to more real-time metrics, assess the premise's cost of each building and relate to Accenture's overall space cost metrics, ensuring we are negotiating the best pricing for the required space types. More reporting and analytics opportunities continue to be developed, enabled by the new architecture. The longer-term vision is to migrate old reporting to new analytics, ultimately enabling full integration of Accenture's analytics ecosystem. "The SAP HANA data mart initiative has changed the game around our finance reporting. We have freed ourselves from a complex and constrained environment and can now create very powerful reporting capabilities that we are only getting started with." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Get the most from your cloud journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/get-most-cloud-journey ----- When tech meets human ingenuity A valuable difference Blogs Meet the team Related capabilities VIDEO PODCAST PODCAST Speed Sustainability Spend Why cloudy skies have never looked so good Change your culture to make cloud a success Don Galzarano Jason Reynolds How Accenture does IT Cloud services Cloud computing JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Cloud has become essential for organizations looking to be more flexible and

resilient. But getting to the cloud is only part of the journey, as Accenture has learned in our move to operate our enterprise IT infrastructure in the cloud. Capitalizing on the Cloud Continuum is not just about being in the cloud. It's about seamless operations, continuous optimization and transformation to achieve ongoing business value—an unfulfilled outcome for many companies—and to consume efficiently and more responsibly. Accenture decided to take a fresh look at how we were structuring our cloud services now that we've been running in the cloud for several years. Given that the world of cloud is rapidly maturing, constantly changing and becoming more sophisticated, it was clear there was an opportunity to foster greater innovation, capitalize on best-in-class cloud services and realize more value. At the same time, we wanted to address how to use the power of the cloud to make smarter choices and run Accenture's business in a more responsible way. We also needed to address the longer-term challenge of finding ways to keep IT emissions down as Accenture grows. Key to extracting value from the cloud is to ensure we are secure from the start, make responsible decisions, and that our people and culture are aligned to the new ways of working in the cloud. Building on that foundation, we chose to optimize around speed, sustainability and spend. With cloud, we can harness these areas to operate our business with agility. "It's not a matter of if you should use the cloud, it's a matter of how you should use the cloud." "It's not a matter of if you should use the cloud, it's a matter of how you should use the cloud." Innovating in the cloud Cloud value and optimization Cloud security We looked at how we were structuring our cloud services and reexamined our cloud environment using cloud analytics and reporting, data-driven insights, knowledge of vendor offerings, and an understanding of our compute environment. Our aim was to see where we could get the most value for Accenture, focusing our efforts on speed, sustainability and spend. Our analysis led us to identify six key levers that enable us to optimize our cloud operations. These levers make operations leaner, smarter, greener, and continuously realize value. They include: CO2 Calculator prototypeAn innovative aspect of our program was the development of a CO2 Calculator prototype to produce detailed, data-driven measures of the environmental impact of our cloud environment. It's based on a series of formulas to measure an estimation of Accenture's public cloud energy consumption. This information enables our application teams with ways to lower energy usage and estimated carbon emissions. Using algorithms, the CO2 Calculator analyzes billing and consumption data across Accenture's global IT public cloud environments, and in turn, estimates energy and CO2e (e = equivalent) emissions, based on how frequently our server inventory remains powered on for use, as well as what size servers we choose to run within the environment. This estimation results in more rapid optimization. By being able to make reasonable calculations as to the environmental footprint of a specific asset, like a cloud virtual machine, we can show how responsible and thoughtful management of even that one, individual asset can make a difference to the environment. The CO2 Calculator prototype creates a continual cycle by which stakeholders can consume the data and allow it to drive better business and environmental decisions. A new way of workingImplementing these optimization efforts challenged long-standing assumptions within our global IT community about acceptable or recommended ways to operate one's cloud environment and to shift to embracing a new mindset of thinking from

a sustainability perspective. Our project team was able to incent a new way of working through data-driven guidance to understand the current baseline of cloud utilization and how much inefficiency existed. We then focused on rethinking cloud consumption. Instead of basing consumption on risk mitigation, we changed the focus to be around fine-tuning consumption based on actual needs. We supported the application teams in being able to show total value back to their customers. We did this by showing how they are contributing to Accenture's goal of net-zero carbon emissions as well as gaining the security that their decisions are being made based on intelligent data, not simply a cost savings discussion. The more our program progressed and demonstrated that the guidance was not adversely impacting any of the business, the less people resisted and the more they came on board with the new way of managing cloud consumption. Well into our cloud optimization program, our global IT's efforts are delivering notable results across the three areas of focus—speed, sustainability and spend. And it's been recognized as one of the winners of the 2022 CIO 100 Awards, which celebrate the organization and teams that are using IT in innovative ways to deliver business value. Not only is Accenture operating at a faster pace, with more efficiency and increased ability to meet business demands, but we've significantly reduced our environmental impact. We also anticipate a 25% increase in planned savings over three years as we continue to make smarter operating decisions. As we took steps to realize value in the cloud, we also realized a few other things. It is no longer enough to simply "operate in the cloud," companies must also consider how they operate in the cloud. It is critical to: Accenture's cloud value realization journey includes: "Optimizing our cloud operations is a must in moving Accenture to a market-leading, cloud-native position where we can act fast, be nimble, run cost-effectively and securely, and create a sustainable footprint for years to come." Learn how speed, spend and sustainability can optimize your cloud journey. In this blog, Accenture looks at how we're shifting to a cloud-native culture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Improving the user experience with Salesforce

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/utilities/engie-salesforce-customer-experience ----- Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Cloud ascent: How to maximize its value Operations optimization Employee experience improvement Customer intimacy and satisfaction increase IT modernization Danielle Tuarze Emilie De Possesse Bruno Katz Micaël Debast Energy retail and customer services Salesforce solutions + innovations CFO and enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In 2015, ENGIE Home Services decided to move away from its legacy digital customer service tools that required a lot of manual work. It began a digital

transformation journey, and the first step was to build a customer relationship management (CRM) tool. Following this project, the company launched a five-year plan called "4-D" (Dynamize, Diversify, Digitization and De-complexification). The goal: Become a real customer-first organization with a single source of truth that allows employees to serve customers better. To this end, ENGIE Home Services partnered with Accenture to drive a transformation through several IT and business transformation projects. ENGIE Home Services is optimizing operations thanks to a new organization, tools and processes. It is also improving the employee experience with efficient digital applications, and increasing customer satisfaction through added value services. The team implemented a solution that included Salesforce CRM Service cloud to give employees access to customer data in real time; Common Finance, the first decision-making part of the ENGIE Common Finance SAP project; and Salesforce Community Cloud to enable a new customer portal for a better experience. All of these were implemented in less than five months. These projects are changing ENGIE Home Services' corporate culture, putting employees and customers at the heart of the business as the company moves from a heater-centric to a customer-centric company. Digitizing processes and applications is helping the company become a data-driven organization while also facilitating team work, optimizing operations and better satisfying customers. The team has also built an organization to better manage new tools and processes and ensure operational excellence and has offered training to ensure adoption. These tools and processes have been adopted quickly and actively by sales and technicians and are now deployed across France. In the five years following our implementations, ENGIE Home Services has transformed across several dimensions, notably through: Especially via a "NUM" mobility project equipping technicians with a mobile app to manage their daily duties. By digitizing tools used by all workforces, including customer advisers, technicians and managers in agencies. By developing a 360-degree view of customers and improving selfcare. By drawing up an IT Roadmap for the coming years. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

The transition to technology driven telco accelerates

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ communications-media/vodafone-telco ----- Challenge What Accenture did People and culture Value delivered Related capabilities Vodafone transforms their finance organization with Accenture Communications and Media SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As part of a mission to change from Telco to Techco and continue to be a best-in-class intelligent enterprise, Vodafone decided to revamp its global finance organization. For this landmark journey, Vodafone partnered with Accenture to migrate to the powerful SAP S/4HANA®. The journey to SAP S/4HANA and beyond would create lasting business value for Vodafone as well as being one of the largest SAP migrations ever. By working with

Accenture and SAP, Vodafone would stay at the forefront of digital working. The change was an enormous and exciting undertaking. And the need for business continuity of their global finance system was paramount. Executing one of SAP's largest ever migrations required both business transformation and technology expertise. Vodafone knew we could support all the way from strategy to global delivery. We hosted workshops to understand user pain-points and aspirations for the new system and brought Vodafone leaders to our technology innovation centers for design thinking sessions. Then we reduced Vodafone's massive database size down to about 30% and began the process to migrate the data and systems to SAP S/4HANA. We meticulously streamlined the conversion to execute the live migration with next-to-no business disruption for Vodafone. "We are super proud of what we have achieved. We're in very good shape to react to the future." A strong focus on user experience and improving the working life of Vodafone's finance employees was at the heart of this project. To maximize the benefits from SAP S/4HANA for users, we deployed a "customer-grade" UX and ran virtual and classroom training sessions for employees. We demonstrated how SAP Fiori®'s new intelligent launch pad would drive optimized ways of working for each and every user with its simplified single point of entry to a range of core systems powered by several analytical applications. Working together with our partners, we ensure we were collectively able to deliver to deadlines. Completing one of the largest SAP migrations ever, is impressive, but the real success are the process efficiencies and evolutionary potential achieved for Vodafone. The improved automation, standardization and user experience across their finance business model has boosted speed and agility for best-in-class business execution. Plus, it has allowed Vodafone's employees to focus on the tasks that really matter and add value. Excitingly, we're now in the next phase of the journey – leveraging the latest innovative functionalities of the SAP S/4HANA digital core – where we hope to help Vodafone make history again. Some of our key stats include: 3 Key targets: Improve automation, improve standardization and improve the user experience for Vodafone's finance employees. 7 Terabyte database size achieved, reduced from a massive 22 terabytes. 12K Professional users across finance and supply chain management benefited from the project.

=====================

Maserati revs up customers' imagination

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/maserati-experience-engine ----- Putting imagination in the driver's seat A driving force in personalization Luxurious and immersive experiences Red Dot Award winner Current Country: United States CASE STUDY Leveraging technology to drive new luxury experiences 5-MINUTE READ One of the most prestigious design competitions in the world The Maserati Experience Engine & Tridente App have won the 2024 Red Dot Design Award in the Brands & Communication Design category. This

international award celebrates the excellence of high design quality and creativity. The project, which allows customers to create their dream car and interact with the Brand, confirms the successful partnership between Accenture and Maserati. Maserati's interactive product, MXE (Maserati Experience Engine), provides customers with a simple and enjoyable configurator to help create cars. They can discover different paint, wheels and trim combinations on some of the world's most iconic Maserati car models and personalize every little detail to their heart's content in a 3D environment on a tablet or a PC. MXE is also helping Maserati reimagine its marketing capabilities by automatically creating memorable content that can be used in marketing campaigns across digital and physical channels. It leverages digital content produced during car configurations, which can be reused in ads, videos, brochures and more, enabling the carmaker to produce high-quality media faster, simpler and at much lower costs than before. Built with Unreal Engine, a 3D content platform used to create immersive experiences, MXE offers a personalized experience unlike any other on the market today. Users can interact with a selection of Maserati car models within multiple 3D environments—MXE uses real-time 3D models that provide an in-depth look at different car models, exterior paint colors, wheel rims, brake calipers, seat materials and colors, trim and other options, offering an easy way to try out different color and option combinations in an instant. MXE is available at points of sale at the Maserati Showroom in Modena, Italy, across Maserati dealerships and even in the customer's home via a simple-to-use web app that is connected to MXE and allows the customer to see the car configuration at the dealership site. MXE has transformed the customer experience by making car configuration easier and more enjoyable than ever before. We've helped Maserati give people a reason to be excited about visiting any one of the 400 dealerships, as they'll now be able to simply create digital representations of the cars of their dreams using one of the world's most powerful gaming engines. We've also built a single source of truth for the creation of many different forms of content such as digital media, brochures, videos and more. Thanks to MXE, Maserati has completely transformed how it interacts with customers and sells its luxurious cars. MXE will continue to be a driving force for Maserati as it enters a new age of digital excellence—and we'll be there for the entire journey.
=======================

Accenture runs on Microsoft

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-runs-on-microsoft ----- Connecting a global workforce Teaming to deliver results Microsoft at Accenture case studies Blogs Podcasts Meet the team Related capabilities A passwordless enterprise journey The future of productivity Changing minds, accelerating adoption Power to the people Transforming the employee experience with Teams Future-proofing innovation Accenture's journey to Microsoft 365 Migrating SAP BW from Microsoft SQL to SAP HANA® Accenture's digital workplaces Enhancing work mobility with Microsoft Intune How to get more from Teams to give more at work Why you need to go to modernity—and beyond Microsoft

Teams is igniting a communications revolution Run modern meetings with Microsoft Microsoft Teams at Accenture Accenture runs on Microsoft Empowering Accenture people with OneDrive for Business Jason Warnke Karen Odegaard Tony Leraris Grant Gengelbach Microsoft consulting services Enabling information technology JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Equipping our people to work seamlessly, anywhere, anytime With hundreds of thousands of people around the world, enabling and connecting a mobile, fully deployed global workforce is crucial to the services we deliver for our clients. Our peopl a e need leading capabilities to unleash their creativity and innovative thinking. And clients expect it. With solutions like Microsoft Teams, Microsoft 365, Windows 10, OneDrive for Business and Intune deployed throughout our workforce, we have one of the largest installations of Microsoft products in the world. As our relationship with Microsoft has progressed, our massive global workforce has become a rigorous testing ground for new Microsoft products and solutions, from devices to cloud-based offerings. Accenture senior managing director Jason Warnke shares how partnering with Microsoft delivers value to our people and clients. See more. "Our deep partnership with Microsoft drives innovative solutions, enabling Accenture to deliver results to our people and our clients." "Our deep partnership with Microsoft drives innovative solutions, enabling Accenture to deliver results to our people and our clients." We're using Microsoft solutions to powering ever-increasing levels of innovation, collaboration and productivity. Accenture is using Microsoft Teams to bring data, insights and services to our people. Accenture's Tony Leraris shares how we are using Microsoft Teams' versatility to make business more agile and encourage go to modernity and beyond. We provide an update on our Microsoft Teams implementation at Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

See how digital changes can help fight global warming

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industry-x/digital-plant-global-co2-filtration ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY By removing carbon dioxide using direct air capture technology, Climeworks is working to achieve climate positive impact for the future of our world. 5-MINUTE READ On a panel discussion at the World Economic Forum in 2018, Accenture Chief Technology Officer, Paul Daugherty encountered the Swiss company Climeworks—which focuses on permanent carbon dioxide removal via direct air capture. This nascent technology recently garnered strong momentum with the acceleration of U.S. legislation earmarking government funding to build regional direct air capture (DAC) hubs as part of broader pieces of legislation. This highly promising solution helps remove the historically emitted CO2 from air, thus lowering the amount of carbon dioxide in the atmosphere —crucial to limit

global warming to safe levels. The air-captured CO_2 can be permanently removed from the atmosphere as it is safely stored for 10,000 years or more. In 2017, Climeworks commissioned the world's first commercial-scale direct air capture plant. As Climeworks was working toward scaling up this much-needed climate technology, Accenture joined forces to accelerate this ambition. Accenture, with its vast resources and varied offerings, was extremely well-positioned to help Climeworks grow and thrive and became the company's Innovation Partner, to help identify and implement digital solutions to further its success. The partnership demonstrated not only the huge promise of the company's technology, but also the breadth and depth of Accenture's skills, industry expertise and capabilities around the world. Leveraging its multi-industry perspective, Accenture helped Climeworks answer key questions about its go-to-market strategy. What are the use cases for the CO_2 being extracted from the air? In which industries and markets can it be sold? These were the kinds of foundational questions that helped the company finetune its strategy. Accenture and Climeworks embarked on several workflows: Digital Plant solution: Focusing at first on the facility in Switzerland, the teams worked together to build a digital plant solution that would help optimize operations by moving from reactive to proactive issue management. For example, the digital plant allowed for the real-time monitoring and detection of anomalies related to critical components; the optimization of energy consumption and the ideal balancing of performance, cost, and life cycle; and the correlating of CO_2 production outputs and forecasts with weather and other factors. Visual design of "Orca" plant: Designaffairs, a company acquired by Accenture, did the visual design of the new Climeworks CO_2 air capture plant in Iceland, working to harmonize the utilitarian structure with the breathtaking Icelandic wilderness landscape. The team traveled to Iceland and mapped the area with drones and other digital technology to get the aesthetics just right—a prerequisite of the Icelandic government. The plant received a "Green Good Design Award" from the European Centre. Opening doors for additional partnerships: Accenture introduced Climeworks to a variety of its longtime clients that were interested in the carbon dioxide removal technology. For example, Climeworks joined the Microsoft Startup Program and also gained Shopify as a client for its Carbon Dioxide Removal (CDR) as a service offering, with that company investing 23% of its $5 million sustainability fund. Accenture also connected Climeworks with some of its aviation clients, with the goal of ultimately forming a consortium of companies that could use the synthetic fuel created by the captured CO_2. Throughout, Avanade (a partnership between Accenture and Microsoft) has been working to help Climeworks' journey to the cloud, unifying what had been a fragmented IT system. The collaboration helped Climeworks make major strides on its scale-up roadmap. And one that promises to have a significant impact on global climate action —and help live up to the company's vision of inspiring one billion people to be a part of their mission to remove CO_2 from air. Additionally, the successful digital plant solution is now used at the Orca plant in Iceland—the first in a planned program of scaling by building more facilities. Most importantly, Climeworks has successfully taken major steps toward scaling their much-needed climate technology to fight global warming. Specifically, direct air capture combined with storage (DAC+S) produces Carbon Dioxide Removal (CDR) to achieve climate targets. All solutions need to work together in harmony to maximize

Affordable houses become loving homes

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/digital-strategy-future ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY CMHC digitized and transformed their process so that by 2030, everyone in Canada has a home that they can afford and that meets their needs. 5-MINUTE READ The Canada Mortgage and Housing Corporation (CMHC), Canada's national housing agency, is driven by the principle that homes help people participate more fully in society, from pursuing an education to staying employed. That principle inspired the organization's ambitious goal: By 2030, everyone in Canada has a home that they can afford and that meets their needs. How? CMHC stabilizes the housing market in many ways, such as by protecting lenders in case of defaults and ensuring the availability of mortgage funding, through economic downturns and periods of growth. Via its main lines of business—mortgage loan insurance, affordable housing, securitization and policy and research— CMHC supports a steady housing supply, serving local governments, lenders and developers. CMHC also plays a key role by providing borrowers with required mortgage loan insurance if they have a hard time coming up with a full 20% down payment. But its noble goal was in danger of never being reached. Outdated systems and processes prevented CMHC from adapting to the digital age and limited the effectiveness of its employees. For example, the agency had nearly 1,000 software applications—one for every two of its 1,900 employees! And many of those were customized and hard to maintain. Employees struggled with siloed information and slow productivity. In fact, the primary job duties of one in six CMHC employees was manipulating and consolidating data sets rather than making business decisions. "We knew we were falling behind, but as a government-owned company with a leading market position, we were complacent about modernization," says former CMHC CEO Evan Siddall. "After years of failed attempts to improve our processes and systems in incremental steps, we had arrived at a place of clarity: digitize or surrender." After years of failed attempts to improve our processes and systems in incremental steps, we had arrived at a place of clarity: digitize or surrender. Evan Siddall / Former CEO, CMHC To carry out CMHC's mandate as a unified agency equipped with the right tools, CMHC worked with Accenture to create a new digital strategy and undergo a complete business and technology transformation. All those redundant software applications? They were modernized to a new set of technologies that can be more easily updated, built on Microsoft's Azure cloud platform. This reduced the maintenance burden of using outdated technologies and supports better real-time insights on clients and the housing market. In addition, a new customer relationship management (CRM) platform created a unified, single view of their client. Now, for example, CMHC can be more responsive to a client who is interested in one

product but whose needs could be addressed more effectively with another. To better serve clients, new processes were also put in place to replace manual work for underwriting mortgage insurance and assessing mortgage applications for risk: CMHC also deployed strategies for protecting client data with a full range of services, including security and governance oversight and a comprehensive cybersecurity review and assessment. In addition, a new security portal provides a single view into CMHC's vulnerability logs and security scanning reports. This replaced a labor-intensive, manual process of gathering disparate information about potential threats. Now, the organization has faster, easier access to security intelligence. Technology has not only simplified and transformed CMHC's business processes, it has made its workforce more collaborative and fully mobile, thanks to tools like Office 365 and Teams. Now that the team eliminated siloes—including between commercial and non- commercial operations—more employees are able to track and measure overall client relationships. As a result, employees can assess if a client could be better served by another product or service than the one for which they originally approached CMHC. Learn more about Avanade and Accenture's Microsoft implementation here. CMHC's technology renewal helped support 13 new housing programs—mandated by the Canadian government as part of the country's first National Housing Strategy—to strengthen the middle class, halve chronic homelessness and fuel Canada's economy. After CMHC had launched its own business and technology transformation, it was then tasked with implementing the objectives of the $55 billion, 10-year plan, including constructing 100,000 new affordable housing units and repairing 300,000 affordable housing units. Another program rolled out is the First-Time Homebuyer Incentive for people whose annual combined household income doesn't exceed $120,000, making homeownership more affordable. Accenture supported the iterative design and program's implementation, created the digital solution that underpins the program and enabled reporting directly into CMHC's monthly and annual reports. Accenture and CMHC also worked to design and launch a series of competitions for Canada's Housing Supply Challenge that would award up to $300 million in prizes over five years for new solutions for people looking for an affordable place to live. "We were in a place where we needed to embrace change and truly equip our employees with the right tools and processes to drive innovation and new ways of working. In order to achieve our 2030 aspiration we need to think differently and lean-in to a culture of innovation," says CEO and President, Romy Bowers. "We want to lead the way in the adoption of emerging technologies such as blockchain and digital ecosystem partnerships to truly transform the Canadian housing market. Most importantly, our employees are empowered to guide our continuing transformation to keep pace with leading market practices, enabling CMHC to best support our clients and people living in Canada." Because of the new technologies and digital tools, CMHC employees can fulfill the NHS' goals and find the right solutions for a wider range of clients, including developers and assisted housing partners. CMHC is now directly delivering these government funds to clients instead of simply transferring money to provinces and territories to funnel further. Today, CMHC is supporting an increasing housing supply and a stable housing market—bringing it closer to reaching its 2030 goal to help everyone in Canada have a home they can

=======================

Prada Group continues to elevate its customer experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/ prada-group-keeps-customer-experience-fashionable ----- Prada Group elevates the shopping experience A composable, nimble platform Progressive deployment brings early benefits MEET THE TEAM Current Country: United States CASE STUDY PRADA A composable commerce approach that enables the company to offer the innovative and luxurious approach its clients expect 5-MINUTE READ A slow check-out experience on any retailer's website could turn away shoppers. For Prada Group, a luxury fashion company, an exceptional shopping experience is a core brand value. The company deployed a blazing fast check-out experience—60% faster than the previous one. Shoppers could effortlessly navigate through dozens of bags, shoes, and accessories without annoying page slowdowns. The result? 15% more shoppers are completing their check-outs. The website was not the only thing that was fast. Prada Group brought the experience to market in just a few months without interrupting business operations. All of this was made possible by a cutting-edge platform designed to adapt to the rapidly evolving commerce landscape. And Accenture was right there with them to design, build, and roll out the platform to Prada Group's markets and brands. Previously, Prada Group operated a monolithic system—in other words, a single, large system that handled all commerce capabilities. Because updates required extensive customization, it could take more than a year to bring new capabilities to market. The team deployed a composable commerce platform. This means that the platform is composed of modular software components that can be optimized, scaled, or replaced independently—without disrupting the entire platform. This approach allows Prada Group to assemble a deliberate set of best-in-class commerce capabilities from different vendors and provide the special, luxurious experiences its customers expect. Already, the team has worked with leading vendors like SAP, Microsoft, and Adobe and emerging players like Fluent Commerce, Akeneo, and Algolia. As new channels and disruptive technologies mature, the company is ready to seamlessly integrate them into the platform. The platform provides better visibility of inventory across stores and warehouses. Prada Group has leveraged that visibility to maximize availability of products to its online and in-store customers. In just a few months, the team installed modules to support cross-channel purchasing options. For example, online orders picked up at stores are fully integrated with store payment options for a seamless customer experience. The payoff? Cross-channel purchases have increased by over 50%. Prada Group is set up to innovate and lead the luxury fashion market in customer experience. By keeping an eye on the big picture, Accenture ensured that this complex transformation happened on time and on budget, with impressive results. Cristiano Agostini / Prada Group's Chief Information Officer Companies unwilling to make the bigger initial investment in

composable commerce platform continue to deploy monolithic systems. They pay the price in other ways. These old systems do not yield business benefits until fully deployed—a risky proposition that can take years. In contrast, the phased rollout of Prada Group's composable platform allowed the company to reap the benefits much earlier. Each quarter, the team launched components, markets, and brands. For example, halfway through the project, the team deployed tools that enabled the company's commerce team to update product information on the website in just a few hours. Previously, this required a complex, manual process that took days. The incremental deployment facilitated a 15% increase in online revenue. This is a remarkable achievement considering that commerce platform transformations typically disrupt business and constrain growth. Components were recently deployed to improve personalized search results and product recommendations. The next step is to increase Prada's knowledge of its customers through enhanced data and analytics. This will enable the company to further personalize the experience. Also in the works are modules to support AI-powered, real-time customer interactions. Our unwavering commitment is rooted in crafting immersive experiences, where interactions with our products transcend the ordinary. Mario Didonato / Prada Group's E-Commerce Director Davide Zibetti Commerce Technology Lead, EMEA, Accenture Song Andrea Ruzzi Fashion & Luxury Lead, EMEA, Accenture © 2024 Accenture. All Rights Reserved.
=======================

Fueling future growth with SAP S/4HANA

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/fueling-future-growth-sap-s4hana ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Order-to-cash Acquire-to-retire Procure-to-pay Inventory management Record-to-report Accenture + SAP Supply chain and operations Intelligent platform services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA NexTier Oilfield Solutions (NexTier), the second-largest provider of integrated well completion services in the United States, is committed to consistently outperforming its competitors in terms of service delivery and investor returns. The company was formed in October 2019 from the merger of two oilfield services companies. As both companies had their own ways of working and individual ERP and satellite systems, NexTier needed to rapidly move to a single ERP platform. The company joined forces with Accenture to facilitate the post-merger integration with a single SAP S/4HANA® installation. With Accenture's help, NexTier set out to reconfigure a new SAP environment, build simplified workflows and processes, and improve supply chain efficiencies. The program involved cleansing and converting data from legacy systems, harmonizing processes in the areas of finance, asset management and supply chain management, and then configuring and testing the new SAP S/4HANA platform to accommodate the new ways of working. To get the most out of its new SAP solution, NexTier relied on Accenture to manage SAP S/4HANA system enhancements. The

team reconfigured several key areas to better support NexTier's objectives for simplified operations and better service delivery: Simplified order-to-cash processes in SAP S/4HANA, integrated the ERP with FieldFX, and launched a dashboard for ticketing and invoicing visibility. Evaluated and migrated fixed asset-related solutions to SAP S/4HANA and simplified workflows for spending approvals and investment management. Simplified the "delegation of authority" processes in procurement to enable better, faster decisions, and optimized vendor-related workflows. Standardized all inventory management valuation processes in SAP S/4HANA and simplified materials management and warehouse management workflows. Simplified the close process by integrating SAP Business One® into SAP S/4HANA and instituted new master data governance processes. With Accenture's help, NexTier has consolidated systems into a single ERP platform for all business units. Effective technical design and configuration activities have reduced not only the IT customizations needed, but also the number of application service requests. Service tickets have dropped by more than 60%. ERP run costs have fallen by 50%. And simplified work processes have reduced manual efforts and improved employee productivity, especially in the areas of order-to-cash, asset management with new spread-level profitability reporting, and procure to pay with advanced analytics. And with a single ERP system in place, month-end closing periods have shrunk by one day, or 12%. Based on these and many other improvements, NexTier is realizing the merger synergies it had hoped for. The journey to a single SAP S/4HANA instance was instrumental in achieving merger synergies of US$120 million in just six months from the merger. 60% drop in service tickets 50% decrease in ERP run costs 1 day shorter month-end closing periods (12%) $120M in merger synergies in six months Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

BP powers productivity with digital transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/empowering-productivity-digital-transformation ----- Challenge What Accenture did People and culture Value delivered Related capabilities Refining operations Energy services Industry X.0 services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA BP has a vision of becoming the leading downstream operator by 2025. To help achieve this vision, BP joined forces with Accenture to launch a global digital transformation program. An inaugural lighthouse program in Australia is leading the way and enabling a user-centric refinery workforce of the future through a focus on productivity innovations, Agile DevOps, cutting-edge extended reality and artificial intelligence innovations. The goal is to locally develop digital solutions that can be globally scaled to other BP sites. The power of One Accenture (including the Perth Innovation Hub, Fjord, Avanade and our partners) converged to co-create and redefine what the future of BP could look like and quickly drive value through modular

functionalities and digital accelerators. Design thinking workshops which helped frame the needs of front-line workers, coupled with shadowing real operations on the ground, identified two high-value product streams to meet immediate needs–Mobile-Enabled Field Worker and Wearables for Inspections. BP's innovations are ensuring its people are safer while working faster and more reliably, a portfolio of mobile applications is freeing BP's workforce from their desks and a mobility solution for visual inspections is supporting inspection efficiency. Being immersed in an agile and innovative approach has also opened BP's mind to more possibilities as it continues on its digital transformation journey. BP is challenging its existing ways of working and finding new and better ways to solve problems. With Accenture's help, BP is unlocking value by understanding issues and working in an agile way to develop sustainable solutions that can be used immediately to make work safer and more efficient. The two product streams – Mobile-Enabled Field Worker and Wearables for Inspections – will provide significant improvements in process efficiency, productivity savings, automated transactional activities and more. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
======================

Embracing change as a constant in chemicals

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/siltronic ----- Chemical companies require innovative solutions to seize growth opportunities – from net zero to new products and more. What's trending in chemicals Awards and recognition Our leaders Chemicals careers Chemical industry now How to reinvent chemicals Leader for SAP S/4HANA® Application Services for Fourth Year A Leader in Smart Manufacturing Services Dr. Bernd Elser Ojas Wadivkar Current Country: United States 65% of chemical executives say inflation and price volatility are the most pressing challenge 87% of chemical CXOs say their organizations are currently undergoing compressed transformation 58% of chemical executives have adopted a deliberate enterprise-wide strategy to reinvent all functions and business units 94% of chemical executives are either very or extremely inspired by the new capabilities offered by AI foundation models To meet rising sustainability-related demand and spur growth, chemical companies must boost stagnant labor productivity. How? By reinventing roles and reshaping the workforce to adapt to technology. Discover key strategies. Digital technologies and generative AI are revolutionizing chemical research and development, driving new levels of innovation. Uncover the path to transforming innovation for R&D. Growing demand for sustainability-related products will create a US$200 billion opportunity for chemical companies—if they can reinvent themselves around sustainability and solidify their positions in tomorrow's value chains. Uncover insights and actions to accelerate your journey to net zero. We share lessons learned on how chemical companies can unlock the full value of digital technologies with a modern SAP S/4HANA system. Accenture

examines the cybersecurity shortcomings in the chemical industry and what can be done to raise maturity levels. Helping a petrochemical giant meet its net-zero commitment. A cloud-based, user-friendly, connected-worker solution has made manufacturing safer and more efficient, with people using real-time production information to make faster, more accurate decisions. Accenture is continually recognized as a best-in-class technology services provider by independent, third-party networks and research organizations. Accenture is named a leading service provider of Industry X & Digital Smart Manufacturing and Operations services by HFS and IDC MarketScape. Senior Managing Director – Global Lead for Chemicals and Natural Resources Managing Director – North America Chemicals Lead Use innovation-first thinking to help chemical companies drive sustainable growth. © 2024 Accenture. All Rights Reserved.
=======================

Transportation of the future: Hardt Hyperloop

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/transportation-future-hardt-hyperloop ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities 60-minute max commute The future of safe transportation Accenture extended reality (XR) services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the hyperloop, vehicles will move through tubes which create the ideal conditions for low-energy travel while protecting the vehicles from the environment. The next phase in Hardt Hyperloop's development is public adoption and Hardt was looking for a way to make the experience tangible. Hardt called on Accenture, so they could work together to create the Hyperloop Cabin Experience, a blend of a physical model of the interior of the hyperloop cabin and an augmented reality module that allows the user to experience travel in the hyperloop. The Hyperloop Network will connect cities, countries and even continents in a relatively short period of time. The CABIN-1 is a 3-meter segment of a hyperloop vehicle with a finished interior. Accenture created both a Microsoft HoloLens 2 experience and an iPad Pro app to virtually transform the CABIN-1 model into a full-size vehicle providing an immersive experience of what traveling by hyperloop will be like. The iPad experience is a supporting tool for the physical cabin experience, where the participant simply points the iPad camera at CABIN-1, and it allows them to physically walk inside the Hyperloop in true-to-life detail. The HoloLens experience, a self-guided 3-minute adventure, lets the passenger take a seat in the Cabin-1. Once seated, they will become a "Hypernaut" and experience a journey into the not-so-distant future of the European hyperloop transportation network. In the virtual experience, the passenger will travel on the first planned hyperloop route from Amsterdam, via Eindhoven and Dusseldorf, to Berlin, taking just over an hour. The passenger can compare the Hardt Hyperloop with other means of transport and understand how much faster, more energy-efficient and more comfortable the hyperloop will be compared to trains, cars, and planes. Valuable insights on the future of

long-range travel Through the iPad experience and the HoloLens experience, Accenture has provided valuable insights into the future of long-range travel to the passenger. Together with Accenture, Hardt has created experiences that preview a world where distance does not matter. A world where the passenger can connect with who and what they care about with ease in a zero-emission transportation revolution. It will be a reality by 2028. The implementation of a pan-European hyperloop network would allow people to live how and where they want— having to commute a maximum of 60 minutes. HoloLens conveys the heightened value of hyperloop travel to passengers. When safely possible, CABIN-1 will travel to events & public transport hubs. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Canadian biotech works smarter, not harder

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/canadian-biotech-works-smarter-not-harder ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Andrea Brueckner Eric Liu Workday Intelligent Platform Services Talent & Organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Streamlining systems for more transparency When a leading biotechnology company deployed Workday globally in 2018, its Canadian business sought to harmonize its own HR systems and leverage the cloud-based platform. The business needed to synchronize two different methods that were being used to manage its HR systems across four siloed workforces. Absences and leave time were processed manually via spreadsheets, and approvals were sent through email chains. These disparate systems meant it was impossible to have a holistic view that provided transparency into processes for leadership and workers alike. The aim was to enable a more integrated and efficient HR operation, and standardize and streamline its payroll benefits, applications, and processes. Closely collaborating for success Accenture and the client worked closely to plan the HR transformation and identify impacts of the new solution. The team streamlined communications to ensure everything was closely coordinated and problems were dealt with in real time, switching to regular virtual calls when the pandemic struck. Three cutovers were run to ensure all steps and timing would be accurate. Applying deep Workday and industry knowledge, Accenture equipped the client team to perform the configuration migrations and setup. Meanwhile, the client's team members understood the Canadian requirements, knew which key decision-maker could help expedite decisions, and aligned with their global Workday standards. Automating analyses means teams work smarter not harder The solution was integrated on time and under budget. HR resources in Canada now spend less time on day-to-day transactional steps and more time on strategic HR work, such as planning new HR initiatives, allowing the teams to work smarter not harder by minimizing the burden of manual

processes. The client is now getting the most from the deployment of an "all-in-one" integrated solution to handle benefits, payroll, and absences. The Workday cloud-based platform has also allowed the company to establish consistent processes and reporting across its businesses. Benefits include: There is also greater policy consistency between affiliates, more HR data and analytics, and a single system for all HR functions. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Using analytics to improve family outcomes

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/michigan-analytics-child-support ----- Challenge Strategy and solution Transformation Meet the team Related capabilities Using big data to save little lives Joseph Fiorentino Health and Human Services Applied Intelligence JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Michigan's Office of Child Support (OCS) plays a crucial role in helping to ensure children receive the financial support they need even when their parents are not together. The OCS wanted to address a key challenge: that as many as one in five child support cases kept getting "stuck" in pre-obligation, the first step in obtaining an obligation to pay child support. As a result, too many children were waiting to receive support, and the OCS was at risk of not meeting federal child support guidelines for the percentage of open cases for which obligation is established. Reflecting Michigan's strategic goal of using analytics to improve child support services and outcomes for families, the OCS decided to test predictive analytics as a tool for understanding—and reversing—that trend. Michigan's OCS collaborated with Accenture to pilot use of analytics to drive deeper understanding of how and why some child support cases stall in pre-obligation. The team brought together subject-matter experts with deep understanding of child support; data scientists with knowledge of artificial intelligence and machine learning techniques; and OCS's longstanding program experts. Data scientists selected 50 tables from the OCS's enterprise data warehouse to create the Michigan Case Analytic Record (MiCAR), which consolidates information from 40+ disparate data sets at a case level. The result is a 360-degree view of the pre-obligation process for each case. By applying machine learning models to four years' worth of case data, the team began to uncover the factors that correlate with higher risk of delay, and to predict which cases would become delayed. Based on those factors, they built models for two key points of delay. In 16 weeks, the pilot showed the potential of predictive analytics and led to the formation of Michigan's Analytics Hub. It identified regional, demographic, racial and socio-economic differences in the prevalence of delays (e.g., Medicaid cases and cases with younger children and younger custodial parents were more likely to experience delays). These and other insights are enabling proactive mitigation of more than half of Michigan's delayed child support cases. The OCS continues to explore how it will apply the initial set

of findings, including integrating dynamic risk scores into its case management system. The insights also revealed opportunities to redesign how the OCS interacts with various participants in the child support ecosystem. Above all, the pilot is building momentum for the OCS's transformation to become a data-driven organization and to collaborate more effectively with other Health and Human Services organizations. Fresh thinking and innovative solutions to support better outcomes for families and communities. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Macquarie University futureproofs HR with Workday

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/macquarie-university-futureproofs-hr-with-workday ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Matt Ilijic Jasin Ajkic Workday Education & Government Intelligent Platform Services Talent & organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The university transformed its HR and workforce experience with the help of Accenture and Workday Human Capital Management. Putting people first Macquarie University was planning a five-year-long digital transformation and decided to begin with its most important asset — its people. It had no overarching human capital management system (HCM), but rather multiple siloed systems that required too much manual work. It required a modern HCM to synchronize its data, enabling greater efficiency and data-driven decision-making for both its HR professionals and people managers. Macquarie University chose Workday because of its comprehensive HCM functions, intuitive design and regular functionality upgrades. It sought Accenture's support because of its track record delivering Workday in Higher Education and its agile and collaborative way of working. "We wanted a core team and true partnership at every level. That's what we had from day one through to the final day and every day in between. A genuine team, with no differentiation between us and Accenture." "We wanted a core team and true partnership at every level. That's what we had from day one through to the final day and every day in between. A genuine team, with no differentiation between us and Accenture." An agile action plan Macquarie University and Accenture developed a common set of design principles, followed by a standard employee experience. When the global pandemic struck, the project seamlessly pivoted to a virtual planning and delivery mode thanks to the established partnership at all governance levels. Working remotely, Macquarie University and Accenture extracted and validated more than 250,000 lines of data across the employee population and Workday objects with 99.9% accuracy, and 29 integrations connected everything from Macquarie University's on-premises payroll, middleware and finance enterprise resource planning solution to Workday. Together, they created 32 training videos and delivered 27 courses to enable users. Iterating for constant innovation Following a smooth go-live, three legacy

applications were retired and replaced with a single, self-service Workday mobile app. HR professionals and people managers have greater oversight of the working population and authorization processes, and can make staffing decisions based on real time, accurate and secure data. It's also possible to automate reporting for self-service by HR, managers and finance end users. During phase two Workday Adaptive Planning, PRISM, Talent Optimization and Advance Compensation were deployed, with Adaptive Planning enabling Macquarie University to strategically plan, budget and track its entire workforce in one application. The University is planning even greater transformations, as it seeks to iterate, improve and deliver for its people. Accenture and Workday transform systems for student services, human resources, finance, and accounting. Push the boundaries of what tech can enable and transform your business at speed. When businesses unlock the power of human potential, they access a new level of workforce transformation. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Outokumpu unifies operations with SAP S/4HANA

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/natural-resources/outokumpu-unifies-with-sap ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities SAP solutions Supply chain and operations services Production and operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Finland's Outokumpu, Europe's largest producer of stainless steel, had an ambitious approach to acquiring competitors that had created a complex IT landscape and inconsistent processes across its many plants. Outokumpu's leaders made a bold plan to centralize and streamline the company's IT environment. They believed that implementation of a new SAP S/4HANA® solution would provide a strong platform for the organization's needs. Such a move would not only make it easier to integrate business lines, but also give everyone access to the same information and insights via a shared data warehouse. That, in turn, would eliminate many decision-making and collaboration challenges. As a first step, the Outokumpu and Accenture team defined what they wanted the new S/4HANA solution to accomplish. This included harmonizing and centralizing processes and data, improving efficiencies and business decisions, and delivering a more consistent customer experience. In addition, the team needed to integrate the core SAP solution with various technologies, harmonize data and establish new data management and governance practices. With those prerequisites in place, the team implemented the new enterprise system, deploying a new template solution for key business functions in Outokumpu's operations in Germany and Sweden. They then integrated everything—including vendor systems—to create a seamless IT experience. With its new, centralized system, Outokumpu has a unified platform and a "single face" to present to the customer. With the first deployment complete

and subsequent rollouts in process, Outokumpu is harmonizing processes and data to achieve better visibility into operations, vendors, products and customers. In addition, through the new system and functions such as quota verification, alternative production routes and controls on technical production capabilities, Outokumpu can increase flexibility, allowing cross-mill planners to route orders and achieve the best response to customer demands. Finally, with SAP S/4HANA, the company has the foundation it needs to relentlessly pursue innovation, improve customer service and differentiate itself from its competitors. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Flawless execution from SAP ECC to S/4HANA

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/bristol-myers-squibb-sap-s4hana-cloud-upgrade ----- Challenge What we did People and culture Value delivered Related capabilities New Science: A new economic reality for growth SAP S/4HANA in life sciences Life sciences technology services Cloud first for life sciences JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Digital technologies are transforming the life sciences industry as much as advanced science. The ability to extract, analyze and visualize data quickly from across the company can help biopharmaceutical companies become intelligent enterprises and better serve patients. Bristol Myers Squibb (BMS), a global leading biopharma company, is intent on using digital innovation to accelerate drug discovery and development, improve manufacturing, enhance business capabilities, and ultimately advance patient care.(i) By consolidating more applications and tools into enterprise platforms, and moving those systems to a cloud environment, the company can collaborate more efficiently and effectively across the enterprise. Additionally, it can benefit from these platforms' rapid cycles of external innovation to continuously evolve and improve its technological capabilities. BMS' previous SAP ERP system was nearing end of life, giving BMS an opportunity to upgrade to the new S/4HANA core. This creates the potential for the company to bring more non-SAP applications into the SAP platform, creating the foundation to drive future innovations and new capabilities. BMS already utilized the SAP ERP platform for its complex enterprise resource planning capabilities and had maintained an extremely well-managed environment with quality data. This factored into its decision to select SAP S/4HANA ® on Amazon Web Services (AWS). As one of the system's earliest adopters, BMS now has one of the world's largest, most modern and simplified conversions of SAP S/4HANA on the cloud, supporting critical functions in manufacturing, supply chain, finance, order-to-cash and procurement. The upgrade involved 44 global markets, 12 manufacturing plants and 13,000 users — all done with zero business disruption. BMS teamed with Accenture to define the upgrade path and flawlessly execute the approach. Given the initiative's complexity, and the

potential for business disruption, BMS decided to divide the program into two phases. Phase One focused on a technical upgrade, delivering "like for like" capability to manage scope and risk of disruption. Phase Two will focus on leveraging SAP S/4HANA capabilities to enable business process transformation. After building a S/4HANA proof of concept, the team spent 8 months in careful planning to ensure conversion readiness of system functionality and infrastructure. These efforts minimized risk by ensuring compatibility of third-party vendors and reports, data quality assurance through archiving inactive data and removing custom code, and optimal performance through a scalable infrastructure. Together with Accenture and Amazon Web Services (AWS), BMS executed many firsts that innovatively solved for execution complexity. For instance, Accenture worked with AWS to scale BMS' ability to support 12 terabytes (TB) in a single system, converting 23TB of database to 4.5TB. In addition, IT accelerators, such as Accenture's S/4HANA profiler tool, helped produce quality work quickly with minimal downtime. Originally estimated to be six days, go-live downtime ended up being just 65 hours. To accomplish this, the team utilized SAP's Zero Downtime technology to support its detailed cutover plan. The system was stabilized and fully effective at go-live. "Our partnership with Accenture, SAP and AWS was crucial for a project of this size and scale, and their combined expertise ensured there was no business disruption." 44 markets 12 manufacturing plants 13K users BMS leveraged Accenture's Talent & Organization/Human Potential group to shape the change management journey. Partnering with the BMS change lead, Accenture worked on understanding the solution's impact, capabilities and knowledge that workers would need to adopt based on required changes and inherent enhancements. The technical structure of the new platform is quite different, requiring BMS to update select processes and deliver training for users. New workflows and tools like the Fiori visualization dashboards helped to create an enhanced user experience where users can generate reports with real-time information at the click of a button. Obsolescence reports (showing how long an asset is still usable) which previously took eight hours now run in under a minute. Collaboration and decision making have also improved thanks to enhanced data visibility and transparency. BMS can now easily generate group reporting, slicing data to see management and financial information at the brand level and according to product hierarchies. This gives leadership the insights and predictive capabilities to adjust activities to improve financial performance, including payment processing. In addition, there is a "universal journal" as the single source of truth for all financials from across the company. The increased capabilities offered through the new S/4 platform have helped to lay a foundation for BMS to take advantage of opportunities to apply artificial intelligence, machine learning, and real-time predictive analytics to achieve efficiency gains, reduction in total cost of ownership, enhanced security, a better user experience and just-in-time inventory, to name a few. The intelligent enterprise capabilities give BMS unprecedented agility, analytics and insights in a single instance across multiple functions. According to Michael Di Novi, Executive Director, Digital Capability Manager, Enterprise Resource Planning (SAP), "SAP S/4HANA allows us to leverage advanced capabilities to unlock business benefits from modernized finance, procurement and supply chain. This planned strategic investment helped to lay a foundation of operational efficiencies and improved processes, which,

ultimately, may lead to other exciting enhancements and improvements for BMS". Source: (i) Bristol-Myers Squibb 2019 Annual Report: Transforming patients' lives through science Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ====================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/dsm-b2b-digital-buying-experience ----- JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Property transactions made simple and secure

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/pexa-key-property-transactions-mobile-app ----- So how did PEXA put its customers first? Good return Generali Prisma Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA PEXA Navigating Australia's property market is no small feat. While many companies are looking to adopt digital solutions, the key to its success is having all parties across the value-chain buy-in.   PEXA, Property Exchange Australia Limited, wanted to take their offerings one step further to help lawyers, conveyancers and other members provide a service that would help mitigate the industry's largest risks —all while benefitting end-users. By developing an intuitive mobile experience called PEXA Key, they could add more joy to the settlement process and make it more secure. Here's how they partnered with Accenture to bring settlement to people's fingertips. Working as a team, Accenture and PEXA conducted interviews with buyers, sellers, conveyancers and lawyers who specialize in conveyancing. This helped determine what the challenges and opportunities were for individuals within this segment of the property market. Co-creation workshops were held so the team could sync up, and usability testing was conducted before modelling each design concept. Doing so ensured the app was constantly being built around the end-user's unique needs. After the modelling, testing and optimization were completed, a phased approach to rollout was taken before launching the app nationally. A small group of users provided feedback before the app went live, ensuring it was fit to serve customers' needs. PEXA Key is a complimentary app designed to ease some of the stress associated with buying or selling a residential property, including the secure communication of the transaction. Organisations that go above and beyond not only demonstrate that next level of differentiation but also garner the customer's loyalty. In a time where people were required to stay home during the COVID pandemic, PEXA provided Australia's property market with an alternative to forge ahead. Since PEXA Key's launch in 2019, more than 187,000 Australian home buyers and sellers have used the app. To date, PEXA Key has been used in property settlements valued at more than AUD$136 billion. In fact,

more than 9,000 legal and conveyancing firms across Australia have access to share the app with their clients. The feedback from industry has been so positive that the app saw PEXA win the 2020 Australian Financial Review Most Innovative Companies – Best Service Innovation award. Looking forward, the partnership between Accenture and PEXA is poised to flourish further, as PEXA and its customers help home buyers and sellers secure their nest. My Money Tracker Mobile & web hubs Accelerating payments Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Arctic's lighthouse factory is a beacon for industry

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/arctic-lighthouse-factory ----- Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Marcel Mihai Samanta Istvan Kocsolade Victor Spita Industrial equipment consulting Industry X JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Arctic S.A. manufactures white goods, electronic products, small home appliances and kitchen accessories. As Arctic's appliances get smarter, the white goods company also wanted to make its factories more intelligent. How could it quickly transform its core production and manufacturing capabilities with intelligent automation? Arctic didn't want to make just incremental changes—it aimed to create a plant that would serve as a beacon for the industry and transform operations. It had massive production lines but used little automation. Shifting from workflow-driven to data-driven manufacturing promised enhanced efficiency and product quality. With a digitized and automated plant floor, Arctic could experiment with exciting new technologies that reduce costs, increase efficiency and enhance performance visibility. Modernizing manufacturing processes also offered significant business opportunities for creating connected products, from design to consumer services. Arctic needed help in building a new washing machine plant in Romania that would accelerate its digitalization and Industry X journey and enable these opportunities. Smart factories are still in their infancy, and Arctic wanted to be at the forefront of this fourth industrial revolution. Its goal was to pioneer a new and progressive plant, to be a flagship for the company and for the whole industry. The company teamed up with Accenture to create a technology foundation integrating rapidly advancing technologies into its operations. As the company pursued its expansion plans in Europe, it aimed to modernize existing plants there using this program as a template. Our team focused on the client's ultimate goal—launching production operations on an aggressive timeline. Right from the beginning, we worked onsite alongside the newly built plant's operational management team. This enabled us to quickly capture first-hand any issues that threatened to derail the solution's timely delivery, working with a myriad of equipment and service suppliers. Specialists from Accenture's network of Industry X Innovation Centers in Cluj, Romania, and Modena, Italy, worked

with Arctic to blueprint and implement a new SAP manufacturing execution system (MES). The team also created a technology layer that integrates the solution with the company's systems and machinery so they can share data and "speak" the same language. An Internet of Things solution links with the company's SAP enterprise resource planning system, manufacturing equipment, warehouse management, and other IT systems. We also designed easy-to-use dashboards to display near real-time data from the solution, company systems and shopfloor machinery. In total, we integrated the new manufacturing system with approximately 250-plus shopfloor machines and 14 IT systems. The team standardized the machine integration messages and created a library so the company can reuse them like building blocks for other SAP MES integration projects. The messages help machines communicate with the company's systems and each other. For instance, messages currently used to communicate with plastic injection moulding machines could potentially be used on mechanical presses for metal parts in another plant. <80% of supply chain processes at the new factory are automated. "Only Accenture had the right skills under the same roof, from manufacturing systems and ERP to automation and the Internet of Things." "Only Accenture had the right skills under the same roof, from manufacturing systems and ERP to automation and the Internet of Things." The new solution enables Arctic to better match jobs and skills, improving efficiencies and the worker experience. Most workers use a tablet connected to the company intranet and a new manufacturing system to consult work orders and build instructions in real-time. Maria, a production manager, used to request production status updates several times a day from the production shift leader. With the new system, she can review updates in real-time on her laptop or tablet. Workers can also call for support; report problems; and send feedback about speed, quality and pack time. Plant workers can request the specific materials they need when they need them—and have them delivered right to their spot on the line. And all of the information is consumed in user-friendly dashboards. Take Nicu, an assembly line operator, for instance. His job is to attach a motor to each washing machine. Previously, a forklift brought the motors to his workbench, stacked in boxes. He needed to call a colleague to help pick up the heavy boxes and carry them from the stack to his bench. Now, he can use his tablet to request the motors, which are delivered just in time, directly to his workbench via an autonomous vehicle system. This eliminates a health risk and enables Nicu to do a better job more quickly. In addition to improving productivity, the solution upholds Arctic's values of advancing employee empowerment, wellbeing and safety. The solution has helped Arctic to automate as much as 80% of its supply chain processes. The data flows to and from company and plant systems mean that important production information and equipment are always on tap for employees. They no longer need to spend valuable time manually checking information or materials. Management can also view real-time production data to make efficient decisions. Since coming into existence, the plant has helped Arctic lower non-quality expenses, increase capacity utilization and automate low-value tasks, reducing operational costs by 11%. As a result, workers are able to focus on more valuable tasks that help improve productivity, product quality and profitability. The plant was designated as part of the World Economic Forum's (WEF) Lighthouse Network, making it one of the most innovative modern plants in the world. Lighthouse Network factories are chosen for

their leadership in applying Fourth Industrial Revolution technologies to drive financial and operational impact. Arctic can now scale the innovative solution to additional plants. By transforming its core production and manufacturing capabilities, Arctic is achieving new levels of efficiency with a semi-automated supply chain and digital manufacturing capabilities. Arctic can easily integrate even more cutting-edge insights and technologies as the company expands and evolves its business. These innovations are helping Arctic deliver better quality products to consumers, faster. "The investment and effort have really paid off. The factory is considered so advanced, it was recognized by the WEF as one of only 44 Lighthouse Factories in the world. We're proud to be an example to our industry peers on creating a safer, more efficient workplace." said Turgay Öztürk, CIO at Arctic, who collaborated with Accenture to blueprint and build a digitized washing machine plant. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

A well of opportunity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/cloud-solutions-helps-transform-enterprise ----- Industrial equipment consulting SAP S/4HANA JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Water treatment company gets new digital foundation for growth with SAP S/4HANA system. A water treatment products and services company in Italy was growing very quickly and needed to standardize its financial systems and business processes. The company provides home and business water treatment products and services and needed to move with greater agility and speed to expand its business. It still used manual processes to collect and validate financial and operational data. Automated data reporting and robust digital enterprise performance capabilities would help reduce costs and improve service and efficiency throughout the company. Standardized, automated processes would also help improve financial procedures and provide a comprehensive view of financial data. But its legacy systems weren't up to the job, and the company found it difficult to connect new software that would help it better serve customers. Because it serves both consumers and business-to-business customers, it had a complex IT landscape and set of needs. It also lacked a scalable enterprise resource planning (ERP) system for acquisitions. Its supporting IT systems needed to be updated with a new solution. The company required a new ERP platform integrated with other manufacturing and client-facing software—like customer relationship management applications—to increase sales and revenue. How could it quickly implement new technology to create a more dynamic, agile business and hit the ground running? The company teamed with Accenture to implement a new digital core based on SAP S/4HANA that connects seamlessly with its existing manufacturing systems and front-office solutions. The company teamed with Accenture to implement a new digital core based on SAP S/4HANA that connects seamlessly with its existing manufacturing systems and front-office solutions. The SAP S/4HANA cloud and central finance solutions are helping to transform the enterprise. The solutions lay a robust foundation for

innovative technologies like the Internet of Things and analytics that will help usher in the next phase of growth. Our approach—starting with a standardized public cloud multi-tenant implementation and no customization—helped the company accelerate delivery to generate value quickly. The solution is being implemented with a modified hybrid agile approach in Italy and is being rolled out worldwide. In only eight weeks, the Italian team mapped all business-to-business and business-to-consumer processes involved and simplified them according to industry best practices. Ten months later, the team completed the solution template and blueprint for Italy and went live. The scalable solution receives regular updates for new functionalities, helping the company adapt to new market models and trends. We also implemented an additional solution layer so that other European countries not yet on the new platform can have an overview of financials and connect to the front-office for seamless customer service. This will help prepare the company for the broader rollout. With the new standardized solution, the water treatment company is ready for innovative new technologies. It now has an accurate and consistent view of financial data at its fingertips to inform decision making and increase competitiveness. Dynamic, advanced analytics crunch broad and varied datasets to yield continuous market, customer, operational and financial insights. It rapidly collects, structures, shares, analyzes and visualizes data to inform strategies, plans and budgets. The simplicity of the new system also lowers costs and makes it easier to maintain. As a result of these efficiencies, financial and month-end processing is faster. Streamlined, automated processes have improved global operations, helping to enhance product visibility, supply chain efficiency and customer service. Reduced manual interventions free up employees' time for more strategic activities. The highly adaptable solution makes it easier to add and integrate cutting-edge customer, manufacturing and even Internet of Things solutions. The future-ready solution is helping the company scale its business, innovate and be more responsive to the market. It can add even more sophisticated capabilities, such as advanced analytics, and even richer visualization. As the company grows, it can also easily integrate new businesses. Thanks to the new solution, the water treatment company is transforming its core business with integrated processes and systems to create a well of opportunity. Discover how we're helping Industrial Equipment companies reinvent their operating models. SAP S/4HANA transforms all critical enterprise functions, enabling businesses to transact, analyze and predict in real-time. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

HSBC revamps HR services and employee experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/financial-services/hsbc-hr-services-employee-experience ----- Challenge What Accenture did People and culture Transformation JOIN US EXPLORE JOBS

WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA HSBC is committed to improving its workforce's performance and productivity in order to deliver on its strategy, improve shareholder returns and enhance customer service. To reach this goal, the bank's human resources (HR) function needed to improve employee experiences and deliver enhanced services. This required a global transformation to help the bank modernize and digitize its services. Legacy HR processes and systems were manual, cumbersome and fragmented across different countries. The processes had grown complex and employees, managers and HR itself couldn't always access what they needed. A large-scale transformation of its platform—and of how the majority of the employee population interacted with HR—would help HSBC increase efficiency, lower costs and improve employee satisfaction. HSBC's HR transformation program required unprecedented change by the business and HR. With our extensive experience in HR, HR technology, change management and digital transformation for financial services, we partnered with the bank to deliver world-leading technology solutions. Our role was to provide: HSBC's revamped employee experiences were supported by digital HR solutions from SAP, ServiceNow and MuleSoft. Legacy HR performance and compensation systems, manual processes for talent and succession management, and payroll were replaced with SAP SuccessFactors, an integrated, cloud-based HR software application. ServiceNow added an employee engagement layer, including a portal, knowledge management and case management. MuleSoft provided a secure and agile solution to seamlessly integrate a multitude of global and regional HSBC applications, data and devices. Accenture is a key global partner for all these vendors. Top-quality, digital employee experiences are helping HSBC improve performance and productivity. HR processes are streamlined and services have become more accessible, enabling enhanced reporting capabilities. This empowers both HR and IT to focus on services and innovation rather than expensive and complex maintenance and upgrades to existing legacy systems. HSBC has transformed its HR services and employee experiences, empowering its workforce and driving value for customers and shareholders. Digital HR services make it easier for the bank's people to find what they need, make data-driven decisions and access HR content, services and support. Almost all services have been improved, from core services such as payroll, workforce administration, employee data management and communications, to new capabilities that enable employees and leadership to better manage talent, succession, career development and performance. Improved access to data and insights will enhance the ability of leaders to leverage the bank's talent and allow them to make better decisions about their teams and people. Additionally, HSBC's new cloud-based HR technology allows it to focus on services and innovation rather than expensive and complex maintenance and upgrades to legacy, on-premise technology. "HSBC has made an incredible leap forward in its HR services and employee experiences, underpinned by digital HR technology. This provides it with a great platform for future innovation." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

An MVP caliber fan experience

The play by play The Golden State Warriors are one of the most celebrated basketball teams — both on and off the court. Considering their back-to-back NBA championships, it's easy to see why they have one of the strongest fan bases in the NBA. How could they give fans the greatest experience in their new home, and go from a basketball team to a media and entertainment powerhouse? By leveraging new technologies and partnerships to transform the core of the Warrior's business. "Accenture has the talent, experience and insight to design and implement innovative experiences that will excite our fans, our tenants and the public, while defining a new standard for community-centered sports and entertainment facilities." Accenture fueled the redesign of Chase Center's website — the first touch point between the Warriors and Dub Nation, as well as concert guests and entertainers. In just six weeks, we delivered an entire site from the ground up. Not your average build — not your average pregame fan experience. The new Warriors & Chase Center mobile app is every fan's on-the-ground guide come game day. Architected, built and troubleshot by Accenture, the new app takes current app features to the next level by connecting guests to local experiences — amplifying their day at Chase Center and Thrive City. Accenture ignites fan excitement by digitally unveiling the first series of performances at Chase Center, the Bay Area's new home for entertainment. See more. Accenture designed the Warriors & Chase Center mobile app around the fan experience using a cloud-based, decoupled architecture. This allows third-party features, like mobile pay and navigation, to be plugged in like Lego blocks in real time without sending a wave of disruption throughout the system. The result? A future system that is boundaryless, using innovation from across the ecosystem, for a more engaging fan experience. The Warriors and Accenture are making a positive impact on the community by encouraging education. Accenture also sits on the board for Generation Thrive, the Golden State Warriors foundation. One example is our engagement with Math Hoops, a fast-paced board game and mobile app, they're teaching students fundamental math skills using basketball statistics on their favorite NBA and WNBA players. The Warriors were the first team to get involved with Math Hoops. Now, almost half of the NBA teams participate. The Warriors and Accenture are making a positive community impact by encouraging education. Through Math Hoops, a fast-paced board game and mobile app, they're teaching students fundamental math skills through basketball statistics of their favorite NBA and WNBA players. The Warriors were the first team to get involved with Math Hoops. Now, almost half of the NBA teams participate. 8,000+ Student participants to date 100+ Top teams in the Bay Area invited to tournament 9M+ Math problems solved in Math Hoops throughout the NBA Warriors Innovation Zone — The Warrior Innovation Zone is designed to engage fans and clients differently, showcasing Accenture's pivot to an intelligent ecosystem. With a new space

that can seamlessly transition from a boardroom to happy hour, the Warriors Innovation Zone shows how technology is turning the district into an experiential community. Innovation Council — We've assembled a council of Warrior's partners to push the boundaries of technology innovation at Chase Center. Companies such as Chase, Google Cloud, Uber, HPE and Rakuten have partnered with the Warriors and Accenture as we continue to expand our innovative ecosystem. "We're migrating from a basketball team to an entertainment company, with basketball at the core. Partnering with Accenture is an extension of our team, and what's amazing about that is that it allows us to dream big." "We're migrating from a basketball team to an entertainment company, with basketball at the core. Partnering with Accenture is an extension of our team, and what's amazing about that is that it allows us to dream big."

=======================

BMO: CalMon enhances Calypso platform performance

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/bank-montreal-platform-performance ----- Challenge Strategy and solution Transformation Related capabilities Capital markets Trading JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA CalMon increased Calypso performance visibility and business productivity and lowered the total cost of ownership. Accenture's acquisition Formicary helped one of Canada's largest banks improve the monitoring of its Calypso platform. BMO Capital Markets (BMO), the investment and corporate banking arm of Bank of Montreal Financial Group, uses Calypso for its cross-asset front to back office system which supports almost 500 traders and back office users around the world. During a system upgrade, business users noticed a compromise in the performance of the system, in particular report processing took noticeably longer than usual. The database was found to be the root cause of the issue. However, pinpointing the problem involved many teams and took considerable effort. In light of this, BMO recognized that better visibility of Calypso engines and server performance would put its support team in a stronger position to identify and respond to glitches before they impact business users. BMO embarked on a project to enhance its existing generic platform monitoring tool to provide the improved insight into Calypso that was needed. Before long, the bank realized that the project was more complex and costly to implement than originally anticipated. After deciding that enhancing its existing tools to specifically monitor Calypso was not the solution, BMO looked to CalMon, a comprehensive Calypso monitoring tool. CalMon was developed to address the specific needs of the trading system environment; observing Calypso specific features such as event consumption, log errors, scheduled tasks, and mid-tier processing alongside resource utilization. "Thanks to Formicary's dedication, high quality support and technical expertise on the ground, we are keeping Calypso downtime and

performance issues to a minimum. This in turn impacts positively on our business productivity and efficiency and helps support the bank as it responds to evolving regulatory requirements." "Thanks to Formicary's dedication, high quality support and technical expertise on the ground, we are keeping Calypso downtime and performance issues to a minimum. This in turn impacts positively on our business productivity and efficiency and helps support the bank as it responds to evolving regulatory requirements." Better platform visibility CalMon has made the investigation of performance issues at BMO far more efficient. BMO's support teams are now empowered to quickly identify any sudden changes or delays in report generation as CalMon charts performance history over time. This enables them to pinpoint and address the root causes and speed up the process. BMO also uses CalMon to monitor errors and issues for the quality assurance of new releases. Cost-savings, increased business productivity and improved efficiency Now CalMon runs actively in the background of BMO's systems and the technology team is alerted if any problems occur. This ensures that events such as unprocessed transfers do not go unnoticed, thereby saving the bank from any costly associated implications. CalMon also provides the team with convenient access to production log data, making it easy to search historical logs from across the platform and to trigger alerts when particular errors occur. CalMon provides visibility of the changing resource requirements of Calypso which helps determine and plan future capacity. We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Helping clients run and transform their front, middle and back-office trading operations. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Data-driven pricing for excellent customer service

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/data-driven-pricing-customer-service-banca-sella ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Roberto Silva Marco Scotto Luca Grassini CFO & enterprise value Artificial Intelligence Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Banca Sella is meeting customer needs with an AI-powered pricing tool that optimizes credit product prices based on customer and market changes. For financial institutions the world over, uncertainties from global events—not to mention competition from digital financial services—are leaving them in a bind. Banca Sella was acutely aware of the need for smarter and more dynamic pricing. Operating in a crowded field, Banca Sella knew that it needed to boost its pricing capabilities to ensure excellence in customer service while maintaining profitability. This would mean adopting new models and tools to become faster and more accurate in adjusting pricing. The company wanted a new way to deliver data-driven pricing that would meet customers' needs when they choose credit products and that would deepen relationships with

clients and support new growth. And it wanted to do all of this while maintaining its market position and operating profitably. Banca Sella joined forces with Accenture to transform its data-driven pricing capabilities and allow it to optimize prices—accurately and automatically—during the negotiation process, depending on customer and market changes. Using Accenture's AI-powered pricing solution, the team accelerated the creation of a customized, data-driven tool to help Banca Sella drive easier, faster and more accurate credit product pricing negotiations. The solution looks at customer and market data models and insights in real time to increase demand and maximize revenue growth. Importantly, the team also worked to foster a culture across every organizational level that would help all price makers understand the importance and impact of pricing strategy and decisions and make Banca Sella's people better able to meet the needs of both the bank and customers. "We want to give our customers the personalization they didn't even know they wanted. With Accenture, we're on the cutting edge of client retention, and our relationship managers are able to offer customers better pricing and a greater experience." "We want to give our customers the personalization they didn't even know they wanted. With Accenture, we're on the cutting edge of client retention, and our relationship managers are able to offer customers better pricing and a greater experience." Banca Sella has put in place a new set of pricing models that allow it to define, manage and monitor customer pricing more accurately. The bank's new AI-based pricing negotiation tool also improves the agility of its processes. Banca Sella can easily implement the tool into its banking system and manage all credit products in a user-friendly way. This allows relationship managers to make faster and more informed pricing decisions and be more productive and focused on enhancing relationships during customer conversations. What's more, the project helped the bank scale up the importance of a strong pricing culture across all organizational levels. Banca Sella's work with Accenture has completely transformed its pricing management. All of this is helping the company take better care of profitability and, most importantly, the customers that it values so highly. Architecting change for 360° value. We help you scale the impact of AI across your business for maximum value. Helping banks and payments providers take bold steps to get future-ready. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

A new era of welcome in refugee resettlement

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/new-era-welcome-refugee-resettlement ----- A call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY 5-MINUTE READ Collaboration that is changing lives What are we going to do? How can we help? That's what our people—hundreds of military veterans among them—asked Accenture leadership in August 2021. At the time, the US military evacuation from Afghanistan was

making headlines, and footage of overcrowded runways and airplanes commanded global attention. But the withdrawal wasn't the only news: With the launch of Operation Allies Welcome, the White House committed to resettling some 88,500 Afghan people in communities around the United States. Following a tradition of our people helping those in need, Accenture was one of the first companies to mobilize in support of the refugees and to join a new national initiative called Welcome.US, sponsored by Rockefeller Philanthropy Advisors. Welcome.US formed a robust coalition to aid newcomers seeking refuge in the United States, with more than 800 non-governmental organizations and businesses, as well as leaders of diverse faiths, political parties and backgrounds. Accenture committed $2.5 million in cash and pro-bono services to support welcoming our Afghan allies - driven by Welcome.US, International Rescue Committee (IRC) and other refugee response organizations. Julie Sweet, Accenture Chair and CEO, recognized that while corporate pledges are important, more could be done to help resettlement agencies and newcomers. "Welcome.US invites businesses of all sizes to join together to meet our new neighbors' pressing needs, including housing, jobs, skilling and legal services," said Sweet. "Accenture has worked in refugee aid for a decade, so we are building on our experience to help create scalable, repeatable solutions to improve our country's resettlement system." Seizing the opportunity to step up as change makers, we organized a diverse team of Accenture people—including refugees, immigrants, and veterans—to partner with Welcome.US. To make a meaningful impact—addressing the most critical needs of the newly arriving refugees while also systematically improving the country's resettlement system—the team brought Accenture's breadth of resources to bear, from our people to our services to our ecosystem partner relationships. We have learned that companies can make a greater impact in our communities when we share resources and learnings. – Julie Sweet, Accenture Chair and CEO Tech solutions with a human touch "We are still alive. We are safe." —One Afghan refugee and father, to his daughters following their evacuation from Kabul. Getting out of a conflict zone is priority number one for refugees, but that journey to safety, and resettling in a new community can be difficult and traumatic. Welcome.US set out to help from the very beginning of the process, providing refugees with flights, winter clothes, food, temporary and permanent housing, and other survival essentials. Then, as resettlement agencies began moving refugees out of military bases and into permanent accommodation, our Accenture team led strategy and experience design sessions to help create a new digital platform to facilitate business-to-business in-kind donations. The newly launched Welcome Exchange became a go-to resource for resettlement agencies and community organizations to request critical supplies for arriving families—and to help turn houses into homes. The service offered everything from everyday items like mattresses and diapers to digital economy must-haves such as laptop computers and mobile phones. We also joined forces with Amazon and Welcome.US to streamline the process of furnishing homes. Together, we launched a pilot program across five US cities that bundled home-setup essentials packages and enabled just-in-time delivery – easing the burden on resettlement organizations so they could focus on helping those in need. After settling in their new homes, many refugees will need to find employment, so Accenture sought to help eligible newcomers secure jobs commensurate with their experience. Following the

Atlanta Hiring Fair co-hosted by Accenture and Welcome.US in July 2022, we launched a local hiring consortium to support the employment needs of the newcomer community. Accenture continues to convene the Atlanta group and has provided participating companies direct access to job-seeking newcomers, peer companies, best practices and supporting community partners. This consortium has since been named the "Talent Table" and its hiring strategy will be replicated in other cities around the US, including Seattle and Washington, DC. We also helped establish the Welcome.US Refugee Hiring and Training Working Group to facilitate the sharing of best practices for hiring, onboarding, training, upskilling and other ways to create supportive workplaces for refugee talent across a group of more than 120 public, private and non-profit organizations. Along the way, we hired more than 39 Afghan refugees to full-time positions at Accenture and continue to support other companies to recruit newcomers to fill openings. This became more than just another project – it became personal! People from across Accenture – including Chair and CEO Julie Sweet – stepped forward to volunteer and contribute to the cause. Members of our military and interfaith employee resource groups (ERGs) joined hands with Accenture employees in cities across America to donate and assemble goods for refugees, set up apartments and homes, and enjoy meals with newcomers. To date, nearly 700 Accenture people have donated more than 2,500 hours across 34 refugee support events, creating new memories and setting the foundation for lifelong friendships, too. Strength in numbers, empathy in action We can all make a difference in supporting refugees. With the news in early 2022 that the US would welcome another 100,000 people fleeing the war in Ukraine (in addition to 125,000 refugees of other nationalities), it became clear that resettlement agencies needed even more community and private-sector support. To reach as many Americans and refugee advocates as possible, our creative marketing team at Droga5 helped Welcome.US develop campaigns to win hearts and minds under the banner "A million acts of welcome." The campaign goal was to inspire everyday Americans to support—and even sponsor—refugee families in their communities. One spot, "Be a Rainbow. Be a Welcomer," featured the timeless words of Dr. Maya Angelou, inviting everyone to help those seeking refuge to find it. The video ad aired during high profile events, such as the 2022 Winter Olympics. To mobilize new direct private-sector support for Welcome.US initiatives—and to maintain that support into the future—Accenture Chair and CEO Julie Sweet, together with Google CEO Sundar Pichai and Welcome.US, co-founded the Welcome.US CEO Council, a network of CEOs that has contributed more than $179 million in pro-bono, in-kind and financial support for these key priorities for refugee resettlement. Today, the Council comprises the CEOs of 38 member companies, whose work supporting the cause continues. Knowing that attaining legal status is a top and ongoing need for many families seeking refuge, and that getting the right legal support is key to making this a reality, Accenture and a coalition of partners, including multinational law firm Gibson Dunn, joined the Welcome.US Legal Alliance (WLA). The purpose of the WLA is to expand the capacity of legal support available to refugees and their families by mobilizing legal and non-legal volunteers. Across dozens of events, our volunteers have provided pro bono assistance and counseled more than 600 applicants with their asylum applications. The evacuations from Afghanistan and the humanitarian crisis in Ukraine have

turned the eyes of the world to the urgent needs of refugees. Accenture has been deeply honored to be a part of this unprecedented collaboration to help tackle the significant challenges faced by this community of newcomers. With Welcome.US, we are accelerating and scaling private sector support for those seeking refuge and creating a culture of welcoming. And while the work is far from over, it's proof that we're better when communities rally together. "As global conflicts intensify and more people are displaced, we can choose to welcome those in need of safety with dignity and open arms," said Nazanin Ash, Welcome.US CEO. "We're proving once again that it can be done well and done right, making it possible for all of us to embrace our full humanity." No one chooses to be a refugee, but there is choice and intention in how communities around the world respond to these humanitarian crises – Nazanin Ash, Welcome.US CEO © 2024 Accenture. All Rights Reserved. =====================

Reset Retail responsibly

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/preparing-specsavers-digital-future ----- Now is the time to responsibly reset, which means better serving the needs of customers, employees and the communities where they live and work. The challenge is to leverage both digital and physical retail experiences to meet new demands—without compromising results. How to reinvent retail What's trending in retail Partners in change Our extended partner ecosystem Awards and recognition Our leaders Retail careers Retail now Empower your frontline workforce for enhanced customer engagement. Empower your frontline workforce for enhanced customer engagement. Enhance profitability and market position by embedding sustainability Enhance profitability and market position by embedding sustainability Prepare your data for the new generative AI era Prepare your data for the new generative AI era Transform operations to create seamless customer experiences in retail Transform operations to create seamless customer experiences in retail Eliminate repetitive tasks to boost efficiency and employee focus. Eliminate repetitive tasks to boost efficiency and employee focus. Bridge digital and physical retail for stronger customer connections. Bridge digital and physical retail for stronger customer connections. Segments we support Microsoft 2024 Global Retail & Consumer Goods Partner of the Year A Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024 A Leader for supply chain transformation services for Retail and CPG Leader in IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assessment Jill Standish Brooks Kitchel Laurent Thoumine Lori Zumwinkle Innovate to shape a new retail culture—both physical and digital experiences—where companies can adapt as fast as consumer preferences change. Current Country: United States 46% of tasks undertaken by retail workers could be automated or augmented by large language models 56% of global consumers worry about their country's economy 41% of high-income consumers plan to increase spend on 'health and fitness' 8/10 consumers say that inflation and the rising cost of living are their top economic concerns Delivering aspirational, immersive experiences in-store and online to a discerning luxury goods clientele. Staying competitive in a fast-changing

food, beverage and personal goods marketplace while meeting increased customer expectations for quality, convenience, and value. Enabling a one-stop shopping experience for consumers by offering a broad selection of products in various categories under one – physical or digital – roof. Providing customers, including DIY enthusiasts and professional contractors, with the products and services needed to improve, renovate, or maintain their homes and properties. Connecting healthcare and retail by providing essential pharmaceutical, personal care, and health and wellness products all in one place. Creating a comprehensive and convenient shopping experience that includes fast food options, essential everyday items, and fuel for vehicles, often in one integrated location. Offering tech-savvy consumers the latest technology and electronic gadgets, along with knowledgeable staff who can assist with product information and technical advice. Enabling cost-conscious shopping by providing overstocked or discontinued brand-name merchandise at lower prices. Catering to niche markets by selling a specific category of products, along with a unique and innovative customer experience. Accenture's 18th Annual Holiday Shopping Survey reveals the consumer trends of 2024 shaping this year's holiday shopping and gifting trends. The luxury market is changing. Brand desirability and consumer needs are evolving rapidly. While the majority of brands struggle to stay competitive, a few are reinventing for success. Here's what they're doing differently. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Feeling overwhelmed by grocery shopping? You're not alone. 41% find decision-making harder now. Discover how self-service kiosks and smart apps make shopping faster and more efficient. French DIY retailer Bricorama's generative AI platform pAInt provides customers with expert advice that makes painting projects simpler and more fun. The generative AI revolution is transforming retail, enhancing customer and employee experiences, and offering growth and efficiency opportunities. Retailers must act now to capitalize. A cutting-edge, modular platform enables the luxury fashion company to adapt to the rapidly evolving commerce landscape. Sustainability is evolving beyond impact measurement and disclosure into a core business imperative. The 2024 playbook empowers business leaders across the fashion value chain to integrate sustainability into core operations. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. The largest global Microsoft practice. Eighteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Unleash empowering human-centric design and Google's innovative tech. The winning combination for unlocking your cloud potential. Reimagining human experiences that reignite growth and accelerate the path to value. Accenture and Avanade have been named the 2024 Microsoft Global SI Partner of the Year in Retail & Consumer Goods. Accenture has been named as a Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. Accenture is named a Leader for supply chain transformation services for Retail and CPG Peak Matrix ® Assessment 2023. Accenture is named a Leader in the IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assesment. Senior Managing Director – Global Lead, Retail Senior Managing Director – Accenture Strategy, Retail Senior Managing Director – Retail Lead, EMEA Senior Managing Director –

Powering GIS for a stronger distribution network

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ utilities/alliander-powering-gis-stronger-distribution-network ----- Challenge What Accenture did People and culture Value delivered Bringing GIS to life Related capabilities Refresh Alliander's GIS environment Conduct data cleansing Support SCRUM and SAFe 3 benefits of using GIS and AI Using Geographic Information Systems for energy Utilities cloud services Microsoft business group Data and analytics services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For many of today's utility companies, geographic information systems (GIS) are essential for managing often dispersed and extensive networks. Netherlands-based utility Alliander, which relies on GIS to operate and manage its electricity and gas network, knew that having a GIS aligned with its business and technical needs was a top priority. The company wanted a system that could meet functional requirements like delivering advanced analytics and visual dashboarding while enabling the use of cloud infrastructure and advanced GIS features. Developing a machine learning algorithm, in particular, could help Alliander speed up data cleansing efforts, respond to issues earlier and better and faster serve its customers. At the same time, Alliander sought to clean and optimize its GIS data model and structures for smoother and more streamlined functionality. The company believed that this approach would allow it to optimize its GIS experience through state-of-the-art GIS and continuously cleansed data. Alliander and Accenture joined forces to implement critical program components such as IT infrastructure upgrades, a GIS software refresh, data cleansing and a machine learning proof of concept to support data management. The team collaborated to: Updating outdated GIS software to new, more user-friendly applications that would work with business and GIS users. Enhancing data cleansing, including exploring advanced analytical and predictive methods in GIS data cleansing through a machine learning prototype. Drawing on the SCRUM/SAFe methodologies to help synergize teams, ensure on-time project delivery and drive faster cleansing. To ensure the project would be successful, Alliander made use of a number of assets. Accenture delivered key experts (such as SCRUM masters) to help facilitate the design and implementation of SCRUM, a business analysis and functional designs. At the same time, Alliander combined its internal knowledge with Accenture Technology and Applied Intelligence experts and the capabilities of Avanade — a joint venture between Accenture and Microsoft — to put in place analytics, dashboarding and monitoring, and more. Avanade's expertise regarding Microsoft applications for Machine Learning (Azure ML Studio) was particularly valuable. The team drew on Avanade's knowledge about available machine learning applications, iterated which one would best meet Alliander's needs and determined how it could be implemented within Alliander's organization. Co-creation and relationship building are of key

importance in large scale implementations that involve intensive levels of collaboration.That's why Alliander sought Accenture's assistance and knowledge in nurturing the agile mindset and ways of working it needed to be successful. With the support of people from Accenture — notably Accenture's SCRUM masters — Alliander's people recognized the value of agile and how it could help them maintain a more delivery-focused mindset. Agile, along with SCRUM applications such as JIRA, was also essential in helping Alliander's people plan, concretize and carry out shorter delivery cycles. Una vez analizadas las necesidades de i-DE, Accenture propone ir un paso más allá de crear una factoría de software y propone desarrollar todo un hub digital que permita acelerar la transformación que busca la organización. Los desafíos propuestos por el cliente se materializan en la creación de una Factoría Digital. Se trata de un centro de innovación en Zamudio, albergado en el Centro de Industria X de Accenture. En el proceso participan diferentes equipos multidisciplinares de Accenture, procedentes de Accenture Song, Technology, Strategy & Consulting y Avanade (joint venture de Accenture y Microsoft), que trabajarán mano a mano con un equipo de Iberdrola Distribución. En este hub, i-DE encontrará soluciones para desarrollar las aplicaciones digitales que se planteaban como objetivo inicial y también capacidades y servicios que le permitan transformar la inspiración en ideas tangibles, escalables, prácticas y eficaces. De este modo, Accenture ofrece tres tipos de productos digitales: Todas ellas están totalmente orientadas al usuario, por tanto, logran resolver necesidades concretas y reales. Además, las capacidades y servicios que ofrece la Factoría han llevado a i-DE a experimentar con otras formas de trabajo como la metodología Safari para la exploración de ideas; técnicas de Design Thinking para aterrizar el diseño del producto digital o Kanban para mantenimiento y aplicación de metodología Agile para el desarrollo de iniciativas. Una gran transformación que se completa con propuestas de innovación -también centradas en los empleados y contratas- como el diseño de un robot autónomo para explorar e inspeccionar las subestaciones eléctricas o de un casco de seguridad para los profesionales de campo, que detecta las caídas y hace saltar alarmas. We examine the new possibilities of using Artificial Intelligence and GIS for the utility world. Explore how you can benefit from AI. Read more See how Dutch T&D entities can utilize Geographic Information Systems (GIS) to support the energy transition for a more effective process. Learn more Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

First-class ticket to tomorrow

Modern change management

Call for change When tech meets human ingenuity Changing minds, accelerating adoption A valuable difference Blogs How we empower people to use technology for value Why your tech rollout should start with the end in mind Why adoption could be the most important part of IT deployment Why giving more support means your people get more from your tech Meet the team Sarah Dugan Amy Kempiak Jason Pucker Related capabilities How Accenture does IT Accenture runs on Microsoft Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA How change and adoption enhances the value of technology investments Technology is constantly evolving. And while technology lies at the heart of change and innovation, on its own it's not enough to drive effective transformation. People must embrace and evangelize technology if it is to contribute to successful business outcomes. The 2020 Accenture Global Digital Fluency study found that organizations need to have digital fluency if they want to realize their full potential. This means bringing together and aligning the workforce with digital technologies, tools and training, alongside leadership and cultural support. At Accenture, our mission is to lead with a human-first approach to inspire Accenture employees to embrace change, adopt new behaviors and use technology to the full to deliver value. Yet, neglecting the people-side of change to fully exploit technology is often the missing ingredient in many digital transformation efforts.   So, while significant time and money is being spent on new platforms, new agile processes and capabilities, it's important to empower people by applying an effective change and adoption strategy. As change leaders, we don't just teach people how to use something; we explain why they're using it and the value it delivers. In turn, this adds more value to our own business and, ultimately, our work with clients. "Our people must use our systems fully, in the way they were intended, not only for our technology investments to be successful, but also to add value to our business outcomes." "Our people must use our systems fully, in the way they were intended, not only for our technology investments to be successful, but also to add value to our business outcomes." Accenture aims to transform the way we work as a company, enabling our people to work in a modern, smart way. To do so, we know Accenture people need to connect, collaborate and create effectively with team members and our clients.   As the pandemic has reminded us, one size does not fit all—we recognize our people want to work however, whenever and wherever they want. That means we need to make sure our tools are connected and frictionless to elevate collaboration and productivity, breaking down traditional boundaries.   While technology is a key enabler, we have found that strategy, process and technology work together to realize returns. Often IT teams define their success by measures such as uptime, security, performance or response time, ease of use and speed to market. Systems may hit the right metrics for all of those measures, but if people don't know how to use the technology or understand the full extent of its capabilities to achieve business results, we're missing out on the real value.   Here are the critical stages that continue to make a difference as we apply our change and adoption approach: We define a clear journey and change management strategy: Before getting started on

any technology deployment it's important to understand the north star—what the desired business outcomes are and what success looks like. It's not enough that a system goes live—in the longer term, the new technology must position the organization to enable transformational change. Entire organizational systems need to be reimagined to get the full value from technology. Changing behaviors, culture and ways of working are all necessary to secure adoption and drive value from IT change. We adopt a modern approach to IT deployment: There are standard activities around any successful rollout: communications, stakeholder management, training and metrics. We've updated these traditional methods using our Center of Excellence to work in tandem with the business. We've adopted a user-centric approach with elements like design thinking, gamification and next-generation communications. When we offer live workshops and learning, we employ storytelling and interaction to bring the content to life and engage with learners. While communications involve active engagement through social media, live events, personalized news articles and other digital channels. And we measure and monitor the impact before, during and after deployment. We focus on the vital role of adoption: We recognize that logging in to an application does not equate to adoption. We partner with the business to understand the desired business outcomes that the technology can help to achieve. Then we define and measure the behaviors that demonstrate adoption . The business impact is the ultimate indicator of whether adoption of the change is successful; for example, increased productivity, increased revenue or improved forecasting all illustrate an uptick in performance enabled by the tech change. We look at the neuroscience of change to create new behaviors and habits—how the brain processes new things—and we adopt a persona perspective to address how tech change will impact specific individuals and how they might feel about it. Long after new technology is live we continue to encourage and motivate people to work differently, using tools such as champion networks, next-generation communications and incentives. Focus on behaviors We maintain end-user support and enablement ongoing: Tech take-up doesn't end when the rollout does. We use technology to enable technology, using digital adoption platforms that guide users through an application and provide contextual support as they use a new tool. We are proactive in communications, with a notification framework that's embedded within all our applications to communicate information and updates, where it makes sense, rather than sending e-mails when users aren't in the app. We encourage user-driven support using social platforms, such as Microsoft Yammer Communities, where our people can ask questions for other users to respond. We rely on our people—our leaders sponsor new ways of working and set an example to our clients; and our change networks share details on new features and how to use them, provide feedback and channel requests for new capabilities. And we use Search Engine Optimization (SEO) principles to increase the chances of people finding the right content when they need it. Adoption has been fundamental to our approach to getting the most out of technologies. Here are some examples of how change and adoption has been integral to our digital transformation journey. Accenture investments in digital technologies, infrastructure and a collaborative culture have positioned us well to manage the challenges of the COVID-19 pandemic. In particular, our earlier move to scalable public cloud has meant that we could move swiftly to remote working and take advantage of the

versatile Microsoft Teams capabilities. Using Teams, Accenture people can communicate, collaborate and interact effectively wherever and whenever and take advantage of a secure, next-generation approach that helps them to enjoy an elastic, digital workplace. We employed a rigorous change and adoption program that new behaviors messaging targeted toward the "crawl, walk, run" stages of adoption. We also offered a dedicated program to support the top-level leadership, used change networks and gamification and maintained enablement and promotion with videos, virtual meetings and roadshows and internal news articles. In the past, our client-facing teams had managed, sold and delivered services without online, "joined up" processes and reporting. Now, we've introduced digital business services to offer our people the best tools to manage, sell and deliver work. By aligning and better integrating our technology and the support of our corporate functions, our teams can focus on better serving their clients. Our change management team was there on the journey to prepare and support our people to use the technology and processes so that they could better manage client accounts, sell more work and deliver on the contract. Change is part of our DNA. A major change early in 2021 was implementing a new growth model to simplify Accenture's organizational structure and increase our agility to better serve clients at scale. It required changes to Accenture's organization structure, people mapping, access to systems, data structures and more. Our global IT organization needed to respond quickly to complete the first wave of technology changes just two months after the announcement. Just as important, we had to develop a way to help our people understand and adopt the changes to ensure the success of the business model transformation. Our talented teams worked with 710,000. Our talented teams worked with 710,000 Accenture users to adapt to the system changes, all while balancing the unprecedented challenges of COVID-19. Accenture users to adapt to the system changes, all while balancing the unprecedented challenges of COVID-19. Our user-centric change management approach that embeds just-in-time learning, aligns to clear business outcomes and focuses on users' behavior helped to make it happen. Our change management and adoption strategy helps people across the organization to work together in a more integrated, collaborative and efficient way. By focusing on people's behaviors and using everyday common language and visual imagery, we make sure that our messaging is clear and explains the benefits. But reaching out and touching the hearts and minds of 710,000 people is challenging. We knew we needed to target our approach to appeal to the different user needs and motivations in our organization. We conducted many interviews and formed focus groups to develop six robust digital personas that help us to better understand how our people at Accenture work. This targeted approach means we can offer the right capabilities, tools and resources to help people be productive and effective, whatever their working environment. We also benefit from a data-driven approach that measures how effective our efforts are and if we are achieving the desired results. In the past, we focused on measuring logins or usage data, but today we look at insightful metrics such as buy-in—what work is being done with the technology and how behaviors or work patterns are changing. Ultimately, we measure business outcomes or the results that are achieved through the use of the technology. By tailoring our adoption efforts we have been able to reach a number of milestones, including: 50K Onboarding 50K active users in the first month of launch of Client Business

Projection. 24K Integrating and onboarding 24K contracts into Manage myDeal in the first three months. 97% Reaching 97% accuracy for opportunities with Manage mySales. 500K Migrating our organization to Microsoft Teams, with more than 500K active users, 107M minutes of video conferences and 582M chat messages each month. >3.6K Rolling out Microsoft Yammer across Accenture, resulting in more than 3,600 Microsoft Yammer Community Forums before full-scale launch. 99% Supporting our passwordless journey with 99% of employees with at least one registered authentication method and 536K passwordless-capable employees. Here are some of the keys to a successful change and adoption journey: "Technology makes the boldest ambitions achievable, but people are the north star that support the vision and direction, open the door to innovation and make new value a reality." "Technology makes the boldest ambitions achievable, but people are the north star that support the vision and direction, open the door to innovation and make new value a reality." Read more about how we are transforming the workplace through change and the adoption of advanced technology. Our dedicated Journey & Change Management Center of Excellence (CoE) helps Accenture people know to use our technology to achieve business outcomes. Explores how to entice users to jump in and start using new technology. Adoption doesn't end when the new technology is deployed. It starts after the technology is rolled out and needs to continue for some time. Happy users evangelize more reluctant users—and bring greater overall stickiness for the technology for the longer term. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ========================

COVID-19: Coordinating production of medical ventilators for the UK

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/aerospace-defense/coronavirus-medical-supply-chain-redesign-rolls-royce ----- Challenge What Accenture did People and culture Value delivered Get in touch with the team Related capabilities Repurpose your supply chain for resilience COVID-19: Helping our clients outmaneuver uncertainty Aerospace and Defense Supply Chain & Operations Strategy & Consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA When the UK stood in the face of a rapidly escalating COVID-19 outbreak and thousands of people were being admitted to hospitals daily, the British Government feared an impending shortage of machines vital for treating critically ill patients. So, the UK Prime Minister called on industry to manufacture new ventilators to help meet the unprecedented demand. Responding to the call for assistance, the High Value Manufacturing Catapult CEO, Dick Elsy, pulled numerous leading aerospace, automotive and engineering businesses - including Smiths Group, Penlon, Rolls-Royce, GKN Aerospace, McLaren, DHL and Accenture – together to form the

VentilatorChallengeUK consortium. Pooling skills and cross-industry expertise, the consortium evaluated ventilator designs, choosing ones by Smiths Group and Penlon to produce and deliver to hospitals nationwide. Given our long-standing relationship with Rolls-Royce and close collaboration with companies involved with UK Made Smarter, Accenture was asked to oversee and support execution of the supply chain for the Smiths Group ventilators. Managing the ordering process, our teams are helping to source & stock the right amount of product at the various assembly locations. Rolls-Royce identified more than 100 suppliers, providing the 292 unique parts, and our role is to precisely coordinate the order and shipment of some 3.4million parts. Working with Avanade, our joint venture with Microsoft, we deployed and now support an Enterprise Resource Planning system (ERP), Dynamics365, and implemented a Procure-to-Pay accounts cycle. With the supply chain control tower, enabled by PowerBI and E2Open software, Accenture provides oversight and governance from start to finish. Addressing a potentially critical shortage in supply of ventilators in the UK during the COVID-19 pandemic, VentilatorChallengeUK is a direct response to a global humanitarian health crisis. Given the urgency, Accenture dedicated a team to help resolve the UK's ventilator supply shortage. We are ensuring all actions are completed swiftly and are upholding efficient practices including making all payments in a timely manner. Every morning and evening, we report into Government COVID-19 meetings to update them on the supply chain and production progress. Plus, co-lead twice daily governance meets with the consortium members.   RELATED: VentilatorChallengeUK Consortium Just two days after being asked for assistance, Accenture started issuing new purchase orders. Within ten days, Accenture and Avanade had designed the supply chain processes, establishing protocols for the flow of information, product and payments across more than 100 organisations globally. And after five weeks, we had 100% of the parts needed to build the first batch of ventilators. We quickly set-up a system that orchestrates the movement of all 3.4 million parts to the three different manufacturing locations where they are being assembled. With the control tower, we monitor and manage the process end-to-end, with new digital dashboards showing real-time metrics and providing visibility. A ventilator was built in 47 days through the new additional supply chain team, and the consortium is now working at full speed to deliver the units to the UK's National Health Service (NHS) as soon as possible. 2 days from being asked for assistance, Accenture started issuing new purchase orders. 3.4M parts moved to different manufacturing locations. 47 days for a ventilator to be built through new supply chain team. Want to explore how we could help your organisation? Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Master of the fleet

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/sera ----- Challenge Strategy and solution The blueprint for end-to-end fleet management Accelerating onboarding Transformation

Launching the fleet with unprecedented control Related capabilities Vehicle Management Operations Management Driver Management Powering the fleet with AstraFMS Optimized cost efficiencies and effectiveness Enhanced safety and security Improved vehicle and driver productivity Increased reliability and improved processes Monetized data and new fleet products and services A river of revenue Expanding Opportunities Automotive consulting Freight and Logistics JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA PT Serasi Autoraya (SERA), a subsidiary of PT Astra International (Astra), provides transportation solution services, pre-owned car sales and logistics in Indonesia. It tapped into Accenture, Microsoft and Avanade to become a mobility services company. The company has thousands of fleet assets and aims to lower costs and improve services by employing them more efficiently and effectively. With digital and new mobility models transforming the industry, the visionary company wanted to pivot to new business models and open up additional revenue streams. End-to-end fleet management services across all business units would help SERA take advantage of new growth opportunities in the region. A new business model would also help the company go beyond traditional GPS devices for tracking, lower operational costs and understand how to improve maintenance management. SERA drew on Accenture's strong consulting, systems integration and global automotive experience, as well as Microsoft's cloud services—Azure IoT Hub, PaaS services and Avanade's AZURE capabilities—to help execute its bold vision with an integrated fleet management solution. "Creating an end-to-end fleet management solution was really critical for our business. It's helping us pull ahead of our competitors and position SERA as an innovative partner in the new mobility services ecosystem." "Creating an end-to-end fleet management solution was really critical for our business. It's helping us pull ahead of our competitors and position SERA as an innovative partner in the new mobility services ecosystem." Our holistic approach encompasses the end-to-end experience, from bookings to fleet tracking to paying the driver. To get started, we assessed SERA's business and technology to create the solution blueprints for three key pillars: Vehicle Management, a connected fleet management solution, uses Internet of Things (IoT) and analytics to unlock new business models and operational efficiency. An Operations Management system manages fleet bookings and scheduling, auto-dispatches vehicles to fulfill orders and makes vehicle quality checks. A new Driver Management system built by SERA manages driver registration, payroll and other driver services. With the launch of its fleet management system, SERA has created added value from onboarded vehicles—and is quickly adding more to their ranks. 2700 In the first 10 months since launch, 2,700 vehicles were onboarded to the platform. 250% SERA has expanded the number of vehicles to be onboarded to the platform from 6,000 to 21,000 vehicles, a 250% increase. 5 SERA also awarded Accenture a five-year contract to operate the applications and infrastructure for AstraFMS on a pay-per-vehicle basis, as well as provide enhancements and maintenance. The AstraFMS connected fleet management solution is hosted on Microsoft Azure cloud and powered by Accenture's core IoT solution, Accenture Connected Fleet Platform. The fleet management solution offers: SERA now has powerful new tools to be an integral part of the mobility ecosystem and generate new service-based revenue streams and partnerships. The value-added services are also helping SERA improve customer loyalty and

fill a gap for premium end-to-end fleet management services in Indonesia. With near real-time tracking, new internal monitoring services and millions of IoT data points received daily, SERA would be able to: The open, scalable architecture enables SERA to create disruptive new solutions and services as the opportunity arises. SERA is well-positioned to extend the solution to its sister companies, as well as seize new opportunities in urban mobility and smart cities. The shift from products to services is helping new revenue streams flow for the company. SERA's new analytics-based insights are helping it develop new partner and customer services. For example, SERA currently uses the solution to track its fleet but can offer similar tracking services to smaller fleet operators. SERA can also lease its vehicles to mining operators who want to improve safety features and regulatory compliance. With AstraFMS, Astra and SERA have a powerful new tool to bring to the negotiating table when striking up new partnerships. An Indonesian decacorn startup formed a joint venture with Astra to develop a new four-wheeled ride-hailing service. AstraFMS is helping the venture manage transportation with services like real-time vehicle monitoring. The solution is helping to improve vehicle quality and increase efficiency and security while managing vehicles, drivers and cargos. There are currently 4,000 vehicles targeted to be onboarded to the AstraFMS platform. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Intelligent accounts receivable matching

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/sap-cash-application ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Contributing to a better application Progressive deployments Ronald Stevens Eli Lambert Carsten Poulsen Valeria Giarizzo Michalene Schechter Josefina Yaconis Francisco Laurino Accenture + SAP How Accenture does IT Finance at Accenture Join Us Explore Jobs WHO WE ARE How We're Organized United Kingdom Accenture adopts SAP® Cash Application enabling intelligent receivable matching automation through embedded machine learning. Cash application is a part of the accounts receivable process that involves matching incoming payments to their corresponding invoices and client accounts. While seemingly straightforward, the process for a large, global and diverse organization like Accenture is complex and performed at huge scale. Accenture issues more than half a million client-facing invoices each year from 200 locations globally. Every year that volume increases and is projected to increase exponentially every five years with Accenture's organic and inorganic growth. Our SAP S/4HANA® system was enabled to successfully match transactions, but the "hit rate" proved to be much lower than expected. A rule-based method requires exact matching of information and time-consuming manual maintenance due to extensive location-specific configuration settings. To complement the technology solution, we leveraged our cost-effective locations, driving results that got to the right outcome but

were significantly more time consuming and less efficient. For a rapidly growing enterprise we knew there was a better way. Accenture Finance's vision and strategy are to find new ways to deliver value, and one of those ways is in moving to artificial intelligence and machine learning (AI/ML). The introduction of SAP Cash Application offered the potential for change and a leap in capability through a machine learning-enabled matching model. SAP Cash Application passes new incoming payment and open invoice information from SAP S/4HANA to a matching model on SAP Business Technology Platform (BTP). The machine learning model suggests a proposed match for review by cash application processors, or automatically clears the open item, depending on business needs. The solution offers the potential value of freeing cash processors and clearing cash payments faster, resulting in a far more efficient solution and freeing up our business runners to far fewer administrative interruptions. Rapid prototype and pilot Accenture's Global IT organization and Finance teams collaborated to share our understanding of SAP systems and deep functional knowledge to assess the new offering. Because SAP Cash Application is a Software-as-a-Service product, the technical effort to enable it is low. Given this, we decided to perform a rapid prototype and pilot deployment. Our Global IT team enabled machine learning proposals for cash application activities for five of Accenture service center country locations, a sampling of environments with varying matching capabilities. For an open bank statement item, SAP Cash Application suggests a corresponding open invoice as a match. The user is given brief information on the reason for the selection. The user then has the choice of accepting or rejecting the proposed match. If the match is accepted, the software automatically applies the cash. This capability changes an entirely manual process to a single automated click. If rejected, the process reverts to manual activities. The pilot brought forth initial positive results as well as product maturity aspects to address. Given that Accenture is conducting one of the largest global rollouts of SAP's Cash Application in the world, our Global IT organization participated in SAP's "angel development" process. Accenture is also among the first companies to test SAP's next generation of machine learning model, deep learning. We worked with SAP to co-develop the product further to address the needs of a large, complex, global organization. The effort was a demonstration of combining technology with human ingenuity. "We are setting a new standard for Accenture by moving from a rules-based system to a deep learning model with SAP Cash Application." "We are setting a new standard for Accenture by moving from a rules-based system to a deep learning model with SAP Cash Application." Accenture brought to light the specific needs of large enterprises. Our combined Global IT and Finance team identified issues or enhancements to make on regular calls with SAP developers who addressed the new input in agile development sprints. We co-developed localizations and enhanced capabilities with SAP in the following areas: Removing duplicate internal customers included in transmissions to the cloud. Accenture identified that the solution was considering client accounts that were not relevant to the cash application process in the logic of the model. This action caused the system to needlessly match on those items and send them to the cloud, also skewing the algorithm. SAP recognized this and released the standard ability to exclude non-relevant customer types. Maturing a lockbox solution. Lockbox is a check processing solution used solely in the United States and Canada.

Accenture is actively working with SAP on maturing a lockbox machine learning solution and will be the first customer to pilot it. Accenture completed a successful technical proof of concept in late 2021 and is planning to deploy the solution into production in 2022. Adjusting intra-country, cross-company code transactions. Accenture was unable to roll out SAP Cash Application to India and the Philippines where Accenture may have multiple country codes for legal and tax purposes that represent a country but receives all payments through a single company code. These codes then need to be applied to the different entities. We raised this need as a requirement and are currently co-developing the model based on Accenture's system. Flagging duplicate bank statements sends. Accenture processes bank statements around the clock globally. SAP Cash Application lacked a way to recognize the receipt of a bank statement, resulting in multiple bank statement information re-sends to the cloud service, causing overpayment of line items transacted. SAP recognized the requirement and made the exclusion of duplicates a standard solution. Enhancing reporting. Accenture participated in workshops to provide extensive input on desired reporting items as well as feedback in the development of SAP Model Manager, a self-service reporting tool. Accenture is the first company to onboard to the reporting solution and continues to provide feedback. In parallel to the co-development work with SAP, Accenture continues to progressively roll out SAP Cash Application to service center locations. We also continue to co-develop with SAP on requirements needed. "The collaboration of our Global IT organization and SAP on the development of the technical solution combined with our cash application team's process knowledge is what led to the right result for the business." "The collaboration of our Global IT organization and SAP on the development of the technical solution combined with our cash application team's process knowledge is what led to the right result for the business." An efficient accounts receivable process of matching payments to invoices is important to every business, including Accenture's. SAP Cash Application is projected to help Accenture automate and make the matching process faster and more efficient with fewer errors. Also important, the solution is moving Accenture from a rules-based system to a machine learning model that learns from historical data patterns and user behavior, and grows natively. Gaining time from the automation of a manual cash application process enables more focus to be placed on receivables management tasks such as contacting more customers. Additionally, a machine learning solution becomes smarter and better over time in identifying and matching new payments with existing open invoices. Accenture is leading the way in gaining an in-depth understanding of SAP Cash Application for large, global organizations. At the half-way point of our implementation timeline, we are attaining 63% correctness in our machine learning proposals—which is double our original baseline—and are experiencing improved speed and accuracy in matching. Our involvement with SAP Cash Application enables new customers to benefit from the feedback provided and work performed that helped mature the product. Co-development outcomes are now standard, making SAP Cash Application with features that are more robust and suitable for large enterprises. Overall, these efforts are anticipated to help give users confidence in the solution's modeling capabilities. Accenture is moving from extensive manual activities to increasingly a one-click process. Our goal is to roll out the proposals to the remaining service center locations and help

build confidence in the solution to facilitate the auto-clearing capability. The machine should automatically match the items and post the clearing document, removing even the one-click step in most cases, allowing the service center cash application teams to focus on higher value-added work. Benefits to date: Greater accuracy in applying cash daily Faster application of payments that in turn reduces open accounts receivable balances Lower unapplied cash balances Prevention of capital charges Reduction in peak time processing—month end, quarter end and year end Increased speed on collection process "The shift to machine learning is transformational and will help prepare for Accenture's projected growth in invoice and payment volume. It has also given us the confidence to consider machine learning and AI for other processes." "The shift to machine learning is transformational and will help prepare for Accenture's projected growth in invoice and payment volume. It has also given us the confidence to consider machine learning and AI for other processes." Accenture offers SAP services & solutions to unlock the value of your SAP application portfolio with the power of intelligence... Our global IT organization is driving technology-powered business transformation across Accenture. Reimagining finance to drive further value for Accenture, our clients and our people. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Securities firm digitizes its advisory business

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/securities-firm-digitizes-advisory-business ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY We helped a leading Japanese securities firm redefine its customer relationships by leveraging modern technology. 3-MINUTE READ In today's investment banking world, customers expect always-on services that are fast and convenient. Markets shift every minute, and investors need real-time information and recommendations to keep their portfolios responsive and thriving. A leading Japanese securities firm saw this as an opportunity to digitize its advisory investment banking business (M&A, IPOs etc.) and improve customer service and productivity. A key priority for our client was to free up employee time spent on manual, paper-based processes so they could focus on enhancing proposals and service, all while working from home to keep their families and customers safe during COVID-19. In order to transform its investment business, the firm looked at technologies that would enable it to run more efficiently and seamlessly. Implementing automation, data and analytics, a new customer relationship management (CRM) platform and multi-channel communications tools was a daunting task, one that was essential to get right. Bringing on a partner to lead the transformation made perfect sense. Accenture's proven experience marrying strategy, technology and communication was the right fit to holistically reshape our client's

business. Implementing automation, data and analytics, a new customer relationship management (CRM) platform and multi-channel communications tools was a daunting task, one that was essential to get right. Working closely together, our goal was to create a truly disruptive digital investment bank with a hyper-focus on the customer. After a clear understanding of our client's goals, we outlined a detailed strategy for implementing technology, shifting culture to be more customer-focused and digital, and modernizing communication efforts. In partnership with the client, we designed and developed a CRM system—Dynamics365—with a sophisticated user interface and experience, offering a holistic view of customers. With the new CRM, the firm can easily see detailed client information from internal and external resources, client pipelines including status and probability, proposal activity history and much more. A profitability management platform was also established in the CRM to segment high-priority clients and leverage analytics capabilities to allow quick access to market data. Internally, robotic process automation (RPA) and virtual agent capabilities were developed to improve productivity, including creating pitch books and updating credentials. To support remote work, online meeting tools, such as Microsoft Teams, were enabled so that employees could have access from their mobile devices. By leveraging modern technology, our client has redefined how it serves customers. By leveraging modern technology, our client has redefined how it serves customers. A data-driven approach enables the firm to anticipate what its high-priority customers need and desire, such as equity and debt demand and suitable firms for mergers and acquisitions. This proactive approach resulted in a drastic improvement in customer satisfaction as well as employee productivity. By removing manual processes and adding RPA and virtual assistants, an additional 301 full-time equivalents (FTEs) were added, totaling over 48,000 work hours per year to client-facing activities. These saved hours allow employees to spend more time serving clients directly. Overall, digitalization has lowered operating costs while improving the employee experience. This is an inspiring first step in the firm's digital evolution as it continues to pursue opportunities to enhance business with digital capabilities. 301 full-time equivalents added 48,000 work hours per year added to client-facing activities © 2024 Accenture. All Rights Reserved.
=====================

Driving connectivity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/transforming-fleet-management-microsoft ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Transforming fleet management for Microsoft's global headquarters. 5-MINUTE READ Digitizing transportation Microsoft's Redmond location in the state of Washington is the company's global headquarters and has the features of a bustling town: Its 520-acre campus is dotted with offices, creative workspaces, event venues, and recreational and leisure facilities. With approximately 55,000 employees associated with the location, Microsoft has created an environment to serve the daily needs of employees, visitors and

service providers. Like any town, a network of transportation is needed to support and supply the wide-ranging activities. As the world shut down from the global pandemic, Microsoft took advantage of decreased campus activity to unify the management of their transportation fleet. To connect the fleet, Microsoft's own connected vehicle solution, Azure Mobility, was used, enabling data-driven decision making to help the company achieve its sustainability goals of reaching carbon negative by 2030. Accenture was then a natural choice of partner to extend the platform with a solution for fleet and vehicle management, handling the complexity of integration and tailoring to the specifics of the Microsoft fleet business. Driving connectivity The project goal was then: to understand fleet capacity and utilization, react to demand, optimize routes and intelligently maintain their sizable fleet. Throughout their Redmond campus, Microsoft manages a fleet of more than 500 vehicles: from trucks to passenger vans and buses covering transit, catering, mail, security and facilities management. Most of these vehicles were under management by third parties. Gaining real-time insight into the operation of each was difficult with reports being filed only on a quarterly basis. Working with Microsoft's Global Workplace Services team, Accenture created a roadmap for the digital transformation of the fleet experience. Collaborating with the company's engineering team, the group brought best-in-class technologies to their global headquarters including their Mobility X fleet management accelerator. The accelerator works with a wide variety of hardware and backend systems, and offers broad customization of interfaces, including the user interface (UI) and dashboards. Accenture's accelerator provided a great foundation for the creation of this solution. The flexibility offered through Mobility X enables companies to prepare for, and ultimately shape, the future of their mobility services. Operational efficiency + savings Now thanks to the Accenture-Microsoft solution, the company is ready for when their workforce returns to campus. The integrated approach lowers downtime through predictive analytics that flags problems before they happen. The solution connects vehicles, drivers and operations, uncovering insights that can boost fuel efficiency and lower emissions, which is important given the company's ambitious sustainability goals. What's more, instead of waiting months, they now enjoy real-time information in every aspect of their fleet management. With the implementation of the fleet management system complete at their global headquarters, Microsoft is looking to expand the solution to other locations to gain even more value by driving intelligent connectivity. Juergen Reers Senior Managing Director – Global Industry Sector Lead, Automotive Raffaele Menolascino Intelligent Product & Platform, Mobility X Offering Lead Mukund Ghangurde Managing Director – North America AMBG Industry X Gregory R. Short Associate Manager – Client Service Delivery © 2024 Accenture. All Rights Reserved. =====================

Global jeweler Pandora: Going for cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/pandora ----- Challenge What Accenture did People and culture Value

The jewelry industry is highly competitive, with all players—from small artisans to global chains—vying for the same shoppers. It's critical, then, for larger jewelry brands to leverage technology and meld it with age-old craftsmanship to gain an edge. Pandora, the Danish jeweler known for its exquisite hand-finished pieces, knew that effectively blending art and technology would make it easier to launch new products and campaigns, and appeal to consumer sentiment on a local or global scale. As Pandora's presence grew around the world, it needed to become significantly more nimble in an industry that requires speed and agile responsiveness. After all, most customers don't purchase jewelry every day, so Pandora needed the technological capability the cloud offers in order to deliver the technology needed for Pandora to execute on their digital aspiration of delivering a truly seamless consumer experience. Accenture collaborated closely with Pandora and the two teams assessed Pandora's business needs and outlined what the company's new cloud infrastructure could look like. This initial path forward clearly conveyed the potential strategic advantages of moving on-premise systems and workloads to Microsoft Azure Cloud. Experts from Microsoft and Avanade—a joint venture between Accenture and Microsoft—joined the team to refine the business case and lay the groundwork for the migration of Pandora's infrastructure, data and applications. Pandora's capacity was right-sized for moving to the cloud with automation scripts that allowed for up and downscale capacity for critical applications on-demand. They were also able to implement an almost fully automated patching process covering 100% of their infrastructure, where previously there were significant gaps and manual efforts. In just 14 months, the team transitioned, transformed or decommissioned approximately 2400 servers and 350 applications. "Together with Accenture, my team designed a detailed cloud solution for our application portfolio. The priority was to move into the cloud fast." The cloud migration and ongoing managed services are making it possible for Pandora employees to access standardized tools, data and cloud capabilities, such as provisioning new infrastructure to experiment with new offers or customer solutions. The scalability and provisioning speed afforded by Azure means that Pandora now has a strong foundation for adopting more agile business processes. That makes them more engaged in their jobs—and more effective at building solutions and products that are more likely to attract and engage Pandora customers. "For us, it was important to not only focus on the technical outcomes but also talent and resources. So, the transformation included our organization, people, skills and capabilities." In less than 18 months, Pandora successfully transitioned approximately 70% of its applications and infrastructure to cloud. The money and resources gained will be redirected to new digital initiatives including enhanced online shopping experiences. 200M Cost savings. Pandora is on track to achieve DKK 200 million in cost savings through the transition and transformation project Savings include highly efficient infrastructure management services, data and vendor consolidation. 5.6% Simplicity. Pandora now has more visibility into its IT operations, making better, faster IT decisions. Now they can introduce new services or offerings in just a few days instead of the four weeks. 14 Increased agility. In just 14 months, the team transitioned, transformed or decommissioned approximately 2400 servers and 350 applications. Moving forward, Pandora expects to continue leveraging the

power and cost savings of the cloud, and ultimately grow the business by remaining nimble and responsive to customers' needs. Moving forward, Pandora expects to continue leveraging the power and cost savings of the cloud, and ultimately grow the business by remaining nimble and responsive to customers' needs. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Reimagining the customer experience with XR

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/reimagine-customer-experience ----- Challenge What Accenture did People and culture Value delivered Related capabilities Technology innovation Extended Reality (XR) Retail consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the world of quick service restaurants, the secret to success is perfecting the customer experience. Due to a significant increase in customer traffic, a large quick service restaurant (QSR) is finding it difficult to meet high customer demand while continuing the level of customer engagement for which their brand has become well-recognized. With the advent of new technologies, the number of ordering methods available to the customer has increased, creating challenges to maintaining good customer experiences both inside and outside the restaurant. The challenges outside the restaurant are mainly focused on increasing throughput in the drive-thru area. Inside the store, multiple ordering methods cause orders to outpace the ability of the crew to fulfill those orders. The QSR is looking for the sweet spot between high-tech and high-touch experiences for their customers; finding a balance between human-led and technology-led customer interactions in both the ordering and delivery processes. Accenture partnered with the restaurant to help them design their 'Store of the Future' experience to improve guest and team member experiences, drive increased throughput and efficiency and free up associates' time for other more meaningful tasks in other areas of the store. To imagine the future, a cross-functional team was gathered consisting of service, digital and spatial experts. The goal was to prototype, test and validate solutions for both in-store and outside-of-store interactions to make it possible for this large restaurant to offer a fast, frictionless and personal experience that delights more people every day in every market served. Combining the digital and the physical allowed the team to rapidly prototype and iterate the concepts, resulting in a data-informed design process to determine which prototypes to build to scale to help the restaurant differentiate and revolutionize their customer experience by 2025. A diverse team from Accenture and the QSR's organization allowed the work to be well-rounded. The restaurant's focus is on team members who embody compassion and kindness and the team Accenture provided matched the brand, making it possible to deliver results while enjoying the process. The team created quickly, generating new concepts and ideas through multiple exercises. During the engagement, the team ran four in-person simulations with guests and team members to determine perception,

invited more than 75 guests to experience the new ideas in person and give their reactions, took seven surveys to gauge reactions and expectations, engaged more than 12 team members in intently reimagining the future of the drive-thru process and received feedback and guidance on concepts from 57 providers. With feedback captured through simulations, the effect of new designs on each micro-moment of the ordering, delivery and dining experience could be determined to help create the perfect customer journey. Accenture, in partnership with the team from the restaurant, reimagined the customer and store experience of the future. Eliminating some of the work involved in the process of order fulfillment, as well as providing better signage and flow patterns, allowed team members to focus more on the guest experience, leading to more positive guest interactions and more individualized service to guests. New models for the drive-thru resulted in nearly four times the throughput, with an average reduction in time from order to fulfillment of approximately 50 percent. Through rapid ideation and human-centered design, the team was able to create self-service kiosks, recreate store footprint and floor designs, and provide IT operations and integrations recommendations for creating the QSR 'Store of the Future'. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Good chemistry: Synthesizing quality control labs

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/synthesizing-quality-control-labs ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Brian Brunner Mark Fish Neil Fausz Steven Pang INTIENT Medical Technology Patient Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A leading global biopharmaceutical company, with research and manufacturing divisions around the world, diagnosed its quality control labs with an all-too-common ailment: they were siloed, discordant and inefficient. Quality control (QC) labs often work under processes and procedures created specifically by each of those sites. This limits pharma companies' view of lab efficiency, extends the time to release a drug to market and creates a greater level of risk exposure. It was estimated that the labs, collectively, spent more than a hundred thousand hours of full-time, non-value-added work carrying out inefficient or manual processes. To combat these issues, the company set on a course to harmonize and standardize its QC labs globally to support manufacturing, ensuring its products were both safe and effective in the most efficient way possible. The company also had to guard against a situation in which the labs, individually, became overly byzantine and expensive to staff and operate. Accenture assembled a diverse set of its own technologists, pharma industry veterans and experts, former lab technicians and others familiar with the daily experience at QC labs. Together, they developed a set of best practices for QC labs, including detailed information on how they should handle specific operational functions. The company's QC

staffers attended weeklong, in-person workshops, where they reviewed the best practices against their own processes. The team was then able to lay out an approach and strategy for bringing all the labs into alignment on a single, optimized global standard. This helped each lab examine how their own processes could be matured, automated and improved upon, as well as how to keep all the labs aligned. After the workshops, participants reported back that they were energized with how their input was considered—and how they can work better across the company's lab network. In just three months' time, the team laid out a pragmatic, easily digestible and agile plan for bringing all of the company's QC sites into alignment with an enterprise digital QC lab operation. From mid-2020 to early 2026, a team of Accenture experts from around the globe will work with the company to transition QC labs to a cloud-based Laboratory Information Management and Environmental-Monitoring system. Eventually, the entire QC ecosystem will operate on a GxP-compliant AWS platform, which will keep the labs in sync on processes that can be controlled and managed centrally, allowing for data-driven insights and planning. The labs will not only increase efficiency and confidence in the ability to prove the efficacy and safety of drugs, the enterprise stands to build on its reputation as one of the most innovative drug companies as it drives time, cost and quality efficiencies through its QC labs. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Full throttle analytics

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ digital/traditional-motor-bikes-ducati-corse ----- Challenge What Accenture did Value delivered Related capabilities Applied Intelligence JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Being a champion at the very highest level of motorcycle racing means fine-tuning a machine to perfection. Italy-based Ducati Corse, part of world-leading sports motorcycle manufacturer Ducati Motor Holding, understands this better than any. For every race, a motorbike racing team must configure each of its bikes to maximize performance given the conditions on the day. This requires exhaustive on-track testing of different set-up configurations at different tracks and in the most varied of weather conditions. The Ducati Team wanted to make its bike configuration testing more efficient and insightful while also reducing the time, cost and effort involved. So we helped them to develop an intelligent analytics solution that would leave their competitors in the dust. Together with Ducati's world-leading experts in motorbike testing, we modernized configuration testing by combining two disruptive technologies – Artificial Intelligence and Internet of Things (IoT) – to create a mobile application capable of simulating and monitoring a motorbike's performance under a vast array of track and weather conditions. IoT Bike sensors, ranging from 40 to 100 depending on the bike, collect a vast array of data points – speed, engine running parameters, revs, tire and brake temperatures, and more – as well as track key performance indicators (KPIs) including acceleration, oscillation, vibration and grip. Artificial Intelligence is then applied to the racing performance KPIs and

past test data to identify the optimal bike set-up configuration, using advanced algorithms working on the data patterns from the different sensors, machine learning and applying clustering and regression algorithms. Performance data is made available to race engineers in an easy to use mobile dashboard that allows them to experiment with different bike configurations and predict outcomes as they work with the rider in pre-race preparation. Ducati is showing how the latest intelligent technologies can accelerate even a high performing company to a new level as they plan, prepare and test for MotoGP races. To date, around 4,000 sectors of race tracks and 20 different racing scenarios have been analyzed, with a wider roll-out of the solution expected. The insights generated from this data are transforming their MotoGP racing set-up. And they're dramatically reducing the time needed to perfect each bike's performance. Best of all, machine learning means each bike will learn and improve with every race. Now that really is analytics at full throttle. "So far, we've seen excellent results in the lab with the Accenture solution. The ability to use existing and new testing data will help us choose the optimal configuration for our bikes. This innovative tool will make our testing a more intelligent." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

Banking on relationships in a digital world

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/relationships-digital-world ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Adobe Intelligent platform services Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Transforming customers' expectations This large retail and commercial bank in Europe is championing the potential of the nearly 20 million people, families and businesses it serves. To build the trust upon which the bank depends, it has transformed into a relationship bank—and, more specifically, a relationship bank for the digital world. With its transformation, the bank is committed to meeting its customers' expectations of valuable and insightful digital experiences. That wasn't always the case: when the bank began its journey to digitize its business, its online experiences left much to be desired. Its websites were functional, to be sure, but there were too many of them. The problem: the bank comprises many different franchises and brands, and each had launched its own website, with its own look and feel. The result was a fragmented digital presence that didn't adequately support the bank's goal of providing consistent, relationship-based experiences. The first order of business, therefore, involved consolidating its disparate websites onto a single content management platform. The goal of this effort was not just to create more convenient and consistent online experiences for customers. Equally important was implementing a solution that would enable its people —especially those without advanced technical skills—to create and manage those experiences. Adobe Experience Manager (AEM) was the selected

solution. It offered an industry-leading content management platform, as well as an intuitive architecture and self-service features that put the people who know the customers best in control of the digital content and relationships they hoped to build. The cloud-based solution had the added benefit of scalability, which meant it could easily accommodate the bank's growing set of customer relationships. Innovating solutions for customer interaction channels For help in consolidating its digital presence across brands, the bank turned to Accenture. In addition to having world-class AEM implementation skills and a long-standing alliance relationship with Adobe, Accenture had worked with the bank on a number of strategic and technical programs over the years. Its confidence in Accenture's record of success and in Adobe's capabilities was well placed. In just six months, the bank had the consolidated website landscape it envisioned. This, it turned out, was just the start of what the bank and Accenture were to accomplish. Accenture was asked to maintain and update the new Adobe environment via a managed service arrangement. In that capacity, Accenture worked closely with the bank to extend the new Adobe backbone. Together, they deployed two other Adobe solutions. The first was Adobe Campaign, which automatically delivers email, mobile, social and offline communications to customers. The second was Adobe Target, which enables the bank to design and execute online tests, segment the audience, conduct analyses, and automate the personalization of content and online experiences. The bank also tapped Accenture's expertise to design and build two new online features using the Adobe stack. One was a simplified online mortgage experience that not only allows potential homebuyers to understand the amount they are able to borrow and apply for, but also eliminates all paperwork and quickly, efficiently and safely guides homebuyers through the online mortgage-application process. The other was a financial health check. Built completely from scratch on the AEM platform, this innovative solution makes it possible for bank customers (and even non-customers) to understand their financial circumstances, set financial goals, and receive recommendations on how to make the most of their money. Both the mortgage experience and financial health tool were designed to be accessed from mobile devices, which the bank believed were its customers' preferred channels of interaction. Engaging with customers through digital channels With Accenture's help, the bank has unified its digital brands on a single, powerful Adobe content management system and enabled the delivery of targeted campaigns and communications for customers. The new Adobe architecture, with its intuitive design and self-service features, has empowered the bank's experience managers to update digital content on the fly, analyze data and segment customers, and strengthen the personalized digital relationships for which the bank is known. The bank's employees aren't the only ones enjoying more engaging and rewarding experiences. Customers clearly are as well. For example, customers now receive up-to-date content and communications, targeted to their financial needs and goals. Nearly 80% of customers engaging with the bank's digital channels are now doing so through their mobile phones. Customers can also take advantage of a new financial health check tool in order to gain greater control over their finances and their futures. The tool is accessible through the bank's app and website. Customers can better understand where they sit financially and explore areas in which the bank can help them – not only with financial services but also, more broadly, with other issues where the bank's teams

are able to assist. This is a large focus for the bank as a purpose-focused banking organization, helping families, businesses and customers thrive. Additionally, customers can navigate the home-buying journey from anywhere, on the digital device of their choosing. The simplified mortgage process is fully optimized for mobile, giving customers the ability to save and retrieve, and pick up exactly where they've left off. Clearly, customers are taken with the new mortgage solution. Since launching the feature, the bank has witnessed an approximate 78% uplift in mortgage applications coming through mobile channels. Additionally, the bank has experienced a 10X improvement in conversion rates from customers visiting the site. In all these ways, the Adobe platform is enabling the bank to be a relationship bank for the digital world—one in which customers can receive the financial services they need and interact on their terms, when and where they want. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Running a multi-channel platform in the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/commerzbank-multi-channel-platform-cloud ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Markus Bender Christoph Peter Leva Banking Banking Cloud Cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Commerzbank's journey to the cloud offers an opportunity to drive enterprise-wide innovation with benefits for customers and the environment. Commerzbank, a leading German bank, has set ambitious customer-centricity, digitalization, sustainability and profitability goals in its "Strategy 2024". A concerted shift towards the cloud forms a key part of its strategy to be a sustainable, innovative and future-oriented bank. Commerzbank's journey to the cloud, with Accenture's support, offers an opportunity to drive enterprise-wide innovation, with benefits for customers and the environment. The migration of the Commerzbank multi-channel platform to the Azure public cloud is an important milestone in the bank's cloud roadmap. The program encompassed the migration to the cloud of its private customer portal, its corporate customer portal and its portal for branch advisors. The multi-channel environment is one of the most critical and complex banking applications within Commerzbank, with connections to some 300 third-party systems in the bank's IT environment and no room for compromise on quality, security and reliability. The platform was not initially designed to run in the cloud, adding complexity to the implementation. Commerzbank is one of the first major banks in Europe to bring its online portals to the Azure public cloud. As its strategic technology partner, Accenture worked closely with the bank to create and implement a cloud roadmap that would mitigate migration risks and ensure success. Refactoring the application to run flawlessly in the cloud was a critical success factor in the program. With up to 60,000 online sessions running in parallel on the system, the bank needed

to carry out the migration in a way that would minimize the impact on its customers and sustain production stability. This was achieved by implementing smart monitoring and efficient functional and non-functional testing, and by introducing new software versions in slow roll-outs to small end-customer populations. Commerzbank completed the migration of the portals to the cloud, positioning it with new technological possibilities. This public cloud solution will not only lead to cost advantages and efficiency gains, but also contribute to the viability of the bank's multi-channel platforms. It improves the customer experience and enables gains in productivity, agility and scalability. The multi-channel platform runs in Azure public cloud data centers across the European Union and thus guarantees optimum availability, reliability, production stability and data protection. The application comprises more than 3 million lines of code, connects to some 300 third-party systems, and handles around 60,000 parallel user sessions during peak times. The Accenture 360° Value Reporting Experience enables Commerzbank to benchmark outcomes from the cloud migration program against a range of quantified targets that cover financial performance; customer and employee experiences; sustainability; talent, inclusion and diversity; and organization and infrastructure. Helping banks and payments providers take bold steps to get future-ready. We offer the right strategy, tools and people to migrate, operate and secure banks' journey to cloud. Facilitating change through custom cloud services and solutions that accelerate innovation, intelligence and value. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Énergir's path to decarbonization

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/energir-path-decarbonization ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Martine Lapointe Loïc Vincent Eric Tran-Qui Marie-Claude Blais Energy RISE with SAP. SOAR with Accenture. Enterprise & Industry Technologies JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA From a Québec fossil natural gas utility to a diversified energy business. Fighting climate change In Canada, renewables power about 20% of the country's primary energy supply—and consumer demand for renewable energy is rising fast. Énergir, a regulated diversified energy utility company based in Québec, set a 2030-2050 Vision to decarbonize its network and achieve carbon neutrality by 2050. To achieve this, it aims to step up its energy efficiency efforts, accelerate the distribution of renewable natural gas (RNG) in its network, develop a strong complementarity between the gas and electricity networks as well as diversifying its operations by taking part in the development of energy loops, RNG production and by exploring the green hydrogen sector. To enable business model transformation, the utility needed to renew its infrastructure and standardize its business operations and support functions. "We migrated to S/4 and modernized key processes and we shifted to the cloud. All of this allows us to not only improve our business performance but…attract and

retain the talent we need to lead change..." "We migrated to S/4 and modernized key processes and we shifted to the cloud. All of this allows us to not only improve our business performance but...attract and retain the talent we need to lead change..." Powering transformation with SAP solutions Énergir and Accenture designed a custom instance of SAP S/4HANA®, an ERP system that can execute transactions and analyze data in real time. The project demanded deep collaboration. A dedicated implementation team from Accenture, Énergir, oXya and SAP® delivered Énergir's new digital core on time and within budget—without interrupting daily operations. The move to S/4HANA® on Microsoft's Azure Cloud has reshaped Énergir's daily operations, modernizing and automating routine tasks in finance and customer service so staff can gain accurate insights and focus more on business strategy. "This delivery of this large-scale project was the result of deep collaboration with colleagues and external partners. Its success showcases Énergir's transformational effectiveness." "This delivery of this large-scale project was the result of deep collaboration with colleagues and external partners. Its success showcases Énergir's transformational effectiveness." A new-energy trailblazer S/4HANA® proves its value every day. Énergir's analysts no longer input data manually and instead spend more time analyzing the performance of renewable energy sources. Customer service issues are resolved in record time, too, thanks to improved machine learning (ML) and data efficiencies. What's more, monthly financial reporting time has been reduced by almost a third and Énergir can better monitor and evaluate its Environmental, Social and Governance (ESG) impact. The larger outcome: This project lays the foundation needed to accelerate the transformation of Énergir's business model and enable it to achieve its 2030-2050 Vision—a win for Énergir's employees, its customers and the planet. The future of oil and gas - safer, smarter and cleaner. Move your business to the cloud and gain value faster. Combines deep partnerships, leading technology and industry expertise to reinvent businesses at speed and scale. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Creating five-star associate experiences

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/marriott-hr-transformation ----- Serving up simplicity Room to grow We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY MARRIOTT INTERNATIONAL Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. 3-MINUTE READ Marriott International has a reputation for creating exceptional guest experiences. However, like most brands that have been around for nearly a century, legacy systems across the organization made it tough to show that same love to associates. Over the years, Marriott International's HR system had become an increasingly intricate web of

multiple vendors, making it difficult to operate across regions—all with vastly different regulatory, compliance and security environments. To bring a more personalized experience to its people, the hospitality leader worked with Accenture to reimagine its HR technology and launch a new Human Capital Management (HCM) system powered by Oracle Fusion. Find out how Marriott International worked with Accenture and Oracle to reinvent global HR. The new cloud-based platform, mHUB, enables quick, personalized access to associate information, learning and training details, internal job opportunities and other critical HR resources across 15 different languages. This AI-powered solution also gives leadership access to more accurate, robust, real-time data so they can understand the true cost of business and make more informed decisions. Most importantly, mHUB put control of data back into the hands of associates by allowing them to update their personal information, ensuring both security and accuracy. Since go-live, Marriott International associates have completed more than 18 million learning courses. Accenture and Marriott International worked in tandem on different aspects of the transformation to ensure mHUB was a win for associates. Accenture focused on technology enablement while Marriott International took the lead on training development and change management. Since go-live, Marriott International associates have completed more than 18 million learning courses. Additionally, hiring managers can review six million candidates to find the right person for the right job and rapidly onboard more than 200,000 new hires. Marriott International also introduced an Employee Stock Purchase plan (ESPP) in the US to help attract and retain talent, drive associate engagement and foster a culture of ownership throughout the business. The new ESPP integrates with mHUB to allow associates to purchase stock at a significant discount through payroll deductions. To date, mHUB remains one of the largest implementations of Oracle Cloud HCM, with 14 Oracle technologies and 10 HCM modules rolled into one solution. Today, Marriott International is bringing its legendary personalized experiences to its people across its 31 brands, 8,600 properties, and 139 countries. With deeper insights into its global workforce, Marriott International is reimagining the future of hospitality jobs by innovating to drive greater associate engagement, career growth, scheduling flexibility and financial wellbeing. Having a truly global platform to support our associates' growth and development is a tremendous competitive advantage for Marriott International. The invaluable insights we gain from this global foundation are helping to shape our talent programs worldwide. Ty Breland / Executive Vice President and CHRO, Marriott International NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created

ChangiVerse, an immersive metaverse experience. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Dyllis Hesse Client Account Lead – North America Shawn Craig Managing Director – AFS Technology Nishant Manchanda Managing Director Brian Young Managing Director – Oracle Business Group © 2024 Accenture. All Rights Reserved. =====================

Tackling forever chemicals

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/good-chemistry-pfas ----- A challenge for the ages A forever clean future Current Country: United States CASE STUDY SandboxAQ SandboxAQ is going after forever PFAS 2-MINUTE READ For decades, scientists have tried—unsuccessfully—to safely reduce and eliminate harmful forever chemicals on a global scale matching the widespread contamination they cause. These, per-and poly-fluoroalkyl substances (PFAS), are everywhere, from firefighting foam and household paint to waterproof clothing, shampoo, and non-stick cookware. Since they don't naturally break down, they accumulate in our bodies and the environment, contaminating agricultural lands and entering the food chain through crops, wild and farmed fish, and underground water reservoirs. A 2023 study by Emory University revealed the presence of measurable levels of PFAS chemicals in the blood samples of newborns shortly after birth.1 Worse still, PFAS exposure is associated with health issues, including cancer, reproductive challenges and liver damage. Thanks to advancements in the field of computational chemistry, the search for a way to break down PFAS chemicals is finally starting to show progress. A promising solution is starting to take shape, thanks to a partnership between SandboxAQ, AWS and Accenture. Chemistry meets cloud computing and quantum in this collaboration. Together, their potential shows us how we can tackle problems that once seemed unsolvable. In certain scenarios, cloud-supported computational chemistry enables large-scale, complex simulations of chemical reactions more quickly, affordably and effectively than traditional experiments can. What makes this approach so promising is that it can model chemical reactions to unprecedented levels of accuracy by breaking a complex simulation into small components and massively parallelizing the calculation in the cloud. Using the power of

parallelism, we can also explore more scenarios than we ever could with other traditional computational methods. This unprecedented scale and accuracy in simulating chemistry is enabling SandboxAQ to further pursue the generation of high-quality data for intended use in Large Quantitative Models (LQMs). Nadia Harhen / SandboxAQ, GM of AI-Simulation This work has the potential to drive radical improvements in both environmental and human health. SandboxAQ is committed to addressing global challenges with AI and advanced computing at scale to create a lasting positive impact. Tackling the problem of forever chemicals in order to make the world cleaner and healthier is one of these urgent global environmental challenges. Partnering with Accenture and the AWS Global Impact Computing team has quickly catalyzed the first step in identifying more effective pathways for forever chemical remediation. SandboxAQ combined its AI simulation platform with a massively scalable cloud infrastructure from AWS and Accenture's experience in simulating PFAS chemistry. AWS provided the robust, cloud-based infrastructure necessary for high-performance scientific computing to support this work. The collaboration enabled the team to run a record-breaking simulation with over 1 million CPU cores, allowing for an unprecedented level of accuracy in analyzing bond-breaking energies—something that was previously out of reach. This work to ensure PFAS don't remain forever in our environment also creates incredible possibilities for revolutionizing sustainable research and development, and business growth, across industries. Researchers now have access to highly accurate and scalable computational chemistry, allowing them to analyze PFAS and other chemicals at an unprecedented level of detail, down to their smallest building blocks. What does this mean for us and for our health? The collaboration between SandboxAQ, AWS and Accenture could pave the way for faster drug discovery, food innovation, new materials for battery and solar power technology, to name just a few exciting possibilities. SandboxAQ, AWS, and Accenture are united in this vision: A safer world with healthier communities and more resilient ecosystems. [1] 2023 Study from Emory University © 2024 Accenture. All Rights Reserved. =====================

Tackling forever chemicals

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/sandboxaq-pfas ----- A challenge for the ages A forever clean future Current Country: United States CASE STUDY SandboxAQ SandboxAQ is going after forever PFAS 2-MINUTE READ For decades, scientists have tried—unsuccessfully—to safely reduce and eliminate harmful forever chemicals on a global scale matching the widespread contamination they cause. These, per-and poly-fluoroalkyl substances (PFAS), are everywhere, from firefighting foam and household paint to waterproof clothing, shampoo, and non-stick cookware. Since they don't naturally break down, they accumulate in our bodies and the environment, contaminating agricultural lands and entering the food chain through crops, wild and farmed fish, and underground water reservoirs. A 2023 study by Emory University revealed the presence of measurable levels of PFAS chemicals in the blood samples of newborns shortly after birth.1 Worse still, PFAS exposure is associated with

health issues, including cancer, reproductive challenges and liver damage. Thanks to advancements in the field of computational chemistry, the search for a way to break down PFAS chemicals is finally starting to show progress. A promising solution is starting to take shape, thanks to a partnership between SandboxAQ, AWS and Accenture. Chemistry meets cloud computing and quantum in this collaboration. Together, their potential shows us how we can tackle problems that once seemed unsolvable. In certain scenarios, cloud-supported computational chemistry enables large-scale, complex simulations of chemical reactions more quickly, affordably and effectively than traditional experiments can. What makes this approach so promising is that it can model chemical reactions to unprecedented levels of accuracy by breaking a complex simulation into small components and massively parallelizing the calculation in the cloud. Using the power of parallelism, we can also explore more scenarios than we ever could with other traditional computational methods. This unprecedented scale and accuracy in simulating chemistry is enabling SandboxAQ to further pursue the generation of high-quality data for intended use in Large Quantitative Models (LQMs). Nadia Harhen / SandboxAQ, GM of AI-Simulation This work has the potential to drive radical improvements in both environmental and human health. SandboxAQ is committed to addressing global challenges with AI and advanced computing at scale to create a lasting positive impact. Tackling the problem of forever chemicals in order to make the world cleaner and healthier is one of these urgent global environmental challenges. Partnering with Accenture and the AWS Global Impact Computing team has quickly catalyzed the first step in identifying more effective pathways for forever chemical remediation. SandboxAQ combined its AI simulation platform with a massively scalable cloud infrastructure from AWS and Accenture's experience in simulating PFAS chemistry. AWS provided the robust, cloud-based infrastructure necessary for high-performance scientific computing to support this work. The collaboration enabled the team to run a record-breaking simulation with over 1 million CPU cores, allowing for an unprecedented level of accuracy in analyzing bond-breaking energies—something that was previously out of reach. This work to ensure PFAS don't remain forever in our environment also creates incredible possibilities for revolutionizing sustainable research and development, and business growth, across industries. Researchers now have access to highly accurate and scalable computational chemistry, allowing them to analyze PFAS and other chemicals at an unprecedented level of detail, down to their smallest building blocks. What does this mean for us and for our health? The collaboration between SandboxAQ, AWS and Accenture could pave the way for faster drug discovery, food innovation, new materials for battery and solar power technology, to name just a few exciting possibilities. SandboxAQ, AWS, and Accenture are united in this vision: A safer world with healthier communities and more resilient ecosystems. [1] 2023 Study from Emory University © 2024 Accenture. All Rights Reserved. =====================

Creating a first-to-market one-stop digital marketplace

Call for change When tech meets human ingenuity A valuable difference Doing more than digital service From paper registry to growth platform Thriving through scale and growth Current Country: United States CASE STUDY Accenture helped Telkom Business transform the ecommerce experience for merchants and consumers through the Yep! digital marketplace platform. 10-minute read South Africa has some of the lowest startup success rates in the world, with 75% of new businesses failing within 36 months.* Telkom Business caters to this community, offering small enterprise voice, data, and broadband services, along with the Yellow Pages directory. Digitization of the Telkom Business model focused on finding a convenient way to serve small and medium enterprises (SMEs) and help them beat these discouraging odds. Telkom Business teamed up with Accenture to launch a user-friendly online commerce site in early 2020, where SMEs could easily shop the full range of offerings: connectivity products and plans; software, hardware, and devices; and marketing solutions. Accenture delivered the front-end experience for Telkom Business's ecommerce site but also saw the opportunity for a digital marketplace where merchants could more easily buy and sell their own products and services, and get the advice they need to build their businesses. Many of South Africa's SMEs are run by small business owners who don't have the acumen or time to create their own ecommerce offering. Telkom Business was uniquely positioned to provide such a service through its existing relationships with SMEs. *Expert Journal of Business and Management, "Fortifying South African Small Medium and Micro Enterprise Sustainability through a Proposed Internal Control Framework: The Sustenance Framework," 2020. The marketplace project began with a fresh reimagining of the company's printed Yellow Pages into a platform, app and community proposition named Yep!, a play on the popular South African phrase "yep" and a shortening of the Yellow Pages name. Accenture worked with local vendors whose insights informed blueprints for user journeys and the platform experience. It had to be simple for a small business to create a mini-storefront, upload a company logo and contact details, and communicate and transact with customers—ideally within a few quick steps. To shorten the learning curve, Accenture incorporated UX from familiar apps, like WhatsApp, and gave it a sleek and colorful look. Merchants can set up a storefront, manage appointments and schedule bookings via the Yep! dashboard. The app alerts business owners to new customer requests for quotes. Customers can find a vendor, ask for a quote and chat with the merchant inside the app. Because much commerce in South Africa is handled in person, Yep! can help SMEs bring business to their stores as well. In-person agent visits from the Yep! team provide digital guidance and business advice in a familiar and relatable setting. In the future, merchants may tap into an online academy on the platform to learn how to set up a great storefront and edit their service and product images. SMEs can also use Yep! to quickly buy and sell services to other merchants. A forthcoming feature enables SMEs to bid for supply contracts offered by larger firms,

furthering the Yep! platform as an integral part of the fabric of the South African economy. Yep! is changing the way small and midsized businesses link up with customers by offering a suite of products and services they can use to drive in-store traffic and online sales. Telkom is on a path to fulfill our mission to help businesses create sustained growth. It took a commitment to a digital transformation at Telkom to get us there. Kenneth Kayser / Executive of Digital Channels and E-Commerce, Telkom Business In less than a year, Accenture and Telkom Business conceived, designed, and implemented the company's ecommerce site, as well as the Yep! online marketplace platform and app. By May 2021, an impressive 280,000 stores had been set up on the Yep! online marketplace, more than half of the 500,000 listed SMEs in the Yellow Pages, and it had attracted 320,000 people actively using the service. Yep!'s appealing and user-friendly design inspires South African SMEs to rely on the one-stop platform to drive sales, increase reach, and build valuable business relationships. By partnering with Accenture, Telkom Business reimagined the ecommerce experience for merchants and consumers, establishing a vast ecosystem of thriving businesses on the Yep! marketplace. Together, Accenture and Telkom Business helped set the stage for large-scale digital transformation and innovation across all of Telkom. © 2024 Accenture. All Rights Reserved. ======================

Achieving sustainability through green cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/natural-resources/achieving-sustainability-through-green-cloud ----- A call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY A large mining company discovered how a cloud migration could unlock business-wide value, including significant emission reductions. 5-MINUTE READ For one large mining company, a commitment to operating efficiently and sustainably is at the center of everything it does. This commitment, along with a strong focus on digital enablement, fuels all of its objectives, including implementing autonomous operations, pushing for greater carbon (CO_2) reduction and improving the communities in which it operates. It's therefore no surprise that it saw a move to the cloud as a potential way to further these important goals. As the company began its transition to the cloud, it needed to better understand its CO_2 footprint, especially emissions in its data centers, and how its ongoing cloud transition could contribute to emission reductions. With Accenture's help, the company would develop a clear emissions profile for its data centers, create tactical recommendations for its cloud strategy and better understand how a cloud migration could unlock economic, operational and environmental value. The company and Accenture team began by gathering data on energy consumption for the company's 32 data centers. This analysis leveraged the green cloud advisor capability in Accenture's myNav platform to illustrate emissions that could be reduced through a cloud migration. Based on this initial assessment, the company gained a better understanding of the impact of cloud on emissions as well as

potential savings through a cloud migration. It also increased its knowledge of how it could further leverage cloud in its strategic operations. The team then turned this analysis into action. They provided sustainability recommendations and economic and environmental considerations. They showcased optimal cloud providers and datacenter locations. And they illustrated the sustainability impact of migrating 2416 servers to the cloud by the end of 2022. In just six weeks, the team demonstrated a significant sustainability and CO_2 emission reduction through the cloud. Using the myNav green cloud advisor, the team determined CO_2 emission reduction and sustainability index improvements for a two-year cloud migration. They also provided sustainability recommendations based on target cloud providers and target locations.   5,000 The team provided estimated emission reductions of approximately 5,000 tons. $100K The team demonstrated IT improvement savings of more than US$100,000. 90% The team showed how the company could realize an estimated 90 percent reduction in the carbon footprint of its data centers. Just as importantly, a sustainable move to the cloud could enable greater and faster access to data, benefitting people in remote sites and in centralized IT through improved communications. Finally, once migrated to the cloud, the company's sites will be able to more actively manage their energy consumption and contribute to the goals of the business, including operating sustainably, driving digital enablement, and improving the lives of people and communities in which the company operates. © 2024 Accenture. All Rights Reserved. =====================

Excelling at speed in industrial

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/biesse-group-new-revenue-streams ----- A myriad of trends from technology shifts to evolving B2B customer expectations, software-driven product purpose, enhanced services and more are driving companies to embrace continuous reinvention. The time is now to redefine industrial business models. What's trending in industrial Awards and recognition Our leaders Industrial careers Industrial now How to reinvent industrial Segments we support Leader in Innovation Consulting Services Leader in 2022 Gartner® Magic Quadrant™ for SAP S/4HANA® Application Services Leader in Industry 4.0 service provider Jean Cabanes Brian May Taichi Tashiro Matthias Wahrendorff Current Country: United States 81% of time to market reductions can be achieved by using new technologies such as cloud, digital twins and agile engineering 90% of industrial customers see clear benefits in digitized B2B sales processes leading to a potential profitability increase 60% of the revenue of industrial companies will be generated by services in the next five to ten years 75% of industrial CEOs are upskilling their workforce for the future labor market due to the shift to autonomy and electrification Crafting the engineered product of tomorrow– from machinery and industrial equipment to electrical components and beyond. Innovating parts, modules, systems and software for industrial manufacturers and automotive suppliers. Elevating agriculture, mining and construction machinery towards intelligent, connected, autonomous and sustainable equipment. Enhancing connectivity, intelligence and

sustainability in commodities–such as white goods, home appliances and tools–that are used repeatedly over a prolonged period by consumers. Optimizing global supply chains for carriers, integrators, freight forwarders, ports and terminals to deliver integrated transportation services from source to end-customer. Fostering a sustainable and resilient digital future for one of the largest sectors of the world economy–from capital projects and infrastructure, to buildings, production sites and real estate services. Elevating industrial excellence through a comprehensive suite of services–from testing and inspection to facility management and law services and more. We asked Industrial B2B buyers what they really want. Discover what matters most to them and how meeting these demands can elevate your customer interactions and drive business growth. The Industrialist: An interview with Audrey Hazak, SVP Digital Customer Relationship Management at Schneider Electric. A cloud-based, user-friendly, connected-worker solution has made manufacturing safer and more efficient, with people using real-time production information to make faster, more accurate decisions. The Industrialist: An interview with Michael Traub, Chief Executive Officer at STIHL. This year we are showcasing how our end-to-end capabilities and industry expertise help clients digitize the products they make and revolutionize how they make them through the power of cloud, data, and AI/generative AI. The Industrialist: An interview with Dominik Wee, Corporate Vice President, Manufacturing and Mobility at Microsoft. The Industrialist: An interview with Chris Helsel, Senior Vice President, Global Operations and Chief Technology Officer at Goodyear Five imperatives the C-suite must address to reinvent in the age of generative AI. Accenture named a leader in Innovation Consulting Services in analyst report Accenture named a leader in 2022 Gartner® Magic Quadrant™ for SAP S/4HANA® Application Services for the fourth year HFS ranks Accenture the No. 1 Industry 4.0 service provider for the second time in a row Senior Managing Director – Global Industrial Lead Senior Managing Director – Industrial Lead, North America Managing Director – Industrial Lead, Growth Markets Senior Thought Leadership Principal – Accenture Research, Global IIoT and Industrial Research Lead The Industrial sector includes companies that help other businesses in manufacturing, shipping or producing their products. Help them reinvent by embracing continuous change. © 2024 Accenture. All Rights Reserved.
======================

Il Secolo XIX

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/digital/secolo-xix-building-better-journalism-ai ----- Challenge Strategy and solution Transformation Related capabilities Boosting productivity, quality, and accuracy. Changing how quality journalism is written. Growing revenue through subscriptions. Solutions.AI Artificial Intelligence Data-driven Reinvention JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Creating better journalism, faster Best-selling Ligurian daily Il Secolo XIX is not only one of the oldest newspapers in Italy, it's also one of the most forward-thinking, having been pioneers in color printing, integrated newsrooms, multi-channel digital presence, and

social media engagement. But all newspapers face a serious challenge today. Print readerships – and revenues – are contracting amid an explosion in digital sources of news and information. To sustain and grow their loyal readership, Il Secolo XIX wanted to explore new ways to produce cost-effective high-quality journalism with the help of artificial intelligence. The goal: to grow digital traffic, reader loyalty, and company revenues – while maintaining the very highest standards of journalistic excellence. The latest addition – The intelligent assistant We helped Il Secolo XIX embed an AI-powered digital assistant into their newsroom. Using advanced machine learning techniques, we trained algorithms powerful enough to analyze and classify the paper's content in real time. Now, when a journalist starts a story, the assistant continuously checks the text for data consistency, suggested links to other sources, and spelling, as well as ensuring the syntax is suitable for each story. By offering them prompts to other content it thinks will be relevant, whether from previous stories or external resources, the assistant gives journalists a completely new way to check sources, develop background understanding, and add extra content they might have otherwise missed. The result: After just six months, the entire newsroom was using the assistant to increase their productivity, boost the quality and accuracy of their journalism, make new connections between stories, and create rich and consistent digital content. And with this premium content came new opportunities to grow revenues through print and digital subscriptions. Scooping the competition with AI By strengthening Il Secolo XIX's reputation for leading-edge high-quality journalism, the intelligent assistant is helping their journalists build loyalty – and willingness to pay for content – among today's ever more choosy and demanding news audiences. After just six months, the entire newsroom was using the assistant to increase their productivity, boost the quality and accuracy of their journalism, make new connections between stories, and create rich and consistent digital content. And with this premium content comes new opportunities to grow revenues through print and digital subscriptions. It's not just making Il Secolo XIX's journalists' jobs easier – it's changing our core understanding of how quality content gets created. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Reimagining medicine through data-led transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/reimagining-medicine-through-data-led-transformation ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Novartis uses a multi-cloud data analytics platform to optimize operations and accelerate innovation. 5-MINUTE READ For pharmaceutical companies, data is in many ways the lifeblood of the industry. With New Science developments—such as genomics, molecular profiling, biomarkers and patient monitoring devices—more data sets are being generated than ever before. Additionally, new

supply chain security, patient services and marketing capabilities are creating a treasure trove of operational, patient and healthcare practitioner data. All these advances will produce new data streams exponentially larger than what companies are currently dealing with. As they do so, the data's value will exponentially grow. The data-thirsty personalized medicine market alone was valued at $493.1 billion in 2021 and is expected to grow at a 6.2% compound annual growth rate from 2021 to 2028.1 Elizabeth Theophille, Chief Technology Transformation Officer at Novartis and Dr. Petra Jantzer, Senior Managing Director, Global Accenture Partner for Novartis talk about Novartis' Digital Transformation journey and how their Gartner award-winning, multi-cloud platform supports the big data and analytics strategy employed to ultimately Reimagine Medicine. Novartis, an industry pioneer, has embarked on an ambitious transformation to become the leading medicines company powered by data science and digital technologies. It knows data are only as good as the tools used to analyze and exploit them. How could it make data from all the nooks and crannies of the business work to revolutionize operations, drug development and commercialization? How could it be ready for the data-rich demands of personalization and advances in new therapies like cell and gene therapies? Accomplishing these goals was difficult with the company's legacy IT system, data fragmentation and information silos. Novartis required the flexibility and scalability of cloud technology to consolidate data and support dynamic, future-ready technology that help improves collaboration, insights and innovation. An end-to-end data and analytics solution would offer a broader and deeper view of activities to make business and clinical decisions. The insights it yields would help reimagine medical innovation to get patients life-changing therapies, fast and at a lower cost. 1 Grand View Research, "Personalized Medicine Market Size, Share & Trends Analysis Report By Product (Personalized Medical Care, Personalized Nutrition & Wellness, DTC Diagnostics, Telemedicine, Complementary Medicine), And Segment Forecasts, 2021 – 2028," May 2021, Grand View Research website, accessed October 4, 2021. From tech giants to startups and academia, Novartis collaborated with a variety of entities including Accenture on a project with the potential to transform all aspects of the business. We first helped map the stakeholder business value for this journey then created the data and analytics operating model, governance, road map, architecture, centralized data catalogue and platform for a holistic solution that harnesses new technologies like artificial intelligence (AI) and machine learning (ML). Working with Amazon Web Services (AWS) as the primary cloud provider, Novartis also engaged Microsoft Azure to create a multi-cloud platform, complying with the best clinical and pharmaceutical manufacturing practices and offering capabilities across functions. The powerful analytics capabilities enable Novartis to crunch large (and growing) data sets. At launch, approximately 35% of global company data was on the new platform, with the remaining data planned for migration. Teams can also develop use cases for new analytics-related projects to explore and scale across the business. This helps teams experiment with potential analytics use cases to solve business challenges and profit from opportunities. In some cases, we help deliver the use case programs. The platform ingests, unifies and refines more than 9TB of internal and external data from over 80 sources in Development, Commercial, Manufacturing and Quality, and Corporate Business Services at a rate 20% faster than legacy systems. The different

types of data are put into a standardized format, which can then be used by teams from across the company to simplify reporting. Novartis' advanced analytics platform ingests, unifies and refines: 9 terabytes is the amount of internal and external data the platform ingests, unifies and refines. 80 sources in Development, Commercial, Manufacturing and Quality, and Corporate Business Services. 20% faster than legacy systems. Novartis is reinventing its business to drive faster decision-making and bold innovation. Teams now have a smorgasbord of analytics tools, supported by AI and ML, to simplify reporting, augment existing programs with data insights, or create new products and services. "Data democratization" makes insights accessible to relevant users, efficiently balancing ethical, security and regulatory requirements without creating data bottlenecks. Easily interpretable data enable Novartis' global workforce, partners and researchers to maximize collaboration, ingenuity and productivity. Novartis' people and research partners use the new platform to cross-pollinate ideas and develop a library of innovative analytics use cases and data models to be applied across the business. Previously, it took about two weeks to set up a new use case; now it can be done within one day. The use case development time has also accelerated from 10 days to three days. More than 200 use cases are in the pipeline and 36 are under development. Eleven use cases have been rolled out, including DESIRE, a tool for monitoring clinical trial site risk and performance. The benefits go beyond R&D to encompass all aspects of the business. A patient services use case, for instance, is helping Novartis mine call center feedback to improve marketing reach and campaigns. Novartis has sparked a digital revolution within its business to support data-driven decision making, predict future trends, optimize operations and spur growth. As data from new sciences and medical technologies grow, Novartis has powerful tools to accelerate drug launches —and improve patient outcomes. Use cases for new analytics-related projects that Novartis can explore and scale to solve business challenges and exploit opportunities: 200+ from across Novartis in pipeline 36 in-flight 11 up and running 3 days to development 1 day to set up This solution has drastically transformed our business. Loic Giraud / CoE Lead Business Analytics – Novartis © 2024 Accenture. All Rights Reserved.
=======================

Data-driven operations improve cash flow by $300M

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/real-time-insights ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities The value multiplier Order to cash Source-to-pay Intelligent finance operations Procurement BPS CFO & enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A global insurance firm had strengthened and expanded its services in 140 markets through mergers and acquisitions. But over time, finance and procurement operations had become inefficient and cumbersome. Processes in both areas weren't integrated and legacy systems didn't communicate with one another, making

it difficult to collect payments, manage vendors, track spending, control costs—ultimately inhibiting growth. A new Chief Financial Officer (CFO) had a bold plan: to build future-ready business operations that would drive efficiencies and provide the business with real-time insights and agility to drive growth. Based on his experience, he knew that digital, data-driven finance and procurement would improve decision-making and help employees not only work smarter and faster, but also better serve clients. Additionally, this approach would unlock new paths to long-term growth and create shareholder value. Using Accenture's SynOps platform, the insurer created data-driven operations for finance and procurement that connects intelligent technologies, talent, and data and analytics to drive business value and growth. Using data and analytics, the team addressed billing and collections inefficiencies. New processes and intelligent insights helped confirm policy coverage earlier and revealed how a billing schedule could be modified to collect payments earlier and faster—giving finance more time to spend processing invoices and collecting late payments. The procurement function leveraged an intelligent, data-driven operating model, i.e. closed loop spend management model, to help manage the source-to-pay lifecycle. They introduced analytics to establish a new purchasing policy, streamlined category management processes and launched three new tools to help drive performance improvements. By transforming finance and procurement operations to be data-driven, automated and digital, the insurer's employees can work smarter, scale faster and be more productive. Within one year the team: $300M Reduced days sales outstanding (DSO)—clearing $19M in aged intercompany receivables, eliminating $100M in debt and improving cash flow by $300M. 99% Improved the accuracy of on-time vendor payments by 99% (up from 77%). $13.5M Saved $13.5M and is on track to achieve $50M in savings over the next 5 years. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.

======================

Empowering employees to experiment and grow

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/empowering-employees-experiment-grow ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY How culture change and training initiatives have helped insurance company UNIQA start a movement. 5-MINUTE READ Accelerating a culture change UNIQA Insurance Group, established in 1811 and one of the largest insurance companies in Central and Eastern Europe today, knew that attracting and retaining top talent was a critical step to becoming a market-leading service provider. The company wanted to enable its people to react quickly, learn from mistakes and collaborate beyond conventional boundaries. To do this, UNIQA established a Culture Office to lead internal cultural change. Using its UNIQA 3.0 strategy as a base, the company prioritized four guiding principles in its transformation: customer, ownership, community and simplicity. Sparking new beliefs with stories

UNIQA and Accenture developed an unconventional approach to encourage employees to try new things and learn from failure. The Culture Office began piloting culture-change initiatives in which employees could address and solve everyday challenges through storytelling and small experiments. A "Train the Trainer" program built the capability and confidence of employees to train others. Participants then led 15 cohorts of up to 12 experiment leads to kick-start their own experimentation and storytelling journeys with their teams. These "micro" experiments—which would eventually number in the hundreds, if not thousands—then laddered up to cultural change in service of UNIQA's strategic ambitions. As we spoke to potential partners to help us on our culture journey, Accenture's capabilities to create an innovative approach to culture transformation truly stood out. Jacqueline Go / Head of UNIQA's Culture Office The art and impact of storytelling In mere months, the initiatives had a positive impact on UNIQA's culture. Participants designed and tested more than 150 behavioral experiments, while UNIQA's people conducted over 3,000 hours of coaching and workshops during which experiment leads received intensive training to ultimately empower colleagues. Based on the encouraging feedback from participants, the Culture Office plans to conduct additional training sessions to accredit more leaders. Employees are now better equipped to face everyday challenges, take ownership and collaborate. Using the art of storytelling, employees share with their colleagues their experiences of risk-taking and innovation—to turn culture change into a real movement. We were energized about the prospect of doing something different. Jacqueline Go / Head of UNIQA's Culture Office © 2024 Accenture. All Rights Reserved.
========================

Sustainability drives automotive market cap

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/volkswagen-sustainability-drives-market-cap ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY How Volkswagen is driving clarity and confidence in their sustainability strategy. 3-Minute read Having a bold Environmental, Social and Governance (ESG) strategy matters to investors, employees and the public—but not if they don't understand it. Despite having launched the most ambitious decarbonization and digitalization initiative in automotive history, the Volkswagen Group (VW), the world's largest automaker by volume, had a market cap well below that of its rivals. VW realized they needed to better articulate their ESG strategy. To address this, the auto major wanted to implement a more cohesive sustainability narrative—from environmental to diversity to human rights and resource efficiency—that would resonate with its culture and its individual brands. VW also wanted to sharpen its overall ESG focus, defining the initiatives, responsibilities and KPIs that would make sustainability synonymous with the corporate strategy. Achieving this would clarify its sustainability strategy —to become an emission-free, digitally-connected leader in mobility—and drive greater awareness among stakeholders, including the investment

community. Accenture broke the project into three phases. Phase one involved determining where VW stood in relation to its peers. Since investors trust S-Ray, a machine learning platform that generates ESG ratings of companies based on millions of data points for over 7,000 listed companies, the team identified the data needed to generate an S-Ray score and ESG rating in line with VW's industry-leading efforts. Next, the team conducted C-level workshops to develop support for the company's ESG vision, emphasizing decarbonization, circular business models, workforce transformation and human rights in supply chain. The third phase saw the team help articulate VW's ESG narrative, which included key initiatives, responsibilities, KPIs and a plan to communicate all the company's efforts. In six months, the team consolidated VW's ESG narrative from 18 sustainability topics to just four major topics, with easily understandable ambitions and KPIs for each area so the company can measure its progress more efficiently. Targets were set in areas such as decarbonization, circular economy, human rights in business and workforce transformation. With ESG objectives woven into its operational and functional processes, there's now a clear connection between VW's S-Ray score and the overall corporate strategy, integrating the NEW AUTO plan to pivot VW to a global software-driven mobility provider that powers the future of EVs and fully networked transportation. Customers are already on board—in December 2020 VW's electric ID.3 was the second best-selling car in Europe and by 2021, the Volkswagen Group was being seen as the market leader in e-mobility. With ESG analysis and real-world ESG performance becoming clearer, VW is able to accelerate its sustainability strategy. Its overall growth ambitions are reflected in its market cap rise, which is becoming consistent with that of other global enterprises. VW's roadmap is set for further growth as investors look to make smarter bets on how we'll all get where we want to go—together, and for the planet.
=======================

Sustainable air travel takes flight

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/sustainable-air-travel ----- Call for change When tech meets human ingenuity A valuable difference Greener skies on the horizon Current Country: United States CASE STUDY Shell, AMEX GBT, EWF and Accenture create new green fuel platform. 3-minute read As the world moves towards net zero, the aviation industry is under pressure to accelerate its decarbonisation efforts. Many commercial airlines are looking to reduce carbon emissions with sustainable aviation fuel (SAF), which can be used in today's airplanes without any modifications. Though these fuels can reduce lifecycle emissions by up to 80% when used neat, they are more expensive to produce and the feedstock needed for production is in short supply. For potential producers, the current landscape of fragmented and unclear demand is preventing the investment into SAF production that is required to drive down cost and enable increased supply. However, companies with high business travel are increasingly looking for solutions to credibly reduce their emissions in their efforts to become a more sustainable business for their customers and investors. The Avelia platform has been developed &

launched with an overall goal to provide the corporate travel industry with a way to authenticate, record and report the emissions reduction benefits of SAF, regardless of where in the world the SAF is used to fuel a flight. Avelia was launched in June 2022 and is now processing lie transactions. It is one of the world's first blockchain-powered digital sustainable aviation fuel (SAF) book-and-claim solutions for business travel. To create Avelia, a global, cross-function team from Accenture, Shell and the Energy Web Foundation worked closely together. Accenture groups helped design, build and implement the blockchain component of the platform. Avelia uses blockchain for transparent tracking of the different environmental attributes SAF delivers for the aviation fueling network. At launch, Avelia became the largest SAF book-and-claim platform, offering around 1 million gallons of SAF. That's enough to power almost *15,000 individual business traveler flights from London to New York. The platform has successfully demonstrated the credibility of the book-and-claim model and the use of blockchain to ensure secured allocation of SAF's environmental advantages to companies and airlines. Now, with Avelia, airlines and business customers can simultaneously reduce emissions while ensuring transparency and accountability by avoiding issues such as double counting. Alongside Avelia, Shell is continuing to make significant investments in the production and supply of SAF and has an ambition that SAF will account for 10% of its total aviation fuel sales by 2030. The demand signals driven by Avelia will help to reinforce this investment and can provide confidence to look at the scaling of supply further. Thus Avelia may be key to helping airlines fulfill their commitment to achieve net-zero emissions by 2050—making our view from above all the more enjoyable. © 2024 Accenture. All Rights Reserved. =======================

Tullow Oil's journey to cloud SAP

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/tullow-cloud-sap-journey ----- Challenge Strategy and Solution Transformation Related capabilities Tullow Oil's Journey to Cloud SAP Cost control and resiliency Agility and scalability Transformation and innovation Agility Risk Management Future Innovation Accenture and SAP in oil and gas Accenture and Avanade solutions Upstream Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Tullow Oil sought a fast, flexible and resilient infrastructure platform for their SAP landscape that would allow them to control costs and mitigate risks around disaster recovery. Together, Tullow Oil, Accenture and Avanade executed a seamless SAP and OpenText migration to Microsoft Public Cloud. The project team provided end-to-end support, from infrastructure design through detailed testing and cutover. Accenture's video shows how migrating SAP to the public cloud helped Tullow Oil achieve cost flexibility, agility, risk mitigation and a platform for future innovation. See more. Accenture suggested examining a cloud strategy for hosting Tullow Oil's SAP and OpenText document management systems. The significant benefits possible through a migration to public cloud included: Greater cost flexibility and visibility, as well as enhanced resiliency. The adoption of an agile and scalable solution that would be able to flex according to Tullow

Oil's requirements. A platform for future digital transformation and innovation. Tullow Oil is positioned for future transformation and innovation through a resilient, flexible platform. In addition to cost flexibility, the deployment and the design of the cloud operating model and future-state architecture have enabled: Agility with flexible, fast infrastructure for quicker responsiveness to global requests, and ability to tune cloud consumption down. Improved mitigation of risks around disaster recovery and business continuity, enhanced availability and resilience of critical SAP systems. The ability to fully leverage the Microsoft ecosystem—including Office 365, Power BI, and Cortana Intelligence Solutions—with the SAP landscape. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Swisscom paves the way for future growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/swisscom-paves-way-future-growth ----- Modern, efficient systems in action Measuring success Significant cost savings achieved MEET THE TEAM Current Country: United States CASE STUDY Swisscom A leading telco pioneers a much-needed CRM system transformation. 5-minute read When Swisscom, Switzerland's leading telecommunications, IT and entertainment firm, faced challenges to its legacy software infrastructure, the company took decisive action to find solutions. At the heart of Swisscom is a Siebel customer relationship management (CRM) system that needed modernization. While the system had received significant investment and optimization for more than 20 years, a digital transformation was in order. Given its industry-leading reputation, it was essential for Swisscom to quickly modernize the very system that impacts every customer in its network and manages all interactions. But how does a company accomplish this without downtime while retaining its top reputation for customer service? The company chose Accenture to work with ecosystem partner Oracle to successfully achieve this goal. And the results have been remarkable. With the Oracle Siebel CRM upgrade, Swisscom can address the most complex business processes across a wide range of industries: sales, marketing and customer service. ↓ 23% TCO With a successful transformation journey, Swisscom realized a 23% reduction in total cost of ownership (TCO), resulting in significant cost savings. And that's not all. Increased collaboration opportunities with a leaner, more adaptable workforce and modern systems operations also contribute to Swisscom's primary transformation goal: to better serve customers and expand its business portfolio into new ventures beyond telecommunications. Innovation and partnership are the secret ingredients that truly make a difference in delivering exceptional customer service and operational cost savings. Michael Ludwig / Solution Train Engineer & VP of Engineering for B2B – Swisscom, Switzerland By modernizing the Siebel system, Swisscom can expand its lead in the telecommunications industry. Agile ways of working jointly among business partners allow for diverse talents to

contribute from various locations—onshore, nearshore, offshore and elsewhere—in an advanced way to engage talent to meet opportunity. With modern systems integrated, Swisscom can identify and retrieve data from previous customers in high speed, streamlining the system to make it more efficient and reliable for new and existing customers. Agility gains will improve time-to-market for new products and services. Increased speed-to-market solutions also provide greater flexibility for Swisscom, as it aims to embrace emerging technologies like generative AI and capitalize on their potential for growth in new and innovative areas. Together, Accenture helped upgrade Swisscom's infrastructure and integrated multiple platforms, strengthening the company's position in a competitive industry. The new scalable systems are flexible enough to support Swisscom's reinvention in the future and its focus on a more customer-centric approach to providing reliable telecommunications services. Swisscom measures success with sophisticated hard and soft key performance indicators, including cost, attrition and defects in production. Adjustments are made against established benchmarks to promote accountability and achieve efficiency and excellence during the project. Soft Key Performance Indicators (KPIs), such as the reskilling effort, are measured along the way. Early in the engagement, Swisscom has already measured significant reductions in service incidents and fewer product defects. Digital transformation brings renewed efficiency and opportunities to Swisscom and its customers. With trusted and creative management support from Accenture, Swisscom is expanding its product portfolio on the back of this modern infrastructure in a proactive way to further strengthen the company in the telecommunications industry and beyond. A fully integrated system helps our customers and our company thrive in a competitive marketplace. Michael Ludwig / Solution Train Engineer & VP of Engineering for B2B – Swisscom, Switzerland Stephan Schneider Managing Director – Communications, Media and Technology Lead for Switzerland Jérémie Wehren Senior Manager – Communication, Media and Technology – Switzerland Laura Rezzoli Senior Manager – Communication, Media and Technology, Switzerland © 2024 Accenture. All Rights Reserved. =======================

Scaling contact tracing to keep employees safe

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/nasa-contact-tracing ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY NASA deploys a modern unified application for COVID contact tracing, enabling thousands of employees and contractors to return to work safely. 5-MINUTE READ The National Aeronautics and Space Administration (NASA) is responsible for civilian space programs and aeronautics and space research. NASA's vision is to discover and expand knowledge for the benefit of humanity. Following the successful launch of a Mars rover and safely bringing home astronauts from low-Earth orbit aboard a new commercial spacecraft, NASA has been focused on its Artemis

program—to send the first woman and next man to the Moon by 2024, establish sustainable exploration of the Moon, and to use what is learned on and around the Moon to send astronauts to Mars. The agency plans to enable NASA to safely return over 60,000 contractor employees and almost 20 thousand civil service employees by tracking via a modern unified application. In response to COVID-19, NASA announced mandatory telework for all personnel except for employees required for mission-essential work, and developed policies pertaining to the CDC, federal, state, and local guidance to monitor its workforce. While personnel were taking extra precautions, agency leadership continued to develop and implement policies and procedures to enhance safety in the workplace. As employees began to return to the space centers for work, the space center developed and implemented policies and procedures for workforce contact tracing manually via paper and spreadsheets depending on center. However, with these processes, agency leaders observed a lack of consistency and scalability, posing potential risks for employees. They investigated options for a digital contact tracing solution with a robust framework for all centers to adopt and pursued an Accenture solution powered by Salesforce that could be built and deployed quickly. Accenture had previously enabled State and Local governments to react fast and effectively to COVID-19 by rolling out Salesforce Contact Tracing applications. Accenture's Salesforce, telephony and analytics expertise led to technical solution launch for a US state within just nine days, followed by a ramp up of 200 volunteer contact tracers within the first three weeks, and another 1,000 tracers the following week. With this success, the NASA solution leveraged a pre-packaged asset to accelerate delivery of a unified solution. Contact Tracing Capabilities Accenture's contact tracing solution enables data collection with guided scripts and customized workflows and rules by locality to provide the following capabilities for NASA: The solution integrates activities between the NASA chief medical office, clinical doctors, the CIO, and Security teams into one digital platform, complying with all labor relation and privacy laws to protect HIPAA, PII, and employee rights. Accenture developed a solution tailored to NASA Medical Staff's unique needs and worked alongside all 14 NASA clinic locations to ensure a successful go-live. With Accenture's speedy and scalable solution, NASA is using the Salesforce platform to bring employees back to the workplace safely while progressing on its mission. Accenture provided NASA visibility throughout the design and build process, proactively adjusting the application to meet users' needs. The outcomes delivered from this effort include: NASA can safely and securely limit the spread of disease with this solution and continue to expand it to integrate with access management and HR systems as well as smart devices for enhanced intelligent contact tracing. The NASA Contact Tracking and Tracing application is available for download by appropriate federal agencies through GSA. © 2024 Accenture. All Rights Reserved.
=======================

Connectivity for all

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/nonprofit-connectivity ----- Call for change When tech

People everywhere in the US need access to reliable, affordable, and high-speed internet. Not only is it essential for those trying to do their jobs (or look for work), it is also key to participating equally in remote learning when schools close in response to local COVID-19 infections. High-speed internet is critical for individuals to participate in today's hyperconnected economy—and to close the digital divide for everyone. One federal nonprofit is responsible for administering billions of dollars in funds annually across multiple national programs—one of which is focused on providing more affordable access to broadband and voice services for more than 10 million low-income families through subsidies to their telecommunications providers. But it isn't necessarily easy for families to access this assistance. An approach was needed that could securely leverage an applicant's eligibility status in other state and federal government systems, and to help qualify applicants for enrollment in this program. Doing so would help ease the burden for those in need rather than create duplicative, sometimes confusing, application tasks. Accenture Federal Services (Accenture) was asked to help the nonprofit implement a new, secure, user-centered eligibility verification platform (EVP). Not only would this better serve applicants, but also the private-sector telecommunications companies that provide the actual connectivity services to those applicants. Thus began a four-year partnership to make it easier for everyone to access high-speed internet and close the digital divide. The Accenture team developed the blueprints for the EVP as a unified system for determining eligibility for the nonprofit's program. The EVP would determine whether an individual is already approved for certain state or federally run benefits programs, such as Supplemental Nutrition Assistance Program or Medicaid, and use that information to help determine eligibility. Accenture used an agile process, meaning it was constantly discovering, evaluating, prioritizing, building, operating, analyzing—and repeating. This allowed the team to rapidly innovate in response to new demands. Accenture also leveraged Development, Security and Operations (DevSecOps) principles to deliver greater automation, repeatability, agility, and security across the entire project lifecycle. As a result, Accenture was uniquely equipped to improve two key elements of the EVP: the portal and the eligibility integration engine. The portal was built using ServiceNow©, a leading, cloud-based Digital Platform that accelerates digital transformations for its applicants. This would serve as the main interface for millions of applicants and telecom service provider employees. It allows applicants and telecom employees to submit applications where automated validations make an initial status decision. When a status cannot be determined via automated means, consumers and telecom employees can submit supporting documentation through the portal to a Business Process Operations (BPO) group, which is tasked with supporting applicants. In other words, applicants looking to sign up for the connectivity services would no longer need to access multiple systems to verify their eligibility. Instead, they could easily submit their information through a single portal—one that is connected to several other databases—and receive assistance from someone at the BPO should they encounter issues completing their applications. The eligibility integration engine was built within the Accenture Insights Platform for Government (AIP.IQ), a solution that brings

together industry-leading analytics technology and proven best practices as a cloud-managed service. From Amazon Web Services to Microsoft Azure to Oracle Cloud Platform, the AIP.IQ offers government agencies access to a suite of capabilities that range from pre-integrated data management all the way to collaboration and visualization tools. The engine uses a complex combination of data structures and interface frameworks to validate a consumer's eligibility. It does this by accessing external federal and state eligibility systems, as well as internal applications, to render an automated decision on the consumer's eligibility. Put simply, the engine is what makes the portal run smoothly for end-users. By connecting multiple databases, the engine can quickly and efficiently determine if an applicant meets certain criteria and approve them on the spot. Accenture rapidly delivered the first release of the EVP in June 2018, combining its infrastructure and data and analytics platform with the ServiceNow platform. Thanks to the solution being in the cloud, Accenture was able to rapidly mobilize and cut years off the project timeline, providing a highly scalable and secure technical platform. Using DevSecOps and Agile principles, Accenture provided ongoing value to the nonprofit's stakeholders by rapidly developing and deploying 12+ major releases after the success of the initial EVP. Each one consistently honed the digital experience to ease the burden on applicants and business partners. On top of that, each rollout optimized the program's integrity and the quality of customer support as services were being delivered rapidly across the U.S. Through Accenture's ability to quickly scale to meet its client's needs, and the team's agile development processes, the EVP has been able to expand to support additional verification programs for the federal nonprofit agency. In May 2021, the EVP added support for a new, congressionally appropriated broadband fund within three months of project commencement. The EVP supported eligibility checks for over 2.4 million users for the new program within the first two weeks of launch, providing valuable benefits to those impacted by the COVID-19 pandemic. In addition to checking federal databases, the EVP also checks state eligibility databases for residents in 56 states and territories—with automates connections to 19 states and two federal data sources. These integrations enable real-time consumer verifications, increase the deterrence of fraudulent activities and provide a modern, streamlined user experience. Accenture has also developed capabilities to support the nonprofit's third-party BPO provider—deploying capabilities for its 1,000+ BPO staff to process more than: 4M Eligibility applications 3M Mailed outreach letters 3.5M Customer contacts Looking ahead, Accenture plans to continue to enhance the consumer experience and support the nonprofit in training end users. On top of that, Accenture plans to add additional state and federal connections—all while promoting the program to every eligible American. How's that for liberty and high-speed internet for all? Enable exceptional service delivery and experiences that citizens love. Together we support the military community, veterans and their families. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Reset Retail responsibly

Now is the time to responsibly reset, which means better serving the needs of customers, employees and the communities where they live and work. The challenge is to leverage both digital and physical retail experiences to meet new demands—without compromising results. How to reinvent retail What's trending in retail Partners in change Our extended partner ecosystem Awards and recognition Our leaders Retail careers Retail now Empower your frontline workforce for enhanced customer engagement. Empower your frontline workforce for enhanced customer engagement. Enhance profitability and market position by embedding sustainability Enhance profitability and market position by embedding sustainability Prepare your data for the new generative AI era Prepare your data for the new generative AI era Transform operations to create seamless customer experiences in retail Transform operations to create seamless customer experiences in retail Eliminate repetitive tasks to boost efficiency and employee focus. Eliminate repetitive tasks to boost efficiency and employee focus. Bridge digital and physical retail for stronger customer connections. Bridge digital and physical retail for stronger customer connections. Segments we support Microsoft 2024 Global Retail & Consumer Goods Partner of the Year A Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024 A Leader for supply chain transformation services for Retail and CPG Leader in IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assessment Jill Standish Brooks Kitchel Laurent Thoumine Lori Zumwinkle Innovate to shape a new retail culture—both physical and digital experiences—where companies can adapt as fast as consumer preferences change. Current Country: United States 46% of tasks undertaken by retail workers could be automated or augmented by large language models 56% of global consumers worry about their country's economy 41% of high-income consumers plan to increase spend on 'health and fitness' 8/10 consumers say that inflation and the rising cost of living are their top economic concerns Delivering aspirational, immersive experiences in-store and online to a discerning luxury goods clientele. Staying competitive in a fast-changing food, beverage and personal goods marketplace while meeting increased customer expectations for quality, convenience, and value. Enabling a one-stop shopping experience for consumers by offering a broad selection of products in various categories under one – physical or digital – roof. Providing customers, including DIY enthusiasts and professional contractors, with the products and services needed to improve, renovate, or maintain their homes and properties. Connecting healthcare and retail by providing essential pharmaceutical, personal care, and health and wellness products all in one place. Creating a comprehensive and convenient shopping experience that includes fast food options, essential everyday items, and fuel for vehicles, often in one integrated location. Offering tech-savvy consumers the latest technology and electronic gadgets, along with knowledgeable staff who can assist with product information and technical advice. Enabling cost-conscious shopping by providing overstocked or discontinued brand-name merchandise at lower prices. Catering to niche markets by selling a specific category of products,

along with a unique and innovative customer experience. Accenture's 18th Annual Holiday Shopping Survey reveals the consumer trends of 2024 shaping this year's holiday shopping and gifting trends. The luxury market is changing. Brand desirability and consumer needs are evolving rapidly. While the majority of brands struggle to stay competitive, a few are reinventing for success. Here's what they're doing differently. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Feeling overwhelmed by grocery shopping? You're not alone. 41% find decision-making harder now. Discover how self-service kiosks and smart apps make shopping faster and more efficient. French DIY retailer Bricorama's generative AI platform pAInt provides customers with expert advice that makes painting projects simpler and more fun. The generative AI revolution is transforming retail, enhancing customer and employee experiences, and offering growth and efficiency opportunities. Retailers must act now to capitalize. A cutting-edge, modular platform enables the luxury fashion company to adapt to the rapidly evolving commerce landscape. Sustainability is evolving beyond impact measurement and disclosure into a core business imperative. The 2024 playbook empowers business leaders across the fashion value chain to integrate sustainability into core operations. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. The largest global Microsoft practice. Eighteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Unleash empowering human-centric design and Google's innovative tech. The winning combination for unlocking your cloud potential. Reimagining human experiences that reignite growth and accelerate the path to value. Accenture and Avanade have been named the 2024 Microsoft Global SI Partner of the Year in Retail & Consumer Goods. Accenture has been named as a Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. Accenture is named a Leader for supply chain transformation services for Retail and CPG Peak Matrix ® Assessment 2023. Accenture is named a Leader in the IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assesment. Senior Managing Director – Global Lead, Retail Senior Managing Director – Accenture Strategy, Retail Senior Managing Director – Retail Lead, EMEA Senior Managing Director – Retail Lead, North America © 2024 Accenture. All Rights Reserved. =====================

A single point of contact for fast, accurate answers

Call for change When tech meets human ingenuity A valuable difference JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A Customer-Focused Mindset The U.S. Department of Agriculture (USDA) is entrusted with helping agricultural producers nourish people here and around the world, conserving our Nation's natural resources, and providing opportunities for

rural communities to thrive. USDA's customers include people in rural communities, consumers with general questions about topics like food safety, agricultural producers like farmers and ranchers, commercial food and beverage producers, and regulators. Being responsive to such a diverse group requires timely, consistent answers to a wide range of questions, simplifying the customer experience and allowing customers to choose their preferred communication method. To serve these diverse stakeholders, the agency has embraced a data-driven, customer-centric approach designed to make it easier than ever for people to interact with the agency and ensure their needs are quickly met. USDA had previously established a number of contact centers to help customers access information on a variety of USDA-related subjects. However, these Contact Centers were often siloed with limited service channel offerings spanning several agencies and programs, were not integrated, and their underlying technologies and knowledge bases were often disconnected. Knowing that customers today are accustomed to getting answers in various ways — including email correspondence or live chat — USDA was looking for a solution that would integrate the different communication channels into a single user experience. They also sought a better understanding of customer behavior and wanted robust analytics to track metrics tied to improved customer experience. Building a connected customer experience Mindful of their mission to make it easier than ever for customers to interact with the department, USDA partnered with Accenture Federal Services (Accenture) on the AskUSDA project. The goal was to create an online customer portal, or "single front door," through which customers would interact with the agency online to get fast, accurate answers to their questions. USDA wanted to improve the customer experience by giving them a choice in obtaining information through their preferred channel or method, be it a phone call, live chat, or expanded self-help options, such as email correspondence, knowledge articles, or webforms. In creating AskUSDA, Accenture developed a best-in-class integrated contact center solution with centralized knowledge management, standardized operating procedures, surveys, and detailed reporting to enable data-driven decision making. This required consolidating customer support from 15 disparate contact centers supporting 22 departmental program or mission areas into a single communications channel, Ask.USDA.gov, that could provide standard, consistent responses for both Tier 0 and Tier 1 inquiries. This allowed Specialized Tier 2 Contact Centers to focus their time and attention on more complex requests requiring a more personalized or detailed response. By breaking down customer service siloes across the department, Accenture provided access to more comprehensive analytics and visualization tools for data-driven insights. Accenture built AskUSDA on a Salesforce Service Cloud Customer Relationship Management solution. The team implemented the platform's Interactive Voice Response and Computer Technology Integration connector technologies and Customer Survey solutions to handle Tier 0, Tier 1, and Tier 2 inquiries and collect customer feedback on those experiences. These combined capabilities enabled customers to receive answers to common questions through a streamlined omnichannel solution (phone, live chat, email correspondence, form requests) that contains thousands of knowledge articles. Striving to provide superior customer service is a critical element of USDA's culture. To that end, Accenture worked closely with USDA to design, build, and deliver the initial Tier 0/Tier 1 contact center solution and to

seamlessly transition the day-to-day maintenance and operations of certain components to USDA's in-house IT teams. Accenture also worked with newly onboarded contact centers to ensure successful adoption of the AskUSDA solution by providing instructor-led training sessions, user guides, and other change management activities. Faster, better Service AskUSDA now offers a centralized knowledge base that provides consistent, up-to-date information for all of USDA's customer service channels, including self-service. With AskUSDA, customers can access a variety of information, from how long eggs will stay fresh when left outside the refrigerator to how to apply for a farm loan with USDA's Farm Service Agency. In customer surveys, AskUSDA.com received high ratings for overall satisfaction as well as the relevance and usefulness of knowledge articles accessible on the site. USDA now resolves customer inquiries much more efficiently. After deploying AskUSDA, the department significantly improved first-contact resolution for calls, email inquiries, web form inquiries, and live chat inquiries. Further, USDA customers making telephone inquiries no longer must call different specialized call centers; all they have to do is call AskUSDA. During the first 12 months after launch, AskUSDA deflected thousands of calls from specialized call centers and decreased response times for customer inquiries across all channels. This performance exceeded expectations and industry benchmarks. With 5,400 articles and more being added as programs are added or expanded, AskUSDA's centralized knowledge database offers an easy self-service portal for customers, receiving more than 1.1 million article- page views since launch. Finally, with robust customer analytics supporting AskUSDA, such as enhanced Cisco/IVR reporting metrics and custom Einstein Analytics and Tableau dashboards, the agency has the deep insights to continuously improve the customer experience, staying true to its goal of being unrelentingly customer-focused. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

USDA seeds of success

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/usda-seeds-success ----- Call for change When tech meets human ingenuity Farmers.gov A valuable difference JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The vital programs that it offers, including crop insurance services, conservation programs, technical assistance, and commodity, lending and disaster relief programs, help make farming sustainable by mitigating many risks. Supporting this community are roughly 100,000 employees spanning more than 4,500 locations. While these services were incredibly important to farmers and other producers, program information was often hard to access, spread over multiple websites or not even accessible online. This required farmers to either fax written forms or travel significant distances to USDA field offices to manage their farms and ranches. The Farm Production and Conservation (FPAC) mission area, USDA's focal point for agricultural producers, was established to provide an integrated, comprehensive and modern approach to serving this community. It recognized the need to

improve the process and the customer experience—from reducing duplication to increasing consistency. FPAC sought to unify processes for application submissions and provide streamlined program support and customer management. As such, the secretary sought a one-stop shop where farmers, ranchers and producers could fill out forms, check loan balance and status, apply for disaster assistance and find the most convenient USDA office locations. USDA said it was seeking a solution "built around the needs of customers, with farmer-focused content, interactive tools, and a business data dashboard that allows producers more time to focus on their farm and less time filling out antiquated and time-intensive paper forms." Farmers.gov is built around the needs of customers, with farmer-focused content, interactive tools, and a business data dashboard that allows producers more time to focus on their farm and less time filling out antiquated paper forms. Working closely with the USDA's team, we set out to make producers' experiences more integrated and human-focused. We traveled to USDA field-offices and farms across the country to analyze the customer experience from every angle. The team then applied its insights to help consolidate seven existing digital platforms and 150 federal Web resources into farmers.gov, and integrated, mobile-friendly, interactive portal. Among its many goals, the farmers.gov program was designed for speed, agility and responsiveness. We set out to design a dynamic transactional portal with core capabilities—targeted, timely, meaningful and inclusive with immediate value to customers and employees. This included a series of digital features that have provided great value for producers and employees alike, including: Accessing and viewing loan status and history, anywhere, anytime Applying for disaster recovery programs Receiving economic relief Having 24/7 access to conservation information and services Piloting employee-proctored digital geospatial acreage reporting Accessing electronic signature capabilities from home Our team used a number of human-centered design (HCD) and service design practices, many adapted for government within the Accenture Federal Digital Studio, to create these services. We conducted workshops with employees and end-users, enabling the team to develop user experiences and service blueprints with a more instinctive and cohesive flow. The team ultimately created two primary customer journeys with more than 20 user flows and 65 application screens to guide users intuitively through a number of diverse tasks. 20 Userflows 65 Application Screens Farmers.gov was developed on the Salesforce cloud-based platform. This allowed the team to leverage a number of integrated customer engagement and user authentication tools to meet the unique needs of every farmer. As an early example, before the launch of farmers.gov, the USDA's loan process was time-consuming and cumbersome. Previously, when farmers or ranchers received federal loans from USDA, they were unable to view their loan balances or payment histories online. This meant customers had to go through a largely manual update process by phone, mail and email, causing information delays and straining the bandwidth of field office employees. It also facilitated an agile, iterative development process where new features and capabilities could be delivered as they were developed to maximize value. Working with GSA's Customer Experience Center of Excellence, we identified the features and capabilities most important to farmers and loan officers alike. We then developed a series of concepts, wireframes and prototypes that we iteratively refined with FPAC executives to best meet these needs. The initial applications were then implemented within a matter

of weeks for customers to view their loan data. It provided quick, easy and real-time access to loan payment history and balance information and tax documentation, significantly improving the FPAC customer and employee experience. To further accelerate development of farmers.gov while maintaining consistent quality, Accenture also helped USDA stand up the Scaled Agile Framework (SAFe) to manage a continuous backlog of features and implemented a DevSecOps pipeline to quickly prototype and test new features. The development of farmers.gov has been a journey and a deep learning experience—for designers, developers, employees and users. The use of HCD design in particular was critical to explore, imagine, design, develop and promote compelling digital experiences. Accenture worked closely with USDA to design services, systems and experiences around the needs, challenges and business objectives of customers, including employees, producers and stakeholders. This human-centered approach accelerated and broadens adoption of the new processes and user interface, speeds time to value, and has led to sustainable, customer-centered transformation. To better serve America's farmers, ranchers, and foresters, FPAC is building a dynamic, online customer-driven website—farmers.gov—that delivers the information, tools, and first-hand advice built around the needs of the people who grow our food, fiber, flora, and fuel. This human-centered focus combined with SAFe, has helped enable a more responsive, agile approach. As a result, FPAC has been able to respond quickly to a series of potential disasters facing the agricultural sector. For example, the Market Facilitation Program and Wildfire and Hurricane Indemnity Program Plus provide billions in economic relief. While they had complex eligibility requirements, the team was able to quickly develop and deploy new applications that seamlessly enrolled eligible farmers into the programs, enabling automated payments and ensuring the success of each program. In addition, these applications add value to the employees by allowing them to operate without paper folders, working more efficiently with adequate connection speeds, finding the information they need quickly, spending less time on data entry, eliminating the swivel chair between disparate systems, and completing applications on behalf of producers more efficiently. USDA continues to enhance farmers.gov with new features, such as adding new programs focused on seafood producers. Farmers.gov delivers farmer-focused features through an agile, iterative process to deliver the greatest immediate value to America's agricultural producers—helping farmers and ranchers do right, and feed everyone. Farmers.gov has successfully brought widespread value to USDA business functions and customers. More than $15.5 billion in distributed funding Designed for farmer needs first, the site has had more than 6.5 million customer page views. Additionally, as of Q4 FY20, farmers.gov has been responsible for: $15B More than $15.5 billion in distributed funding 4.6M More than 4.6 million customer interactions Farmers.gov continues to grow and evolve as well. Over a three-year period, the team successfully delivered more than 200 new features within 14 major releases and seven digital products. Farmers.gov and the team that supports it have been recognized by USDA leadership and external organizations for its cross-cutting tools and delivery methods such as human-centered design, which have completely shifted the customer experience and set a new standard for federal websites. In 2019, the website's View Loans feature received the FSA Administrator's Award for Service to Agriculture. Additionally, farmers.gov leadership was recognized in 2020 with a Service

to the Citizen award. Farmers.gov is expected to dramatically reduce the time spent on low value processes and save hundreds of thousands of hours in producer travel to local USDA offices, millions of hours of employee work time, and millions of dollars in paper storage. This shifts employee and customer conversations entirely to high-value topics like program enrollment options, answering complex questions and creating plans that best support the producer. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Modernizing delivery of financial aid

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/modernizing-financial-aid ----- When tech meets human ingenuity Managing the risk of retiring 3 million lines of code Modernization roadmap Realizing outcomes in the cloud A DevSecOps foundation A valuable difference JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Common Origination and Disbursement (COD) is a suite of applications used by the U.S. Department of Education's Office of Federal Student Aid (FSA). COD processes federal financial aid for those seeking to pursue postsecondary education in the United States, and for U.S. based people attending universities and colleges abroad. To enable cost savings, improve agility, and enhance the security posture, it was necessary to modernize COD by re-architecting it from its mainframe platform to a fully automated, modern technology stack hosted on a FedRAMP authorized cloud service provider, AWS GovCloud (US). Accenture Federal Services (Accenture) transitioned the hosting with the establishment of a DevSecOps foundation to enable a rapid path to adopt AWS capabilities to support the pace of capability development needed by FSA. COD processes 23 million award originations and 48 million disbursements annually accounting for $115 billion in aid in 2020. Due to the criticality of COD to the Department of Education, Accenture and FSA prioritized risk mitigation and contingency planning on the modernization roadmap. 1 Modernize and replace legacy components. 2 Build the target architecture. 3 Migrate all data to the target architecture. One During the first of three phases of the initiative, progress was made over a series of releases to modernize and replace discrete legacy components. This allowed the team to prove the viability of the modernized components in the overall enterprise landscape. Two Building on the success of the first phase, the team then moved into the second phase which included building the target state architecture. This modernized application and execution architecture relied on a DevSecOps tool and process foundation. This included automation to achieve consistent environment and application builds to support the ultimate core system transition. Three During the third phase, a single deployment approach was taken to replace the core of the system and migrate all data to the target architecture. The new, modern architecture included the replacement of 3 million lines of COBOL code and movement of

~18 billion records from legacy IMS® and DB2® databases to a new data model compromising 700 tables. The team utilized end-to-end mock conversions and multi-month production simulations to compare functionality across systems and confirm equivalency of financial and person record level data. The inclusion of industry aligned tools and Cloud-native services enabled the ultimate realization of the modernized architecture platform for COD on AWS GovCloud (US). The mainframe transition enabled the selection of modern, better aligned security, operations, and development tools with an emphasis on open source and cloud native. With the transition to AWS GovCloud (US), the team utilized leading AWS capabilities including the Relational Database Service (RDS™), Lambda™ serverless compute, and other FedRAMP High services to achieve the security and operations requirements for the COD system. Pairing automation with AWS scalability enabled a new pace of growth for COD which saw the shift to more modular development and the creation of new capabilities to drive FSA mission outcomes. The net result was an expansion of COD applications from 40 to more than 80. The previous mainframe platform supported 4 test environments and through use of automation, containerization, and a flexible Cloud architecture this now scales to more than 40 test environments. Driven by test automation within the CI/CD pipelines, the Cloud environment enables FSA to support its concurrent delivery needs for the enterprise. To support the pace of COD architecture and application changes arising from legislative requirements and business driven enhancements, Accenture established a fully automated DevSecOps architecture as part of the mainframe transition. The team's DevSecOps approach emphasizes consistent and controlled environment configuration management as a means of mitigating delivery risk with a complex set of integrated applications. This is driven through an everything-as-code approach utilizing a Configuration-as-Code (CaC) solution for platform and application which then extended to infrastructure with the transition to AWS. The automation in place supports the provisioning and management of each layer of the COD architecture enabling the build and rebuild of one or all components. The CI/CD pipelines integrate with the container platform to enable delivery of consistent, secure packaging of each application for rapid deployment. Deployments occur at a weekly cadence during peak change periods. Transitioning from mainframe to Cloud required the re-orientation of COD's technology stack, but also drove the retooling and growth of its architecture, operations, and security teams. These teams needed to transition at pace with the modernization to provide continuity of operations through each successive phase of the transition. By using both the Accenture and AWS partner training, Accenture transformed more than 200 resources to maintain, enhance, and evolve the COD Cloud platform. The transition of COD to AWS GovCloud (US) provided the seed that has now grown to see FSA transitioning its core systems to the Cloud. By the end of 2021, 60% of FSA's enterprise systems will run on the Cloud. This transition includes the modernization of another mainframe system and the establishment of new systems to deliver on FSA's investment in improving the financial aid experience for students and borrowers. Today, this includes a partner ecosystem that supports more than 5,600 schools and a borrower population that includes more than 40 million active borrowers. By the end of 2021, 60% of FSA's enterprise systems will run on the Cloud. By the end of 2021, 60% of FSA's enterprise systems will run on the Cloud. 5,600

MSRB: A people-first approach to cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/cloud-msrb ----- Call for change When tech meets human ingenuity Getting ready for a cloud-first world A valuable difference Current Country: United States CASE STUDY Combining cloud and workforce transformation for lasting success. 5-MINUTE READ A foundation for future success Financial regulators play an essential role supervising and regulating banks and other financial institutions. With financial technology revolutionizing traditional banking models at a rapid clip, regulators too have been increasingly adopting technologies like cloud computing to keep pace. The Municipal Securities Rulemaking Board (MSRB) is a regulatory organization that promotes fairness and transparency in the municipal securities market. The MSRB plays a vital role in safeguarding the nearly $4 trillion municipal securities industry that helps provide reliable income for investors and efficient capital for communities. The MSRB saw an opportunity to tap into the scalability and flexibility provided by cloud computing while avoiding looming infrastructure investments by migrating their data centers to Amazon Web Services (AWS). They realized that a cloud migration could help them enhance operational excellence, harness the power of their market data, and create a platform to digitize regulatory, compliance, and monitoring practices. But the migration had to be done quickly to avoid upcoming data center lease renewals. At the same time, the MSRB recognized that sustainable success in the cloud would hinge upon equipping its workforce with the right skills and tools using comprehensive change management and workforce transformation programs. Accenture and the MSRB worked closely to conduct a feasibility assessment and develop a robust business case for an enterprise-wide cloud migration. The team brought the MSRB's Board of Directors and senior executives together for focus groups and a cloud visioning workshop to help imagine how the organization needed to evolve to address industry needs. These sessions yielded invaluable insights about how the MSRB's role as a regulator could change in the coming years and how the cloud could provide an efficient and innovative platform to achieve the MSRB's strategic objectives with efficiency, flexibility, and agility. The cloud transformation program involved three integrated workstreams: As part of the cloud migration workstream, several teams from Accenture, including the Accenture AWS Business Group (AABG), Infrastructure Engineering, and Human Capital, worked seamlessly to deliver lasting value to the client. Accenture and AWS collaborated to help the MSRB set up an environment that aligned to AWS's Well Architected Framework and developed robust cloud security, network, and application architectures. The team architected and built cloud landing zones, activating key infrastructure and services in AWS to migrate

workloads to the cloud. They also leveraged Accenture myNav, our leading-edge cloud migration and management platform, to help the MSRB navigate the complexities of the cloud and accelerate the migration. With myNav, we helped create a configuration management database (CMDB) to monitor the inventory and define, sequence, and execute the migration activities. More importantly, the CMDB provided all around visibility into the program's progress. The MSRB had a complex and technical process for replicating data across its Oracle databases. The team leveraged deeply skilled Oracle database engineers from Accenture Enkitec to rearchitect and seamlessly migrate the MSRB's large, complex Oracle databases to AWS cloud while ensuring there was no additional licensing burden on the client. Accenture and the MSRB co-created a workforce learning strategy to help the MSRB staff build the skills necessary to succeed in the cloud. This involved defining and mapping new IT and cloud roles as well as designing the cloud learning journey across six learning tracks (shared services, service management, architecture, strategy, delivery, and data). This human-first approach not only helped the client deeply engage and inspire its workforce, it also helped rally everyone around a common vision and strategy for the future. The third workstream involved supporting the cloud and legacy environments during the transition from on-premise data centers to AWS cloud. Accenture and the MSRB will continue to collaborate on application modernization and optimizing the new cloud environment. Accenture provides managed services in the cloud, including Level 1 and 2 technical support, patching and antivirus, backups, infrastructure monitoring, and capacity management. In addition, the team uses Accenture myNav to improve service management maturity, provide cloud governance, optimize costs, and standardize processes in the cloud. In just 9 months, MSRB and Accenture migrated about 250 virtual machines, 80 databases and 20 applications from three data centers to the AWS cloud in a series of 10 waves—all on budget and on time. By focusing sharply on testing and quality assurance during the pre-production waves, the team accelerated production cutovers while mitigating risks. In addition, on-premise data centers were shut down and vacated in 3 waves to help the client optimize software licensing costs. And, availability has been paramount—since moving to the cloud, the MSRB has exceeded its uptime and availability requirements. 20 applications 80 databases 250 virtual machines 3 data centers' information migrated to the AWS cloud, all on budget and on time After completing the migration, the team also helped the MSRB create a multi-year application modernization roadmap, with target state architecture and modernization strategy to help reduce legacy debt. Further, Accenture's Cloud Innovation Center helped the MSRB redesign the user interface for MSRB.org and the Electronic Municipal Market Access (EMMA®) website – their flagship market transparency system to enable a rich and seamless user experience. The educational component of the workforce transformation program has proven to be crucial in reskilling and engaging the workforce to inspire new behavior and ensure long-term success in the cloud. In a resounding endorsement of the program, 91 percent of surveyed learners reported that their learning journey experience matched or exceeded expectations. In addition, with six learning tracks, detailed skills mapping, and new organizational roles, the MSRB's leadership and staff are well-equipped with all the necessary skills and knowledge. And with Accenture providing managed services for all the cloud

environments comprising 250 instances, 134 databases, and over 70 workspaces, the MSRB engineers can now work further up the stack, with more time to focus on the mission-critical and value-adding functions. One of the biggest successes of the program has been supporting and enabling a smooth transition to fully remote working during the COVID-19 pandemic while keeping to original timelines. With the move to AWS cloud, the MSRB now has the versatile solution it needs for always-on flexible and scalable operations. © 2024 Accenture. All Rights Reserved.
=======================

Boosting enrollment with moments that matter

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/boosting-enrollment-moments-that-matter ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Student-centric Seamless Intuitive Comforting Public service higher education Intelligent platform services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Streamlining the path from acceptance to enrollment When a student gets accepted to the University of Cincinnati (UC) — a large, urban research institution in Ohio — the congratulatory notification and admissions letter is a defining moment. After months, or even years, of anticipation, their Bearcat journey can officially commence. It's an event to celebrate. But this excitement is soon followed by a flurry of requests: confirming enrollment, creating a student profile, meeting with advisors, making housing arrangements, managing financials and scheduling classes. The volume of tasks and communications to keep track of can become overwhelming, rather than a rite of passage. The similarity of requests from multiple units, colleges and offices created friction in the student experience. UC aims to create an engaging, consistent and united experience for its students. With a goal to increase enrollment by 20% over the next ten years, UC saw an opportunity to maintain students' excitement for acceptance and create moments that matter at each step in the student journey. By streamlining interactions from day one, it could broaden and enrich the student experience and help reduce melt—the phenomenon of college-bound students deciding not to attend during the period between admissions and the first day of class. Human-centered design for the student journey Together, UC and Accenture worked with students and staff across the organization to map out and then redesign the student journey from enrollment to attendance more holistically to maximize the moments that matter to them. This process involved an in-depth, collaborative assessment of current and future state touchpoints: After identifying ways to reduce redundant processes and communications, UC and Accenture began the process of coordinating a roadmap to deliver these enhanced journeys using the university's existing customer relationship management (CRM) and student information systems (SIS). High-value engagements allow UC to continuously remind students why they wanted to be part of the UC Bearcat family in the first place. High-value engagements allow UC to continuously remind students why they wanted to be part of the

UC Bearcat family in the first place. After eight straight years of record enrollment, UC hopes to grow from its current 46,000 students to 58,000 students by 2030. A large part of achieving this goal will focus on reducing conventional friction points to increase the enrollment of admitted students. The newly established design solutions will form the foundation for building a culture that holistically communicates with students in one voice, creating a journey that is: Meeting students where they are will provide a supportive environment. An effortless, clear process will allow students to enjoy the moments that matter to them, helping to motivate them to show up on the first day of classes. A streamlined digital experience will match current digital behaviors and expectations. UC will build a connection and sense of affirmation with students and their families. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

Keeping the wheels in motion

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/keeping-wheels-motion ----- Call for change When tech meets human ingenuity A valuable difference Meet our lead Related capabilities Amit Patel Salesforce Intelligent Platform Services Nonprofit JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA National Multiple Sclerosis Society and Salesforce kick fundraising into high gear Reimagining success The National Multiple Sclerosis Society funds research, advocates for social and political change and sponsors services that support people living with multiple sclerosis (MS), as well as their families. Its flagship Bike MS fundraising event attracts nearly 75,000 cyclists each year and has raised more than $1.4 billion to date. When the global pandemic occurred, the Society faced the prospect of having its biggest source of revenue canceled. Together with Accenture it sought creative and innovative ways to use technology to reimagine Bike MS for a socially distanced world. "Partnering with Accenture to build an exceptional experience for our cyclists during the pandemic was one of the bright spots during such an uncertain time. I am so appreciative of their generosity and innovation..." "Partnering with Accenture to build an exceptional experience for our cyclists during the pandemic was one of the bright spots during such an uncertain time. I am so appreciative of their generosity and innovation..." Transformation on the move The Society and Accenture used insights from past participants to design enriched experiences for solo "Bike MS: Inside Out" fundraisers taking part outdoors or indoors. Salesforce Marketing Cloud and Sales Cloud formed the digital core of a composable solution designed to tap into new audiences and donors by integrating with popular sports tracking apps, Strava and Zwift. The event was supported by the Society's peer-to-peer fundraising platform, a competitive tracked ride, and an individual rider fundraising platform powered by Salesforce. Salesforce synched customer data and triggered key messages during rides to increase engagement. Virtual meet-ups, Zoom happy hours and Facebook events emulated the buzz of previous years. Virtually possible The event took three months to plan and raised $36 million for the Society, surpassing the

fundraising goal established before the pandemic. With nearly 24,000 participants and 100,000 views on social channels, virtual engagement far exceeded expectations. Virtual participation enabled those with MS to take part, Strava integration attracted a new audience and Zwift helped riders connect across state lines. Engagement continued beyond the event, with riders offered discounts for future events and rewards for rider recruitment. The program even helped the Society win a Fast Company innovation award. Despite immense disruption, the digital transformation of Bike MS helped keep the non-profit's race to a cure in high gear. Driven by the power of data, Accenture and Salesforce reimagine human experiences that reignite growth and accelerate the path to value. Push the boundaries of what tech can enable and transform your business at speed. Getting nonprofit right in today's digital age. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Innovation engine powers a federal agency

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/innovation-engine-powers-federal-agency ----- Challenge What Accenture did People and culture Value delivered Related capabilities The Forge® Digital government JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A large U.S. federal agency ensures the safety of American government workers overseas and provides services to expedite business operations. To support these efforts, its employees use an integrated logistics management system, the backbone of the agency's global supply chain. Every year, $10 billion worth of purchases are ordered, procured, delivered and tracked through the system. The program pioneered innovation at the agency, paving the way for cloud computing and automation. After years of success with the program, the agency set out to reimagine what the next generation supply chain system might look like. It envisioned one where system advances would rival commercial industry counterparts and support the evolving needs of stakeholders. Considering the pace of change during the last ten years, the agency knew it needed to innovate even faster over the next ten. The agency and Accenture came together to create an Innovation Hub, a dedicated space at the Accenture Federal Digital Studio, optimized to foster innovation and continually bring emerging capabilities forward. The Hub enables the agency to ideate, design and test disruptive, boundary-pushing ideas—including artificial intelligence (AI), optical character recognition (OCR) and next generation UI/UX. Among the ideas that have so far been selected and quickly advanced into prototypes is the agency's first-ever AI-powered chatbot for Help Desk inquiries. Another is a piece of scanning equipment with optical character recognition (OCR) capabilities that "reads" the information on the thousands of letters and packages that go through the agency's internal post office. And, finally, the procurement portal prototype smooths interactions with outside vendors that sell products and services to

the agency. The Innovation Hub fostered a safe space for clients to test bold ideas and make them come to life by working alongside the agency in an R&D lab powered by the Digital Studio, with minimal financial investment. The cultural change sparked by the Innovation Hub is a renewed emphasis on agility, innovation, and co-creation from inside the organization. A joint team of agency employees and Accenture experts work together, using human-centered design to solve for customer needs from start to finish. The Innovation Hub has allowed the agency to focus on its mission as it transforms. Plus, the Hub creates a constant flow of ideas by drawing from Accenture's vast resources and innovation ecosystem of thought leaders, industry experts, designers and partners. The Hub has even inspired other federal agencies, spreading a culture of innovation throughout government. By sparking innovation and bringing it to life quickly, the Innovation Hub is vastly improving the system, which in turn improves the lives of people doing critical work around the globe. The customer base of roughly 200,000 comprises not just personnel, but also their families, and the network of businesses and organizations that work with the agency. The agency is continuing to expand the ethos and capabilities of the Innovation Hub on the road, hosting co-creation sessions with clients and customers around the world. No longer a single prototyping shop, it is an innovation multiplier. Whether the Innovation Hub is at work in Washington, DC, halfway around the world or virtually, it prioritizes bringing together new ideas and cutting-edge technologies in the most human way possible. Whether the Innovation Hub is at work in Washington, DC, halfway around the world or virtually, it brings together new ideas and cutting-edge technologies in the most human way possible. Where tech, design and talent converge to solve problems and create more value. Our expertise in IT modernization, cloud computing, and digital services enables more agile, citizen-centric and secure enterprise operations. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Modernizing public land management

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/bureau-land-management ----- Call for change A valuable difference Related capabilities Digital platforms consulting Federal IT modernization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With roots that date back to America's independence, the mission of the U.S. Department of the Interior's Bureau of Land Management (BLM) is to sustain the health, diversity and productivity of public lands. It manages land for recreational, commercial and conservation activities including energy development, livestock grazing, timber harvesting and more. The Bureau has long wished to modernize the way it administers more than 245 million acres of federal surface land and 700 million acres of subsurface minerals. But for mining lands, decades-old legacy systems created a cumbersome and slow process to claim land and

manage land status for more than 26,000 active mining customers. And the maintenance costs for those outdated systems grew each year. At times, the only way for the public to research specific mining land was to visit one of BLM's offices and request to view physical maps, especially challenging for more remote locations, like Alaska. Despite advancements in geospatial technology and digitization, the BLM had struggled to update its disparate records systems. In addition, individuals or companies that applied to use land or checked their application status faced a backlog due to manual processes and paperwork. To process customer claims, land examiners needed to understand an extensive list of numbered codes that described federal regulations. Meanwhile, the old records system lacked data validation, which created inadvertent risk for human error, and an up-to-date customer payments system for fees. As custodians of vast territory, the BLM wanted to build a reliable system to streamline processes into an easy-to-use, customer-driven experience that mitigates mistakes. And making its land records transparent and easier to access for the public would support its mission of increasing the productivity of public land on behalf of the American people. To meet this challenge, Accenture Federal Services and BLM worked together to create, develop, test and deliver a tailored Salesforce application to provide an adaptable geospatially-enabled portal for the BLM's evolving mission and customer needs. To start: Accenture and the BLM built a user-centric system that automates workflows and provides self-service tools to give more control to customers, after first listening to the BLM's needs and pain points. Based on the feedback customers provided to Accenture and the BLM, the portal displays key information they want to access, such as lead file numbers and maintenance fee prices. Applicants can easily log in online to file a claim, save their application before submitting it, manage multiple claims in a single online account and pay fees electronically. Launched in January 2021, the BLM's new Minerals and Land Record System (MLRS) integrates the latest geospatial technology through ESRI Geographic Information software, which was previously only accessible to specialists. The result is a modern geospatial land-status database that can visually showcase actual land status. This geospatial data is not only easily within reach to BLM customers for the new digital claims process, but it's also available to the public for educational and research purposes. And because these maps and customer data are now on a cloud-based CRM platform (Salesforce), they are accessible via mobile or desktop without the management of servers. MLRS can monitor transactions in real time, and customers no longer have to visit a physical BLM office to conduct land research. Other integrations include two-factor account authentication through government identity provider Login.gov and digital payments through Pay.gov. Modern interface architecture via reusable APIs powered by MuleSoft allow the BLM to share data securely across internal and 3rd party applications. With less manual data entry and built-in data validations, checking or applying for a mining claim is faster and less prone to human error. The streamlined processes are making a sizeable impact on employee productivity. Even giving employees the ability to upload files in bulk for new cases is a major boost in efficiency, compared with the old way of scanning and uploading the same document for each separate case file. Land examiners no longer need to rely on a complex system of numerical codes, and the important work of BLM can be more equally shared among teams with greater collaboration on the cloud. The new system also makes

information more transparent for financial accounting and reporting, a mandate from the Government Accountability Office. Now that the BLM is no longer dependent on legacy systems and tedious processes, the workforce can focus on managing public lands for present and future use. With less manual work and shorter processing periods, customers have a better experience through effective self-service tools. Employees have shared positive feedback to the BLM about the more efficient way of working, without codes to memorize and the elimination of paperwork that sits in a stack for months. After MLRS launched, the BLM saw a 100% increase in the number of claims filed in just one two-week period. As the Bureau sees a steady increase in productivity and incorporates additional case types beyond mining claims, it projects MLRS will process approximately one million annual transactions per year. In just a short amount of time since launching, the MLRS has opened more possibilities for the BLM. The team is already working on modernizing the processes for other uses of public lands. As the BLM modernizes, it will continue to see even more benefits, such as supporting innovation, productivity and an increasingly collaborative workforce, all in support of the mission. Moving forward, the BLM will continue to improve how it manages and conserves public lands for present and future generations. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Investing in the future: Simplifying financial aid

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/simplifying-financial-aid ----- Call for change When tech meets human ingenuity A valuable difference The new, omni-channel network includes: Results Current Country: United States Case study Department of Education transforms customer experience for over 40 million borrowers. 5-minute read Higher education opens up a world of opportunities. For millions of aspiring students, financial aid is essential to unlocking that door…and the Department of Education holds the key. The Department provides more than $120 billion annually through its Title IV programs, making post-secondary education accessible to millions of students. To best support the aspirations of these students—many of whom are the first in their family to attend college or vocational school—the Department set an ambitious goal of its own: a dramatic reimagining of the Federal Student Aid (FSA) agency's customer experience. As a federally-funded program, FSA must meet the individualized needs of all eligible borrowers, while complying with a complex system of congressionally-mandated rules and regulations. The process can be equally complex for students and their families. In the past, borrowers faced inconsistent information across various platforms and channels—web and mobile, landline phone, email, U.S. mail, text and social media. With more than 40 million borrowers currently owing nearly $1.6 trillion, second only to mortgage debt in the U.S., the Department needed an intuitive and user-

friendly solution that would make it easy for students to access information, make informed borrowing decisions and manage their loans. The solution would also need to increase efficiency and agility in responding to customers' needs and addressing legislative changes. To meet these diverse challenges, the Department envisioned a truly modernized, personalized digital experience—powered by cloud and emerging technologies—on par with what consumers expect from banks and other financial institutions. The Department teamed up with Accenture Federal Services to tackle this transformation, embracing the bold vision of a Next Generation Financial Services Environment (NextGen)—an innovative, streamlined, world-class solution that would benefit students, parents, school financial aid administrators, and other customers and partners. To bring this vision to life, the team incorporated human-centered design techniques, consulting with financial aid administrators and industry experts and conducting hundreds of interviews and workshops with parents, students and customer service representatives. Their insights informed the development of a seamless, inclusive solution where borrowers can learn about, apply for and manage their federal financial aid. As part of the NextGen transformation, the new Digital and Customer Care (DCC) program consolidated and integrated previously disconnected websites, customer care solutions and communications platforms. Using cloud technologies with robust capabilities, such as Amazon Web Services and Salesforce, the team delivered a sophisticated, scalable and secure platform that gives FSA the agility necessary to support its innovation agenda. Together, these innovations deliver a unified customer care experience across the full financial aid life cycle, streamlining account activity and enabling consistent messaging across platforms: giving borrowers what they want, when and where they want it. The new platform also provides flexibility and efficiency and enables the Department's workforce to adapt quickly and respond to unexpected disruptions like COVID-19 with consistent, comprehensive communications about essential developments. Higher education has the potential to be world-changing on the individual level and to decrease inequities on the societal level. The Department was determined to ensure that an applicant's financial circumstances are not a barrier to higher education and students are not disadvantaged by a disjointed process. The Department's commitment to transforming the customer experience is already paying off. The new program represents a huge step forward for FSA, which successfully delivered a significant digital transformation at scale in a short amount of time. Borrowers can call customer service and be immediately connected to an agent with access to all relevant information. They can get immediate support from a virtual assistant wherever and whenever they wish. They can visit a single website or use a feature-rich mobile app. They can receive personalized updates via email or text. And in all these instances, they can expect a reliable, productive, and consistent experience. In the first 12 months after deployment, FSA achieved the following results: 220M Visits to StudentAid.gov 5.2M Inbound calls to the single toll-free number transferred to contact centers 5 Contact centers fully mobilized with more than 1,200 agents able to handle inquiries 322M Emails sent to customers using the marketing platform 2.2M Messages handled by Aidan® These innovations work hand-in-hand to instill trust from the start, which is essential in establishing a relationship that will endure for many years. The platform prepares students for the reality of repayment by

offering end-to-end financial literacy counseling. It also simplifies some of the most challenging aspects of the process through interactive tools such as a Public Service Loan Forgiveness online help tool and a Loan Simulator, which Megan Coval, vice president of policy and federal regulations for the National Association of Student Financial Aid Administrators, called "a victory for students." Whether it's helping someone be the first in the family to go to college or helping a borrower get back on his or her feet, the Department of Education's new customer-centric approach is delivering on its mission to make the dream of higher education a reality and invest in America's greatest asset—its people. FSA now has the technology and tools to continually improve the experience and expand its services to support students and families in the future. © 2024 Accenture. All Rights Reserved. =======================

A faster cloud migration

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/cloud-migration ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Security Continuity Resiliency Opportunity Efficiency Federal cloud consulting FedRAMP solutions JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Migrating core enterprise systems to the cloud is one of the biggest tests an IT organization will ever face. In many cases, it's critical to improve system agility, enhance enterprise security, and deliver a more sustainable and flexible cost structure. Yet, at the same time, it is fraught with risk, given the many unknowns often buried in the legacy environment. Accenture Federal Services (Accenture) geared up for its internal cloud migration, but—sure enough—along the journey, an unforeseen twist occurred that raised the stakes dramatically. The company —whose clients include all US federal cabinet-level agencies—had charged its IT team with migrating its entire financial management suite to the cloud. By rearchitecting the system in a cloud environment, the company would improve manageability and streamline integration with the many third-party applications reliant on this system of record. While at the same time, moving systems and data responsible for continuous billing, payments, payroll, and reporting presented business continuity risks. As Accenture was about to embark on this 18-month cloud-migration journey, it learned that the company was given six months' notice to vacate its existing data center. Because the migration was a carefully orchestrated process—developed in partnership with finance, human resources, and security colleagues— accelerating the move was not a certainty. The team quickly called up its contingency plan and immediately updated its requirements, weighing the different degrees of risk and levels of support required for planning. What was on Accenture's updated "must have list" for this environment? Increased flexibility, greater resource availability, enhanced security, and reduced costs, to name a few needs. After careful assessment, the company set out on the migration path on a highly expedited timeline. It is tempting to consider cloud migration as an IT project, but fundamentally cloud migration is about serving the priority needs of the business, and often IT must work in lockstep with other functions to ensure 24/7 continuity of

service to its customers. A project of this scale and at this speed requires a shared sense of purpose, and a shared commitment to practical matters, such as what to move first. Application rationalization and inventory management is a critical first step to mitigating risk. Architects can develop an effective migration that eliminates redundancies, simplifies integration, and ensures that the new environment is provisioned appropriately by carefully assessing where functionality and data reside, how they are integrated, and how they are secured. With a detailed reskilling and change management program in place, employees were able to quickly transition to new roles. The Accenture team confirmed backup implementations were effectively in place should they be required to roll back the proposed migration, as part of contingency planning and due diligence. Having this type of recovery in place was critical given the stakes—the company's financial integrity. Like many organizations around the world, the team also had to grapple with the impacts of the COVID-19 pandemic, which emerged during the migration. Issues such as new travel restrictions, safety protocols, and supply chain disruptions required more adaptive planning. For example, hardware limitations created the need to repurpose existing components. In addition to redeploying systems and data, Accenture needed a plan for reassigning the highly experienced workforce. While these workers were eager to embrace new roles and skillsets, the company needed to invest in new career paths, training, and operating models to enable this shift. That foresight paid off: With a detailed reskilling and change management program in place, employees were able to quickly transition to new roles, in many cases shifting their focus from simply managing workloads to optimizing performance. Following a detailed migration plan and with continued vigilance to potential disruptions, the Accenture team was able to complete the migration on time and on budget— a staggering pace for a migration of this scale. What this success reinforces is the need to carefully plan each phase of the journey (including the workforce), collaborate with all associated functions, and have an operating model in place for the new environment. And, do not omit a carefully-crafted contingency plan. System users are already reaping the rewards of Accenture's new cloud-based systems in terms of flexibility, resource availability, enhanced security, cost savings and beyond. Migrating the entire financial suite en masse—that included enterprise resource planning (ERP), enterprise data warehouse (EDW), reporting, and analytics—enabled faster, more responsive processes, which reduced system processing times. This allowed more time for the business to complete complex analyses during monthly and quarterly close processes. Cloud-native security components and automated refreshes allow Accenture to manage cyber activities in days versus months. Data recovery and time to recover improved by 50% immediately by using cloud infrastructure, allowing for same-day business continuity of systems. The cloud environment allows for rapid response to incidents and 5x faster recovery, given the integrated use of cloud automation. People had continuous training and skills development with this project, allowing them to take on new roles where they can have a bigger impact. The cloud-based system can be provisioned to business requirements. Using the cloud cut our on-site footprint and extended hardware refresh timelines. "A move to the cloud is inevitable for most enterprises, but a successful implementation isn't a given, migration isn't just a technology issue." Accenture is using this cloud migration experience

to develop its suite of FedRAMP-authorized cloud platforms, its role as an accredited FedRAMP Third Party Assessment Organization (3PAO), and in helping federal clients plan and execute their own cloud journeys. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.

=====================

Enhancing Healthcare.gov

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/enhanching-healthcare-gov ----- Challenge What Accenture did Solutions Value delivered Related capabilities Digital government transformation Applied Intelligence for federal JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Patient Protection and Affordable Care Act (ACA) created new health insurance exchanges, at both the state and federal level. These exchanges are public-private marketplaces where Americans can apply for a tax subsidy and shop for health insurance plans, across insurance companies. HealthCare.gov, the website for the federal exchange, is the front door for the Federally Facilitated Marketplace (FFM). Many people are aware that the initial launch of HealthCare.gov had a number of challenges, which received extensive coverage and political, media and public scrutiny. People may not be aware, though, that the FFM is much more than just a website. It includes: A rescue of the website began in November 2013, and in January 2014, the federal government hired Accenture Federal Services as the prime development contractor, with responsibility for stabilizing and improving the website, and finishing development of the additional systems and interfaces. In just six weeks, Accenture mobilized more than 500 skilled professionals to transition the project at an unprecedented speed. Within eight weeks, Accenture delivered significant technical improvements to the website, stabilizing it during the peak of HealthCare.gov's initial enrollment period. This enabled millions of Americans to enroll in health insurance, many for the first time. The Centers for Medicare & Medicaid Services, CMS, is part of the Department of Health and Human Services (HHS). The organization administers programs, including: Medicare, Medicaid, the Children's Health Insurance Program (CHIP) and the Heath Insurance Marketplace. The initial launch of the HealthCare.gov website was historic—yet it had its share of challenges. CMS urgently needed help navigating to a successful outcome. Not only was CMS transitioning from an incumbent to a new contractor during a critical time, the agency also was transitioning to a new data center provider, the overall program was complex with multiple stakeholders, the customer base was demanding, there were issues with the underlying technology and the project was under high scrutiny. CMS chose Accenture Federal Services to rescue, stabilize and enhance HealthCare.gov to build a positive experience for consumers. Accenture created a collaborative and comprehensive transition plan that mitigated the transition risk and enabled Accenture to begin hands-on delivery immediately. CMS also needed Accenture to build new software for IRS tax forms, risk adjustment and re-insurance payments to insurance companies, and small business enrollment. Quick Transition Using an innovative workcell transitioning approach,

Accenture ramped up more than 500 people in just over six weeks. Critical to the transition was successfully gathering knowledge from multiple organizations internal and external to CMS. Accenture conducted more than 450 knowledge transfer sessions to capture over 700 knowledge artifacts. The team also hosted 16 days of intensive, requirements "lock-in" sessions that included Accenture developers, testers, business architects, technical architects and CMS business executives. The team captured 3,300 testable and traceable requirements. This successful transition—unprecedented in its scale and sense of urgency—reduced risk and positioned the team to start hands-on delivery and rescue activities as soon as possible. The entire transition of the program from incumbent to Accenture took eight weeks… four weeks faster than originally proposed. Successful Operations To stabilize the site, Accenture completely took over maintenance and operations during the peak period of the 2014 open enrollment. The team tackled defects and delivered urgently needed fixes ahead of schedule, thereby maintaining operations throughout the peak enrollment period. The effort included: To keep the system fully functioning, especially during peak enrollment, Accenture provided continual monitoring and reporting for HealthCare.gov. Each week, the team delivered multiple software releases, with significant enhancements. Shop Delivery Accenture quickly mobilized a team to take over Small Business Health Options Program (SHOP). In just eight months, the team started with requirements analysis and successfully delivered a commercial off-the-shelf (COTS) package. This included customization, performance testing, functional testing, security auditing and integration with other CMS systems. Accenture collaborated closely with the COTS manufacturer to launch a new line of business for the marketplace in this very short time period, with a smooth go-live and very low defect count. Innovative, Cloud-Based Solutions The new federal and state health insurance exchanges created new marketplaces for insurance companies to sell new insurance products to new consumers. To stabilize the pricing of risk, the ACA included new reinsurance and risk adjustment programs. The former helped offset larger-than-expected claims, and the latter helped transfer payments from issuers that took on lower-than-expected risk to those that took on higher-than-expected risk. These programs required gathering confidential claims information from 800 different insurance issuers and then performing complex, risk stabilization calculations and analytics. CMS needed to provide a solution where issuers-maintained control of their confidential claims information, as input to the risk calculations, but CMS controlled the risk algorithms, software and reference data. Accenture developed a cutting-edge solution that provides issuers a complete data processing environment, which each issuer owns and operates. The "EDGE" system uses Amazon Web Services (AWS) to connect with more than 800 issuers, to share and process claims information in the cloud according to the CMS analytical algorithms. Issuers maintain complete control of their proprietary claims and pricing data; CMS has visibility to the outputs, but not the inputs, of the algorithms. Additionally, 135 issuers elected to participate as AWS-deployed servers, using a fully automated environment provisioning process that has successfully and securely processed the issuers' data without requiring internal infrastructure investment. The other issuers used an on-premise deployment model, which still took advantage of the same software images and upgrade processes. The EDGE system enables CMS to create a level playing field for

all issuers. It provides consistent software and data version management across the universe of independent installations. EDGE simplifies and expedites deployment for issuers, reducing time from several days in a standard software distribution and configuration model to as little as 15 minutes, while enabling hands-free software upgrades and execution of remote commands. Program Integrity Millions of Americans count on the integrity of their enrollments and tax subsidy calculations. And the 800 issuers count on the integrity of how their plans are displayed on HealthCare.gov, how their enrollments are processed, and how they get paid for reinsurance and risk adjustment. Accenture worked with CMS to build in program integrity. We built an entirely new system for policy-based payments, to make sure the tax subsidy payments to issuers resolved to the penny, for each and every enrollment in the FFM. In addition, CMS hired an independent contractor and auditor to vet the EDGE system for reinsurance and risk adjustment payments. That contractor determined that a full 100 percent of the billions of dollars in payments was accurately calculated. At a detailed level, we built in logging and auditing capabilities for all key transactions. And we worked with CMS to build a robust security program, which proactively detects potential vulnerabilities. Our joint security team achieved Authority to Operate (ATO) on schedule, for all of the systems that Accenture built and maintained. Technology. Delivery. Discipline. Rescuing the website required immediately instilling technology discipline, along with significant investment in automation and tooling. To improve the fully manual test and release process, the Accenture team created fully automated, regression test suites at all levels: This comprehensive regression suite runs on a regular basis, and provides automated emails and executive dashboards for monitoring. The automated functional testing consists of more than 300,000 test steps and is typically executed five times per week. The automation of this functional testing saves over 50,000 hours per year in manual testing. This high level of automation has allowed the team to dramatically improve the quality, reliability and speed of new software builds. Accenture also created automated build and deployment scripts, not only for the software, but also for the software environments. Development and testing teams can now "click a button" to automatically provision new environments in AWS. They can also click a button to deploy software releases to those environments. This includes checking out the versioned code from the repository, building the software, checking code quality, running it through a battery of automated tests, validating performance and moving the software items into the environment. We have moved from fully manual processes, which are time-intensive and error-prone, to a fully automated Development and Operations (DevOps) capability. Moreover, Accenture created a robust operations monitoring stack. The stack includes a suite of monitoring tools and dashboards that integrate with: In addition to monitoring live traffic on the site, down to the level of individual transactions, the stack also monitors the performance of synthetic transactions. The synthetic transactions run every few minutes, around the clock, to proactively uncover production issues before consumers do. Multi-Speed IT Beyond just the technology, Accenture also brought methodology discipline to the program. This included introducing delivery techniques to make sure CMS realized business benefits incrementally, over time, without having to wait for a full-blown or big bang solution. Additionally, Accenture and CMS together created an enterprise-ready agile

approach, for new development. Accenture combined its proven, enterprise agile methods with CMS' Expedited Life Cycle (XLC) system development process. This approach blends the benefit of agile with government requirements for documentation, auditing, traceability and independent verification. In sum, this approach enabled efficient delivery with sound risk management and proven software delivery practices. CMS embraced agile, with actively engaged product owners, who represented multiple stakeholders and made decisions quickly. After each three- to four-week sprint, Accenture demonstrated the updated software for CMS acceptance, giving CMS real-time visibility into progress of the software build. This built confidence and allowed agile teams to incorporate feedback and re-prioritize along the way. The program's use of agile has also helped improve collaboration between IT and the business on strategic system initiatives. Architecture Simplification HealthCare.gov, as originally built, had technical debt built up from the technical complexity of the software. The Accenture team innovated and simplified the technical plumbing of HealthCare.gov and other related systems. This had multiple business benefits: This approach was so successful that another contractor is considering doing architecture simplification on its software, for similar benefits. Cloud First Approach Accenture delivered the new EDGE software in the cloud, as mentioned. That is not the only use of the cloud—Accenture has taken a "cloud first" approach, wherever using the cloud makes sense and meets CMS' security needs. For example, the suite of automated functional tests is run from servers in the cloud, which can scale up or scale down, as necessary. As another example, the new environments for new software capabilities are deployed in AWS. Accenture made it as simple as literally pushing a button: provisioning a new environment plus the COTS middleware plus the application software is fully automated. Cloud-Based CRM Accenture recommended using salesforce.com to quickly build a Customer Relationship Management (CRM) solution that would help improve collaboration and outreach with issuers. The initial prototype was deployed within weeks; the full solution was complete and operational in four months. The unified CRM solution replaced dozens of disassociated email templates, contact lists and Excel spreadsheets. Email generation improved from 30 minutes to 10 minutes. Issuer lookup and update time improved from 20 minutes to 1 minute. Reporting time improved from 30 minutes to 2 minutes. These results all occurred on a platform that is now more accurate and easier to use. Cloud-Based DevOps Accenture implemented full DevOps processes and technologies to accelerate development and deployment. Automated tasks across environments include code check-out, build and packaging; code quality scanning; security scanning; unit testing, functional testing and initial performance testing; software deployment; and release smoke testing. The team used tools such as Junit, github, Amazon Web Services, Splunk, JIRA Software (including Jira, Confluence and HipChat), Fortify, Python and Bash to support continuous delivery. The DevOps approach has significantly reduced manual errors, improved software release quality and allowed the team to deliver faster. Culture Transforming HealthCare.gov required a shift in culture. Team members adopted a "one team, one goal" mindset and created a blame-free environment, where everyone would succeed or fail together. It was not a client/vendor relationship that had clear lines of separation. Rather, it was one cohesive team that worked collaboratively and transparently. Everyone was open about schedules, risks and defects, and all

worked together to share knowledge and solve problems proactively. Instead of finger pointing, people were rewarded during daily meetings for candidly acknowledging, "This isn't working…and here's what we need to do to fix it." CMS is now recognized as a leader among federal agencies for pivoting to the new: using agile techniques, DevOps and next-generation architectures in the cloud to deliver meaningful digital experiences for consumers. The joint team, along with CMS, made significant progress quickly. Highlights of the work include: Mobilized 500 people with the requisite industry, functional and technical skills in six weeks. We created a transition plan with the incumbent that included 450 formal knowledge transfer sessions. Closed critical defects, resulting in a significant reduction of error rates. Delivered 256 releases, 99 percent on time with the remainder delivered no more than 7 days after the planned release date. Generated more than 18 million notices, 2.9 million inbound account transfers and 1.7 million outbound account transfers during the 2015 enrollment period. Improved the loading time for healthcare plans by 98 percent for small business consumers; load time went from ~200 plans per day to ~420 plans per hour. Implemented the first-ever automated policy-based payments process, for program integrity. Worked with CMS and issuers directly to successfully on-board and conduct outreach for more than 800 issuers for the Risk Adjustment / Reinsurance program, using the EDGE solution. Implemented Salesforce in a matter of weeks, ensuring more than 1,200 issuers received high levels of assistance in tasks related to their acceptance of marketplace policies and tools. The stability of the website and the program contributed to year-over-year increases in enrollment. For 2016 open enrollment, HealthCare.gov enrolled & re-enrolled 9.6 million consumers in 38 states. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Iberdrola's digital factory: The energy of change

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/utilities/factoria-digital-iberdrola ----- Call for change When tech meets human ingenuity A valuable difference Optimization of processes Greater employee satisfaction Better responsiveness JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture and Iberdrola Distribución launch a Digital Factory to develop digital applications that allow it to transform inspiration into tangible, scalable, practical and effective ideas. Spanish multinational electric utility Iberdrola is highly focused on digital transformation across its operations. To accelerate transformation, Iberdrola Distribución (i-DE)—the division in charge of bringing energy to more than 11 million homes—wanted to improve the experience and efficiency of its 4,000 workers. i-DE identified flexibility, agility and innovation as key levers to unlock new levels of understanding between staff, improve their experience and efficiency, and drive effective communication with customers. To get there, it wanted to

design and launch a series of digital applications that would facilitate collaboration, engagement and efficiency across its operations and processes. However, it needed an industrialized method to ideate and create these custom applications. To address Iberdrola's challenges, Accenture established a Digital Factory at the Accenture Industry X Center in Bilbao. Here, multidisciplinary teams work with i-DE to ideate and develop digital applications, as well as provide the capabilities and services to assist i-DE to transform inspiration into tangible, scalable, practical and effective solutions. The Digital Factory develops three types of products: mobile applications, desktop apps aimed at specific departments and cross-departmental apps. All of the apps are designed to solve specific needs, such as digitizing the process of managing responses to meteorological situations. Innovation proposals focused on employees and contractors have also emerged, such as the design of an autonomous robot to inspect substations. The implementation of the solutions born in the Digital Factory has helped redefine i-DE's operating and governance model, while supporting the development of numerous applications. Since establishing the Digital Factory, i-DE has evolved quickly, implementing a transformation that exceeds its initial objectives. The solutions and proposals that have come out of this innovation hub translate into tangible improvements across several aspects of the business: With end-to-end solutions, project development definition deadlines have shortened, reducing time-to-market. The use of agile methodologies makes it possible to have a minimum viable product (MVP) of a mobile app in just 15 days or, for a more complex app, in three months. In fact, productivity has tripled—for example, the company has gone from launching one application a year to launching three or four that are integrated with back-end systems. The incorporation of user experience and user interface (UX/UI) experts in the definition of applications facilitates the adoption of digital tools. This has resulted in a better experience for both the staff and the contractors. As users are incorporated at the beginning of each development, they help define solutions that solve concrete and tangible needs. The need for flexibility and the ability to redirect resources based on various events became clear during the COVID-19 pandemic. To deal with pandemic impacts, key mobile applications were generated in three business days. These included a survey to enable staff to report their health status to human resources teams, and a passport for field professionals to carry the updated safe-conduct permissions with them. This responsiveness remains important in other situations that may arise, such as new legal needs. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Modernizing real estate capabilities with SAP RE-FX

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/sap-real-estate-management ----- Call for change When tech meets human

ingenuity A valuable difference Accenture real estate by the numbers MEET THE TEAM Current Country: United States CASE STUDY Accenture creates a foundation for modernizing real estate capabilities with SAP® Flexible Real Estate Management 5-MINUTE READ As a large, global company, Accenture has a vast real estate portfolio that is dynamic and a significant business cost. To manage, report on and optimize it, our Real Estate Management and Finance organizations need to have a good understanding of what's in the portfolio and how it is performing. Getting to that understanding took time and effort. We decided to launch a journey to migrate from a legacy system and manually intensive tools to a modern solution—SAP Flexible Real Estate Management (SAP RE-FX)—a comprehensive lease contract management solution, which would also help us comply with new US and international lease accounting rules. SAP RE-FX was a good fit for Accenture as it offers functionality for lease management, lease accounting, payments, planning and others. The module fully integrates directly with other SAP applications without the need for extensive programming. It also offered improved security, automation of transactions, a full audit trail from record to report, and the opportunity to innovate new solutions. 50 Offices and operations in more than 200 cities in 50 countries 1,500 Leases in Accenture's real estate portfolio Our Corporate Services & Sustainability Real Estate, Finance and Global IT organizations came together to lay out a plan to move from the legacy solution to SAP RE-FX and address the need to comply with the new lease accounting rules. This one-team effort was needed to bring the lease management and lease accounting functions "under one roof" for SAP RE-FX because the module draws on a single source of master data in SAP S/4HANA. Previously, these two functions carried out their own activities with data provided at required points in time. Lease Administration Our project team migrated all of Accenture's location and leasing master data from the legacy system to the new Lease Administration submodule, relying on the team's functional as well as SAP software expertise. Lease contract information needed to be available to be able to automate the feed of information to the Lease Accounting module. Moving the data from a third-party application into Accenture's SAP S/4HANA system also better complied with Accenture's data security requirements. Lease Accounting In parallel, our team implemented Lease Accounting. Transferring existing account balances for our $3 billion of real estate leases into the new system was a major challenge and it was further complicated by the issuance of new lease accounting rules while the project was in process. The Lease Accounting module now automatically calculates lease assets, liabilities and expenses, significantly reducing manual effort and increasing accuracy. The team also created a new engine to calculate the differences in lease balances between Financial Accounting Standards Board Accounting Standards Codification Topics 842 and 840 and International Financial Reporting Standard No. 16, to accommodate local statutory reporting. SAP RE-FX provides a step change in lease accounting capability through transparency, automation and predictability around lease payments. Melissa Burgum / Corporate Controller, Accenture Lease Payments The next logical step in our program was to implement Lease Payments, currently underway, to further enhance capabilities. Integrating all these functionalities allows Finance and Real Estate teams across Accenture to work from a "single source of truth." Having a single source of lease data and establishing processes using that

data allows for alignment of different parts of the business. Teams gain transparency as everyone has access to the same data, enabling them to make more informed decisions. Finance and Real Estate teams, for example, are discovering opportunities to better align lease payments to lease terms, enabling Accenture to enhance its cash liquidity. Once Lease Payments is fully implemented, we'll be able to create payments directly from the SAP system and discontinue paying through our procurement function—a more efficient process. Modern capabilities Taking advantage of leveraging master data on our SAP S/4HANA system, our team built a data lake for SAP RE-FX. We collaborated, drawing on deep real estate expertise, to build a navigation panel on top of it in the form of an interactive global map. Authorized users can click on a country and view the contracts for every building Accenture is leasing. A user can then click further to see more detail, navigating building information in real time. The team also developed new reports and dashboards that provide contractual and financial information across the portfolio. SAP RE-FX can combine data from the SAP system and locational data from Accenture's master data repository into comprehensive reports and dashboards, enhancing Accenture's analytical capabilities. Throughout our program, one lesson learned was the importance of change management. SAP RE-FX was not only an IT implementation. Everyone's way of working changed. Work shifted and numerous decentralized processes were rationalized, changed and reduced to just a few. Adapting to these changes required steady communications and training. SAP RE-FX simply does everything we need it to do, plus it gives us data transparency and fully integrates with all our financial systems. Eli Lambert / Managing Director – Global IT, Finance Platforms, Accenture Today, Accenture's Real Estate and Finance functions benefit from having teamed with Global IT to work with a new, modern software solution that addresses the needs of both areas in an ever-changing world. SAP RE-FX provides a single, centralized solution with a single source of truth in terms of data. It also integrates and automates data to support accounting requirements. In addition, more than 30 processes have been enhanced into a single global process with standardized best practices and elimination of many manual procedures. SAP RE-FX provides the foundation for Accenture to continue the journey of adding more functionality over time. The solution centrally pulls data for Accenture's global office space, allowing the business to follow a standardized approach across the different regions. Building on this foundation, we developed a Portfolio Planning solution. It was far enough along that when the COVID-19 pandemic hit, our Real Estate team was able to quickly and accurately perform many what-if scenarios around office closings and openings, assess the amount of physical space available and needed, and determine plans. Accenture's key benefits from using SAP RE-FX: Melissa Burgum Corporate Controller Margaret Smith Senior Managing Director and Executive Director – Corporate Services & Sustainability and Business Operations Georgina Polkinghorne Managing Director – Real Estate, Corporate Services & Sustainability Rachael Byrd Managing Director – Finance, Strategy & Enablement Melissa Summers Managing Director – Global IT, Corporate Technology Eli Lambert Managing Director – Global IT, Finance Platforms Pablo Vasconcelo Senior Manager – Global IT, Finance Platforms Michelle Sanderford Senior Manager – Real Estate & Workplace Solutions Ruth Magee Director – SAP

Microsoft global payroll services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ operations/onepayroll-microsoft-accenture ----- What Accenture did People and culture Value delivered Related capabilities Greater Visibility Improve Quality Communication Framework Managing transitions to reduce risk and disruption Ongoing improvements in real time View Infographic Talent & HR SynOps Operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Reinventing global payroll Complexity, fragmented processes and compliance risks topped the list of issues facing Microsoft's global payroll teams. The only answer was a global solution. Microsoft believed it could successfully address those challenges while also improving the employee experience, but nobody believed it would be easy. In fact, it wasn't clear a true global solution was even possible.   Microsoft was unable to identify a similar payroll unification and transformation project that addressed so many employees across so many countries. Further complicating the initiative was the need to deal with multiple stakeholders, challenging controls and operations complexities while simultaneously addressing potential privacy risks and data accuracy concerns. Based on a long and successful history of prior engagements, Microsoft contracted with Accenture to serve as the single global supplier of payroll governance and data administration, to help implement the ground-breaking global project named OnePayroll.   More than 50 external suppliers providing payroll services in 85 countries were then consolidated to three. Accenture and Microsoft worked together with them to standardize their payroll processes, handoffs reporting and other workflow.   Accenture supported Microsoft in creating a "one-stop-shopping" Global Payroll Services Portal enabling employees to easily submit and escalate inquiries. To facilitate the early and ongoing success of OnePayroll, Microsoft and Accenture worked together to: Create a framework to help global stakeholders obtain greater visibility into major operational issues in specific countries. Improve quality of service by restructuring service delivery teams to expedite inquiry response rates. Establish a formal communication framework to track performance and provide Microsoft with regular visibility. Accenture continues to support high performance in Microsoft's global payroll through commitments to efficiency, quality, consistency and continuous collaboration. Rigorous attention to service level agreements and a mindful focus on the employee experience enables the team to apply valuable learnings as each new country joins OnePayroll.   With stable operations seen across regions, Accenture and Microsoft are shifting focus to see how to automate processes to minimize manual entries and improve quality. Plans are underway to bring the full scope of OnePayroll service to more than 100 countries – proving once again that when two leading companies collaborate, anything is possible. OnePayroll, which offers a single, standard way for employees to interact with payroll operations is now: 43,000 Serving more than 43,000 employees in 88 countries. 15 Operating in 15 languages from four Accenture Delivery Centers. 2,900 Managing, on average, nearly

2,900 employee inquiries per month. $10M Preventing overpayments and underpayments, including more than US$10 million to date. Mission Impossible: Find out how Microsoft and Accenture turned the "impossible" into an opportunity.   Reshaping the employee experience and improving retention with innovative workforce operating models A unique human-machine operating engine that transforms business operations and delivers results. Learn how intelligent operating models drive sustainable growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Fortifying with partner experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/high-tech/lenovo ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities David Sovie Vivek Pai Mark Gaylard Mark Wachter Luca Fong High Tech Semiconductor JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the enterprise computing market, the dominant channel of distribution for manufacturers comes through indirect business channels. Lenovo got over 80% of its revenue through its partners, but they noted the company's challenges when compared to its competitors in "ease of doing business" and digital capabilities. Lenovo's 80,000 partners ranged from very large to small distributors and local resellers. On the back of multiple mergers, Lenovo's partner operations were run region wise. This resulted in fragmented systems that made it slower than competitors to quote prices and verify claims and led to lower service attachment rates. Lenovo needed to reimagine its partner experience so that doing business with it was simple, predictable and profitable. Lenovo collaborated with Accenture to undertake a partner experience transformation enabled by digital capabilities & intelligent automation. With the overriding concern of easing partner friction, the program was structured around three key tasks: Personalizing to ring in the X factor The new portal delivers content based on the user's needs. Service attachment rate saw investment in new incentives. Price to Win empowered Lenovo's salespeople to make better decisions on the discounts they offered to buyers. Early results of the transformation program show a positive impact with external partners—and internally. The new portal provides partners a one-stop shop for all needs to efficiently grow their business and even combine hardware and service offerings. Measures of quality for partner experience are expected to vastly improve. Quote turnaround time is expected to shrink from days to minutes for more than 90% of partner transaction bids. The new intelligent pricing strategy, Price to Win, helps identify optimal price points for transactional deals and improves win rates. The cross-functional team is able to execute and respond more quickly, and the new partner experience has tightened communication between the Lenovo field team and partners, which helps contribute to loyalty and continuing business. Lenovo's service attachment rates are on target contributing to substantial increase in revenues from services as well as a higher average deal size. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update

=====================

Banking on data

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/
artificial-intelligence/siam-commercial-banking-data ----- Call for change
When tech meets human ingenuity A valuable difference Current Country:
United States CASE STUDY How Siam Commercial Bank reimagined data to
drive value. 5-Minute read Every day, banks generate terabytes of data—
information from transactions, loan applications and more. Even a simple
customer action, such as making a deposit at their local branch, creates a
data point that banks can use to better understand customer needs and
identify marketplace trends. Siam Commercial Bank (SCB), the third-largest
bank in Thailand by asset size, wanted to unlock the value of its data to
enhance experiences for consumers, optimize operations and fuel future
growth. The bank's main repository of data—its data warehouse—was
hosted on premises and outdated technology, making it costly to manage,
and was limited in its ability to scale. The lake also wasn't equipped to
handle new types of unstructured data. These lake limitations prevented the
bank from using more advanced data analytics to derive key insights and
drive decisions. SCB wanted to be a pioneer amongst its peers and set out
on an ongoing, multi-year transformation journey to jumpstart the business.
At the heart of the project was the desire to use a constant stream of data-
derived insights to reinvent its approach and customer experience.   SCB
partnered with Accenture to develop and deliver an award-winning digital
transformation strategy. The approach combined advanced data and
analytics capabilities with people-focused processes and tools. The first step
was shoring up the data lake—migrating the bank's foundational data
repository to Microsoft Azure Cloud, making SCB the first bank in the region
to achieve this milestone. The team also made data and analytics easier to
access and use by deploying Microsoft Power BI to create interactive
dashboards for several business areas. To improve ATM cash management,
the team used artificial intelligence and a combination of advanced machine
learning techniques to analyze more than 12 million transactional data
points and more than 200 variables—such as locations, pay days, seasons
and holidays—to determine optimal cash levels for each ATM. Creating a
data-driven culture takes more than just new technologies and analytics. It
requires data governance and change management to help employees adapt
to new ways of working. Creating a Data Governance Office, an Analytics
Center of Excellence and a bank-wide data stewardship program helped
implement clear guidelines for effective and secure use of data and
analytics. Now, marketers can access insights from this data on interactive
Power BI dashboards to identify and craft personalized marketing messages
for prospects based on their lifestyles, interests and financial needs. Also,
automated underwriting risk tools reduce time to process loan applications.
Having achieved impressive results with their digital transformation efforts,
the International Data Corporation (IDC) recognized the team with
its Information Visionary in Thailand award in 2019. Replacing the old data
lake and migrating the new lake to the cloud reduced the bank's data

storage costs, while enabling specific functions for retail banking to apply customer insights to serve their customized needs. Automating daily forecasts for ATM cash management began producing savings within eight weeks from idea to execution and achieved 98.8% ATM service levels with 50% less cash balance. Reducing both the amount of cash in ATM circulation and delivery costs for ATM replenishment. Centralizing institutional knowledge also ensured that insights are retained within the bank to support knowledge retention and continuous improvement. In addition, SCB's innovative approach to increasing unsecured lending business is getting results. Data-driven digital marketing generated 10% more campaign responses and a 3x improvement on the model. Automation reduced manual processes by 40%, improved accuracy and accelerated loan approvals and processing, securing higher customer satisfaction while effectively managing risks. 60% Reduction in data storage due to compression techniques 98.8% Improvement to ATM service levels We are very grateful for the opportunity to work with SCB on this award winning, strategic transformation journey over the years. Joon Seong Lee / ASIAM, SEA & Innovation Lead, Strategy & Consulting © 2024 Accenture. All Rights Reserved. =====================

Rewiring the rulebook

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/justice-video-enablement ----- Challenge Strategy and solution Transformation Meet the team Related capabilities Start small then scale up Real benefits starting to emerge James Slessor Tim Godwin Emma Feggetter Jody Weis Public Safety Public Sector Consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Video Enabled Justice (VEJ) has been a policy proposal in the UK justice system for several years. But to date, there have been major challenges around delivering VEJ at an industrial scale large enough to realize the full potential benefits. A key barrier being the absence of technology to create a user-friendly environment for key users including custody officers and legal bench managers. A further barrier was a lack of an agreed operating model between the key agencies, namely courts, police and prosecutors together with other critical actors such as defense and probation. "Currently, officers devote an average of about 5.5 hours to each court case, but they may only actually be giving evidence for half an hour of that time. On top of that, they often have to travel to and from the court, with all the time and bureaucracy that involves, however the focus has now widened towards expanding VEJ to include other parties, from the Crown Prosecution Service (CPS) to the defense to prisoners on remand," said Sussex Police and Crime Commissioner Katy Bourne. "The focus has now widened towards expanding VEJ to include other parties, from the Crown Prosecution Service (CPS) to the defence to prisoners on remand."– KATY BOURNE, Sussex Police and Crime Commissioner Accenture began by engaging with all the participants; the Police Crime Commissioner for Sussex, the courts, the Probation Service, the Crown Prosecution Service (CPS) and the police forces involved to establish an agreement to work together collaboratively. And with this commitment in place, a strategic decision was taken to start the project

small and scale it up over time. The solution is currently in its initial roll-out phase and is now operational in Medway Magistrates Court, Kent, where the first hearings are now being linked up via video. Over the coming year additional releases of the tool will be rolled out to handle scheduling and on-the-day video links, allowing other participants to take part along with prosecutors and defense lawyers. The solution will then be embedded into the summary courts of the South East region, opening the way to wider uptake by other courts and regions across the country. "I've seen great improvements in the way that hearings are being held and the consistency of those hearings. We're starting to see some real benefits in terms of getting cases dealt with promptly and effectively, 2,276 hearings have been heard over the last 8 months, about 80 percent of them during the week."– TONY BLAKER, Deputy Chief Constable – Kent Police and VEJ Senior Responsible Officer The criminal justice system is actually made up of several different systems working together. At its root, the VEJ program supported and delivered by Accenture is about making all these components—and the data that flows through them—collaborate and interact more efficiently and effectively, from end to end. Which means lower cost, higher adaptability and speed, and a better experience for everybody involved. The results are already beginning to flow. Stakeholders are already pointing to better, faster handing of cases, a more responsive approach to the needs and experience of citizens, and further benefits around the efficiency and speed of related processes such as case file management. "We started by just looking at police officer time. But eventually we would like to extend this and make it possible for the CPS to prosecute via the video link as well. Defense solicitors could also give defense support via video link and ultimately a prisoner on remand could do so too. So while using video link isn't new, this is about taking that technology and making it even more efficient than it already is—making the entire system a lot more efficient," said Sussex Police and Crime Commissioner Katy Bourne. "So while using video link isn't new, this is about taking that technology and making it even more efficient than it already is—making the entire system a lot more efficient."– KATY BOURNE, Sussex Police and Crime Commissioner Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

How cloud fine-tuned planning at the speed of sound

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/auto-supplier-on-right-wavelength ----- Challenge What Accenture did People and culture Value delivered Related capabilities Industrial equipment consulting CFO and enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Most drivers get in the car and switch on the radio without a second thought. They likely aren't aware of the complexity of the audio systems that channel their favorite tunes. Yet Italy-based ASK Automotive Industries Group—which supplies antennas, amplifiers, acoustics and cables for affordable city

runarounds and high-performance supercars alike—spends years developing and producing a single product. Despite ASK's global success, the company had a limited ability to analyze and evaluate new requests for quotations (RFQ) from automakers. Assessing RFQs took days or even weeks, with multiple departments around the world aggregating and analyzing data via email in spreadsheets. This didn't always yield accurate calculations, and left no time to explore alternative, what-if scenarios that would help determine the true value of opportunities. ASK's RFQ analyses are complex for two key reasons. First, one production line might make antennas for multiple car brands, so adding new products and parts brings cost and logistical complexity. Second is that different products vary in their intricacy and production lifecycles. Antennas might comprise a few part numbers, take a year to develop and stay in production for five years. By contrast, an acoustics product might have dozens of parts, take three years to develop and have a decade-long production run. The more new products ASK agrees to manufacture, the more complicated end-to-end planning gets. ASK's disconnected RFQ evaluation process meant that the company might be passing on good opportunities while assessing and pursuing contracts that, with full visibility into the long-term impact on cost structure and profitability, it didn't actually want to win. The Accenture team, made up of practitioners from the CFO & Enterprise Value practice, was tasked with reimagining and rebuilding the RFQ assessment process so that analysis of every new opportunity would take hours, not days or weeks. This would also translate to a future sales budget, providing valuable insight into long-term planning, business development and product management strategy. First, the team redesigned and standardized ASK's planning process—globally. All stakeholders' contributions to RFQ analysis were reprioritized, each were given specific variables to manage and the approval processes were adjusted to fit the new workflows. Also, the team selected a cloud-based technology platform, Anaplan, that could enable this new system and also automate several complex what-if calculations. For example, Anaplan factors in several shared assumptions, such as exchange rates, commodity prices or alternative solutions that might affect the profitability of a new piece of business over the long term—tasks that previously required days of gathering and analyzing data, then manually plugging and playing in spreadsheets. The platform was configured to give each stakeholder access to their own unique sets of features and steps according to their responsibility levels. However, key departments such as Business Development, Product Management and Finance, were given full visibility and access to provide a clear, end-to-end planning picture. The team relied on ASK's CEO (Alberto Bianchi) and Group Controller (Enrico Righini) to set out a clear vision of what the company wanted: an entirely new business-planning process with quick RFQ analysis linked with the sales budget as the key driver of meeting targets and ensuring long-term profitability. Setting that goal allowed people—as much or more so than technology—to drive the project to successful completion. From the beginning, there was no distinction between ASK and Accenture employees as they worked together toward the objectives. This helped the team capture and respond to a constant flow of feedback from the departments and geographies who would be working with the new process, and ultimately deliver an optimal user experience—and develop buy-in from ASK's entire user community. Throughout the project's duration the team regularly showcased new

developments, delivering real, working models in Anaplan. Sharing and training sessions took place in all of ASK's geographies (including Brazil, Germany and China), and were customized by department. For example, the Sales Budget team quickly got a working minimum viable product version that, as they used it, allowed the project team to configure the system and add new functionality based on real usage. This department-by-department, prototype-based approach allowed ASK's stakeholders to feel like they were part of the project and invested in its success. The new Connected Planning Processes and Anaplan rollout—consisting of several go-lives along the way—were completed in less than a year and on budget. ASK now has a connected planning framework, encompassing RFQ, sales budget, investment budget, financial budget and the strategic plan. Anaplan users can now collaborate simultaneously across multiple departments around the world and keep the planning process under control. The time and effort of RFQ analysis was vastly reduced, so now ASK can quickly and accurately assess the long-term impact of new business opportunities—and decide whether or not to bid. Consolidation of the sales budget, which previously required a week of work, now takes less than a day. And calculating what-if scenarios associated with an RFQ, which used to take a full day of work, now takes just seconds. The calculations are proven to be spot on every time. The new system has freed up employees across the various departments and geographies from data sourcing and crunching to instead analyzing results and making strategic decisions. Best of all, no additional personnel were hired to manage or maintain the system. Instead, this new platform is run by one person on ASK's Finance team, part-time. Developing audio components for cars may be complex, highly technical work. But evaluating new business opportunities in that space is now nearly as simple as switching on the car radio. "By teaming with Accenture, we now have a connected planning framework and analyses done in seconds with Anaplan, with zero risk of mistakes." Discover how we're helping Industrial Equipment companies reinvent their operating models, production and value... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Boots: Prescription for success

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/boots-patient-experience ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Cloud—the retail essential End-to-Endless Customer Service Retail consulting Accenture Interactive Health consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The UK pharmacy sector is undergoing rapid change due to increased competition, patients' desire for fast and easy prescriptions, and a reduction in NHS reimbursements. Coupled with digitization, Boots needed to adapt to changing climates. Boots aspires to continue growing its online prescription business by delivering on its purpose to be the first choice for pharmacy, health and beauty. Key to accomplishing this is the delivery of an exceptional and seamless patient experience. The retailer has been at the cornerstone of UK healthcare for

more than 170 years, trading online and through stores. Boots wanted to create a new digital platform that would offer more flexibility in handling patients' online prescriptions and easily scale to demand, while offering high levels of customer care. This was no small endeavor, and the retailer needed support to deliver this transformational change. "We wanted to transform, but didn't have the right skills within the organization. We partnered with Accenture to help us on this journey, bring in the right skills and knowledge, so we could improve and deliver a new, market leading proposition." In just seven months, Accenture worked with Boots to deliver a brand new, repeat prescription service that has improved its pharmacy business and laid the foundation for a more patient-oriented omnichannel experience. Fjord, part of Accenture, worked alongside the Boots team to create a new and improved customer journey that enhanced the user experience. The team placed the patient at the heart of every design decision and tested the solution regularly to create a streamlined customer journey that resonates with patients. In addition, Accenture created a new cloud-based digital platform for online prescriptions, including environments and infrastructure, and a repeat prescription mobile app. To help Boots bring new digital products and services to market quicker, we set up a Digital Service Factory (DSF). The DSF was a blended team of Accenture resources with end-to-end digital execution skills to identify, design, develop, test, pilot and launch new products and services. Boots has new ways of working plus a simple-to-use repeat prescription service that offers patients a more convenient, faster and improved experience. Accenture coached 100+ Boots team members in scaled agile delivery, set up a digital talent and culture incubation arm, and created a delivery model blueprint for other Boots projects. Boots now has new ways of working that increase digital self-sufficiency and business performance. Since launch of the service, Boots has significantly increased online dispensing and the volume of online orders. The solution was able to handle a further spike in traffic when the pandemic hit. It also trebled year-on-year online prescriptions and created additional capacity to support future growth plans. This is just the start of Boots' omnichannel journey. The platform allows Boots to respond to competitor advances more quickly and offer new, innovative customer services that deliver on its purpose to be the first choice for pharmacy, health and beauty. "Partnering with Accenture has been a truly transformational experience that helped to change Boots from the inside out. It has been great to see both teams coming together to make a difference to our customers and patients." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
======================

Exploring quantum computing in financial services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/quantum-computing-in-financial-services ----- Related capabilities Technology innovation JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA BBVA, a multinational financial services

company, wanted to explore the use of quantum computing. Accenture was ideally positioned to assist. BBVA, a multinational financial services company, wanted to explore the use of quantum computing. Three use cases were identified where the complexity of the data, variables and outcomes presented significant challenges even for the most modern computer systems and software packages: A team of researchers from Accenture worked with D-Wave and the innovation team at BBVA to explore how best to use quantum computing to gain a competitive advantage. Quantum algorithms were constructed to find opportunities for currency arbitrage, credit scoring, and optimizing trading trajectories. These use cases were mathematically modeled by the team as optimization problems that could be tackled with quantum computing, and the final quantum algorithms were then implemented and tested using quantum annealers and hybrid solutions provided by D-Wave Systems. To create useful quantum applications, it is necessary to leverage the best technology across many parts of the ecosystem and have the right talent at all levels. BBVA engaged several of its strategic partners and vendors in the quantum ecosystem to embark on its quantum journey. This opened the door for the exploration of more complex use cases and eventual productive deployment, once the necessary hardware is available. The project has helped BBVA gain public visibility and position itself as a digital and innovative firm. Once live, the system will identify new areas of growth, and the resulting stronger trading portfolios will deliver better returns on customers' investments. As part of a larger project to jumpstart BBVA's quantum experimentation for financial services, a team of researchers from Accenture utilized D-Wave's quantum and hybrid quantum systems to successfully map three client-relevant, but computationally challenging, use cases to quantum formulations, enabling quantum readiness for future hardware. This initiative has contributed to BBVA's position at the forefront of exploration of quantum technologies and has helped the firm forge a path of innovation in the field of quantum computing. Creating lasting value across the enterprise with technology innovation. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

European insurance network outpaces competition

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/insurance-network-reinvents-claims-handling ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Wider breath of claims covered Harnessing the power of cloud Better services than bigger insurers Transparent and accurate claims handling Insurance BPS SynOps Business Process Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Smaller European insurance companies are struggling to compete with larger, more technically savvy rivals. They don't have the technology needed to streamline their work. Most rely on email and fax to handle everything from damage assessments to payouts. And without easy access to data, it is

difficult for them to monitor claims costs, performance and fraud. These insurers also tend to have no standard procurement processes or negotiation practices to lock in favorable pricing. And they have little control over when (or at what price) suppliers will provide products and services. As a result, claims costs are rising and customer expectations are not met. Realizing that there is strength in numbers, a group of small European insurers came together and worked with Accenture to reinvent their claims handling. Smaller insurers come together to improve customer experiences, reduce costs, and make insightful decisions to drive competitiveness and future growth. With our help, this insurance network built a shared services center that uses intelligent operations to centralize claims. The new model uses SynOps to connect stakeholders in the insurance ecosystem and covers end-to-end claims management services. The center administers auto, home, personal and workers compensation claims. For home and auto, it manages provider networks and negotiates pricing. The center manages provider processes, invoice validation, payment processing and more—surpassing services provided by bigger insurers. With access to data, technologies and expert talent, smaller insurers can offer personalized, hassle-free customer service. They can also manage claims more cost effectively—claims-related costs for participating insurers have dropped by up to 30%. Some specific outcomes reported by insurers are: 14-17% drop in glass claims coverage costs. 20-30% reduction in spare parts costs. 15-25% drop in home insurance claims costs. Staying competitive with intelligent operations Accenture's center strengthens relationships across the insurance ecosystem. The provider platform brings more than 1,000 inspectors and repair professionals into a single network. In-network suppliers are ensured a steady stream of work. And insurers enjoy a negotiated discount rate of service. Participating insurers have increased the number of claims repairs sent to in-network suppliers by 40 percent. Finally, the center has freed insurers' employees to focus on more strategic activities, such as reviewing claims recommendations and focusing on new solutions that can best serve their company and their customers. In all these ways, participating insurers are now able to compete more effectively in the European insurance market. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Real-time insights unlock $2M in working capital

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ operations/efficiency-improvements ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Intelligent finance operations CFO & enterprise value Consumer goods and services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A global food and beverage leader is at the forefront of developing sustainable taste and nutrition solutions. Its ingredients and flavorings are used to create new, groundbreaking products enjoyed by billions of customers worldwide. Across its business, the company has been actively

investing in innovative solutions to identify growth opportunities and respond to changing customer needs earlier. Along the way, the company found that manual and time consuming finance processes were impairing its ability to manage the cash flow and working capital needed to grow the business. To gain the agility it needed to act fast and deliver excellent customer experiences, the company needed to move its core finance processes to a data-driven operating model. This move would not only help the finance function ensure the company remain competitive in a complex industry, but also generate the insights and agility needed to manage future growth. The team used Accenture's SynOps platform to create an intelligent finance operating model that connects digital technologies, talent and data and analytics to provide real-time actionable insights for payables and receivable processes. Intelligent insights help the team make more informed decisions—improving the invoice process and ensuring payments are paid on-time. Automation matches internal credits to customer accounts and incoming customer payments to invoices—freeing finance experts to spend more time identifying and correcting late customer payments. A third-party cloud solution prioritizes customers, collects payments and flags payments at risk of being late—improving payment cycle efficiency for low-risk customers. A new electronic data interface (EDI) solution allows suppliers to submit invoices without needing additional software or hardware—reducing invoice misplacement. Accenture's Goods Received Not Invoiced Analytics tool automatically routes supplier invoices without a goods receipt to the right contact for resolution—improving quality and speed of decisions. The company is already getting a taste of the value that the optimal combination of human ingenuity, digital technologies and data-driven insights can provide. Its employees, customers, vendors and bottom line are all benefiting. 25% Streamlined accounting processes, paired with timely invoice payments and reporting, increased operational efficiency by 25% in just one month. $2M Visibility of outstanding vendor payments are helping the company realize over US$2 million in working capital benefits per year. $1.8M Over a two-month period, US$1.8 million in debit balances were recovered—reducing the company's liability risk with vendors. New technologies that simplified and standardized ways of working even made it possible for the accounts receivable team to seamlessly adopt a work-from-home model amid the COVID-19 crisis. The move took just a week and caused no disruption to the business or downtime in service. Moving forward, the company will continue transforming the organization with intelligent finance operations. It will use applied intelligence and predictive analytics to identify new opportunities for addressing payable variables such as immediate and early payments, discount capture, terms rationalization and purchase order (PO) compliance. A cash flow monitoring tool and intelligent collections tool are being implemented to provide uniformity of processes across all geographies of operation. And strategies to further improve working capital by reducing electronic vendor invoicing issues are being evaluated. These ongoing initiatives, combined with the strong core finance operations, are positioning finance as a strategic partner to the business, capable of outmaneuvering uncertainty, and boosting growth and shareholder value for years to come. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
======================

Smart procurement saves food giant time and money

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/
supply-chain-operations/smart-procurement-saves-food-giant-time-money
----- Call for change When tech meets human ingenuity A valuable difference
Related capabilities Procure-to-pay Agile prototyping Supply chain &
operations Sourcing and procurement Consumer goods & services JOIN US
EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA
A global food-products giant found that the processes involving indirect
spend management—such as goods (e.g.: office, cleaning, lab supplies) or
services (professional, marketing services), required significant
improvement. The company's legacy indirect procurement and supply chain
management tools and processes at business units around the world were
slow and offered limited functionality. Purchasers were forced to take
shortcuts to ensure that goods actually arrived when and where they were
needed, resulting in backlog work. Additionally, procurement lacked the
real-time visibility it needed to better inform a strategic approach to indirect
supply chain sourcing and feed accurate data to other areas of the business
(such as finance). Procurement needed to be fast, aligned with business
expectations and compliant with contracts and policies. So the company
sought a way of transforming into an intelligent procurement function with
globally harmonized processes. Perhaps most importantly, the new process
needed to be quick and user-friendly. The company wanted a strategic
partner that could help implement new ways of working for talent and
digital transformation—all underpinned by data, AI, analytics and a cloud-
first approach. Starting with two European pilot markets, Accenture and the
company developed a strategic operating and design plan for a cloud-
enabled, intelligent procurement model that would offer flawless service,
greater visibility and insights, and overall value.   The team selected Coupa,
a leading procurement platform, and worked to ensure that the Coupa
solution was fully loaded with content that would efficiently guide users to
the best buying options. The user interface was customized to display
specific products and services based on individual business users' needs.
The team also built in algorithms that automatically populate fields based on
the user profile, as well as an AI bot that provides real-time support
prompts.   Agile prototyping involved regularly presenting progress to users
in the pilot countries. This iterative process ensured acceptance ahead of
the launch—and also eliminated the need for in-person training.   The team
also layered Coupa on top of the company's core SAP ERP system to speed
up orders and payments, and allow data to flow seamlessly across other
company functions such as corporate finance. Operational excellence
achieved with faster, compliant ordering, validation and payment, as well as
real-time data flow to other functions. Iterative development of the interface,
with regular user feedback informing modifications, led to quick adoption
and reduced in-person training time. 50% The length of the procurement
process from budget requisition to invoice validation has been cut by more
than half. 90% Spend optimized for savings increased from 40% to 65% after
rollout in the two pilot countries. It will be 90% after global rollout. 18 The
number of months to reimagine and implement an intelligent, cloud-based

procurement system globally. In the two pilot markets, the time taken for indirect supply chain procurement—from budget requisition to invoice validation—has been cut from a full week to less than a day and a half. Goods arrive on time, suppliers are paid faster and the company has real-time visibility into procurement and spend. Spend optimized for savings through existing contracts and catalogs increased from 40% to 65%. It will be 90% after the global rollout. The project is also being expanded. A new cloud module will streamline supply chain sourcing across the source-to-contract process, and Accenture will deploy AI-driven, risk-management analytics. The new solution will extract insights across contracts, POs, invoices and spending patterns to support spend-cost models for greater visibility into changing buying patterns—and provide insights for enhanced vendor management, supply chain management, and supply chain planning. This end-to-end transformation, which equipped people with new ways of working through the power of digital, data, AI and cloud, delivered the company a more resilient, agile and responsible supply chain that supports growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Telco dials up growth with aftermarket operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/aftermarket-operations ----- Challenge What Accenture did People and culture Value delivered Related capabilities The value multiplier Supply chain BPS Business process services Supply chain and operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA This leading telecoms manufacturer enjoyed explosive growth, quickly becoming a $2 billion business with a presence in over 90 countries around the world. To support such rapid growth, the company needed to ensure that its spare parts planning and warranty management could keep up. Applying its startup mindset to its supply chain, the company knew it required moving to a lean, flexible operating model that leverages digital technology and expert talent to reduce business risk and meet demanding customer expectations. Together, we embedded intelligence and flexibility into the company's aftermarket operations by using proprietary assets like Accenture's analytics-driven 'warranty as a service' platform. The solution accelerated the claim lifecycle from claim insertion through to invoice generation and ensured the team could meet high customer service standards while scaling up operations in tandem with the wider business. The team built out the company's spare parts demand forecasting and planning capabilities by using our SynOps platform to bring together the optimal combination of human + machine talent, driven by data and insights to deliver sustainable business outcomes. Machine learning and statistical modeling enabled the team to predict demand and maintain order fill rates at 98%, with the ability to forecast when, where, and by whom spare handset parts will be needed. As part of a young business with an agile startup mindset, this company's workforce knows delivering exceptional

customer service is a critical differentiator. That's especially true in an industry with low barriers to entry. Now they have both the time and the intelligence they need to match and exceed their customers' expectations. Automated tools and platforms, powered by analytics and machine learning, provide a simpler, more streamlined working environment. And detailed analytics provide end-to-end visibility into support operations. As a result, the whole business is better able to focus on its primary goal: serving its customers faster and better. By embedding intelligent operations from the outset, this company has ensured accurate spare parts planning, streamlined warranty processing, and enhanced customer service as it scaled up to become a billion-dollar player in the global communications market: 75% Accuracy in forecasting future demand for spare parts 20% Reduction in overstocking <10% Obsolete inventory (best-in-class performance) 40% Reduction in average warranty processing time – from 25 days to just 15 days $10M Year-on-year savings Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.

=======================

North American mortgage lender unlocks $60M in savings

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/lender-reimagines-operations ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities The value multiplier Improving correspondent lending channel Transforming the wholesale channel Data insights power better, faster decisions Banking BPS Banking Compliance BPS JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The North American mortgage market was growing at unprecedented rates and companies found it hard to keep up with market demands. The leaders of one North American mortgage lender saw this as an opportunity to grow their market share and become a leading lender. Their philosophy was that rising to challenges – whether they succeeded or failed – would ultimately lead to increased market share and market leadership. Achieving this ambitious goal wouldn't be easy. It required the company to rethink its processes, create new ways of working, operate much more efficiently, and generate insights to better serve its customers. In short, the company needed to reimagine its operations—particularly in the areas of staffing acquisition, development and retention. The lender needed to rethink its processes, create new ways of working, operate much more efficiently, and generate insights to better serve its customers. The team used SynOps, Accenture's human + machine platform, to create a data-driven operating model that connects intelligent technologies, talent, and data and analytics to provide real-time, actionable insights. Over 50 automations to improve underwriting quality and productivity were quickly deployed. They transitioned loan originations to a new platform that leveraged optical character recognition, workflow automation and a rules engine to streamline the pre-purchase review of correspondent and broker loans. And they developed a closed-loop

continuous improvement system—along with a rigorous quality assurance process—to increase underwriting efficiency and effectiveness. The correspondent lending channel was the first business line transitioned to Accenture—and the first functional area the mortgage company had ever outsourced. Together, the team developed an agile workforce, new operational policies and governance models geared to maximize quality, productivity and data security. These successes allowed the mortgage lender to see first-hand the value of having a trusted business service provider manage critical elements of its lending processes. The lender was confident that Accenture could replicate this success in the wholesale channel as well as underwriting for conventional loans and pre-funding and post-close quality assurance for all channels. More importantly, the new service arrangement called for Accenture to build truly intelligent mortgage operations that brought together the power of data, intelligent technologies, and talent to ensure long-term business sustainability, high-quality services, and an accelerated innovation agenda. Access to real-time data insights and analytics helped the lender make more informed decisions. For example, using these new analytics, a lender partner optimization model was created by assessing each of the company's lending partners and presenting performance-related insights to decision-makers in an easy-to-use dashboard. The model quickly showed how each partner contributed to the company's profitability. Looking towards the future, the team is exploring advanced analytical predictive modeling in the areas of lender partner price sensitivity, borrower behaviors and loan loss reserves. The mortgage company's decision to team with Accenture paid off. Its market share has nearly tripled, and its number of channel lending partners has climbed from 50 to 750. Each partner is now benchmarked on risk and profitability.   The company's remarkable growth is due to many factors, including moving to a data-driven, operating model that delivers better, faster, and more efficient service.   With its move to intelligent operations, this company has distinguished itself among customers and lenders and is positioned to retain its enviable market position for many years to come. 180% increase in market share growth. 5X increase in the company's monthly funding capacity—from US$400M to $1.8B. $60M savings in underwriting and documentation cost. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

WSIB: Grounded in cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/wsib-ontario ----- Challenge What Accenture did The result was two big wins for WSIB's customers People and culture Value delivered IaaS and PaaS at speed Related capabilities Cloud migration Advanced Customer Engagement Insurance JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Ontario's Workplace Safety and Insurance Board (WSIB) is one of the largest workplace insurers in North America, covering more than five million people in some 300,000 workplaces. While focused on the traditional business of workplace safety, WSIB is anything but traditional in keeping up with its customers' evolving needs. That's why

it took a hard look at its aging and inflexible technology infrastructure and sought creative opportunities to transform it. Over time, WSIB's technology systems had grown complex, unwieldy and expensive to maintain. WSIB knew it was time to reimagine the underlying technology capabilities and position the organization to continue to offer the best possible service to its customers, requiring an upgrade to both the legacy infrastructure and its management approach, to be digital-first and cloud-enabled. WSIB teamed up with Accenture to implement ambitious new digital and cloud offerings. A core component of the new strategy was implementing a hybrid cloud approach to support both the technology infrastructure and related services. While WSIB intends to migrate most of its existing applications to the cloud over time, it also wanted to reach for the cloud right away, so the team immediately launched two new cloud-based portals for businesses and people, streamlining internal workflows, establishing a dedicated technical team, integrating data sources and upgrading the internal connections and interfaces. Login-for-BusinessA cloud-based Identity and Access Management (IAM) solution that provides a new online portal for external businesses to interface with WSIB. Login-for-Business is the first major cloud initiative at WSIB and reaffirms their cloud-first direction for the modernization of its core services. Online Service for People with ClaimsA new online portal that extends WSIB's core services for people with a claim to access of their information digitally. The online portal displays real-time information such as the status of their claim, payment information, health care benefit information, and a variety of self-service capabilities related to the lifecycle of their claim. This new channel leverages the same cloud-based IAM solution introduced through Login-for-Business. The cloud project has transformed the way people approach setting up technical environments for new services and solutions at WSIB, from the shared technical team to agile development methods and newly standardized approaches. As the organization can now move faster and has eliminated many manual and redundant tasks, WSIB's technology team has more time to engage in higher-value work and deepen their skills in other new digital and "cloud-grounded" solutions. Customers no longer need to resort to time-consuming phone calls to carry out basic tasks making WSIB a more responsive organization. WSIB now has an infrastructure services strategy and cloud-grounded approach to better meet customer demands today and for years to come. The end-to-end strategy standardizes processes, takes advantage of new capabilities such as self-service portals and automation, and improves customer engagement. The result is a more flexible technology and business organization, with much greater transparency around operating costs. WSIB is now in a position of strength and able to work with multiple vendors to boost customer service. One aspect of the strategy, the Microsoft Azure Cloud platform, is already generating benefits for the organization. Provisioning infrastructure for new projects used to take days, and can now be accomplished in hours – what a difference! 70% Now the average time spent by the customer online is now only three and a half minutes, resulting in 70% time savings for customers and additional call centre capacity for WSIB. 80% As a result, the overall customer satisfaction score is 80%, cementing this portal as the highest rated digital product WSIB launched to date. 300% WSIB now has over 500 services within Microsoft Azure - that represents a 300% increase in cloud adoption in just one year. Since the project began, the organization has put in place over 500

services within Microsoft Azure, including key infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS) offerings. That represents a 300 percent increase in cloud adoption in just one year. Additionally, the team is currently working on 20 cloud-based initiatives for both front-end and back-end applications. In parallel, WSIB continues to migrate all its infrastructure services and applications to the cloud. When COVID-19 caused a flood of customer claims, questions and new needs, WSIB's new offerings enabled the organization to initially respond within hours, not days, and ultimately solve for the service demands within days, not months. The average time spent by the customer online is now only three and a half minutes, resulting in 70% time savings for customers and additional call centre capacity for WSIB. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Public Services today for stronger communities tomorrow

Facing limited resources, increasingly rapid technology advances and a state of permacrisis, public service organizations who embrace continuous change can have meaningful impact on outcomes for individuals and entire communities. How to reinvent public service What's trending in public service Awards and recognition Our leaders Public Service careers Public service now Build a technology infrastructure that evolves to serve changing public needs Build a technology infrastructure that evolves to serve changing public needs Design services for people, not agencies Design services for people, not agencies Lead the way to more sustainable communities Lead the way to more sustainable communities Build the public service and community workforces of tomorrow Build the public service and community workforces of tomorrow Improve efficiency with an intelligent back office Improve efficiency with an intelligent back office Boost cybersecurity to protect data and build public trust Boost cybersecurity to protect data and build public trust Elevate public services with data and AI solutions Elevate public services with data and AI solutions Segments we support Accenture named a Leader in North America State and Local Government Cloud Services Accenture named leader for Data-Driven Government Accenture named a Leader in Higher Education Cloud Professional Services Anita Puri Dan Boxwell Hibiki Mizuta Dan Sheils Current Country: United States 200% increase in global disruption since 2017 1 in 4 central government workers across OECD countries were aged 55 or over in 2020 36% of people we surveyed in 10 countries say government agency processes and interactions are intuitive Now is the perfect opportunity for leaders of government agencies to reimagine their operations to build resiliency and deliver better outcomes for all. Design and deliver the next generation of government services and improve citizen experiences. Become more agile and responsive with digitally-enabled services that have users at the heart to deliver better outcomes. Think about innovation as a capability and become

future ready while delivering mission outcomes, now. Work towards a greener and more connected future. Ensure efficient, fair tax and revenue enforcement and collection. Adopt a preventative approach and enable a new era of public safety. Create new ways to connect and learn. Education is being transformed from a place to a platform. Be more collaborative, connected and intelligent and create new ways to enable seamless and secure travel and trade. Use data-driven insights to deliver outcomes for state and local communities affordably, efficiently and with equity. Sustainability of the last mile is a key competitive advantage. Embrace digital transformation to accelerate growth and great service. Tap into innovative digital technologies to better deliver your mission and meet constituents' expectations. Accenture is teaming with Queensland University of Technology to reinvent how they communicate, engage, support, attract and retain students throughout their higher education journey. Continuous change is the new reality. Leaders can see the pressing need for change but lack the confidence to deliver. Discover our new blueprint for excellence in change that can lead to higher, better and faster returns. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. A digital transformation at the Directorate-General for Maritime Affairs and Fisheries will enable the department to be more agile in data-driven decision-making. How can public service organizations effectively fulfill their dual role in the gen AI era? Not just transforming its own work processes and upskilling its workforce, but also supporting other businesses and communities. For this blog, Anita Puri, global public service industry lead, partners with Bryan Rich, global public service industry data & AI lead, to examine the 2024 Accenture Technology Vision trends through a public service lens. Of executives say making tech more human will boost every industry. Five imperatives the C-suite must address to reinvent in the age of generative AI. Gen AI will transform entire value chains—and the very nature of work itself. Leaders need to lead and learn in new ways to drive business performance and more productive, creative and meaningful work for everyone. Combining the power of data, tech and talent to accelerate reinvention in public service. Accenture discusses the need to embed digital twins at the digital core for a more resilient military defense supply chain. Accenture research reveals how public service agencies can reframe consumer experience in the public sector to align with changes in people's lives. Accenture is named a Leader in inaugural IDC MarketScape: North America State and Local Government Cloud Professional Services 2024 Vendor Assessment. Accenture is named a Leader in IDC MarketScape: Worldwide Higher Education Cloud Professional Services 2024 Vendor Assessment Managing Director – Public Service, Global Lead Managing Director – Public Service, North America Lead Senior Managing Director – Public Service, Growth Markets Lead Managing Director – Public Service, EMEA Lead Help public sector organizations ranging from federal to local governments, higher education institutions and non-profit organizations embrace a strategy of continuous reinvention. © 2024 Accenture. All Rights Reserved.
======================

Ferrero: A recipe for employee engagement

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Daniele Savini Pamela Macovaz Cloud migration Talent & organization Consumer goods and services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA To engage and develop the workforce, companies know that HR technology needs to be user-friendly and inviting. As technology evolves, employee expectations are evolving with it. Employees bring consumer expectations to work, whether they're performing tasks or socializing with colleagues. In the office, they seek to engage with technology in the same way they consume products and services or communicate elsewhere. Companies that build differentiated workforce experiences can reap substantial rewards. That's what the choco-confectionery company, Ferrero, had in mind when it established a strategic vision to enhance the employee experience with a more personalized, engaging approach. It wanted to create an enticing new culture that facilitates people in developing their skills and careers at the company. In addition, more efficient ways of working powered by greater digitization would enable HR and line managers to better monitor workforce performance. To perform HR processes or learn new skills, people had to navigate through different systems. Ferrero needed help transforming the employee experience with streamlined HR processes and user-friendly technology. The team used SAP and SuccessFactors to digitize processes and build an online "shop window" on top of legacy applications. 14,000 Ferrero collaborated with Accenture to enhance the end-to-end experience for 14,000 white collar employees. 55 Ferrero collaborated with Accenture in 55 countries. We aligned Ferrero's performance management, reward, development, learning and succession planning processes to the new tool's digital capabilities. The cloud app was translated into 10 languages and is accessible on laptop and mobile. Our team designed a user experience and online interface around the workforce with the aim of boosting engagement, connection and information sharing. The solution enables people to take charge of their company profile, career information and learning/capability development. The individual's public-facing page serves as a digital business card highlighting: In a private area on their page, employees can also set: HR professionals use the tool to gain a better view of the workforce's talent information, such as performance evaluations, courses completed, salary increases and other career-development insights. Artificial intelligence using natural language processing allows HR professionals to perform powerful searches and scan open-ended text fields. For instance, to fill an open position, HR professionals can type in "Find someone similar to Jane Doe," and the system will scan workforce data globally to find the best fit. The solution will provide a list of candidates based on the query and assess how good the match is.   The streamlined processes are helping employees build their career at Ferrero. People have readily adopted the user-friendly tool to share career information; express career aspirations; be "heard" at the company; and connect with line managers, colleagues, and HR. The app

gives line managers and HR greater visibility into relevant information and helps them facilitate a satisfied, healthy workforce ready to manage new business challenges. Line managers and HR can also use the platform to prepare for annual interviews and automate compensation letter distribution. The new analytical capabilities are helping the HR department make decisions and rethink policies, incentives and practices based on hard data. The digitized processes and transparency also make it easier for line managers and HR professionals to track performance. Line managers are now enabled to better manage people thanks to the new tool; the app stores individual performance data and compensation letters. It also enables HR to monitor learning plan completion through summary dashboards and reports. With these new capabilities, Ferrero has been achieving its strategy to offer people continuous feedback. Ferrero now has the tools it needs to unlock the varied and wonderful talents of its people to become a more agile organization. These capabilities are providing a strong foundation to create new attitudes, competencies, behaviors and ways of working to address rapidly evolving needs. After the launch, approximately 80% of the workforce accessed their profile in order to complete and maintain it. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Reimagining Telefonica customer experience for growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/telefonica-reimagining-cx ----- Challenge Strategy and solutions Transformation Related capabilities Digital marketing Digital experience Personalized content Big-data-analytics Communications & media Interactive JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA BEST-IN-CLASS NO LONGER HAS A CLASS: Traditional telcos are almost indistinguishable—same services, different day—resulting in stagnant growth. Customers are constantly shopping around for what's next, thanks to competition from born-digital market entrants and a growing demand for new services and immersive experiences. In an age of unprecedented disruption where brands cater to customers, telcos must adapt quickly or risk losing even long-time loyalists. NOW OR NEVER: Telefónica has millions of subscribers. But to retain their business and attract new customers, the brand needed to understand them as individuals. Diving into their digital routines and creating a seamlessly personalized omnichannel experience based on their needs was imperative to growth. Rising to the challenge, Telefónica set out to become the telco of the future through digital transformation—from phone and data to smart services. This enterprise transformation called for a commercial refocus: Investing in digital solutions and insight discovery would not only improve the customer experience, it would also help Telefónica identify cost efficiencies and build new services to keep customers coming back for more. ONE IN A MILLION: Analysis of the customer and prospect sales journey revealed an opportunity to optimize digital marketing and sales. Telefónica partnered with Accenture

to design a secure digital environment that helped them anticipate customer expectations and quickly adapt to changing market conditions. Across every channel, brand offers and interactions are now customized to individual preferences. Continuous adaptation is also key. End-to-end analytics allow for better understanding of the entire customer journey, from lead generation and website traffic to conversion, provision and service. This increased insight helps to convert leads into sales more efficiently, with high levels of customer satisfaction. "This project shows how Accenture is collaborating with Telefónica to build capabilities that create remarkable digital experiences, resulting in an enhanced digital relationship between Telefónica and its clients. This is a big step in transforming the way we connect with the customer to compete in the market today." Focusing on SEO, SEM, social campaigns, and paid media, Accenture Interactive brought best-in-class digital tools and design to create a holistic customer experience across all touchpoints. Using a service design approach, Accenture's Fjord team aligned Telefónica's digital properties with the customer journey to solve problems and improve the overall experience. Melding data and creativity, they employed analytical tools to understand user behavior and optimize design based on KPIs and real-time evaluation. Content was optimized and personalized to increase qualified traffic. The centralization of assets and production expertise accelerated content rollout and streamlined global distribution, helping Telefónica complete the sales process more effectively. End-to-end analytics based on anonymized data monitored the customer journey from traffic generation to conversion, where sales were optimized through digital assistant platforms and call center support. "Accenture collaborated with Telefónica in the development and transformation of our digital agenda. Its digital capabilities and expertise have been a clear catalyst for our digital strategy, helping us to get closer to our customers and to continue to make great strides in becoming the telco of the future." THE TELCO OF THE FUTURE: Today, Telefónica offers a leading customer experience: relevant, consistent, personalized, responsive, and agile, powered by state-of-the-art service and web design, as well as advanced data analytics. Commercially, the transformation effort has reduced acquisition costs and increased website visits—particularly from new users—doubling the conversion rate from lead to new customer. It's also driving brand growth: More than one million digital purchases were completed as Telefónica rolled out the new experience across the UK, Spain, Brazil, Mexico and Chile. View Transcript Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

University of Notre Dame: Empowering communities

What Accenture did Value delivered Related capabilities Accenture Development Partnerships Competitive agility JOIN US EXPLORE JOBS

WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Notre Dame Initiative for Global Development (NDIGD) is a program housed within the Keough School for Global Affairs at the University of Notre Dame, located in the United States. This program addresses the challenges of building just and equitable societies by leveraging the University's signature strengths to promote development and human dignity worldwide. Accenture Development Partnerships and the University of Notre Dame co-developed a transformational, self-sustaining energy model—Connectivity, Electricity and Education for Entrepreneurship (CE3)—with three primary objectives Following a successful pilot project implementation in Uganda, Accenture Development Partnerships was engaged by NDIGD to conduct project oversight of a full scale CE3 project in South Africa, including market assessment and business model development. Accenture Development Partnerships worked on the project in South Africa leading the sustainability efforts, including including training local staff, developing local management tools, assessing business models, and providing training materials. Early into the project, forecasts and results indicated that the model achieved operational sustainability from day one, as well as recovering some capital expenditure. It has enabled the development of new businesses and also contributed to the growth of existing businesses resulting in the creation of local jobs. "The broad-spectrum impact of CE3 at the community level is truly inspiring. Providing access to energy and lighting – CE3 creates new job opportunities driven by skills-building and entrepreneurism." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Moving a health plan's HR functions to the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/health/moving-health-plan-hr-functions-cloud ----- Challenge Strategy and solution Transformation Related capabilities Operational transformation Healthcare consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A leading U.S. health plan wanted to improve its overall HCM capabilities by moving its disparate legacy applications to a single, unified system, preferably in the cloud. The objective was to combine the functionality of scattered finance and human resources applications onto one system that would improve operations, provide greater transparency and enhance the employee experience. The business also wanted to use streamlined reporting and analytics to improve compliance and gain greater insight. The health plan turned to Accenture for its significant platform and industry experience and to help confirm they made the right decisions to help reach their goals. Accenture collaborated with the health plan's business and technical teams to develop, then confirm the approach of more than 400 test cases and scenarios. In total, Accenture helped configure and implement the following nine modules for the cloud solution: Accenture worked closely with client business teams to define requirements, scope and design, aligning business processes to the new platform. Accenture also

organized and hosted product demonstrations to gather and confirm requirements, then validated end-to-end solution capabilities. Functional and configuration designs were created based on more than 600 specific business requirements. Configuration work included: 12 configuration workbooks with more than 100 tabs and 10,000 configurations. 30+ custom security roles. 40+ custom workflows. 30+ defined flex fields. Accenture delivered this HCM Cloud solution within the defined budget for the business case. Oracle Cloud HCM capabilities and data conversions were delivered with no major issues or complications at Go-Live. The health plan's Oracle Center of Excellence successfully leveraged this cloud solution and integrated it across Sales, Finance and HR. The employee experience was enhanced for HCM capabilities. The delivered solution was also ready to support more than 1,000 employees from a recently acquired organization. The health plan's HR organization and Center of Excellence were satisfied with the final delivery and have continued to work with Accenture on other related initiatives. =====================

Flexible workflow planning expands bank's capacity

Call for change When tech meets human ingenuity A valuable difference Related capabilities Workforce management Process efficiencies Optimized workflows Banking BPS Operations Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA When the onset of the pandemic forced millions of workers to stay home, banks scrambled to enable remote work and adapt to a constantly shifting landscape. On the consumer side, mortgage applications, refinancing inquiries and requests for payment deferral all soared. Banks that got pinched in the workforce transition struggled to meet customers' growing needs. A leading Australian retail bank was feeling the squeeze. As it worked overtime to process the surge in applications, pandemic restrictions made it difficult to recruit and train new hires, putting more pressure on existing employees and straining lending operations. The bank's leadership team identified two key metrics that needed to be improved: time-to-write for loans and time-to-competency for new resources (employees). There were gaps in training and processes slowing down these measures. Tackling both challenges effectively would make loan origination faster and operations more seamless, strengthening customer experience and the business overall. The bank knew it had to move quickly to take its mortgage direction by establishing flexible workflow planning that would immediately expand capacity to support its customers in a time of crisis and power future growth. Accenture scaled up the Mortgage Operations division with more than 100 new resources, including highly specialized analysts and advisors, in a matter of weeks. The new team trained remotely through the bank's "mortgage academy," quickly building the skills and competencies required for their demanding roles. Accenture

helped to identify gaps in the bank's training and QA processes, then guided it to review and update the corresponding documentation. New concepts and practices were introduced to key employees, who went on to train their peers. This approach helped the bank roll out changes quickly and effectively, enabling more flexible operations. Accenture examined existing workflows and systems to find opportunities for improvement. In one case, it found that inconsistencies in broker-submitted documents were causing processing delays. After refreshing brokers' training on quality requirements, the improved quality of inbound documents has shortened loan origination times. Encouraged by these positive changes, the bank is now engaging Accenture more broadly to revamp processes at other stages of the lending lifecycle. Encouraged by these positive changes, the bank is now engaging Accenture more broadly to revamp processes at other stages of the lending lifecycle. Accenture's close examination and targeted guidance have helped this large Australian bank overcome capacity constraints, workflow challenges and process snags to better serve customers at a volatile, vulnerable time. The results are clear. 60% faster time to competency for new resources, thanks to more efficient training practices, well-defined workflows and straightforward documentation. 94% resource utilization (a gain of more than 25%) achieved by eliminating process redundancies and sharpening employees' core competencies. 30+% efficiency gain in loan origination, fueled by smart workforce management updates, further expanding capacity and driving business results. When the effects of COVID-19 sent mortgage applications through the roof, this bank engaged Accenture to help it quickly expand its team and support customers in uncertain times. Targeted improvements to workforce management and workflow planning have meaningfully strengthened its lending business. The efficient, flexible and sustainable processes the bank adopted amid the pandemic now position it for continued growth in the long term. ===================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/memory-lane-conversational-ai-solution ----- Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA =====================

Managing retail promotions with pin point precision

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/managing-retail-promotions ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Supply chain transformation for a north American retailer Demand forecasting Store distribution Order management Reporting and analytics Supply Chain BPS ai.RETAIL SynOps JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA How do you get pin point precision in retail

promotions? This multi-billion-dollar North American retail chain operates in a market increasingly crowded with new and competitive entrants. Its response? A commitment to constant innovation and customer-centricity. Having worked with Accenture to transform everything from demand planning to procurement and delivery assurance to store allocations, the retailer turned its attention to promotions. With 17,000 items on promotion in 1,200 stores each week, the retailer's promotional business is worth $9 billion a year. Getting inventory allocation right really matters. Under-ordering means gaps on the shelves, while over-ordering creates excess inventory. The impact of both on customer experience and the bottom line is substantial. The retailer asked Accenture to help it transform its ability to predict and meet demand for promoted products—and ensure as many customers as possible could benefit from store promotions. Raising retail performance with SynOps. Using SynOps for Supply Chain, Accenture helped the retailer transform its ability to predict the level of demand for items on promotion, right down to the impact on individual stores. Using a new AI-powered forecast analytics and allocation solution, planning teams can fine-tune promotions and allocate inventory to stores more accurately, including from overseas suppliers. Accenture's solution has four interlinked components: Machine learning models forecast demand up to eight weeks in advance while new insights are created into the impact of competitors' promotions. Analytics reveal each store's contribution to promotional sales, including sophisticated "what if?" scenario modelling for testing assumptions. Orders with 3,000 global vendors are continuously monitored to ensure the right quantity of goods get to the right stores at the right time. Accenture's experienced analysts provide clear, detailed and timely reporting on the effectiveness of promotions at store, banner and regional level. With Accenture's help, this retailer is changing its whole approach to the supply chain. Its promotions teams have been able to leave behind one-size-fits all models that emphasize the product and instead refocus on the flows of value to the end customer.   That means ensuring the right products get to the right stores in the right numbers at the right time, so no-one has to miss out on a promoted product. It means predicting customer demand and adapting store allocation with newfound precision and flexibility, taking into account a whole range of complex interlinked factors in each locality. Today's highly savvy customers demand more. SynOps for Supply Chain is helping deliver it. Accenture has transformed this retailer's ability to predict and meet customer demand for its promoted products. Before, approximately one in every ten people walking into store hoping to buy a promotional item would be disappointed. With Accenture's enhanced demand forecasting and order management, that figure has now plummeted to just one in fifty. That doesn't just mean higher revenues, it also means a better customer experience. It's having a significant impact on building and sustaining customer trust. These are vital commodities for retail success today. By embedding intelligent operations at the heart of a customer-centered supply chain, Accenture is helping this company streamline operations and boost performance. It means the retailer can focus on what it does best: delighting its customers every time they visit its stores. 33% Increase in productivity. 30% Reduction in inventory. 15% Boost to forecasting accuracy. 15 Percentage point decline in delayed overseas orders. 200 Basis point improvement in material availability for offshore products. 98% In-store fill rate Please enable Advertising and Social Media

========================

Multiuser VR merchandising evaluation system

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/vr-merchandising-evaluation ----- Related capabilities Extended reality JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Improving the customer experience with a multiuser VR merchandising evaluation system. In the world of selling consumer goods, merchandising is the key. Many hours are spent by merchandising experts perfecting product displays and testing them with consumers.   A multinational consumer goods corporation had worked with Accenture in the past to build a virtual reality (VR) experience, where customers could evaluate product placement and store layout, resulting in value for the client through better displays, better product positioning and higher sales. However, the system only allowed users to participate one person at a time. There was no way for people to join the same session and engage with each other or to be observed by or interact with an audience. Shoppers, who were accustomed to experiencing the displays with others in real-time, were unable to do so in the one-user VR system. Accenture XR worked with the merchandising team at a multinational consumer goods corporation to create a multiuser VR merchandising evaluation system – utilizing VIVE Pro Headsets – that allows three consumers to interact with the same scene and products in real-time. To do this, the team created a multiuser experience in a single session over the client's intranet that allows group tracking in physical space and maps to player locations in a virtual store. In this test environment, consumers could pick up and drop items, make their actions visible to others and move around the virtual store as a group. Simulating shopping in groups allows the data and insights collected to be more aligned to the real-life consumer experience. The immersive VR experience was very well received. Executives and trainers reported that the interactive training is user friendly and allows for discussions, where it is easy to explain concepts to those workers without previous field experience, compared to their typical classroom setting. Trainees appreciated the immediate feedback they received as their responses to the simulations were scored. This exploration of VR Training and other applications of XR technology demonstrates the utility company's continued commitment to safety and innovation in the delivery of energy to their customers.   This new ability for the three consumers to evaluate and assess the product and store layout in the same space, while interacting with the products and each other in real-time, increased the efficiency of the process and made it a more realistic and effective simulation of the real-life scenario. Additionally, the final product included the ability for an audience to observe, engage and participate in the process. The resulting feedback provides more relevant information to the merchandising experts designing the displays. The experience of the members of the team from Accenture XR allowed them to

speed up the content development for this system, while maintaining legacy systems and providing backward compatibility allowing for plug-and-play with any existing 3D environment. This made it possible to apply the multiuser experience to existing environments, significantly decreasing the costs of developing and implementing the system.   The Accenture Extended Reality practice helps our clients imagine, create and deliver innovative XR... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Model of health for primary care

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/philips-amref-kenya-public-private-partnership-transform-primary-care ----- Challenge What we did People and culture Value delivered Meet the team Related capabilities A new economic climate demands change in biopharma Natasha Sunderji Kristopher Ansin Life sciences consulting Health consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In Kenya, thousands of children die annually from preventable ailments, like diarrheal diseases. With a more robust health system, such conditions could be minimized or prevented altogether. The Kenyan government has long understood the importance of strengthening primary care as the most efficient and effective way to improve its health system. It seeks universal healthcare coverage (UHC) by 2022 and has made increasing access to essential primary care services a priority. UHC provides the health services people need, when and where they need them, without financial hardship. And it could prove a significant means for Kenya to achieve sustainable development goal 3(1) and ensure healthy lives and well-being for all. But how could the country expand capacity and funding for such an initiative, while reducing reliance on foreign aid? To improve health outcomes, quality and accessibility, Kenyan health leaders explored innovative primary care models and blended financing. In Kenya's Makueni county, the Ministry of Health sought public and private sector actors to support its UHC journey. It joined forces with Amref Health Africa, Africa's largest health NGO, and Philips, the health technology company, to improve primary care outcomes. Together they imagined a public-private partnership (PPP), the Partnership for Primary Care, that would draw on Amref's strengths in capacity building and health worker training, as well as Philips' experience in health technology and infrastructure. Given the complexity of the task, they needed expertise in bringing the new model to life and improving primary care for Kenya's citizens. "The Partnership for Primary Care program brought together multisectoral stakeholders with a big ambition. The Accenture team supported the project in different phases, from designing the feasibility study to developing the financial model for scale." Accenture assembled a team of strategists and global health experts to co-create the PPP model in collaboration with the Ministry of Health, Amref, and Philips. We aligned around the partnership vision and established clear roles and responsibilities, based on each partner's capabilities. Working alongside these diverse actors, we developed a business case, financial model, and

governance structure for the partnership with a focus on community engagement and patient-centered care. To help the county's healthcare workforce maximize care efficiency and effectiveness, the team identified 15 priority interventions. For example, we established a community healthcare unit powered by community health volunteers (CHVs) to engage with patients close to their homes. CHVs used a mobile learning platform co-developed by Accenture, called LEAP, to get essential health information, tools and services on-demand. A team also identified where health dispensaries and clinics could improve infrastructure and services to drive appropriate investments in equipment, IT and health personnel. The PPP model launched at three sites and was tested over an 18-month pilot. Based on early results, the partnership team reassembled to plan scaling from 3 to 224 facilities throughout the rest of the county. We assessed critical interventions to scale the program and refined the business and financial model. Our team also helped coordinate involvement and buy-in from key stakeholders including the Kenyan government, the United Nations Sustainable Development Goals Partnership Platform, and Kenya's National Hospital Insurance Fund (NHIF) to ensure additional technical and financial support as the model scaled across the county. "The Accenture team showed amazing dedication to the project. They were able to accelerate the project development process through designing and managing a process that enabled decision making involving all relevant stakeholders." With improved collaboration and coordination, many different stakeholders—from Philips' health center designers and medical technology experts to Amref's program managers, statisticians and doctors to government officials and community health workers—are working efficiently to deliver new quality healthcare services to underserved populations. An efficient organizational structure and pilot team were put in place to best serve citizens' needs locally. Each pilot facility has the number and types of healthcare workers needed to meet shortages. Ongoing community consultations in Makueni County helped generate community buy-in and a sense of ownership for the new services among prospective patients. Management training, a robust community health referral network and new digital tools helped staff access critical health information needed to provide quality care. Staff also voiced greater satisfaction and motivation to deliver better quality of care thanks to essential equipment, improved management, and regular training to enhance their careers. These activities aligned workers around the vision and maintained momentum to translate the program's goals into something tangible. Workers now feel empowered to identify challenges, make changes, seek support from qualified staff and partners to improve the quality and cost efficiency of care. The new healthcare model is the first of its kind in Kenya where an open and transparent PPP directly benefits citizens' health. It is revolutionizing primary care in Kenya, and patients are getting the quality care they need to thrive. Patients can access needed facility equipment like ultrasounds and well-trained healthcare teams locally, without travelling long distances and overcrowding advanced care facilities. Emali Health Center, one of the three pilot facilities, has received multiple awards for improving quality of care and facility management, including the subcounty Nurse of the Year, County Clinical Officer of the Year, and recognition for a Skilled Birth Attendants program. "I was most impressed by the way team was able to manage the process, adapt to the cultures of the different stakeholders and secured alignment of all parties' goals and

ambitions throughout the process." The pilot has shown how Kenya can improve healthcare quality and access with better facility management, operations and clinical financial performance. 15% increase in enrollment in Kenya's national health insurance system 31% increase in prenatal visits 78% increase in births attended by skilled practitioners Thanks to the primary care facility assessment and design supported through this work, 85 out of 224 primary care facilities in Makueni County will upgrade infrastructure, equipment and IT. The project has enabled Kenya's Ministry of Health to innovate new models of partnership in primary care. The model is being closely monitored by the National government as it considers rolling it out to millions of other citizens in Kenya and pursues its goal to provide UHC by 2022. Reference: 1 Good health and well-being "The consultants supported the project at multiple levels from strategy through business and financial modeling to facilitating meetings and writing project reports. The ability of the team to adapt to the culture in Kenya was impressive." "The consultants supported the project at multiple levels from strategy through business and financial modeling to facilitating meetings and writing project reports. The ability of the team to adapt to the culture in Kenya was impressive." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Omnichannel customer experience made easy

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/swisscom-omnichannel-customer-experience ----- Meet the team Related capabilities Swisscom raises its environmental ambition Stephan Schneider Jérémie Wehren Dominik Zurbuchen Communications & Media Customer Insight & Growth JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Swisscom gets a high-tech transformation Switzerland's leading telecommunications provider, Swisscom, is relied on for fast, smooth communications access. The company wanted to extend this reputation to its customer service to meet their evolving expectations. To do so, Swisscom needed to reimagine its digital services and move away from siloed, legacy systems. The company wanted an omnichannel approach built on a modern, multi-layered architecture that allowed seamless, personalized and faster customer experience. View Transcript Swisscom unified its systems, including customer data, through Accenture's proprietary Digital Omni Channel Platform (DOCP), a microservice-based framework that decouples from customer experience. Its advanced data analytics capability enables complex personalization and drive interactions from expensive channels, such as call centers, to online self-service options. What's more, by addressing their core technologies, the company found opportunities across the organization for optimization of processes. The project didn't just transform Swisscom's CRM services it shifted their entire IT mindset. And it now takes a fraction of the time to get new products and services to market. With DOCP, Swisscom offers customers a holistic, omnichannel experience focused on individual

needs. The improvement is evident, with a 16% increase in Swisscom's Net Promoter Score, a key marker of customer satisfaction. Getting new offerings to market is easier, with faster deployment. This brought down IT development costs, as functionalities can now be reused across channels and legacy systems can be phased out. By creating an improved customer experience, cost savings and faster innovation, the omnichannel transformation is improving Swisscom's business. They are now taking lessons learned and their new technologies to their B2B offerings. Swisscom saw a 16% bump in its Net Promoter Score, a key marker of customer satisfaction. Swisscom saw a 16% bump in its Net Promoter Score, a key marker of customer satisfaction. Shift to experience-led open platform models to become unstoppable providers of next-generation IP... Want to build customer engagement? We help you create a personalized platform, powered by smart tech, to.. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Employee-centric operations unlock savings

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/employee-centric ----- Call for change When tech meets human ingenuity A valuable difference Numbers Current Country: United States Case Study Global food manufacturer digitizes its Talent and HR operations and reshapes the employee experience to meet customer needs. 5-MINUTE READ A multinational food manufacturer was under pressure to become more competitive and boost productivity. It saw an opportunity to digitize its talent and HR operations and reshape the employee experience to meet customer needs. Many of its global HR processes were non-standardized and inefficient. Employee data was scattered and being managed across multiple platforms which made it difficult to access. Employee satisfaction ratings of only 61% revealed a widespread frustration with outdated tools and systems, and leadership lacked the deep insights and analysis they needed to make informed decisions that could boost productivity and performance. The company recognized the need for change and knew that its people were its most prized assets. Partnering with Accenture, it sought to implement an agile, scalable and employee-centric operating model that would place its workforce at the heart and drive results. Employee satisfaction ratings of only 61% revealed a widespread frustration with outdated tools and systems The team used SynOps, our human + machine platform, with cloud-based technology – SAP Success Factors, to transform. Employee data was consolidated from multiple platforms to a single human resources information system (HRIS). By automating and cleansing the data audit process they improved data accuracy and compliance. HR processes were standardized and self-service options were implemented for tasks such as updating employee records pertaining to changes in position, pay, lateral transfers or working hours. Business rules were created within SAP® SuccessFactors® to generate proactive alerts for discrepancies in self-

service requests, resulting in a reduced cycle time, fewer inquiries for the HR department to manage, and a more efficient process. A single shared services centre was established to preside over the management and reporting of workforce data to produce insights and analysis for business decision-making and ensure consistency and integration across all employee services. In 2020, in the midst of the COVID-19 pandemic, the Minna Bank project team continued to press forward. It took no more than 18 months to invent and launch a transformational bank in a country with strict regulations governing financial institutions—an unprecedented achievement. "If it wasn't for cloud, we would have been six months late in opening. Cloud's scalability, speed of deployment and efficiency in fixing bugs are the reasons for the agility of our banking services," said Yokota. A single shared services centre was established to preside over the management and reporting of workforce data to produce insights and analysis for business decision-making. $1M in savings 30% boost in productivity 95% self-service adoption 24% increase in employee satisfaction rates 39% of all employee requests are managed digitally 13% improvement in gender diversity in the Americas The company's intelligent talent and HR operating model is helping the organization deliver on its aims to become more data-driven, competitive, and meet customer needs by optimizing talent. Now with manual tasks automated and streamlined productivity has increased and employees have more time available to work on strategic, value-adding activities like innovation and new product development.   Leaders have also become more empowered, with greater access to information to help them understand and analyze aspects of their workforce management from the onboarding experience for new joiners, to diversity and inclusion. With quicker access to reporting, managers are better equipped to plan and make decisions based on accurate data and deeper insights. =====================

Tullow oil gears for digital agility with SAP

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/digital-agility-tullow-oil ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Accenture+SAP Exploration and production JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Tullow Oil, an independent oil and gas company, launched a digital transformation program to reduce costs, enable faster and better decision-makingand increase workforce productivity. To provide a solid foundation for this transition, it needed to move its aging SAP® ECC enterprise resources planning (ERP) platform to SAP S/4HANA®.Doing so would accelerate its digital future through new SAP capabilities, an improved employee experience and modernized corporate businesssystems. Tullow Oil decided on a "brownfield" conversion that would essentially upgrade its SAP ECC ERP to SAP S/4HANA—an approach that wouldminimize any disruption to the business. Tullow Oil and Accenture started to build the foundations for a digital future. The effort included upgrading to the SAP S/4 HANA digital platform. The effort also

involved updating connected systems to the latest versions, implementing SAP® SuccessFactors® as a single source of HR data and employee self-service, and introducing an improved user interface using SAP Fiori® apps. In early 2020, with Accenture already maintaining the SAP application stack, Tullow Oil saw the opportunity to drive additional cost savings through a business process outsourcing arrangement. In developing the managed services plan, Tullow Oil and Accenture focused on two key areas—strategic sourcing and finance. The move to the public cloud and the brownfield conversion of SAP ECC to SAP S/4HANA—the first of its kind in the oil and gas industry—were completed with minimal disruption to the business. The new platform is improving performance and agility. Real-time analytics via S/4HANA are providing insights to improve decision making and productivity. Tullow Oil is also competing better in strategic procurement, with savings of over 50% on a single contract. Process improvements are delivering better payment compliance, with on-time payments improving from 60% to 85% in six months. And in finance operations, simplified processes and better controls have helped significantly cut Tullow Oil's open line items and reduce its open historical balance sheet items by 33%. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Flying to new heights

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/flying-new-heights ----- Challenge What Accenture did People and culture Related capabilities Travel consulting How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Customer experience is the battleground for brands today. Winning in a customer-led market means being hyper-focused on customers and being agile enough to offer new, connected experiences to accommodate individual needs. To respond to ever-changing customer demands and expand global reach, Philippine Airlines (PAL) sought to create a consistent, integrated digital experience that also reflects its Filipino values of customer-centricity and wholehearted hospitality. It faced a number of challenges, such as separate websites for online bookings and loyalty programs, online booking navigation proved difficult, and there were limited functionalities for personalization. Also, running digital campaigns proved costly and involved significant numbers of resources and effort. How could it make digital campaigns timelier and more relevant? In 2016, PAL embarked on a mission to improve and personalize its digital campaigns and promotions while reducing its time to market. Using Sitecore as a main content management platform, Accenture helped PAL build a responsive, easy-to-use, integrated system for online bookings, travel promotions, and loyalty programs that is accessible on a variety of devices. With Sitecore's content editor, the system enabled digital marketers to launch personalized marketing campaigns and customer-facing website content at any time. PAL's website was also able to expand its reach through a localized version of the website for Japan, Korea, Taiwan, and China. The website now also complies with the Web Content

Accessibility Guidelines (WCAG) 2.0 for visually impaired customers. PAL's vision to create an exceptional customer experience is just getting started. Using more personalized content, we are reimagining the everyday to bring new ways for travelers to see and experience the world. Agile implementation was new to the IT team, and we helped them understand the principles and procedures for agile sprints, incremental releases and metrics to help embed new ways of working at PAL. We trained the marketing team on Sitecore's web content management system before the system was taken live. Taking a responsive approach, we identified and proactively solved issues by tapping into our network of experienced professionals globally and locally to uphold PAL's distinct service philosophy, "Heart of the Filipino," embodying the nation's culture of warmth, care and hospitality. The collaborative, proactive nature of the engagement, focused on providing an exceptional traveler experience and digital agility. Continuously driving that change has become part of the team's boundaryless culture. The new solution has enabled employees to break the sound barrier in speeding content to market. Previously, they needed to wait for a week or more to update the website, coordinating with different third-party vendors on new promotions and sales events. Now they can easily prepare materials in advance and update in a matter of minutes. Marketing teams worry less about managing the process and can concentrate on shaping personalized campaign content. In addition, they are more responsive to market needs and events while getting more time to focus on more strategic areas to generate increased business value. PAL achieved its mission to improve and personalize digital campaigns and promotions while reducing time to market for new products and services. It displays relevant content across digital channels to make the user experience more enjoyable. Customers can now easily access key features like online bookings and loyalty programs. PAL's powerful, scalable marketing experience leverages customer analytics to target campaigns. The content editor functionality allows PAL to customize and publish content at any time, including personalized marketing campaigns for specific customers. The responsive, easy-to-use and integrated website resulted in an 80 percent increase in users—and an excellent flight experience even before take-off. Web traffic, conversions and sales also grew dramatically. 132% increase in page views 110% growth in social traffic conversions 205% increase in direct search conversions and online transactions rose by 3 percent This digital transformation cemented PAL's position as a leading airline in the Philippines. Skytrax, an international rating system, which classifies airlines and airports by the quality of front-line product and staff service standards, named PAL as one of the world's 10 most improved airlines and gave it a 4-star airline rating. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Delivering success in the cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/success-cloud-poste-italiane ----- Call for change When tech

meets human ingenuity A valuable difference Meet our lead Related capabilities Gianluca Ottaviani Public services SAP S/4HANA Microsoft cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Poste Italiane transforms its accounting and controlling systems, enabled by SAP S/4HANA® on Microsoft Azure cloud Futureproofing public services Poste Italiane is a public company that operates more than 12,000 branches and employs 129,000 people. Each of its businesses—including postal, banking, telecommunications, and insurance—had its own IT department and customized applications, creating a costly, cumbersome technology infrastructure. Under pressure to deliver more efficient services, Poste Italiane decided to consolidate accounting data from seven systems on to SAP S/4HANA®, creating a centralized controlling model to simplify and standardize all internal administrative, financial, and accounting processes hosted on Microsoft Azure cloud. The transformation aimed to improve data quality, reduce costs, and speed up transactions to give greater control over monthly closures and other processes. Staggering a big impact transformation With a majority stake in the project Accenture owned the governance, accounting, fiscal, finance and technology architecture, closely aligning with consortium partners to ensure consistency. Thanks to strong governance, the program continued smoothly when the pandemic struck. Using an SAP S/4HANA® template created by SAP®, Accenture reviewed all business processes with a collaborative team of more than 200 people to ensure standardized functionality was used where possible. The resulting blueprints were finalized with key stakeholders, and SAP and Microsoft delivered quality assurance. Accenture ran simulations covering the main business processes and an integration test using millions of records before the solution was deployed on schedule in the postal and banking businesses. Go-lives were phased for the other businesses, with 300 new functions deployed in between. More than 2,000 Poste Italiane people now use the platform to simplify their day-to-day work, run monthly rather than quarterly closures and automate VAT compensation, accruals, and reports. More than 2,000 Poste Italiane people now use the platform to simplify their day-to-day work, run monthly rather than quarterly closures and automate VAT compensation, accruals, and reports. Increasing transparency with centralized services Poste Italiane's streamlined chart of accounts has reduced in size by 11% and customization has reduced by 90%. Data is acquired in the new SAP system directly from master legacy platforms, ensuring a single, higher quality source of truth. Data extraction is also standardized, enabling more flexible data management and reporting, while the SAP Fiori® application provides access to business data across multiple channels. Poste Italiane has been able to reallocate 20% of sales and procurement people to other business areas in need of resources as a result. Combined with the fact 70% of control processes are now automated, these efficiencies have led to annual business savings of €2 million. Empowering public service with innovation and agility to embrace accelerating change. It enables businesses to transact, analyze and predict in real time. Don't just migrate to Microsoft cloud - compete on it. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

Reset Retail responsibly

Now is the time to responsibly reset, which means better serving the needs of customers, employees and the communities where they live and work. The challenge is to leverage both digital and physical retail experiences to meet new demands—without compromising results. How to reinvent retail What's trending in retail Partners in change Our extended partner ecosystem Awards and recognition Our leaders Retail careers Retail now Empower your frontline workforce for enhanced customer engagement. Empower your frontline workforce for enhanced customer engagement. Enhance profitability and market position by embedding sustainability Enhance profitability and market position by embedding sustainability Prepare your data for the new generative AI era Prepare your data for the new generative AI era Transform operations to create seamless customer experiences in retail Transform operations to create seamless customer experiences in retail Eliminate repetitive tasks to boost efficiency and employee focus. Eliminate repetitive tasks to boost efficiency and employee focus. Bridge digital and physical retail for stronger customer connections. Bridge digital and physical retail for stronger customer connections. Segments we support Microsoft 2024 Global Retail & Consumer Goods Partner of the Year A Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024 A Leader for supply chain transformation services for Retail and CPG Leader in IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assessment Jill Standish Brooks Kitchel Laurent Thoumine Lori Zumwinkle Innovate to shape a new retail culture—both physical and digital experiences—where companies can adapt as fast as consumer preferences change. Current Country: United States 46% of tasks undertaken by retail workers could be automated or augmented by large language models 56% of global consumers worry about their country's economy 41% of high-income consumers plan to increase spend on 'health and fitness' 8/10 consumers say that inflation and the rising cost of living are their top economic concerns Delivering aspirational, immersive experiences in-store and online to a discerning luxury goods clientele. Staying competitive in a fast-changing food, beverage and personal goods marketplace while meeting increased customer expectations for quality, convenience, and value. Enabling a one-stop shopping experience for consumers by offering a broad selection of products in various categories under one – physical or digital – roof. Providing customers, including DIY enthusiasts and professional contractors, with the products and services needed to improve, renovate, or maintain their homes and properties. Connecting healthcare and retail by providing essential pharmaceutical, personal care, and health and wellness products all in one place. Creating a comprehensive and convenient shopping experience that includes fast food options, essential everyday items, and fuel for vehicles, often in one integrated location. Offering tech-savvy consumers the latest technology and electronic gadgets, along with knowledgeable staff who can assist with product information and technical advice. Enabling cost-conscious shopping by providing overstocked or discontinued brand-name merchandise at lower prices. Catering to niche markets by selling a specific category of products, along with a unique and

innovative customer experience. Accenture's 18th Annual Holiday Shopping Survey reveals the consumer trends of 2024 shaping this year's holiday shopping and gifting trends. The luxury market is changing. Brand desirability and consumer needs are evolving rapidly. While the majority of brands struggle to stay competitive, a few are reinventing for success. Here's what they're doing differently. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Feeling overwhelmed by grocery shopping? You're not alone. 41% find decision-making harder now. Discover how self-service kiosks and smart apps make shopping faster and more efficient. French DIY retailer Bricorama's generative AI platform pAInt provides customers with expert advice that makes painting projects simpler and more fun. The generative AI revolution is transforming retail, enhancing customer and employee experiences, and offering growth and efficiency opportunities. Retailers must act now to capitalize. A cutting-edge, modular platform enables the luxury fashion company to adapt to the rapidly evolving commerce landscape. Sustainability is evolving beyond impact measurement and disclosure into a core business imperative. The 2024 playbook empowers business leaders across the fashion value chain to integrate sustainability into core operations. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. The largest global Microsoft practice. Eighteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Unleash empowering human-centric design and Google's innovative tech. The winning combination for unlocking your cloud potential. Reimagining human experiences that reignite growth and accelerate the path to value. Accenture and Avanade have been named the 2024 Microsoft Global SI Partner of the Year in Retail & Consumer Goods. Accenture has been named as a Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. Accenture is named a Leader for supply chain transformation services for Retail and CPG Peak Matrix ® Assessment 2023. Accenture is named a Leader in the IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assesment. Senior Managing Director – Global Lead, Retail Senior Managing Director – Accenture Strategy, Retail Senior Managing Director – Retail Lead, EMEA Senior Managing Director – Retail Lead, North America © 2024 Accenture. All Rights Reserved.
======================

Central Group makes it personal

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/central-makes-it-personal ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY 5-MINUTE READ Whether you're shopping for groceries in Bangkok, a new shirt in Phuket or a camera in Chiang Mai, it's likely that you're buying from an entity owned by Central Group, the largest retail company in Thailand. With more than 3,500 locations across retail, department and grocery stores, and malls, hotels and restaurants, Central Group commands a sizeable wallet share in Thailand. The company knew that it's one thing to

be everywhere; but another to meet each individual customer's specific needs at precisely the right times and places. Central Group wanted to provide personalized, surprise-and-delight moments. The company sought to use real consumer data to create more meaningful experiences and interactions with customers. Dr. Ton Chirathivat, President of The 1 Central, knew the company had a data goldmine in their loyalty program called The 1. The key, would be in building The 1's data capability and, ultimately, accelerating an enterprise-wide customer-centric transformation. Our ambition is to build a 'Digital Lifestyle & Loyalty Platform' that goes beyond loyalty points and delivers the most personalized and differentiated experiences. DR. Ton Chirathivat / President – The 1 The discussion started with one question: How can The 1 be less of a loyalty program and more of a "Central of Life" platform that people interact and engage with every day? With this goal in mind, a three-phase program got underway. Phase one was a road-mapping exercise using consumption data to define the post-transformation customer experience. Phase two matched customers' shopping habits with their likely wants and needs via The 1 app. The team developed and implemented a multilayered system with Adobe Experience Cloud at its core, orchestrating all data and content. This was essential to the evolution of The 1 from a points-based loyalty program to the driver of a holistic, personalized experience. Gamification and content was added to the relaunched app making it feel like a companion to daily life. In phase three, Accenture and Central Group employees sat together to facilitate faster adoption of agile ways of working and implementing an experimental, test-and-learn culture. Now into its third phase, thousands of hyper-targeted campaigns are run each month, delivering individual customers offers they want and need. Now well into its third phase, the focus is on pivoting quickly in response to changes in customer habits. The 1 could earlier run hundreds of campaigns per month; now they can push thousands of hyper-targeted campaigns, and deliver individual customers offers they want and need. The new agile ways of working proved critical, as COVID-19 closed doors of retail stores the team was able to quickly transition campaigns from brick-and-mortar to online-only channels. The 1 soon expects to have 20 million members, and Central Group is now looking at ways to create even better experiences throughout the Central Group ecosystem—including offers with the company's hotel and restaurant groups, as well as offers from external partners who want to reach the specific audience base through The 1 experience. All of this will further cement the idea of The 1 as the "Central of Life" platform.
=======================

Gene therapy gets personal

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/gene-therapy-gets-personal ----- Challenge What Accenture did People and culture Value delivered Related capabilities Delivering patient-specific medicines against a time clock Patient case management framework Healthcare professional portal New Science: A new economic reality for growth INTIENT INTIENT Patient INTIENT Clinical Precision Medicine JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE

U.S. USA "New Science," like personalized cell and gene therapies, is bringing together the best in science and health technology to raise the standard of care. However, many companies struggle with taking personalized medicine to market effectively. Delivering these therapies often involves a series of time-critical steps involving a complex chain of participants. Along the way, siloed solutions make it challenging to manage the effectiveness of a therapy's delivery and a patient's experience. How can personalized medicine providers manage therapy delivery so patients can more effectively and quickly realize the benefits of these ground-breaking treatments? A clinical-stage company developing cell and gene therapies has produced a treatment for a severe genetic disease. With the new therapy, most patients can now forgo a lifetime of monthly treatments for a single gene therapy treatment. Gene therapy involves extracting and modifying a patient's own stem cells using a viral vector, then reintroducing the modified cells into the patient. In order to provide personalized treatment to these patients from enrollment to infusion, each patient's medical information, along with supply chain and manufacturing processes, must be tightly coordinated to adhere to high-quality standards and critical timelines. Our biopharma client needed to develop highly streamlined and coordinated capabilities that provide a "white-glove" experience for healthcare organizations while delivering each patient's specific therapy to them at the right place and time. The Accenture INTIENT platform is helping our client provide personalized treatments for patients every step of the way. We helped our biopharma client implement a comprehensive, patient-centered platform in only four months—in time for the therapy's launch. Using the Precision Medicine Delivery components of the INTIENT Patient platform, Accenture is helping to manage the treatment's complex processes, including: The solution provides a central platform from which the company and partners (such as healthcare professionals, hospitals and logistics coordinators) can gain insight into the patient's care and coordinate treatment. The platform will also enable additional therapies, centers and users to be onboarded across countries as they are approved. INTIENT Patient is fully integrated with the company's systems, including logistics, CRM, identity management and patient master data management. The platform meets data privacy regulations and encrypts patient data. INTIENT Patient enables all partners to support the patient through a complex treatment and recovery process with: The patient case management framework provides a real-time view into the patient's therapy journey and manages required patient touchpoints. The multi-lingual portal allows HCPs to onboard patients and align on treatment from initiation through therapy and post-treatment support. The open nature of the platform means that our client can easily integrate new partners and add patient services as needed to support a broader patient population—and to give treatment access to as many patients as possible. In the future, the company will be able to implement additional INTIENT Patient capabilities, including artificial intelligence, smart automation, machine learning and advanced analytics, positioning it to deliver cell and gene therapy treatments more effectively and quickly. Accenture is helping the company grow its core capabilities so it can focus on creating new, personalized therapies to help patients in need. The Accenture INTIENT platform delivers outcome-based services that support patients from pre-diagnosis through ongoing treatment. It features the end-to-end capabilities needed to deliver a better, more coordinated

patient experience. INTIENT Patient is preconfigured to handle a broad range of capabilities, such as patient onboarding and identification. These capabilities can be easily customized for each company or region, decreasing the time involved to get the platform up and running—and serving patients. With support from INTIENT Patient, our client can seamlessly manage the patient journey from enrollment through infusion in coordination with multiple partners. The open nature of the platform means that our client can easily integrate new partners and add patient services as needed to support a broader patient population—and to give treatment access to as many patients as possible. In the future, the company will be able to implement additional INTIENT Patient capabilities, including artificial intelligence, smart automation, machine learning and advanced analytics, positioning it to deliver cell and gene therapy treatments more effectively and quickly. Accenture is helping the company grow its core capabilities so it can focus on creating new, personalized therapies to help patients in need. The smooth processes help patients get the high-quality care they need, when and where they need it: Revolutionary treatment is helping patients improve their quality of life without monthly therapies. Patients have peace of mind thanks to consistent support from their case managers, who guide them throughout the treatment process. HCPs have one place to check the status of a patient to support consistent quality of care. Case managers receive reminders and guided tasks to ensure a complete and timely treatment process.

===================== ----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/auris-health-revolutionizing-endoscopy ----- JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA

=====================

Growth from beer to beyond

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/ab-inbev-business-growth-opportunity-areas ----- JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA AB INBEV

=====================

Marelli: Smarter manufacturing

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industry-x-0/marelli ----- Challenge Strategy and solution Transformation Related capabilities Accenture Mobility X IX Innovation Center Modena Discover Industry X JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Marelli has a transformation path ahead if

they want to be prepared to implement the Industrial Internet of Things (IIoT). So, the company collaborated with Accenture to identify areas that will help it be more competitive. Manufacturers are moving quickly to adopt what Accenture calls Industry X capabilities. With these new capabilities, they hope to gain competitive advantage, increase customer satisfaction and enhance brand reputation. Digital enablers are key; they collect data from systems, machines and workers to reveal valuable insights. The automotive supplier Marelli wanted to understand what it needed to do to adopt Industry X capabilities that would improve operational efficiency through innovation. A priority was to improve their manufacturing systems and monitor asset efficiency. Some assets, like the engines powering welding robots on production lines, are expensive, and strategically crucial. Engine maintenance, however, was happening on a fixed schedule instead of in response to equipment performance. Marelli collaborated with Accenture to find a way to digitalize plant operations and processes in order to connect assets and unlock efficiencies. We helped Marelli identify innovative technology to overhaul their manufacturing system. The work covered four strategic areas: First, we identified where and how the current manufacturing application landscape could be enriched. Then we defined an integrated information technology and operational technology (IT/OT) application suite for manufacturing operations that would serve as a solid digital foundation for the future IIoT platform, leveraging capabilities from the Industry X Innovation Center in Modena, Italy. We also helped Marelli understand how to improve efficiency monitoring with a proof of concept. It focused on manufacturing assets at two plants, one for lighting components and the other for suspension systems. The proof of concept looked at key production assets, such as the engines powering the welding robots and an injection molding machine. An IIoT laboratory platform collects and processes data from sensors and programmable logic controllers (PLC) on these assets. We then developed predictive algorithms to identify the likelihood and potential timing of an asset's failure, as well as critical conditions affecting production. To advance this work, we are currently developing an IoT Edge platform (based on Microsoft Azure) with a flexible and scalable architecture. The platform can source and process data from many different types of machines on the shop floor. When the system detects an impending failure or critical status, it raises a notification to supervisors to act quickly before the machine breaks down. When the system detects an impending failure or critical status, it raises a notification to supervisors for fast reaction. With Accenture's help, Marelli has started on their transformation journey to revolutionize operations, improve product quality, reduce time to market and unlock value. The program will help Marelli: Marelli continues to work with Accenture to develop new use cases and implementation initiatives in each of the company's four strategic areas. =====================

Reshaping business spend management at Osotspa

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ consumer-goods-services/osotspa-automation-visibility ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Husin Adam Kathryn Mouton Intelligent platform services Supply chain and operations Consumer goods and services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Osotspa is an innovative, forward-thinking business with a 130-year history. What began as a pharmacy eventually grew to become a leading producer of energy drinks, sports drinks, functional drinks, and personal care products in Thailand. Several years ago, Osotspa sought to transition from a family-run business into a modern, multinational corporation. In 2018, it became Thailand's largest IPO and continued to pursue ambitious goals. Its aim was to launch the company's products into markets outside of Thailand. To do that sustainably and successfully, the company hoped to gain a better understanding of its internal processes and costs. Osotspa's leadership realized its processes would benefit from a unified, user-friendly experience. It wanted to streamline, and whenever possible, automate routine tasks. The goal of these changes was to diminish backlogs and fulfillment times for employees and buyers. By establishing a better system, it could more confidently launch in new markets. Another goal was to obtain greater transparency into the company's expenses at every level. A better understanding of company spend would allow it to improve cost savings and plan for future expansions. "The main concern they raised was a lack of visibility across their enterprise spend — specifically visibility across both direct and indirect commodities," said Kathryn Mouton, the Growth Markets Lead for Accenture's Coupa Practice. "Osotspa had no way to drill down into the organization's spending, effectively implement budgets, or reduce costs." Osotspa sought a single solution with best-in-class functionality and the ability to scale with future acquisitions. Any adopted technology had to multitask. It needed to integrate with multiple systems yet provide a single enterprise view. Osotspa needed detailed information regarding spend across its direct and indirect commodities to reduce expenses and increase net profit margins. The solution also had to offer user-friendly features for both employees and buyers, and efficiency was key. Any new platform needed to provide labor-saving procurement processes that could reduce timelines and the risk of delays. Coupa worked with Accenture to help reshape Osotspa's procurement processes and spend categorization. They addressed the organization's pain points with Coupa's comprehensive BSM platform. Coupa's platform acts as a central hub of marketplaces, allowing immediate access to many platforms and endless integration possibilities. It features robust procurement, supplier, contracting, and spend analysis functionalities. Just as important was the platform's flexibility. Osotspa had access to more than 10 million configuration options and additional customization. As a cloud-based platform, Coupa offered significant advantages. Its people could now securely access the platform from anywhere — a necessity in a modern and distributed workforce. The platform accesses all the organization's data, which it then uses to analyze

risk, spend, inefficiencies, and more. Osotspa can make data-driven decisions moving forward. The platform's also scalable, allowing Osotspa to continue expanding into new markets and additional areas of business spend in the future. Through a series of onsite demonstrations, Accenture and Coupa built a close working relationship with Osotspa. "We really tried to understand their landscape and what success meant to them so we could drive a positive outcome," said Mouton. This close working relationship and in-depth preparation propelled the partners into achieving one of their fastest deployments in the region. Contracting, analytics, and sourcing functionalities were up and running in 8 weeks, followed by the purchasing order functionality in an additional 3 months. "As the first Thai-based customer of Coupa, we needed to work closely with the Coupa support team to address localization enhancements and make them confident in the Coupa BSM platform." The results were visible from day one. The first day Osotspa implemented Coupa, the purchase order timeline fell by several days. Twelve months later, the new workflow and automation had reduced the cycle even further. Coupa also proved itself to be a boon to direct procurement. The user-friendly capabilities within catalogs, a standard feature, allows buyers to purchase goods directly through the platform. Osotspa expected a slow increase in direct orders, yet it exceeded its goal for catalog orders by 17%. Osotspa entered this project with high expectations and aggressive targets. To reach its goals, the organization reshaped how it handled procurement and categorized spend. The transition took considerable effort but was well worth the rewards in terms of time and cost savings. Now, Osotspa's team works efficiently, freeing up the time and energy needed to tackle new challenges and expand into markets across the region. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Defining the future of mobility

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/skoda ----- Challenge Strategy and solution A connected ecosystem of tools and processes Innovation accelerator Berlin Transformation Engagement from dealership to driveway Current Country: United States Case study ŠKODA AUTO drives innovation to become a leading customer-oriented mobility services company. 5-minute read The sharing economy is upending conventional notions of car ownership. Driving this disruption are consumers' snowballing expectations, technology revolutions and new regulations. Consumers are increasingly conducting more activities online on an array of devices, and mobility services are no different as they explore new ways for people to get around. Wherever they are, whatever they do, today's consumers expect information to be readily available, and cars are no exception. ŠKODA AUTO recognized this changing landscape as an opportunity to become a different kind of company—one that offers consumers the kind of mobility experiences they want. The automaker needed to coordinate all aspects of their business—organizational, processes, technology and more—to accelerate innovation. To help navigate these changes and deliver new services, ŠKODA AUTO is

collaborating with Accenture and Fjord, Accenture Interactive's design agency, from initial ideas to market implementation. The changes began with a customer-oriented strategy and service design, combining the best of Accenture's and Fjord's capabilities. Explorative consumer research and testing put the customer at the heart of the business. The new strategy was bolstered with innovative technology solutions that support current and future business models. Setting up a bold, yet realistic vision Together, we defined a digital customer and customer experience strategy that established new processes and a connected ecosystem of tools. By identifying ŠKODA AUTO's target customers and their needs, we aimed to drive the customer experience to the highest levels while boosting ŠKODA's transformation. The team created a list of innovative solutions and customer-oriented value propositions and services. Some of the solutions and services were piloted in a "Living Business" environment that is more fluid, responsive, and predictive to ever-changing consumer demands and expectations. These included innovation accelerators hosted by Fjord in Berlin and the Accenture Customer Innovation Network Center (ACIN) in Milan. At these sessions ŠKODA AUTO received hands-on recommendations on how to reinforce their strengths and overcome weaknesses with regards to customer needs. Not only did Accenture bring us innovative thinking, they also offered a diverse range of global resources to help bring the innovations to life. Arno Kalmbach / Head of Customer Experience Management, ŠKODA AUTO Over five years of continuous collaboration, ŠKODA AUTO has built a number of solutions—some live, piloted or in development—with Accenture. Innovation is a journey, and ŠKODA AUTO teamed up with Accenture and Fjord to help reach their destination: creating strategic new service offerings. Accenture and Fjord created an innovation center in Berlin where ŠKODA AUTO could explore new businesses quickly with a fail-fast approach. Step-by-step incremental development helped to identify and evolve the best ideas. Take car-sharing, for example. Accenture and Fjord designed an innovative approach that combines the classic car rental model and station-based car sharing. By successfully managing various ecosystem partners, we helped ŠKODA AUTO get a car sharing pilot up and running in a matter of months. ŠKODA AUTO is on their way to becoming a mobility company that takes customers to a world beyond their automobiles. Customers now benefit from a range of exciting new tools and services that give them what they need and get them where they want to go. Accenture continues to support ŠKODA in designing their future at the Accenture Customer Innovation Network Center (ACIN) in Milan where we inspire and co-create new customer experience value propositions. Based on our cooperation, ŠKODA AUTO can today: For example, using a new responsive website in Poland, ŠKODA AUTO decreased their bounce rate substantially, and the number of page views significantly jumped. The automaker is also reaping productivity efficiencies from their new processes, common data model and digital tools. Simpler and smarter business operations have helped reduce costs. Thanks to our idea-to-rollout collaboration, ŠKODA AUTO now has a strong partner to quickly spawn new ideas that transform the customer experience, from dealership to driveway. © 2024 Accenture. All Rights Reserved. =====================

360° value is at the heart of our business

Every day, the people of Accenture embrace change and create value for all our stakeholders, in every part of the world—we call it 360° value. Creating positive change Office and operations in 49 countries and 200+ cities We're recognized for the value we create together We're committed to creating positive change around the world and ensuring we act as responsible business leaders for our people, our clients, and the communities we call home. Code of business ethics Sustainability Inclusion and Diversity Responsible AI Transparent workforce reporting Apprenticeship Leading with vision and experience Industry of One We drive reinvention with innovation and human ingenuity. We cultivate a culture where everyone can be themselves. We create exceptional experiences for our people. Current Country: United States At Accenture, our people care deeply about doing the right thing. Together, we have proven that we can succeed—providing value to our clients and shareholders and opportunities for our people—while being a powerful force for good. Our shared commitment to operating with the highest ethical standards and making a positive difference in everything we do is what makes Accenture special. We help our clients advance their environmental, social and governance goals by connecting sustainability to their transformations; operate our business with a strong commitment to the environment, ethics and human rights; and work to create value in communities around the world. We hire and develop people who have different backgrounds, different perspectives, and different lived experiences. These differences ensure that we have and attract the cognitive diversity to deliver a variety of perspectives, observations, and insights which are essential to drive the innovation needed to reinvent. Powerful AI tools like generative AI bring unprecedented opportunities as well as new risks. We help clients to take intentional actions to design, deploy and use AI to create value and build trust. We build trust with transparency. We're shining a lot of light on how far we've come and identifying where we need to continue taking action. Our Apprenticeship program is one way we're building a more diverse, inclusive workforce—one that will advance economic mobility, innovation, and a more sustainable and equitable future for all. All strategies lead to technology—companies must reinvent all parts of the enterprise with data, AI and new ways of working to build resilience and find paths to new growth. Julie Sweet / Chair & CEO Envisioning and executing change at speed and scale. Accelerating change across your enterprise to create lasting value. Creating intelligent new ways to embrace change and grow. Digitizing what you make and revolutionizing how you make it. Creating growth through relevance at the speed of life. 774k Accenture employees worldwide 9,000+ clients served across more than 120 countries 350+ partners in our ecosystem We are celebrating Accenture being one of Fortune's World's Most Admired Companies, TIME's World's Best Companies and Kantar BrandZ's Most Valuable Global Brands; and our Chair and CEO Julie Sweet being named one of the TIME100 World's Most Influential People. We are No. 1 on the FTSE Diversity and Inclusion Index for the third year in a row and earned top scores from

========================

Tides of change

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/freight-logistics/ipc-digital-port-solution ----- When tech meets human ingenuity A valuable difference Related capabilities Freight and logistics Cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA IPC collaborated with Accenture to define a digital port strategy, develop a roadmap for priority areas and implement a proof of concept based on Industry X capabilities for one of the most critical areas—port operations. We used design thinking to understand customer personas and create a better user experience. The proof of concept helped IPC take an end-to-end view of operations that put critical, real-time operational data at employees' fingertips. We co-created a digital port solution using the Google Cloud Platform. It combines data from multiple systems to improve planning and operational efficiency. The solution consists of two components. The first is a mobile app to interact with and offer e-services to customers. For instance, cargo owners can book their container slots based on shipping line availability as well as submit additional orders for port services. They can also check order status and billing and pay through the app. The second component uses the Accenture Connected Ports solution and syncs with Internet of Things sensors on tugboats and cranes. The solution creates an integrated operational dashboard, displayed through the mobile app, that allows IPC employees to track the availability and real-time performance of key equipment. It also gives employees better visibility for planning and equipment maintenance. Thanks to the proof of concept, IPC now understands how digitized operations could help it become a world-class port. It also positions the company to develop new services and take them to market more quickly, resulting in new revenue streams. The new efficiencies and consolidated view of port processes facilitate smoother collaboration with customers and ecosystem stakeholders and allow employees to be more responsive to customer needs. With the dashboard, IPC executives can orchestrate operations to improve the customer experience and service reliability for all port stakeholders. IPC employees also have information at their fingertips to change course when needed and improve planning. Using the mobile app, customers can easily submit online requests, which IPC views in real time to plan operations and services accordingly. For instance, IPC and the customer can coordinate the dispatch of trucks to the terminal to take containers out of port. For customers, the simplified, user-friendly approach helps track their cargo and interact smoothly with IPC. Once scaled, the cloud-based solution could help the company lower IT costs by paying only for what they use. It also offers the flexibility to adapt to changing business needs. With insights into real-time performance, it can also help improve worker efficiency and productivity. For instance, the company could monitor

assets like cranes and tugs for predictive maintenance and prevent them from breaking down and interrupting services. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
========================

Ping An: Life Insurance Platform Integration

Call for change When tech meets human ingenuity A valuable difference Our leaders Established in 1988, Ping An is a world-leading retail financial services group—it has 227 million retail customers and total assets of RMB10.1 trillion (US$1.5 trillion, 2021). 1. Applications Integration: 2. Internal Sub-functions integration: 3. Reuse with light coding: 4. Business support: Yongpan Qiu Mark Ye Leo Yang Xinbo Li Current Country: United States CASE STUDY Ping An launched a pilot digital solution to enhance agent planning, increase sales performance, and improve its life insurance business. 5-minute read Its legacy technology includes a large number of front-end applications supported by hundreds of systems. Each application carried abundant business logic, resulting in less-than-optimal front-end applications and difficulties in system maintenance. In the past, the business-oriented micro-services system could not provide clear business or application boundaries. This led to insufficient integration between micro-services and a lack of sharing between systems, which together prevented the development of the supportive climate required for innovation within the business. There was duplication in the positioning and functions of the insurer's multiple platforms, which caused great confusion among users and impeded the unification of data. In 2021, Ping An Life Insurance introduced the Domain-Driven Design (DDD) methodology into its construction channel to unify its enterprise architecture, reconstruct its business model and re-use its business service capabilities. The design core of DDD is the domain model, meaning it is a representation of meaningful real-world concepts pertinent to the domain that need to be modeled in software. With the provision of business insights by Accenture, domain models are systematically abstracted and structured to directly reflect business knowledge. By constructing the middle platform based on the domain model, the insurer aimed to better deal with business and customer needs, reduce manual operations and reduce dependency on the outdated. With the provision of business insights by Accenture, domain models are systematically abstracted and structured to directly reflect business knowledge. The solution introduced an enterprise architecture to segment the life insurance channel business: By integrating application, reusing light coding and business support: 25% Service re-use rate 30% Reduction in development time Redundant functions are identified and integrated into domains, which saves the IT maintenance cost and enhances user experience. Traditionally, generic functions (e.g., Task, Planning, Authorization, Meetings) are developed separately under different main

functions using different design. By our design, generic domains would be reused and applied to more core domains, which would save time for redeveloping. For instance, some AI algorithmic capabilities including NLP, NLU, and intelligent assistance are integrated by the generic domain "Strategy Center" to support multiple business scenarios such as Human-Machine Training and Online Meeting. In general, a common barrier to digitalization transforming companies is that the IT solution reacts slowly to align with innovations, new ideas, evolving business models, and unstable business strategies. It also comes at a high cost and perceived inconvenience to management. The functions are clearly structured to modularized products, like Lego, which allows for a quick assembly without heavy coding work. Applications developed under DDD effectively support channel sales and management. Through digital recruitment and training, efficiency enhancement and cost savings in end-to-end sales productivity are both achieved. Accenture assisted in providing business insights and DDD implementation experience for better understanding and supporting business processes. Managing Director – Financial Services Lead, Greater China Managing Director – Strategy and Consulting, Greater China Senior Manager – Financial Services, Greater China Senior Manager – Strategy and Consulting, Greater China © 2024 Accenture. All Rights Reserved.
=======================

A net zero roadmap for travel & tourism

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/net-zero-roadmap ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY A decarbonization framework and concrete actions for Travel & Tourism companies to achieve 2050 targets. 3-MINUTE READ Climate change is recognized as one of humankind's greatest challenges. However, despite the increasing number of commitments to limit global warming to 1.5°C, governments and businesses have been slow to take meaningful action. In the Travel & Tourism sector, the journey toward a net zero future has begun. However, the path varies widely across the sector's industries. Tackling climate change head-on as part of its mission to maximize the inclusive and sustainable growth potential of the sector, the World Travel & Tourism Council (WTTC) sought to provide climate guidance to its members and the industry worldwide. Against this background, WTTC decided to develop a roadmap, refining the sector narrative and decarbonization pathway, in the run-up to COP26. WTTC joined forces with the UN Environment Programme (UNEP) and Accenture and collaborated with key global Travel & Tourism representatives. The goal: to provide more transparency, guidance and recommendations on how to decarbonize. Our Accenture team analyzed 250 public reports and conducted focus groups and interviews with experts from more than 60 companies across Travel & Tourism industries—accommodation, aviation, cruise, tour operators and travel intermediaries. Based on this research, we crafted an overview of the current state of the sector's decarbonization commitments for the report.

With WTTC and UNEP, we defined a climate roadmap to accelerate the sector's decarbonization journey. A target corridor framework suggests corridors for three clusters—easy to abate, medium to abate and hard to abate—with carbon reduction targets and milestones. An action framework offers a structured guide for getting started. Together, we also developed a call to action for the private sector: The jointly developed report, A Net Zero Roadmap for Travel & Tourism, provides a comprehensive overview of existing climate action efforts in the sector and introduces a new target corridor framework. Further, the report provides a decarbonization action framework with four pillars: The report, which incorporates feedback from a wide range of peer reviewers, also lists tangible action items for each industry, with time horizons and potential impact. With its new guidance and a toolkit to support Travel & Tourism companies on their decarbonization journey, WTTC is playing its part in addressing climate change. Plus, it is reinforcing the importance of collaboration across the sector to achieve 2050 net zero targets and help address this pressing global challenge. Dr. Jesko-Philipp Neuenburg Managing Director – Global Travel & Aviation Sustainability Lead Philipp Möller Senior Manager – Accenture Strategy & Consulting, Travel © 2024 Accenture. All Rights Reserved.

======================

CNH Industrial: Next-generation application management

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/cnhi ----- Challenge Strategy and solution Proactive service Transformation Related capabilities Ticket resolution Monitoring and preventive maintenance Alerts Business service monitoring Continuous improvement activities Revenue cycle Logistics Manufacturing Purchasing Warranty Finance and human resources Automotive Consulting Accenture myConcerto with new SAP solutions JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Companies are undergoing radical changes driven by digitalization, automation, electrification and industrial consumerism. Underpinning this revolution are applications with the power to make businesses more efficient, effective and innovative. The problem is that the application landscape inside many companies has grown too complex. It consumes too large a share of IT resources and restricts digital growth. How can companies transform their application management services to deliver innovation and unleash value? Staying ahead with old models of application management is no longer possible. CNH Industrial decided to modernize and streamline application management services provided to their SAP landscape globally. Accenture is helping the company create a more strategic service over the next five years, with greater automation, innovation and ability to continuously improve. As part of the application maintenance services transformation, we are introducing technologies such as artificial intelligence, enhanced automation, cognitive tools and user support capabilities like chatbots—some of which will be delivered via Accenture myWizard. These integrated tools enable an effective and efficient service; in addition, they help improve CNH

Industrial's business more broadly by granting greater visibility into operational challenges. As a result, everything runs more efficiently, freeing up resources for strategic digital initiatives. The application support forms an integral part of CNH Industrial's day-to-day operations, with over 50,000 users, including dealers, around the world. The application management services collect, centralize and analyze data from across the business to proactively monitor the SAP solution landscape. They encompass: RPA, AI and user support like chatbots help solve user queries with minimal manual effort. MyWizard analyzes, tickets and patterns to find problems and offer analysis. Reporting and dashboards reveal data trends to take preventive action. Events proactively managed and monitored, flagging issues for resolution. An "Operations Control Room" has specialists on point to respond to alerts. When IT incidents accumulate, we assess their impact on business services and service level agreements to minimize business disruption. Identify areas for improvement by looking at accumulated historical data, optimizing the overall operational setup in line with business needs. With Accenture's continually updated knowledge, skills and proprietary methodologies, CNH Industrial has the latest transformative technologies at their fingertips. The support provided by Accenture is fundamental to ensuring smooth service across CNH Industrial's departments, including: CNH Industrial can now resolve issues more quickly and efficiently, maintain quality and increase productivity while lowering costs. But the benefits don't stop there. Proactive management and quick reaction to issues mean that CNH Industrial employees and dealers can better serve their customers. This is a first step in driving next-generation application services support at CNH Industrial. Accenture and CNH Industrial will continue to innovate together to drive investment capacity and stimulate growth. Most importantly, automation frees up CNH Industrial resources to focus on strategic digital initiatives for customers, primarily connected vehicles, market service solutions and advanced precision farming. CNH Industrial can now resolve issues more quickly and efficiently, maintain quality and increase productivity while lowering costs. But the benefits don't stop there. Proactive management and quick reaction to issues mean that CNH Industrial employees and dealers can better serve their customers. This translates into greater operational efficiency and an enhanced customer experience. This is a first step in driving next-generation application services support at CNH Industrial. Accenture and CNH Industrial will continue to innovate together to unlock value, drive investment capacity and stimulate growth.
=====================

Bank becomes a future-ready profitable lender

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/bank-becomes-smarter-lender ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Banking

The hardest part about applying for a business loan is the waiting. The longer and more manual that process is, the more costly and resource-intensive it becomes for the lender. That's why one of the largest consumer and commercial banking groups in North America decided to upgrade its commercial lending business processes. The bank's leaders believed that with faster, more efficient underwriting and approval processes they could generate enough savings to fund new loans for existing customers at a record pace. For example, the bank's average end-to-end turnaround time for commercial loans was 53 days—well below top quartile performance. To better serve its largest customers, the bank also needed to provide a more personal customer experience. A key element of its strategy would involve bringing in new digital capabilities that would connect and harmonize its many lending processes while driving better experiences and continuous innovation. Making its lending process faster and easier would be critical for the bank to survive and keep its loyal customers. Working with Accenture, the bank developed a flexible roadmap for its lending transformation. To create an intelligent banking operating model, the team used SynOps, a cloud-enabled platform that orchestrates the optimal combination of technology and human ingenuity. The new model introduced new ways of working. It also provided access to data and insights that could improve the speed and quality of decisions. Importantly, the new operating model included a new cloud-based commercial lending solution that brought together the bank's core processes on a single platform and made data available in one central place. SynOps identified transactional tasks that could be performed by more than 60 automation bots, eliminating many of the bank's point solutions and manual-based processes. This freed up the bank's lending experts to spend more time interacting with customers. New analytics measure the strength and profitability of the bank's loan portfolio, prioritize forecast volumes and boost customer retention by predicting loan pre-closure propensity. A new AI-based intelligent spreading solution powered by machine learning and optical character recognition gathers documentation and digitizes processes to speed up credit decisions. A quality control framework improves controls and compliance by helping the bank fulfill requirements for quality assurance demands. 48% Increase in commercial lending productivity and 26% drop in approval times (from 53 to 39 days). 3x 3X faster processing of loans under US$350,000. $20M in bottom-line savings. In addition, predictive analytics helped the bank identify pre-closure loan exposure of US$2 billion. With these types of time and cost savings, relationship managers can deliver better customer experiences and retain the most valuable customers. The new quality control framework has also enhanced the bank's controls and compliance by improving business outcomes and insights. Compliance adherence climbed from 93% to 100%. And increased visibility of process gaps and bottlenecks helped the team address more than 99% of the bank's compliance-fulfillment backlog. In the future, as the organization continues to lend money more efficiently and in ways that leave customers happier, its technology transformation will produce even more savings and even better customer and employee experiences. Those are benefits it can take to the bank. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie

=====================

A new retail business on express delivery

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/salling-group-grocery-customer-experience ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Accenture helped Salling Group introduce a grocery delivery service that puts customer experience at the core. 5-minute read When pandemic restrictions hit Denmark, the nation's oldest grocery retailer, Salling Group, was compelled to launch a digitally enabled home delivery model, maximizing convenience for customers who could no longer frequent its physical Føtex stores. What did that entail? New buildings, a massive recruitment drive, a new fleet of refrigerated vehicles, and a website and app built on Salling Group's existing technology stack. And to meet urgent needs, the company massively condensed the project's timeline, becoming a lifeline to millions of families and ushering in a new age of digital growth. Salling Group introduced a delivery service for its Føtex brand in Copenhagen, at the pace of pandemic-inspired change. Accenture helped with UX design, journey mapping, and a front-end build for digital touchpoints to create a "minimal lovable product" that would recreate the comforts of the in-person grocery shopping experience, coupled with unparalleled convenience. The website and app went beyond basics to offer user-friendly shopping lists and a recipe curation option capable of suggesting ingredient swaps for carbon offset. Accenture's experts were involved in the end-to-end delivery of the service, guiding a sound operational approach focused on customer experience. Salling Group debuted its new business in just 10 months, and pandemic-era customers eagerly embraced the new service. Throughout the build, the Accenture team focused on a design and front-end experience that would delight and satisfy customers, drawing on extensive experience with global food brands and technology. Salling Group's customer-centric digital shopping experience now brings everything shoppers love about Føtex straight to the front porch. © 2024 Accenture. All Rights Reserved.

=====================

Revolutionizing digital collaboration at work

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/biopharma-improves-work-life-balance ----- Call for change When tech meets human ingenuity A valuable difference So how does this look in practice? A new digital platform Current Country: United States Case study Global biopharma company embraces innovation to improve work-life balance. 5-MINUTE READ Striking balance between personal and

professional What if success at work revolved around results? What if collaborating and connecting with colleagues didn't depend on location? What if your priorities dictated your calendar instead of the other way around? What if you could be truly empowered at work? Leaders at a global biopharma company wanted to answer these questions ... once and for all. The company faced steep challenges when it came to helping employees strike a balance between professional and personal lives. After listening to employees, the company recognized the need to: This kind of transformation journey is easier said than done, but the company was determined to prove they could drive desired outcomes and improve patient results with a flexible mindset on how, where and when work happens. Unlocking flexibility, collaboration and results Accenture working with the biopharma company, developed a unique human-centered approach that has changed the way work happens and changed the way employees approach their lives. The solution democratizes how people achieve results, improving the way leaders work with their teams and increasing trust. The project included in-depth research, creation of over 150 content assets, and embedding a "Net Better Off practice." The success of the program depends on trust and the universal adoption of simple yet significant changes. For team effectiveness, we designed a change management approach to drive a more outcome-focused organization. For better engagement, we created a digital worker toolkit centered around Microsoft Teams. For flexibility, we designed strategies to help employees better manage their time. The team developed more than 50 supporting products—including collaboration technology to reduce email traffic and opt-in experiential learning using NextGen learning methods and tools. One of the teams was tapped to nurture and measure the empowerment of a people mindset before rolling out to the rest of the company. The pilot launch included half-day experiences, coaching and operating models to transform the team's ways of working. For example, some employees in this group were in 40-50 hours of meetings, with approximately ten hours of meetings a week outside of "working hours" and back-to-back meetings, without a break. The team launched two experiments to address this issue. First, they instituted virtual commutes with a five-minute gap between meetings. Second, the team moved meetings from outside to inside working hours as set in Microsoft Outlook. Teams were also given the tools to collaborate digitally to enhance the effectiveness of work happening globally. Microsoft's centralized platform helped the client transition to a unified digital space for communication and collaboration. Additionally, Microsoft Viva Insights, which helps users auto-schedule their work time, helps company employees analyze recent work patterns so they can adjust their schedules and actions accordingly. Microsoft Planner is also used to assist employees in aligning with individual and team priorities daily. Throughout the transformation process, employees and managers were encouraged to stay aligned on priorities and progress while all involved tested flexible approaches to when and where they work. The focus was on the result and providing the employee with the flexibility to achieve it. There has been a 30% increase in one-on-one meetings with managers at least once a month, an indication that employees are more connected and almost half of employees reported that they are more empowered to get work done more flexibly. Putting people first and reaping remarkable results Sometimes the simplest solutions are the best. The company has successfully shifted away from a "presenteeism" culture, where meetings are the primary way

for employees to demonstrate their value. Teams now use digital collaboration to fuel progress. The pressure to "always be on" has lessened, thanks to the increased trust and flexibility on how, when and where they work. And employees now have clear, regularly updated shortlists of priorities that reflect the latest needs of the business and expectations of managers and teams. Employees have expressed that the new approach gives them hope that they can now do what they love without sacrificing their personal lives. Before the implementation of this solution, some had said they were considering leaving their jobs. However, they now believe they can stay and continue to serve patients. Others shared anecdotes of how their daily lives have improved. Going forward, the desire is to continue the shift away from heavy email traffic and more toward collaboration platforms like Microsoft Teams, to have days with shorter, less frequent and more effective meetings to enable employees to have a greater sense of ownership and trust. The company's bold experiment has demonstrated that an organization can achieve outstanding results by putting its people first, and the company is committed to deliberately driving this change going forward. Can you be truly empowered at work? At this global biopharma company, the answer is yes.
========================

Designing a safer driver experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/designing-safer-driver-experience ----- Prevention better than cure &e to the rescue Steering drivers in a safe direction Awards MEET THE TEAM Current Country: United States CASE STUDY E.Design Insurance Using advanced digital technologies to help drivers stay safe on the road 3-MINUTE READ In the midst of the accelerating digitalization of society, E.design Insurance Co., Ltd. redefined the company's mission, vision and values to become an insurtech company that combines insurance and technology to support the safety and security of customers. To meet this goal, E.design, in collaboration with Accenture, developed and built &e (Andy)—an automobile insurance service that incorporates customer experience and data. Digitalization is accelerating everywhere at a rapid pace. Customers are no longer satisified with merely transactional purchases online. They're want meaningful services and new experiences. The insurance industry is no exception to this trend. E.design Insurance wanted to adapt to the customer's point of view and co-create services that immediately respond to their needs and surroundings. In collaboration with Accenture, E.design Insurance sought to incorporate customer experience in a new way and redefine the company's mission, vision and values. While the consumer's conventional view of automobile insurance is "emergency preparedness," the Accenture and E.design Insurance team realized what customers really want is to "prevent accidents from happening." Based on the redefined objective of "co-creating with customers not only peace of mind in the event of an accident but also a world without accidents," the team used digital technologies to develop services that enable a safer and

more secure car experience. As our customers are digital natives, we need to take a step further to meet them. We initiated a business transformation to become an "insurtech" company to provide a new type of automobile insurance Shigeo Kuwabara, President and Chief Executive Officer, E.design Insurance Co.,Ltd. With the digital native generation as its main target, the team launched the new automobile insurance service, &e (Andy), in November 2021. Using publicly available consumer and road safety data, &e stays close to customers to provide customized support for everyone. To support safe driving, E.design Insurance provides a compact IoT car sensor free of charge for all its policyholders to use along with a mobile app. The system captures and monitors driving data, diagnoses the driving route and driving behavior, and supports safe driving. It also provides discount coupons for refreshments, such as coffee, to encourage drivers to take a break from driving. In addition, in the event of an accident, the system automatically detects the impact and can summarize the accident situation with location data. Drivers can then report the accident with a single tap on their smartphones or request assistance at a repair shop on the spot. Accenture assisted E.design Insurance in all aspects of the project, including structuring the mission, vision and values; designing the customer experience; reforming the business process; designing the &e service; and designing the UI/UX. To quickly introduce innovative and competitive digital services to meet the ever-changing needs of customers, the team used a cloud-first approach deploying AWS and Salesforce—as well as Accenture Connected Technology Solutions (ACTS), which has been widely implemented in Japanese financial institutions and other industries. E.design Insurance considers &e as an important step forward as an insurtech company, and it plans to provide even more attractive customer experiences by continuously using the data accumulated in &e. For example, by using IoT sensors to detect changes in judgment due to aging and providing safe-driving advice to each customer, it hopes to contribute to solving social issues, such as reducing the number of accidents involving elderly drivers. "Accenture will continue to support &e in improving its service quality, system maintenance and operation, as well as help the company make even greater strides as an insurtech to accelerate growth." Akiko Horie, Managing Executive Officer, Senior Managing Director, Financial Services Division, Head of Inclusion & Diversity Japan, Accenture Received the highest ranking "IT Best Award" for the transformation into a digital insurance company starting from CX was highly evaluated. In recognition of the creation of a system that utilizes data to co-create an accident-free world for society as a whole. Akiko Horie Managing Executive Officer, Senior Managing Director – Financial Services Division, Head of Inclusion & Diversity Japan, Accenture Chiaki Kubo Managing Director – Accenture Song, Accenture Japan Ltd. Ayato Kikuchi Managing Director – Data Group, Accenture Technology, Accenture Japan Ltd. © 2024 Accenture. All Rights Reserved. =====================

Elevating HR to become a strategic partner for business

Microchips on a macro scale Placing the right HR components A HR evolution We helped the client develop six CoEs Current Country: United States CASE STUDY A successful HR transformation for a global circuit board leader 3-minute read Making the tiny technologies that power today's electronics requires more than just innovation—it depends on people to truly make waves. That's why a leading supplier of printed circuit boards and integrated circuits substrates embarked on a global human resources (HR) transformation. With plans to double its workforce in the next few years, the company aimed to enhance efficiencies, attract and retain top talent, and establish a common database for all employees. It partnered with Accenture to achieve these goals and elevate HR to become a strategic partner for business. Rather than simply adopting industry best practices, the company and Accenture took a co-creation approach. Together, they designed a new HR Operating Model and developed programs across six centers of excellence (CoE). 1. Talent Acquisition 2. Talent Management (learning and leadership development) 3. Total Rewards (compensation, benefits and payroll) 4. Data, Processes and Tools 5. Global Mobility 6. Organizational CoE Within the transformation program, the team set up a global pay strategy, a new global HR organization structure, and future-forward talent acquisition and retention plans. The project used competitor and market research for all markets the company is active in, and employee surveys to help inform various initiatives. The team also prepared a detailed IT roadmap for the coming years, which will be a key enabler in bringing the HR vision to life. The company also implemented leadership training and coaching programs, while 120 managers engaged in talent discussions. Based on these discussions, targeted training and coaching were planned for each employee. This helped identify talent development gaps and establish learning paths focused on leadership. As a result of the HR transformation, the company's HR function has become a true partner to its business units. Now, the company is focused on strategic, value-adding work, automated and cost-efficient HR services, unified service delivery, and globally aligned HR structure and processes. By aligning HR with its growth agenda, leveraging HR technologies, implementing change-management strategies and investing in leadership development, the company has positioned itself for continued success. Equipped with confidence, talent, processes and tools, it is well-prepared to foster an open, innovative environment for transformative changes and to support growth at, and beyond, current goals. We built a trusted partnership during this time. Both sides built up this trust, respect and partnership so we were exchanging ideas and talking together to find the best solutions. Client's Senior Vice President of Human Resources
=====================

Shell's immersive experience concept to fuel customer engagement

Making convenience stores even more convenient The concept: Road trip relay Reinventing convenience Current Country: United States Case Study Shell 3-minute read Here's a glimpse into what a future customer experience may look like at a Shell convenience store (c-store): You're commuting to work and are two miles away from the c-store where you often get gas. Your c-store mobile app asks you whether you will stop there to fill up and purchase the same coffee you usually get. You confirm, and when you arrive your coffee is hot and ready to go. As you check out, your app flashes an AI-generated personalized offer—a discount on your next fuel purchase for adding a snack to your cart. With growing customer interest in mobile ordering and immersive experiences such as extended reality, Shell is exploring ways to use such capabilities to engage c-store customers and serve their needs more effectively. This can in turn increase foot traffic into stores and boost sales. More broadly, Shell seeks to reimagine its network of c-stores and be a leading innovator with the application of AI, metaverse, and other cutting-edge technologies. Shell is not alone in its ambitions. 72% of energy industry executives believe that metaverse technologies are inspiring their organization's vision or long-term strategy* Shell and Accenture collaborated to develop a new customer experience concept for the hundreds of wholesalers responsible for Shell's 14,000 North American retail locations. The goal was to leverage AI and extended reality to show Shell's wholesalers how they can potentially transform the customer lifecycle and their businesses while staying true to Shell's brand and values. After several collaborative concept development workshops, Shell selected a five-minute virtual reality experience called "Road Trip Relay." Picture this: Four friends on a road-trip pull up to a Shell c-store to refuel. AI-generated virtual humans greet the driver and three passengers on their c-store mobile apps, guiding them through various experiences. The driver pays for the fuel with the app, which asks trivia questions while they wait. Passengers enter the c-store—which has an attractive, futuristic design—to pick up mobile-pre-ordered tacos and coffee, earn personalized rewards, and participate in an augmented reality scavenger hunt. Shell, working with multiple metaverse companies, created Road Trip Relay in just a few months. Shell introduced and tested the experience with more than 500 individual wholesalers at Shell's National Conference and Brand Experience to overwhelmingly positive feedback. At the end of the conference, attendees voted Road Trip Relay their favorite exhibit. Road Trip Relay positions Shell in the vanguard of immersive c-store customer experiences by demonstrating the look, feel and function of encounters that can be built in the future. Road Trip Relay positions Shell in the vanguard of immersive c-store customer experiences by demonstrating the look, feel and function of encounters that can be built in the future. Shell can use the concept not only in c-store operations, but also for employee training and events.   Road Trip

Relay offered Shell's wholesalers an education about AI and metaverse technologies, inspiring them to collaborate with Shell to transform customer engagement. Looking ahead, Shell plans to expand on the innovative ideas in Road Trip Relay to fuel the future of immersive c-stores that drivers love to visit. * Source: Accenture research Disclaimer: The ideas or use of technology in this Client Case Summary are in part aspirational goals of Equilon Enterprises LLC dba Shell Oil Products US and should not be held as a guarantee that such technology or ideas expressed in this Client Case Study will be implemented in the form described in this Client Case Study. © 2024 Accenture. All Rights Reserved. ======================

US bank steps up Anti-Money Laundering controls

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/anti-money-laundering-controls ----- Challenge What Accenture did Value delivered Related capabilities Collaboration Designing a new Quality Assurance (QA) program Implementing new process Scaling program Compliance as a service SynOps Digital risk & compliance JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A US bank set up a secondary line of defense against financial crimes—fortifying its compliance area and avoiding millions in potential penalties. The US Department of Justice and bank regulators consider anti-money laundering (AML) enforcement one of their top priorities. In recent years, financial institutions have incurred hundreds of millions of dollars in penalties for failing to adequately prevent bad actors from disguising illegally obtained funds as legitimate income. One leading US bank knew it needed to improve its AML controls to ensure regulatory compliance and to better manage risk. The bank's first-level review process to identify suspicious entities and activities met compliance standards. However, the bank was concerned that it lacked robust quality assurance for the AML control processes, as evidenced by the low-quality measures and a backlog of 30,000 cases that needed a secondary review. Without a solid AML quality assurance process, the bank risked violating critical regulatory requirements. The bank knew it needed a managed service provider that had a broad understanding of its operations, deep AML advisory expertise, a global network and extensive commercial banking and financial crime capabilities. Together, the bank's AML compliance center of excellence and Accenture's finance and risk experts identified gaps between the bank's existing AML controls and compliance best practices. The team designed new quality assurance processes for the AML risk teams and developed new training materials to guide the bank's operations team during the newly designed QA review process. The new processes were brought to life using Accenture's Compliance as a Service offering (CaaS), which combines expertise, scalability and cost-effective QA capabilities. Working with the bank's AML compliance team, Accenture Delivery Centers experts conducted account reviews, performed periodic audits and tracked remediation efforts related to suspicious accounts. As
the compliance services have matured, the bank has begun working with

Accenture to determine how SynOps—an innovative human-machine operating engine—can be used to accelerate its journey to an intelligent compliance operating model. SynOps will allow the bank to take full advantage of data, applied intelligence, digital technologies and talent to help it efficiently keep pace with regulatory demand and drive sustainable growth. SynOps also enables the reallocation of workforce capacity to focus on higher-skill and higher-value activities, resulting in higher employee engagement, retention and value delivered back to the bank. The bank's newly fortified AML controls have improved relationships with regulators and trust with customers, who want their banks to be vigilant in identifying questionable financial transactions and activities. To date, the bank has: Achieved quality ratings of over 95 percent, up from 80 percent, on AML QA support. Increased throughput of reviews, thereby preventing a future backlog. Assisted in the reduction of the existing backlog of quality assurance reviews—completing 18,000 backlogged reviews in just three months. Managed remediation of 4,000 potential control failures with front-office bank professionals and the bank's compliance teams. Reduced its risk of regulatory non-compliance, reputational damage and potential financial crime losses. Elevate the compliance function beyond reactive to a strategic business partner. A unique Human-Machine Operating Engine that transforms business operations and delivers results. Helps financial services firms increase profitability, reduce complexity and manage regulations. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Playing a starring role in the 5-star experience

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/radisson-digitally-enabled-operations ----- Challenge Strategy and solution Conducting business in real time Transformation Unlocking more opportunities than ever The brand of choice Related capabilities Digitally enabled operations Standardization and alignment Streamlined processes One portal for owners and franchisees Integration with three third-party solutions Global rollout Continuous delivery Lower costs Streamlined processes Shorter time to market Greater visibility Consistent contact More effective analysis Single sales process Personalization Transparency Efficiency Travel consulting Traveler experience JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Radisson Hotel Group's success isn't just about being the hotel of choice for travelers: They also need to be the hotel of choice for owners and franchisees. As with travelers, owners' and franchisees' expectations have been raised by digital innovators and the seamless experiences they provide. To differentiate their brands, Radisson collaborated with Accenture on a new customer relationship management (CRM) platform, built on Salesforce, that makes it easier to do business with owners and franchisees in real time.   Opening and running a hotel requires many conversations and document exchanges between Radisson and the owner/franchisee. Often Radisson's business

development and operational processes were slow, varied significantly from country to country, and used tools, like Excel, that offered little security and reusability across teams. Radisson knew there was a better way to improve business operations for franchisees, owners and the company's executives alike. Standardized tools and information on the go would help all participants apply for, open and operate Radisson properties smoothly, quickly and at a lower cost. And so, Radisson worked with Accenture to standardize, digitize and automate their global sales and franchisee operations so they could deliver a five-star experience for users, as well as the guests they serve. Accenture helped Radisson bolster business operations by building out new processes, a scalable digital CRM platform and app. The new system improves the existing infrastructure and consolidates all owner and franchisee touchpoints onto a single system. Development, legal, operations and global sales processes were standardized and aligned to the new Salesforce Customer Success Platform. The team consolidated processes and data from these business functions onto the platform. A new portal helps owners and franchisees manage their properties, from onboarding and beyond. We integrated solutions to manage business processes, enabling electronic signatures, project management workflows and automated document generation. We rolled out the cloud-based platform and mobile app to more than 1,000 Radisson properties globally. The solution was delivered within 10 months across four major releases, demonstrating our ability to continuously deliver value at scale and speed. With a portal interface, franchisees and owners can access their property information, documents, onboarding activities, action items and more to complete day-to-day tasks on the go. They can also track a property's performance, like occupancy rates and revenue per available room. Checklists and detailed work plans help manage hotel openings, improvement activities and site visits. Business development executives use the new system as their primary tool to manage leads and track opportunities for prospective hotels. Standard legal templates in the system mean they can be populated with data specific to an owner or property at the click of a button. It also helps them manage sales and queries for meetings and events in one place. Radisson is digitally powering their core business, from managing the owner and franchisee experience to generating meeting and event revenue for Radisson properties. The solution and real-time insights are helping Radisson become more productive and efficient. Lower overall administrative costs in doing business. Consistently and rapidly close deals for new or renewed properties in a more streamlined manner. Go to market faster for meeting and event sales. Drive greater visibility and accountability for business development and sales teams to support decision-making. More consistently interface with franchisees, owners and customers and maintain brand standards to ensure superior brand experience and foster loyalty. Standardize the way they categorize opportunities across the globe, allowing leadership to more effectively analyze the pipeline. Improve operations through a single sales process, better reporting and team incentivization. Owners and franchisees now have personalized information at their fingertips via any channel. Processes that took weeks to complete now take days. With this foundation in place, Radisson can explore more complex and high-value initiatives, like advanced analytics, in the future. Radisson's owners and franchisees now have digital tools to grow their businesses. The easier administration, operational

insights and lower costs offered by the platform are helping to make Radisson brands the hotels of choice for owners and franchisees. The portal provides a more compelling, personalized experience for owners and franchisees. Transparent global sales and owner management processes build trust. Automation decreases the time needed to draft legal documents and execute agreements. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
======================

Banking on test automation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/banking-test-automation ----- Call for change When tech meets human ingenuity Talent, transformed A valuable difference JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA It's all about speed and quality For today's enterprises, software applications are both a crucial part of running the business and a key source of competitive advantage. As such, quality development—at speed and scale—is essential. As these applications keep increasing in importance, enterprises must rethink how they build and test them, moving away from reactive issue-based testing toward embedding quality engineering throughout the whole development cycle. At one global bank, this need to reimagine application testing led to a quality engineering transformation. Despite investing heavily in Agile development, the bank found it was still hindered by a manually intensive testing regime. That was not only creating redundancies, but also impeding its speed to market. The bank recognized change was needed. The goal? To deliver better software faster and more cost-effectively. The plan? To consolidate two separate testing organizations and reimagine end-to-end application testing with greater automation—in conjunction with Accenture. From deep analysis to holistic redesign We began by working with the bank on a holistic analysis of its testing organization, across the entire application portfolio. Leveraging our High-Performance Banking Platform, we designed a new unified testing model. And thanks to the iterative optimization capabilities of the Accenture Touchless Testing Platform, we helped the bank weed out redundant test cases. That meant we could maximize testing coverage while reducing effort and cost. Next, as part of the bank's pivot to a Quality Engineering organization, we created a transformation roadmap to automate every aspect of the end-to-end testing lifecycle. This involved redesigning the current testing solution, moving away from a use-case design approach and toward a business-process-driven application model. Our work also involved equipping testers with a "low-code" automation capability. Thanks to new visual application models built on Broadcom's Agile Requirement Designer (ARD), we eliminated the need to create tests manually. On top of this, we provided the testing team with CI-/CD- enabled, unattended, and parallel execution capabilities by integrating with the bank's Jenkins-based platform and standing up an on-premise Selenium grid to support the execution infrastructure. This was supplemented by a Function Feature Library to help with requirements traceability, effort sizing and risk assessment. One of the

most important aspects of our work on this testing transformation has been a rigorous focus on upskilling the testing team with future-ready capabilities. That includes skills in the latest automation tools, languages such as Gherkin, and the underlying custom automation framework—as well as CI/CD integration, parallel execution via a grid-based environment and DevOps. Faster testing, faster speed to market The success of our testing transformation hinged on improving three critical factors: speed to market, extent of automation, and application quality. So how did we do? Our unified testing model helped cut the testing cycle by almost two-thirds—from 12 weeks to just 4.5. Combined with significant reductions in regression test execution times, this has shortened the bank's overall time to market by more than 60 percent. Now, it can launch new products and services faster than ever. The bank's new end-to-end testing solution means it can automate a huge 84 percent of its testing—with scope to go further. What's more, this automation capability has also now been extended to the bank's branch locations, cutting the effort required to run tests onsite. Together, these initiatives have had a transformative impact on the quality of testing. Defect leakage has been cut by a massive 75 percent. And productivity savings have been accelerated, allowing the bank to redeploy resources to support more value-adding demand from the business. 60% Reduction in overall time to market 84% Test automation coverage 75% Reduction in defect leakage Future-ready testing We not only exceeded the bank's expectations on all three indicators during the first year of the program, but also helped cut the cost of testing by 31%, setting the stage for further improvements on the transformation journey. And, by upskilling manual testers in automation, CI/CD, DevOps and emerging technologies, we've positioned the testing team for future success as the bank's IT organization adopts modern quality engineering practices in pursuit of speed, quality and excellence. Most importantly, with application testing now an integral part of the end-to-end software development process, the bank has the modern quality engineering processes it needs to deliver better applications faster than ever, empowering it to get products and services to market at the pace demanded by the digital economy. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ======================

Redefine what's possible in life sciences

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/headache-migraine-ai-drug-development-innovation ----- In the era of intelligent technologies, organizations must reinvent to bring breakthrough treatments to patients, faster and at lower costs. How to reinvent life sciences What's trending in life sciences Partners in change Awards and recognition Our leaders Life Sciences careers Life sciences now Advance R&D with intelligent technology and scientific innovation Advance R&D with intelligent technology and scientific innovation Modernize your commercial model for sustainable growth Modernize your commercial model for sustainable growth Revolutionize therapy delivery with next-gen

precision medicines Revolutionize therapy delivery with next-gen precision medicines Become a MedTech pioneer with a brand-new digital core Become a MedTech pioneer with a brand-new digital core Upgrade your supply chain for real-time demand and future disruptions Upgrade your supply chain for real-time demand and future disruptions Leader: Life Sciences R&D Lab of the Future Technology Solutions and Consulting Services A Leader in Life Sciences Sales and Marketing IT Outsourcing Services A Leader in Life Sciences Research & Development and Business Process Outsourcing Leader: Life Science Sales and Marketing Strategic Consulting Services 5 stars from Forbes: Healthcare and Life Sciences Management Consulting Market Leader in Horizon 3 Life Sciences Service Providers Report Leader: Everest Group Life Science Operations PEAK Matrix® Assessment Leader in IDC MarketScape: R&D Strategic Consulting Services Position #1: Life Sciences Smart Manufacturing Services Lead Petra Jantzer, Ph.D. Ramon Pressburger Jan Ising Daishi Miyao Current Country: United States 100% of biopharma executives agree AI foundation models will enable connections across data types, revolutionizing where and how AI is used 92% of biopharma executives agree that technology plays a critical role in all current and future reinvention strategy 90% of biopharma executives agree that data transparency is becoming a competitive differentiator 60% of life sciences supply chain executives want better real-time inventory and visibility from external manufacturing partners Organizations are achieving major breakthroughs by reinventing themselves on the back of intelligent technologies such as classical and generative artificial intelligence (gen AI). How intelligent technologies are transforming the Biopharma Industry. Pharmaceutical company, Lundbeck, partnered with Accenture to leverage AI to find new links in genes and diseases for headaches and migraine, accelerating the end-to-end process of developing medication for these conditions. Join "The Lens: Life sciences reinvention in focus" to explore life sciences evolution through expert insights. Hosted by Tom Lehmann, we uncover trends shaping the industry, treatment and patient outcomes. Supply chain maturity in life sciences is at 34%, indicating limited adoption of AI and digital tools. Companies focus on immediate gains but lack long-term perspective. How does it affect the industry? Build resiliency in MedTech to thrive in a changing world. Invest in technology, embed resilience in design, and develop a multi-skilled workforce. Secure your future growth now. To stay competitive in healthcare, MedTech companies must embrace intelligent technologies and reinvent their business models. Innovation is key to meeting the evolving needs of patients and organizations. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. Leverage the experience of AWS and Accenture with proven technology offerings and industry-ready solutions. The largest global Microsoft practice. Eighteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Industry-specific cloud-based software solutions that address the unique operating challenges and regulatory requirements of companies in the Life Sciences & Consumer Products industries. Reimagining human experiences that reignite growth and accelerate the path to value. Leading global provider of advanced analytics, technology

solutions, and clinical research services to the life sciences industry. Accenture: A Leader in inaugural IDC MarketScape: Worldwide Life Sciences R&D Lab of the Future Technology Solutions and Consulting Services 2024 Vendor Assessment IDC MarketScape 2023 recognizes Accenture as a leader in technical capabilities and life science expertise, with extensive experience in pharmaceuticals, biotech, and medical devices Forbes awards Accenture 5-star rating and names us one of America's Best Management Consulting Firm in the Healthcare and Life Sciences sector 2023 Market Leader in HFS Horizons Life Sciences Service Providers 2023, Accenture secures top positioning Horizon 3. Our One Ecosystem™ approach drives new value sources, reduces costs, enhances care, and transforms life sciences at scale. Accenture, a Leader in Vision, and Capability, excels in strategy, services, innovation, and investments. Everest Group recognizes our strong market impact and high value delivery Recognized for strong technology and deep life sciences expertise, Accenture is positioned as a Leader in IDC MarketScape: Worldwide Life Science R&D Strategic Consulting Services 2023. Accenture, a leader in Everest Group's Life Sciences Smart Manufacturing Services PEAK Matrix® 2023, excels in end-to-end digital capabilities. A trusted partner, providing balanced solutions across the life sciences manufacturing value chain Senior Managing Director – Global Life Sciences Lead Managing Director – North America Lead and Strategy Lead, Global Life Sciences Managing Director – Europe, Global Life Sciences Managing Director – Growth Markets, Global Life Sciences Empower life sciences companies to have a significant influence on the well-being of patients by utilizing cutting-edge scientific advancements, novel medical technologies, and improved collaborative efforts. © 2024 Accenture. All Rights Reserved.
======================

Renown Health: Improves senior engagement

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/health/renown-health-improves-senior-engagement ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Sterling Silver Club shines Health experience Healthcare consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As Northern Nevada's healthcare leader, Renown Health is Reno's only not-for-profit, locally owned health system. Renown Health also operates Nevada's largest not-for-profit insurance company—Hometown Health. Hometown Health offers the highest rated Medicare Advantage plan in the state of Nevada. Hometown Health also offers supplemental Medicare insurance, sometimes referred to as Medigap. Given the rapid influx of seniors migrating to the Reno area and with an eye toward boosting enrollment in its programs, Renown Health and its insurance arm Hometown Health sought ways to better understand and engage Northern Nevada's senior citizens. We teamed with the companies' executives to structure a project that would better determine what seniors wanted in terms of health insurance and medical services. By combining patient

profiles from digital engagement research with lifestyle data points, we created specific and detailed personas. Insights gleaned from these personas helped fuel an efficient and effective marketing plan. With our help, Renown Health was able to develop a more robust plan for senior engagement and create a marketing plan with messages designed to resonate with varied audiences. Hometown Health simplified its insurance-policy language, pairing phrases and photographs that were more appealing to seniors living in Northern Nevada. In a matter of months, Hometown Health membership increased by 12.5% and Senior Care Plus program membership increased by 7%. A database of leading practices, knowledge of high-value customers in each county and region, and strong segmentation are enabling the organization to accurately target the right people to grow the business. Hometown Health is relying on insights derived from the project to market its Medicare Advantage plans. Renown Health is now leveraging the database for insights on how to improve patient engagement in other segments served by this growing healthcare business. 12.5% Growth in Hometown Health membership, from 128,000 to 140,000 7% Rise in the Senior Care Plus program membership Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Unlocking the value of data in advertising

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/manzoni ----- Challenge Strategy and solution Monetizing data with advanced analytics The Data Monetization Engine and AMAP Unlocking new outcomes with Applied Intelligence Transformation Related capabilities Striking the balance between traditional and digital Predict Boost Understand Accenture Consulting Multimedia Advertising Platform Accenture Applied Intelligence Accenture Applied Intelligence Platform JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Leading Italian publisher, GEDI Group, and its advertising salesagency, Manzoni, have committed to becoming a data-drivencompany. A deep advertising transformation program ishelping them adopt new digital models, both in the traditionaland digital ad business. GEDI has chosen Accenture as itsconsulting and technology partner for this challenging journey.   As the first step of its transformation journey, Manzoni wanted to use Artificial Intelligence to better monetize digital content for both ad-funded and pay business models. The key enabler of this strategy would be the ability to identify highly-qualified audience segments—by age, gender, interest, etc.—and target them with extremely accurate advertising campaigns and tailored content services. Global internet-based advertising revenues are soon expected to surpass non-digital. Frustratingly for traditional ad providers, internet revenue growth is being dominated by a handful of OTT digital giants who are leveraging their ability to target and personalize ad campaigns to individual consumers. What's more, new ways to buy digital advertising inventories—e.g., programmatically—have set new

benchmarks for efficiency.   Unless they act quickly, most traditional publishers and TV companies will see advertisers' dollars move to competitors' digital platforms. But with the right operational, organizational and technology strategy, those companies can do more than play defense. They can drive new revenues that combine traditional with digital, and adopt new digital operating models for both.   Manzoni knew that Accenture's deep experience transforming businesses through digital disruption would speed it to its goals. In a continuously disrupted playing field, media companies need to make the engine behind their advertising business digitally fit. Accenture injected its experience in media industry datamonetization and its advanced analytics assets into Manzoni'stransformation. The company could build on Accenture's successfultrack record in advertising and content use cases. Accentureenabled Manzoni to collect data from any internal or affiliate digitalproperty, enrich them with first-party data, build highly-qualifiedmicro-segments (based on factors such as age, gender andinterests), and monetize them through highly—tailored advertisingB2B products and B2C digital marketing actions. The result: higher ability to target narrowed and qualified audiencesegments, driving higher monetization of Manzoni's digitalinventories. The required capability comprised a combination of advancedanalytics assets and data scientist skills, verticalized for the mediaindustry—a scarce resource in the market. "Manzoni is the example of a leader willing to embrace the latest in ad tech to enhance user experiences and extend the reach and effectiveness of ads." "Manzoni is the example of a leader willing to embrace the latest in ad tech to enhance user experiences and extend the reach and effectiveness of ads." These results have been achieved thanks to Manzoni's adoptionof high performance machine-learning algorithms provided bythe Data Monetization Engine, which is one of the key moduleswithin the Accenture Multimedia Advertising Platform (AMAP).Accenture Applied Intelligence data scientists then tailored theengine to Manzoni's specific needs with specialized use cases forthe media and advertising industry AMAP's Data Monetization Engine uses state-of-the-art,open-source technology to deliver agency-certifiedmachine-learning algorithms and a set of predefineddashboarding and reporting tools for activation, as well as cloudinfrastructure to help minimize operational costs at scale. Accenture's Applied Intelligence data scientists combined industry and analytics expertise with machine-learning algorithms to help Manzoni apply new intelligence across its business and drive more valuefrom its advertising. Qualify audience micro-segments andpredict advertising inventories with a highdegree of accuracy. Qualify the general audience's propensityto subscribe to the digital version of thenewspaper, boosting paid readership. Define the churn, upselling andcross-selling tendency of the existingsubscriber base. With Accenture's platform and services, Manzoni has already doubled its forecast accuracy over theincumbent provider. With its increased ability to qualify users, Manzoni can now justify higher premiumpricing and reinforce its leadership position. 80% Manzoni can now predict gender with an 80% average precision rate (certified by Comscore and Nielsen). 180 This project identified 180 commercial segments (based on IAB standard). 80% Manzoni saw an 80% increase in its inventory forecasting accuracy vs their current inventory management system. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie

Unlock profitable growth in communications & media

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/o2-telefonica-smart-metering-uk ----- People and businesses are always on, whether watching, working, or enabling innovative new growth. Keep them engaged and successful by delivering the continuous experiences and capabilities they expect and need. How to reinvent communications and media What's trending in communications & media Awards & recognition Our leaders Careers Communications & media now 2024 Microsoft Media and Telco Partner of the Year Award winner Databricks CME partner of the year 2024 – 6th year in a row TM Forum 2023 Catalyst: AI & Automation Excellence Everest Group #5G Engineering Services PEAK Matrix® Assessment 2023 A Leader in IDC Worldwide Media and Entertainment 2023 Vendor Assessment A Leader in IT Services for CSPs for eleventh consecutive year Francesco Venturini Peters Suh Boris Maurer Paolo Sidoti Saulo Bonizzato Current Country: United States $45B estimated enterprise network spend in the next four years 35% of consumers have unsubscribed from at least one of the Big 5 streaming services in the past 12 months 86% of consumers would be interested in a single service that captured and shared all of their basic information and content preference $1.7T the outlay the SMB segment will put in IT and digital services between now and 2026 We help telecoms operators use data, AI and automation to manage costs, optimize operating models, build modern networks, and put customer experience at the heart of growth. We work with ecosystem partners to help industry leaders offer new services beyond connectivity and accelerate their reinvention. Build on your connectivity offerings to deliver new technology services through platforms. Leverage 5G, edge computing, and security to innovate tailored, industry-specific solutions that complement and enhance your core services. Empower customers with self-service options and personalize experiences using data and new AI applications. Make customer experience your competitive edge and growth driver. Unlock new revenue with future-ready data and AI foundations. Modernize your architecture to automate operations and transform front and back offices. Unlock growth by transforming networks into open platforms. Re-engineer networks in the cloud, leveraging autonomy, AI and APIs to boost performance, attract ecosystem partners and create new services. To be ready for whatever comes next, build a digital core: a truly integrated foundation of cloud, open digital platforms, data and AI. Use it to scale AI and new technologies across the enterprise, creating a platform for agility and growth. We help media companies use the new investment cycle to capture the next wave of growth and innovation. We unlock the power of data and AI to improve their efficiencies and open new growth models. We build virtualized operations to run non-core activities and help them improve their market position through M&A and partnership strategies. Rising platform competition and privacy

updates intensify the fight for attention. Capture attention that drives new sustainable revenue streams by reinventing advertising and subscription models. Discover how telcos can reduce tech debt, simplify operations, and drive innovation by building a robust digital core integrating AI and cloud-based solutions. In our third annual report, we explore the challenges facing today's media companies and offer a set of foundational imperatives to jumpstart reinvention that delivers. By focusing on new opportunities provided by cloud, data and AI, CSPs can accelerate their legacy technology transformation to resolve tech debt and position themselves for new product and service growth. CSPs continue to invest billions in networks, both fixed and wireless. The challenge at hand is how their current network transformation can go beyond a generational upgrade. M&A deal processes are ripe for reinvention. Gen AI will lead those reinventions and executives agree. Where they are investing, however, indicates a need for holistic strategies to realize the value they envision. A race to climate neutrality by addressing Scope 4 emissions. Accenture empowers Singtel and Zuellig Pharma to innovate with Ericsson 5G Awarded to Accenture & Avanade in recognition of their deep industry skills and advisory services in the Media & Telco space. Accenture wins Databricks CME Partner of the Year for transforming data and AI strategies in global telecoms, delivering innovative solutions that set industry standards. Accenture wins in this category with its Gen AI hyper-personalized customer experience designed to help CSPs reduce churn and increase customer lifetime value. Named to Fortune's "All-Stars" list by business executives, directors and securities analysts, ranking us No. 32 overall and No. 1 in our category for 10 consecutive years. Accenture was recognized for strength in strategy and vision and its ability to shape the future of the world's largest companies through technology-enabled, agile strategies. Accenture Applied Intelligence's IP-led approach to D&A services delivery, its strong adoption in the marketplace, and its increased growth across geographies and industries. Communications & Media Industry Sector Lead Senior Managing Director – Communications & Media, North America Managing Director – Communications & Media Lead, EMEA Managing Director – Communications & Media, Growth Markets, Asia, Australia, Africa and Middle East Senior Managing Director – Communications & Media, Growth Markets, Latin America Grow your careers at the heart of change. © 2024 Accenture. All Rights Reserved.
=====================

Vancity: A new loan origination system

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/vancity-moves-loan-operating-system-cloud ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Robert Vokes Howard Cheung Philip Gicante Banking nCino Commercial Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Digital transformation is top-of-mind for commercial banks and credit unions of all sizes. That's because digital platforms promise to help them compete in a challenging environment. They

can help banks reduce their reliance on legacy systems, which often can't keep up with evolving market conditions, increasing regulatory requirements and rising customer expectations. Canada's largest community credit union, Vancity, recognized that it could better serve its more than 543,000 member-owners and their communities if it went digital. The credit union offers a full range of financial products and services, including deposits, loans, investments, credit cards and foreign exchange. Wanting to grow its commercial lending business and replace a 15-year-old legacy system with a more agile solution, the credit union enlisted Accenture's help. The aim was to take advantage of nCino's cloud-based platform to deliver an improved, tailored experience that meets the evolving expectations of members and employees. Alongside teams from Vancity and nCino, Accenture helped implement the nCino Bank Operating System. An end-to-end cloud-based solution, it manages the entire loan lifecycle including origination, renewals and modifications, as well as portfolio management activities including member reviews, spreads and covenant testing. This eliminates the need to combine various point solutions. Despite the project coinciding with the COVID-19 pandemic, our team of commercial lending consultants and cloud technology experts partnered with Vancity to quickly shift the project delivery approach to support the remote constraints. This challenging time truly highlights the value of cloud-based platforms for their ease of use and continuity of services. Collaboration and transparency were critical to the success of the project. Together, we defined high-level business requirements, the solution architecture and a roadmap based on the agile methodology, bringing Vancity's digital vision to life. "By adopting nCino for our commercial lending operations, we've embraced a cloud-based technology with regular updates and releases that will grow along with us and help us remain competitive and agile." In addition to launching two US dollar lending products, the latest iteration of Vancity's new platform introduces end-to-end digital capabilities including a customer portal and eSignature functions. These digital capabilities have allowed Vancity to reduce its use of paper and meet its members' needs, especially at a time when many people are having to be physically distant. Instead of needing to print multiple pages of forms for a loan application, members can now review, exchange and sign documents digitally. This also means significantly less time spent driving or taking transit to meet in person for staff and members alike. The platform can grow with the business, and because it's flexible and configurable, the credit union can further customize its processes, automating tasks and streamlining workflows to give it a competitive edge and more agility to respond to future market disruptions. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Shell's immersive experience concept to fuel customer engagement

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/metaverse/immersive-customer-experience ----- Making convenience stores even more convenient The concept: Road trip relay Reinventing convenience Current Country: United States Case Study Shell 3-minute read Here's a glimpse into what a future customer experience may look like at a Shell convenience store (c-store): You're commuting to work and are two miles away from the c-store where you often get gas. Your c-store mobile app asks you whether you will stop there to fill up and purchase the same coffee you usually get. You confirm, and when you arrive your coffee is hot and ready to go. As you check out, your app flashes an AI-generated personalized offer—a discount on your next fuel purchase for adding a snack to your cart. With growing customer interest in mobile ordering and immersive experiences such as extended reality, Shell is exploring ways to use such capabilities to engage c-store customers and serve their needs more effectively. This can in turn increase foot traffic into stores and boost sales. More broadly, Shell seeks to reimagine its network of c-stores and be a leading innovator with the application of AI, metaverse, and other cutting-edge technologies. Shell is not alone in its ambitions. 72% of energy industry executives believe that metaverse technologies are inspiring their organization's vision or long-term strategy* Shell and Accenture collaborated to develop a new customer experience concept for the hundreds of wholesalers responsible for Shell's 14,000 North American retail locations. The goal was to leverage AI and extended reality to show Shell's wholesalers how they can potentially transform the customer lifecycle and their businesses while staying true to Shell's brand and values. After several collaborative concept development workshops, Shell selected a five-minute virtual reality experience called "Road Trip Relay." Picture this: Four friends on a road-trip pull up to a Shell c-store to refuel. AI-generated virtual humans greet the driver and three passengers on their c-store mobile apps, guiding them through various experiences. The driver pays for the fuel with the app, which asks trivia questions while they wait. Passengers enter the c-store—which has an attractive, futuristic design—to pick up mobile-pre-ordered tacos and coffee, earn personalized rewards, and participate in an augmented reality scavenger hunt. Shell, working with multiple metaverse companies, created Road Trip Relay in just a few months. Shell introduced and tested the experience with more than 500 individual wholesalers at Shell's National Conference and Brand Experience to overwhelmingly positive feedback. At the end of the conference, attendees voted Road Trip Relay their favorite exhibit. Road Trip Relay positions Shell in the vanguard of immersive c-store customer experiences by demonstrating the look, feel and function of encounters that can be built in the future. Road Trip Relay positions Shell in the vanguard of immersive c-store customer experiences by demonstrating the look, feel and function of encounters that can be built in the future. Shell can use the concept not only in c-store operations, but also for employee training and events.   Road Trip Relay offered Shell's wholesalers an

education about AI and metaverse technologies, inspiring them to collaborate with Shell to transform customer engagement. Looking ahead, Shell plans to expand on the innovative ideas in Road Trip Relay to fuel the future of immersive c-stores that drivers love to visit. * Source: Accenture research Disclaimer: The ideas or use of technology in this Client Case Summary are in part aspirational goals of Equilon Enterprises LLC dba Shell Oil Products US and should not be held as a guarantee that such technology or ideas expressed in this Client Case Study will be implemented in the form described in this Client Case Study. © 2024 Accenture. All Rights Reserved.

=======================

Future skills pilot

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/future-skills-pilot-report ----- Call for change When tech meets human ingenuity A valuable difference Proving out the hypotheses The path forward MEET THE TEAM Current Country: United States CASE STUDY Reimagining talent mobility 5-MINUTE READ Reimagining talent mobility and upskilling impact The upheaval brought on by the COVID-19 pandemic further crystalized an urgent and complex global employment challenge: how to prepare people for the future of work in ways that serve individuals, businesses and communities. A World Economic Forum report estimates that by 2025, 85 million jobs may be displaced by machines, but 97 million new roles may emerge due to a new dynamic between people and technology. To address this reality and its opportunities, and as co-chairs of the Forum's Consumer Industries Task Force on the Future of Work, Walmart and Unilever initiated a collaborative, cross-industry pilot program to figure out better, smarter ways of preparing people for new career paths based on their interests and skills. 40% Of worker time is potentially automatable for workers in Retail. It's 54% for workers in Consumer goods. 85 Million jobs may be displaced by machines by 2025. 97 Million new roles may emerge by 2025 due to a new dynamic between people and technology. Only jobs should be made redundant. Not people. Patrick Hull / Unilever VP of Future of Work Creating possibilities through skills Walmart and Unilever have long believed that keeping people employed by guiding them to new opportunities is good for both business and communities. The COVID-19 pandemic's impact, however, led them to a collective decision to act now to help people and businesses thrive. So, they joined forces to launch a pilot program that ran from December 2020 to February 2021. Accenture was brought in to lead the pilot program and help Walmart and Unilever create a new way to create better, more sustainable opportunities for people—one that could attract broad industry participation. Accenture partnered with SkyHive, an award-winning Canadian startup that uses quantum labor analysis to assess labor market supply and demand. SkyHive looks at declining and emerging jobs as collections of individual skills, and analyzes how much the skillsets overlap, as well as which specific skills must be learned for a person to move from the declining role to an emerging role. The pilot would test three specific hypotheses: The more granular the skill data on each role, the more opportunities begin to present themselves. The AI eliminates human bias in terms of who's truly capable of doing which job.

Nicholas Whittall / Accenture MD of Talent & Organization 1. Can hidden skills be identified and unlocked? Yes. SkyHive has found that people self-identify, on average, 11 skills for their particular role. Using SkyHive's technology, however, that number jumps to 34. The data also found that a person might only need to acquire a few additional skills to switch disciplines entirely—which wouldn't be possible without AI identifying the skills people don't realize they already have. 2. Can workers be better prepared for the future? Yes. Using SkyHive's skill matching between roles, Accenture built upskilling pathways to prepare people for their new roles and demonstrate that the pathways are viable, fast, practical, and cost-efficient. The pilot showed that people could be upskilled for new roles in different functions within just six months. 3. Can people move between organizations? Yes. The skill mapping also showed that there's likely a smooth transition from manufacturing roles to a job in green energy, such as installing solar panels. It doesn't seem intuitive at first, but the analysis showed that the skills and attributes are similar. Pathways were also identified between roles at Walmart and Unilever in certain geographies, showing that people can move between organizations, within and across industries based on their skills, not their past roles. No company today is equipped to operate upskilling efforts at full scale. That's the problem and the opportunity. Amy Goldfinger / Walmart SVP of Global Talent Where the data meet determination While the pilot proved the importance of data in preparing people for the future of work, there's still the human element to consider: Employers need to understand what people actually want to do, what is their purpose and passion, and then support them to embark on unexpected pathways. That's the art of upskilling efforts that can't be overlooked. That's why both Walmart and Unilever are aware that there are much broader implications and considerations ahead. Leaders across the company need to be informed and educated about people's ability to close achievable skill gaps. HR, recruiters and workers looking to change jobs all have to believe that the paths are real. We've been working for a number of years on how we transition people into other jobs, but with pilots like this, we're learning how we can do it even better. Leena Nair / Unilever CHRO In proving the three initial hypotheses, the team concluded the pilot program with five key learnings that must be kept top of mind if their new approach to preparing people for the future of work is to take hold. 1. Skilling is just smart business Organizations can have an outsized impact on the communities they serve. Skilling people for new roles, even externally, is one of the smartest things a business can do in lieu of simply reducing headcount as jobs decline. 2. HR must enable individual talent mobility Data-and AI-driven strategic capabilities empower people to make personal choices about their careers based on strengths, interests and other personal criteria. The HR function can support that decision-making process by providing options and opportunities. 3. AI is essential for eliminating bias AI opens possibilities that people can't see due to inherent biases. In particular, there is widespread evidence that women and people of color underrepresent their skills. As responsible AI evolves and takes hold, it's likely to help people shed more biases, create more equitable processes and allow for the creation of more job pathways. 4. A culture change is required Management needs a mindset shift to foster a culture that recognizes the relationship between expanding career opportunities for people and creating growth opportunities for the business. Companies must structure

themselves to think about upskilling as a competitive advantage or as a business imperative, not a nice-to-have later, when time allows. 5. Cross-industry collaboration is an accelerator As more pathways are explored, more ways of thinking about mapping skills and talent mobility will emerge, each more dynamic than the previous iteration. As the discussions around the issue improve, more workers will pursue these new career paths. But only so much can be accomplished if companies go it alone, rather than collaborating with other organizations to prepare people in their communities for the future of work. The Future of Work has arrived. This collaboration is historic as it exemplifies the unique actions companies need to be taking to future-proof their workforces, by putting people first. Sean Hinton / Founder and CEO of SkyHive Nicholas Whittall Senior Managing Director – Accenture, Midwest Retail Lead Hernan Espinosa Senior Manager – Talent & Organization Christine Nanan Principal Director – Talent & Organization Heber Sambucetti Principal Director – Talent & Organization Mary Kate Morley Ryan Managing Director – Talent & Organization © 2024 Accenture. All Rights Reserved. =====================

Petrofac: Discovering digital depths

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/petrofac-digital-transformation ----- Challenge Strategy and solution Transformation Related capabilities Why Accenture Petrolytics Connected construction Aberdeen innovation zone Improving operations Driving efficiencies Fueling innovation Launching connected worker Enabling a digital twin Upstream services Industry X.0 services Refining operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the UK Continental Shelf, a mature basin that includes part of the North Sea, oil and gas operators are looking to maximize economic recovery by focusing on efficiency, optimization and cost reduction. The average uptime of mature assets in the North Sea has been in the range of 70-75 percent. Under its traditional ways of working, Petrofac often exceeded this measure. It felt it could do even better. Petrofac knew that digital technologies would be critical enablers of its transformational vision by driving improvements in every aspect of its operations—from worker safety and productivity to plant and construction site performance. Accenture, with broad expertise in the oil and gas industry as well as the Internet of Things (IoT), Artificial Intelligence (AI), Augmented Reality (AR) and analytics was a natural fit to help Petrofac develop and implement a comprehensive digital strategy. A visit by Petrofac's leaders to the Accenture London Industry X.0 Zone—a facility designed to showcase the power of the latest technologies and the art of the possible—sealed the deal. In addition, the Accenture Industry X.0 Innovation Center in Sophia Antipolis was tapped to further flesh out the execution process and program management requirements. "What if we had an offering that clients would queue up for? What if we could deliver at a significantly lower cost, deliver on schedule and operate with high uptime?" As a first step, Accenture hosted "re-imagining workshops" with Petrofac leaders to identify

transformation opportunities across two areas of the business. Petrofac then collaborated with Accenture on several key transformation projects: Designed to lower operating costs and improve uptime, this initiative combines a real-time AI-powered dashboard, insights, and predictive analytics. This solution is designed to collect and combine people and equipment data, offering real-time visibility into a site's operational performance. An immersive space where Petrofac's clients, suppliers and digital specialists can collaborate on solutions set to transform the oil and gas sector. With Accenture's help, Petrofac has successfully embarked on an Industry X.0 transformation that revolutionizes asset support service delivery and a changed approach to construction management: Increased uptime, productivity and profitability, with lowered operating costs and risks. Faster decision-making, scheduled safety and task alerts, and can monitor the movement of people to improve productivity and safety. The Aberdeen Innovation Zone is enabling collaboration to improve business operations and explore new digital services and commercial models. Wearable technology to automate data capture, offer remote assistance and institute safer procedures. Increased asset uptime by minimizing "failure to fit" rates, lowering operating costs through reduced offshore surveys and improving sales. "Working closely with Accenture and its Industry X.0 practice, we're harnessing our extensive engineering and operations experience to develop and deploy technological solutions that boost productivity and deliver sustainable efficiencies." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Built-in sustainability

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/sustainability/johnson-controls-built-in-sustainability ----- The green team Building the future We are making bold moves, together The team expects to see: MEET THE TEAM Current Country: United States CASE STUDY JOHNSON CONTROLS Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. 3-MINUTE READ Johnson Controls (JCI) is committed to creating smart, sustainable buildings. With residential and commercial buildings accounting for around 40% of total U.S. Energy consumption and 20% worldwide, JCI wanted to bring positive change for the planet and created OpenBlue—a smart building platform that helps enhance building intelligence and accelerate decarbonization. Built on Microsoft Azure, the smart building platform uses IoT technology to connect data from independent building systems (like climate control, lighting, fire, life safety and security) into a core "digital brain" and then applies machine learning (ML) to enable the micro-management of real-time building performance at scale. With better data and monitoring abilities, buildings can cut energy costs and emissions by automatically adjusting air flow based on the number of occupants. However, the platform needed a customizable delivery solution to scale and achieve its true decarbonization potential. OpenBlue's cost efficiency and

real-time operational awareness capabilities caught the eye of one of the most prominent sports organizations in the world that was keen to know how it could reinvent the way its stadiums are managed in order to optimize building operations, achieve energy savings and meet sustainability goals. Accenture and JCI entered a five-year partnership to incorporate virtual reality, 5G, artificial intelligence (AI), ML, cybersecurity, digital twins and IoT into the OpenBlue platform. This brings together millions of datapoints from security, climate control, IT and energy systems to map and create digital replicas of all stadiums. JCI can now proactively monitor operations like security, lighting and airflow while providing sporting fans with better experiences and supporting the environment. 20%-30% reduction in operations costs 10%-15% reduction in maintenance spend 10%-20% reduction in energy emissions As JCI drives sustainable building development and operations across the industry, the OpenBlue platform is harmonizing its suite of digital solutions so building operators can significantly reduce energy demand, optimize operations and allocate retrofit investments—making it easier to achieve net zero decarbonization. OpenBlue is also the catalyst for the company's transition from a product manufacturer to a digital services company. It positions JCI to lead in the growing smart buildings market. With the OpenBlue innovation centers and ongoing partnership, Accenture's expertise in platform engineering, integration and sustainability will help deliver more enhanced capabilities faster—accelerating how quickly JCI and its clients can cut emissions, energy and costs. For example, new features include AI-driven analytics to optimize both space utilization and O_2 vs. CO_2 saturation in airflows, as well as to monitor infectious disease risks. Together, we're reinventing the places where we work, live, play and cheer. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a

new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Saurav Mukherjee Managing Director and Client Account Lead John Rhoads Managing Director – Accenture Strategy & Consulting Namit Singhal Managing Director – Accenture Platform Engineering Services Lead © 2024 Accenture. All Rights Reserved.
=====================

Filling the mentorship gap

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/utilities/filling-mentorship-gap ----- Launching business dreams Lasting mentorship Impact where it counts Of all entrepreneurs on the platform: Current Country: United States CASE STUDY Sky's the Limit supports underrepresented entrepreneurs 2-MINUTE READ Every entrepreneur starts their journey with a dream. Imagine a young person who wants to be the next great tech founder, restaurateur, or fashion designer. They have a vision and the beginnings of a business plan, but perhaps no sense of the road ahead. For too many entrepreneurs, the story stops here. It's difficult to find the proper guidance on starting your first business. 20% of new small businesses fail[1], according to the Bureau of Labor Statistics. This is especially true in historically underrepresented communities. For example, 80% of Black-owned businesses fail in the first 18 months[2], and 55% of Black business owners want to receive more mentorship, according to a study by Intuit[3]. Sky's the Limit is a nonprofit organization that helps entrepreneurs unlock the full power of social capital, skilled mentoring and business funding to fuel their business dreams. They turned to Accenture to help them scale their support for the communities and aspiring business owners who can't readily access business mentorship. Accenture helped Sky's the Limit build a digital platform that allows entrepreneurs to promote their business ideas, find mentorship, and potentially secure funding. Accenture also tapped into its 750,000 people globally to recruit mentors, and now over 3,200 Accenture employees volunteer their time and support for business owners through Sky's the Limit to support racial equality and opportunity for entrepreneurs from underprivileged backgrounds. Sky's the Limit partnered with Accenture to expand its support for communities and entrepreneurs across North America. To achieve its ambitions for growth, Sky's the Limit built a new platform that would extend its offering to new audiences. The heart of the platform is the mentor-matching feature. Mentors and mentees can search through their prospective partners and contact those who best match their needs, expertise and interests. A budding sports entrepreneur, for example, can reach out to someone who works with corresponding experience at Accenture. Entrepreneurs form lasting relationships with their mentors throughout their business journey, from their first idea to their first hire and beyond. The partnership has led to successful growth. Sky's the Limit has expanded to Canada and the UK and has seen organic growth in the Caribbean, South Africa, and India. Today, Sky's the Limit serves over 70,000 entrepreneurs. Prospective users typically encounter the program through a digital ad, then simply sign up

and create a profile. Once they're approved on the platform, entrepreneurs can access a wide range of resources to help them structure their business plans, including the opportunity to apply and compete for $2,500 start-up grants toward their business. I am eternally thankful for how easy Sky's the Limit makes it to find mentors. They speak to you like you are a serious business person. I did not know how much I was lacking that sense of legitimacy until I found it here. Keiarra Ortiz-Cedeno / founder of Ever Arable and a former Sky's the Limit mentee Ortiz-Cedeno's experience is just one example of the entrepreneurial dreams made possible by Sky's the Limit. In collaboration with Accenture, the program has extended access and opportunity to over 70,000 aspiring business owners. That rapid growth isn't the only fact worth celebrating. 70% identify as women 60% identify as Black 90% report low income 80% identify as people of color No matter their vision, our partnership is committed to offering the platform and mentorship to the extraordinary, undiscovered business leaders who wouldn't otherwise get a chance. True to its name, Sky's the Limit is elevating the next generation of entrepreneurs to reach their fullest potential, fostering equitable economic opportunity and helping people realize their dreams.   Accenture is committed to driving social impact in our communities. 1 Source: Georgia McIntyre , "What Percentage of Small Businesses Fail? (And Other Need-to-Know Stats)," Fundera, November 20, 2020 2 Source: Dymond Green, "Why Black-owned businesses are struggling to stay afloat," CNBC, February 3, 2021 3 Source: Jamerlyn Brown, "Black History Month survey: Legacy and community prevail against social and economic inequalities," Inuit Quickbooks, February 1, 2023 © 2024 Accenture. All Rights Reserved. =====================

Intelligent procurement saves $24M

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/procurement-achieves-big-savings ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Revamped end-to-end source-to-pay Improved experience Introduced user-centric buying tools Procurement Business Process Services Intelligent Finance operations Supply Chain BPS JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA After spinning off from a chemicals giant, a leading chemical company found itself in need of a first-class procurement function. The client recognized its procurement function needed to change to work faster and smarter. As a smaller organization, it could no longer rely on the market leverage that came with being part of a larger company. Despite employees repeatedly going the extra mile, it needed to make its inherited procurement processes more productive and effective. That included simplifying the tools and processes the business used for procurement, reducing the number of steps involved and making better use of negotiated terms and pricing. Ensuring higher invoice accuracy and reducing the time spent resolving exceptions (this amounted to 50,000 hours of effort each year). And helping its Accounts Payable department perform better, ensuring suppliers were paid on–time (over 30

percent of invoices were being paid late). The company reconfigured the procurement process by using SynOps to bring together data insights, digital technologies and human talent to better support business needs. Implemented new data-driven tools, systems and processes. Engaged suppliers, business users and IT to embed seamless, accurate, touchless procurement, improving accuracy and increasing invoice automation. Developed a suite of user-friendly buying tools, which transformed a laborious 20-minute purchasing process into a quick and easy 3-min experience. This global chemicals company has truly embedded an agile "startup" mindset into its procurement function. It has deconstructed an underperforming set of inherited processes and reconfigured them in a user-friendly and streamlined form. The results–and the pace at which they've been achieved–have been remarkable. $350M spend under management which increases procurement's influence on spend. $24M cost savings to reinvest in business growth. 50% decrease in requisition to purchase order cycle time (from 8 days to 4) which leads to faster turnaround time. 87% on-time supplier payment (increased from 60%), which resolved a major source of friction between procurement, the business and suppliers. 40% of invoices are now electronic, which increased productivity and accuracy. 80,000 hours of productivity released back to the business through streamlined procure-to-pay processes and technology. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

A simpler, smarter, better way to build the UK's digital backbone

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/simpler-smarter-better-build-uk-digital-backbone ----- Simpler, smarter, better Empowering engineers, enhancing efficiency Accelerating the rollout of Fibre MEET THE TEAM Current Country: United States CASE STUDY BT Openreach Together, saving UK £700m over three years to re-invest in growth 3-MINUTE READ Openreach runs the UK's digital network, connecting homes and businesses across the nation via its super-fast broadband. Charged with leading the national rollout of fibre optic broadband, Openreach set a bold ambition—to connect 25 million homes by 2026. To deliver on this ambitious goal, Openreach partnered with Accenture to implement the award-winning "Simpler, Smarter, Better" program. Working together to put data at the core of decision-making processes, Openreach and Accenture delivered simpler, more sustainable operations, smarter desk functions and better insights for the business. The result? A massive saving of more than £700 million over three years, reinvested into fibre to fund this once-in-a-lifetime build, improved field productivity by 23% and enabled Openreach to deliver over 13 million fibre connections to date. Every single day, the 12,000 dedicated people that make up Openreach's Fibre and Network Delivery organization tackle complex engineering problems to connect customers. However, disjointed

processes, legacy IT systems and a heavy reliance on regional knowledge hindered their efficiency. Recognizing the need for change, Openreach partnered with Accenture to deploy NextGen tools and processes, putting data-led decision making at the heart of everything to drive efficiency and productivity improvement at the heart of everything. Leveraging Accenture's experience in delivering cost reduction programs, Simpler, Smarter, Better created a simplified desk function and a smarter field force empowered with new tools to improve productivity as well as deliver better certainty to customers. Over 70 initiatives were delivered by the program, including machine learning algorithms to improve forecasting, customer journey analytics to unlock value and a field force improvement for about 6,000 engineers, to get skilled people into suitable jobs at the right time. Co-creating changes with end-users, the Simpler, Smarter, Better program delivered sustainable and measurable savings while improving the working lives of the field force engineers. Working together to design solutions, we delivered multi-skilling for thousands of engineers, simplified planning processes to get jobs to the field more quickly and enabled greater ownership within the teams to deliver on time. These initiatives delivered over £700m of cost savings while improving quality of service, allowing investment into ultra-fast fibre. To deliver 25m connections, Openreach initiated a large-scale capital program, that at peak would need to deliver ~10,000 new connections per day. Together, Accenture and Openreach designed and created a build program that could both accelerate Fibre Build roll-out and guarantee build targets. A Fibre Data Layer was created, providing a single source of truth that gave Openreach end-to-end visibility and control across the organization. Operations were improved by designing and building a full suite of delivery orchestration dashboards and new forecasting tools that could proactively identify risks. An 'Insight to Action' team was set-up to improve rapid decision making. As a result, Openreach has seen a 33% reduction in delivery cycle times and an 83% increase in homes passed per week. Openreach is now reaping the benefits of being Simpler, Smarter, and Better, and are set-up for a successful future. Maddie Walker Managing Director – Industry X, UK and Ireland Lead Craig Nottage Business & Technology Innovation Principal Director Industry X © 2024 Accenture. All Rights Reserved. =====================

The metaverse meets public good

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/metaverse-collaboration-village ----- An inspiring vision for a more unified future Assembling a team for modern collaboration Laying the foundation for a purpose-driven metaverse MEET THE TEAM Current Country: United States CASE STUDY World Economic Forum Unveiling a new platform for action with the World Economic Forum 3-MINUTE READ We are all familiar with the metaverse and have almost certainly engaged with at least one iteration of the "internet of place" in our personal or professional lives. Though the metaverse hype may have had its ups and downs, the real power of the full continuum of extended reality technologies lies in the their ability to establish new ways of working and problem solving. That's where the World Economic Forum sees unprecedented

opportunity. Its leadership, in partnership with Accenture and Microsoft, set a course to harness the promise of emerging metaverse technologies to enhance human interaction and cooperation, foster empathy and awareness around social causes and more. The ultimate destination: The Global Collaboration Village. The Village is being designed as a purpose-driven platform for the "the future of public-private cooperation," where leaders and changemakers anywhere can find the tools and resources to collaborate and take decisive, impactful action against pressing problems in the real world. The technology that bridges the gap between our virtual and physical worlds is crucial. But the thing that truly makes the metaverse stick is its ability to drive value to a diverse set of stakeholders—from consumers to businesses and industries, and now social good, too. It all started with a sketch from Professor Klaus Schwab—engineer and World Economic Forum Founder and Executive Chairman. The sketch mapped the layout of a virtual world, which would host a town hall, collaborative centers representing the World Economic Forum's platform initiatives, and five campuses for different stakeholders. That framework was presented to Accenture, given its proven experience in this space, and Microsoft, with the question: How can we leverage the metaverse to reimagine the future of public-private collaboration and catalyze impact in the physical world? To take on this challenge, and demonstrate the art of the possible, Accenture assembled a multidisciplinary team of strategists, technologists and researchers invested in the Metaverse Continuum. This unified team worked together—remotely and in VR—to bring the Village vision to life, and debuted a proof of concept (hosted on Microsoft's Mesh platform) to World Economic Forum partners during the Annual Meeting 2022 for testing, experimentation and discussion. With early engagement proven and the desire to see more, the joint team was given the green light to continue building the broader Village, to include the Business Stakeholder Campus and an Ocean Hub, ahead of the next Annual Meeting in January 2023. One goal for the Annual Meeting 2023 was to inspire people with a glimpse of the game-changing value the Village may offer. Davos attendees who "dove" into the Ocean Hub voiced that the metaverse experience helped bring ocean causes to life. This reaction is precisely why Professor Schwab sees the Village as the technology to "unite people across borders, support the exchange of ideas and revolutionize progress." Soon, the platform may host cultural events, conferences and even virtual art and museum exhibits. More than 130 organizations have joined the as Village Partners and are meeting bi-monthly as committed allies in this effort. In addition, a working group has been convened to address issues of trust, security, identity, safety and governance in the metaverse, and ultimately help formalize a universal code of ethics for this new frontier. The launch of the Village is the first step in a long journey to extend the World Economic Forum's reach and engagement —making impactful solutions-oriented opportunities accessible to anyone, anywhere, anytime, 365 days a year. As we look to solve pressing global challenges together, the Village presents a unique opportunity to partner in more compelling and meaningful ways. That's a (virtual) reality worth fighting for. Kathleen O'Reilly Global Communications, Media and Technology Industry Practices Chair Mark Curtis Global Sustainability and Thought Leadership Lead – Accenture Song Katie Dunn Managing Director – Accenture Strategy Karen O'Regan Head of Strategy – Accenture Ireland © 2024 Accenture. All Rights Reserved. =====================

New South Wales state departments head to the cloud

Call for change When tech meets human ingenuity A valuable difference Related capabilities Reinvent business via ever-ready IT infrastructure Cloud services Microsoft Azure Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA From private to public cloud Several departments and their agencies within the state of New South Wales (NSW), Australia, had been successfully using a holistic SAP® service based on Accenture Enterprise Services for Government (AESG). Installed in 2015, AESG—an enterprise-grade ERP-as-a-service portfolio of 300 business processes—enabled the participating departments and agencies (collectively referred to as "the client") to operate functions such as finance, procurement, HR and payroll from a single system. It also provided a common framework and engine for effective shared services. The solution was, however, hosted on a private cloud, which limited opportunities to optimize performance and innovate new services. In addition, the underlying on-premise infrastructure was no longer cost competitive or flexible. Most importantly, the client was looking for ways to improve citizen experience by arming its departments and agencies with new digital capabilities. With public cloud offering an opportunity to improve and future-proof the AESG solution, Accenture worked with the client to thoroughly assess all options and proposed moving the solution to Microsoft Azure®. Overcoming challenges Accenture tapped into its extensive knowledge of client operations, deep relationship with Microsoft and wide experience in migrating complex SAP systems to public cloud—to carefully plan out a smooth migration and allay any concerns. The team used Accenture myNav to assess and select Azure as the hosting platform for AESG and conducted proof of concept workshops with the client and Microsoft to build a viable business case. The migration itself presented considerable challenges. With scores of government agencies in the environment, the team was dealing with approximately 40TB of data, more than 400 interfaces, and nearly 90 production and non-production systems, including the SAP S/4HANA® data management and analytical platform. The migration also meant conducting 2,600 test scenarios and seven simulated runs. 40 Terabytes of data 400+ Interfaces 90 Production and non-production systems 2,600 Test scenarios 7 Simulated runs What's more, changes or development freezes were not possible at any point in the process. With AESG producing more than 35,000 pay slips for NSW agencies every month, payroll simply could not stop. The client was apprehensive that migrating such a large, complex SAP environment, used by more than 40 agencies, would take too long and disrupt critical operations. Collaborating for breakthrough success How did Accenture ensure a successful migration despite all odds? One word: collaboration. Accenture worked in close concert with the client and Microsoft as "one team." For instance, Accenture and Microsoft jointly designed a hub-and-spoke model for the virtual data center where everything was centralized, including a security hub that allows multi-security classification across the platform. As a result, when a new NSW

agency joins, it has a sharable subscription for security and accesses the same level of security as all other participating agencies on the service, without giving up control. The team also adopted a low-level migration strategy, essentially migrating from the source hypervisor (VMWare) to the target hypervisor (Azure), minimizing the chances of issues and defects. A platform for growth and innovation Despite significant challenges, the team successfully migrated the complex, multi-tenanted SAP environment to the public cloud in less than six months—with no disruption to client operations, zero defects at go-live, and no major incidents at any time during the migration. More importantly, the smooth, seamless migration meant that the participating government agencies continued to provide uninterrupted service to its agencies as well as its citizens. In fact, the team ended up onboarding several new agencies during the migration! With a strong public cloud infrastructure in place to underpin its critical SAP environment, the client now has the agility to improve citizen experience and expand its services as it marches confidently in a cloud-first era. The migration has reduced the time needed to deploy infrastructure changes from months to hours. For example, fulfilling capacity needs used to require 8-12 weeks, but now takes just 1-2 days. Future forward Moving to Azure public cloud has also allowed the client to strengthen security, improve flexibility to meet customized requirements, support additional services on demand, and onboard shared services for non-SAP products. The biggest benefit: fast, seamless processing of critical functions like finance, HR and payroll, leading to smoother and richer user experience. An ERP service that launched in 2015 on a private cloud with just a handful of NSW government agencies now serves more than 40 agencies across multiple clusters on the Microsoft Azure public cloud. The client has the scale and flexibility to expand to new departments and jurisdictions with greater ease. Looking ahead, it is well-placed to further capitalize on the benefits offered by cloud, such as higher degrees of automation and self-healing capabilities. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Redefining Vodafone's customer experience with AWS

----- Arccticle source ----- https://www.accenture.com/us-en/case-studies/technology/vodafone-redefines-customer-experience-with-aws ----- A radical reframing Better experience for customers and engineers Setting a new industry standard Current Country: United States CASE STUDY Moving the industry leader from telco to techco 3-MINUTE READ Today, telco customers have high standards—they expect service that matches the speed and flexibility of modern life. Recognizing this, industry leader Vodafone sought to transform from a "telco" to a "techco" that could provide a best-in-class digital experience to their customers and employees alike. To achieve this, they partnered with Accenture and AWS to become a cloud-based, digital-first company. This involved a radical reframe of Vodafone's offering, positioning telco as an ongoing service. Now, as a cloud-native business,

Vodafone can offer personalized customer experience wherever their customers need them, not just from a call center or high street shop. Their world-class technology team can develop and launch products more quickly. Most importantly, digital now constitutes nearly half of all Vodafone sales—an exciting shift that marks a new chapter for their business. Four years ago, Vodafone released 21 products. Last year, this rose to 2,300 releases and Vodafone was rated #1 for customer experience in its industry. Vodafone's cloud transformation was a five-year process. Accenture helped Vodafone develop a comprehensive strategy for cloud migration, then implemented that strategy in close collaboration with AWS. Vodafone moved foundational services to AWS's cloud, embracing an agile, flexible model built on microservices. This allowed teams to develop new products and solve problems in parallel, dramatically reducing time-to-market. Vodafone was also able to modernize their network and replace outdated functions with accelerated cloud-native services. And to support these changes, Accenture helped Vodafone break down personnel silos and upskill their teams. What does this mean in practice? For customers, it meant a smoother and faster experience. Historically, Vodafone customers had to call in or visit a store to get new products, change their service, or find answers to questions. Now, they can do all these things at any time from the comfort of their home. For engineers, cloud architecture provided better tools and a much-improved work experience. Consider a Vodafone product launch. Before Vodafone's cloud migration, a team of 20 people worked 24 hours a day to ensure the company's IT infrastructure would hold up. Today, that same work can be done by five people. Engineers can identify and address problems much faster, so the entire organization can focus more on business outcomes. This has enabled leadership to eliminate redundancies, identify efficiencies and reduce costs. Vodafone's work with Accenture and AWS has already yielded impressive results for the company. Four years ago, Vodafone released 21 products. Last year, this was 2,300 releases and they are rated #1 for customer experience in their industry. They've increased their throughput by 250% and won eight industry awards during their digital transformation. Most importantly, customer satisfaction and employee morale are both soaring. 250% Increased throughput #1 in industry for customer experience © 2024 Accenture. All Rights Reserved. ======================

Food shopping gets a dash of innovation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/coop-italia-reinvents-grocery-shopping ----- Challenge What Accenture did Value delivered Related capabilities ShoppY: A chatbot to create your grocery list Cloud—the retail essential Retail consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Italy's largest retailer, Coop Italia, wanted to transform the customer shopping experience. The recipe for success? With Accenture's help, it blended exciting new digital capabilities into the store environment to create the Supermarket of the Future. Digital technology is changing changing the way

customers shop for groceries. As Coop Italia's innovation partner, Accenture set out to help the retail giant connect with this new generation of internet-savvy shoppers—fueled by new technologies and devices. To showcase its commitment to providing the very best shopping experience for its members, Coop Italia wanted to create a welcoming and informative retail environment using advanced digital technologies. After unveiling the Supermarket of the Future showcase at Expo Milano, Accenture and Coop Italia brought the concept into the real world with Coop's first Supermarket of the Future store in Milan, Italy. Creating an interactive experience Accenture helped the supermarket redesign its information architecture, implement its IT infrastructure, and analyze and develop point-of-sale touch points. Coop Italia and Accenture had to strike the right balance in using technology to enhance the overall experience, not hinder it. Every decision was based on key consumer insights, resulting in a design that provided shoppers with the tools and information to make their experience as convenient and personalized as possible. To implement this groundbreaking plan, Accenture collaborated with Avanade, a joint-venture company between Accenture and Microsoft. Using a Microsoft Azure cloud-based platform as its technological foundation, Accenture and Avanade delivered a solid, modular and flexible solution that can be easily scaled to a large number of stores. High tech + high touch ShoppY: The chatbot to create your grocery list Forget that old paper shopping list. Now you can do all your grocery shopping with the help of the chatbot ShoppY, a virtual shopping assistant designed to help you with your shopping lists, give you purchase recommendations, notify you of promotions, help you find products in the store, and even tell you when the store is open. Developed by Accenture and Avanade using Microsoft technology, the chatbot takes advantage of machine learning algorithms to learn on its own from the information on shopping receipts in order to provide customers with a helpful service. "Using their digital expertise, Accenture and Avanade have helped us redesign the grocery shopping experience through a digital journey that meets customer demand for information, engagement and functionality in a simple and intuitive way." Coop Italia leads the way The new flagship store provides a welcoming, innovative and informative shopping environment. It merges the physical and digital to recreate the atmosphere of local open-air markets, combined with innovative digital solutions that provide useful product information while improving store navigation. With digital and physical convergence, Coop Italia's Supermarket of the Future is creating an engaging and immersive grocery shopping experience. Coop is shaping the future of supermarkets by combining hyper personalization, deep product information and connected devices in-line with customer buying journeys. Interactive food display tables and smart shelves make shopping more relevant and personalized by providing customers with a range of product information. With its flagship store, Coop is anticipating marketplace changes and demonstrating digital leadership in grocery. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Data on trial

Call for change When tech meets human ingenuity A valuable difference Related capabilities Driving digital in biopharma: Podcast series Consolidation of data FDA-required format Technology Vision 2021 for Life Sciences New science R&D solutions INTIENT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Clinical trials for new medicines are increasingly generating a broader set of complex scientific and patient data from a range of new sources. Pharmaceutical companies can spend billions of dollars on drug development, and timely approval of new treatments is dependent on high quality data for regulatory review. A global biopharmaceutical company knew that clinical data management was a critical area for improvement to usher an expanding pipeline of drugs through target trial milestones and regulatory approval. The growing pipeline is expected to increase workload threefold, putting unsustainable strain on the company's legacy technology tools, which were constructed as a complex web of multiple systems. We embarked on a program together to transform the company's clinical data landscape. In addition, the company's processes required employees to manually gather and connect data collected from different systems of record. This created huge transactional workloads for a straining system and sapped employee bandwidth that could be focused on more strategic clinical trial activities. To support the anticipated scale in its clinical trial volume, the company sought a simpler, faster way to aggregate, transform and access critical data for analysis and insight. We embarked on a program together to transform the company's clinical data landscape by better connecting data collection systems and providing a user-centric experience for clinical data management. To process crucial clinical trial data more efficiently, we developed a solution using the Accenture INTIENT Clinical product suite. The solution brings a cloud-native, insight-driven approach that enables companies to manage internal and external clinical trial data. It also automates the output of clinical trial databases and simplifies the processes to transform data into the formats required for regulatory submission. The scalable solution centralizes data ingestion, aggregation, cleaning and transformation to help teams analyze clinical, patient and scientific data. For instance, all contract research organizations and other third parties can upload data directly into the centralized system so everything is available in one place. The study data tabulation model (SDTM) engine, powered by INTIENT Clinical, converted raw clinical trial data into a standardized format that regulatory authorities like the US Food and Drug Administration (FDA) can review consistently. INTIENT Clinical consolidated internal and external clinical trial data sources into a single data management and warehousing platform. INTIENT Clinical automated the output of clinical trial databases and puts them into the US FDA-required format. A proof of concept (POC) showcased the time and labor saved through streamlined and automated processes when compared to current industry standard tools and processes, as well as the company's previous metrics. The study data tabulation model (SDTM) engine, powered by INTIENT Clinical, converted raw clinical trial data into a standardized format that regulatory authorities like the US Food and Drug Administration

(FDA) can review consistently. The SDTM conversion pooled the company's data from its clinical data collection tool, as well as sources from three external vendors. Up to 90% of the related SDTM processes were automated by implementing consistent data collection standards during the database design. The conversion process was completed in four weeks. 50% Automated processes and a 50% decrease in trial data conversion efforts mean patients get access to life-saving medicines sooner than previously possible to help improve patient outcomes. 90% The proof of concept successfully performed SDTM conversion, showing that up to 90% of the SDTM processes could be automated and the conversion process effort halved. 100% The proof of concept showed excellent results. In both cases, it detected data anomalies early to make all SDTM conversions correct and compliant first-time, a 100% increase. The robust, integrated clinical data transformation solution is helping to manage higher trial data volumes without increased costs while speeding life-saving drugs through development. Employees are also freed up to concentrate on strategic projects like exploratory analytics, helping to improve productivity in focus areas to reach critical milestones faster. INTIENT Clinical will also help automate other clinical processes, not just SDTM conversion. The cloud solution simplifies scaling to adapt to changing regulatory requirements. The SDTM POC showed excellent results. When compared to current industry standard tools and processes, it reduced manual efforts to produce FDA-compliant data structure and content by approximately 22%. Quality control review activities fell by 50%. In both cases, it detected data anomalies early to make all SDTM conversions correct and compliant first-time, a 100% increase. Overall, it reduced the time required to convert raw clinical trial data to FDA-required standards by 75% when compared to current industry standard tools and processes. The time is expected to drop even more as users become better acquainted with the solution's tools and the new ways of working that it has enabled. All time saved means that patients can get access to life-saving medicine sooner than previously possible, helping to improve patient outcomes. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

Merck KGaA, Darmstadt, Germany puts digital at the heart of healthcare

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/digital-heart-healthcare ----- Challenge What Accenture did People and culture Value delivered Related capabilities Building a digital backbone New Science: A new economic reality for growth Life Sciences Consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A new SAP S/4 HANA ERP solution ushers Merck KGaA, Darmstadt, Germany Healthcare into a digital future. If innovation and data are the lifeblood of life sciences, digital tools and technology are at the

heart. Enterprise resource planning (ERP) systems play a crucial role in centralizing important operational processes and pumping real-time, high-quality data into company systems and new digital technologies. For this reason, Merck KGaA, Darmstadt, Germany Healthcare division wanted a more agile and nimble platform to support fast decision-making, efficiency, growth and innovation. Digitalizing their business would open up new business models and create value for patients, customers, employees and business associates alike. First, Merck KGaA, Darmstadt, Germany needed to replace its old ERP system with a new digital platform that would provide a compelling user interface, real-time data, strong analytics capabilities, and the speed to capitalize on new technologies. We teamed up with Merck KGaA, Darmstadt, Germany to implement new processes and a fully integrated cloud-based SAP S/4HANA ERP system. The ERP solution integrates business planning capabilities to align the Healthcare division's manufacturing supply with global demand. In addition to supply chain planning, it provides new finance, manufacturing, logistics and warehousing capabilities bolstered by robust reporting as well as SAP Cloud Platform apps. Accessing company analytics or operational data is made simple and easy through 250-plus apps on SAP Fiori. We collaborated closely with the client across multiple locations during the agile delivery. The team brought to bear their knowhow of life sciences processes and regulatory requirements, as well as strong project management governance to make it a success. To get the project up and running quickly, we also used a proprietary SAP S/4 HANA accelerator that incorporates industry processes. The new solution is now live in the Netherlands, Spain, Belgium and Germany, with more countries to follow. Scale the business and support growth by integrating new acquisitions more smoothly. Improve regulatory compliance. Gain greater operational transparency and real-time reporting to improve decision making. Increase process efficiencies and effectiveness to reduce costs and improve the customer experience. Enhance supply chain performance in terms of forecast accuracy, stock-out reductions, harmonized and automated S&O planning, and quality. Match supply and demand on a global scale to reduce inventory levels and improve fulfillment. Better monitor warehouse operations to ship medicines more quickly and serve customers more accurately. Now, Merck KGaA, Darmstadt, Germany can monitor financials and operations in real time and drive value from data analytics. Process cycles like month-end closure, demand planning and invoicing take less time, and the company has a new, compelling user-centric interface, which is especially important for the next-generation of employees. In addition, the simplified user interface, coupled with training programs, have yielded extremely high user acceptance and adoption. Merck KGaA, Darmstadt, Germany now has the technology backbone to become a digitally operated company that can execute corporate processes instantly and with agility. Expected results include: The reduction in IT costs since launch are representative of efficient business processes. The reduction in inventory, thanks in large part to fast-cost-effective decision-making. The increase of revenue since launch, through improved product development and getting medicines to patients quickly. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Empowering the financially disadvantaged

Reimagining the employee experience

Understanding the challenges Co-designing the vision Test, learn and iterate Marriott International Avianca Auris Health Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Unilever Unilever asked us for a vision for its employees globally – a world-class experience which would be dynamic and personalized. Unilever saw an opportunity to simplify the way employees found information through its many processes, systems and content resources. They realized that such a change would also free up support agents' time to focus on higher value human interactions. To understand how the employees felt, we asked them directly. We conducted a qualitative study of one-to-one interviews with employees of all levels, across different markets. Using this valuable insight, Accenture worked collaboratively with Unilever to co-design their vision, including a Rumble™ that generated ideas to explore and develop. Our long-standing relationship with Unilever brought a deep understanding of their business, which, coupled with our service design approach, enabled the co-creation of a groundbreaking, real vision built on what mattered most to Unilever's employees. Unilever had articulated three core pillars that would inspire their new employee experience: human experiences, simple interactions, meaningful impact. The "Employee Universe" was created to enable the vision, which comprised a matrix of interconnected components, fronted by a chatbot named Una. We created Una's personality, and designed her human-like conversation to reinforce Unilever's brand and values. Una becomes a personal assistant, guiding the employee to what they need in that moment. Her conversations were contextually relevant, and continuously improved through a built-in learning loop. We ran a "Living Lab", whereby we would rapidly test, assess and fine-tune throughout to ensure we maximized Una's impact. We delivered a Proof of Value to demonstrate how new hires would feel about using AI chatbot technology to answer day-to-day queries and test and iterate the underpinning technology. Employees who tested the pilot enjoyed their initial experience of using Una, giving her a rating of 4.6/5, and 85% employee satisfaction. Our vision and chatbot, plus Living Lab, became the

foundation for a broader program of transforming the employee experience at Unilever. Travel innovation First-class ticket to tomorrow Revolutionizing endoscopy Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.

=====================

LCH SwapClear uses Reformx to improve Murex

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/swapclear-reformx-improves-murex ----- Challenge Strategy and solution Transformation Related capabilities Capital markets Trading platforms Accenture and Murex JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Adoption of the Reformx tool brought visibility, speed and efficiency to SwapClear's Murex development process. SwapClear used Reformx, a release and change management tool by Formicary (now part of Accenture), to improve software releases for Murex trading systems. SwapClear is LCH's global clearing house for interest rate swaps. The company uses Murex's risk management solution, but its teams have a demanding release schedule that requires the coordination and merging of multiple simultaneous development streams. SwapClear was looking to enhance the quality of releases and improve productivity by: The introduction of Reformx offered SwapClear greater visibility of changes by tracking changes in the Murex trading system environment, where developers are required to provide detailed comments as to how, why and where upgrades and bug fixes have been made. This decreases the time spent managing environments over the life cycle of projects and assists developers, testing teams and production and project managers to confidently manage releases. Delivered as a Web GUI, Reformx supports all of SwapClear's Murex development work. "Reformx has significantly reduced the development and deployment time required as part of each release. End to end cycles are now shorter and roll out smoother with better tracking. In addition to saving time and subsequent budget, our teams are working smarter and more cohesively—and that's invaluable." "Reformx has significantly reduced the development and deployment time required as part of each release. End to end cycles are now shorter and roll out smoother with better tracking. In addition to saving time and subsequent budget, our teams are working smarter and more cohesively—and that's invaluable." SwapClear and Murex development teams have a quicker development and release cycle. Project managers have enhanced visibility of specific fixes which have been deployed to an environment. Deployment managers are able to run instant comparisons between environments. Testers are able to view accurately documented changes and only perform testing in necessary areas. Developers have less hassle with packaging changes as it is entirely automated. We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Innovative trading operating models leveraging our Murex, Calypso and Finastra capabilities. Murex provides integrated trading, risk management and processing solutions for banks, asset managers, hedge funds,

Elevating enterprise master data management

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/enterprise-master-data-management ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Steve Collins Mark Burbage Pablo Juan Rubí How Accenture does IT Accenture + SAP Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accurate master data—an organization's single source of basic business data used across multiple applications and processes—is a key element in driving accurate analytics and business decisions. To achieve accurate master data, organizations must develop a capability to manage unprecedented volumes of data in an integrated and agile way with rigorous maintenance and governance processes to maintain quality.   For Accenture, the need for a robust master data management (MDM) capability was driven by three main factors. The first was the need for agility to support Accenture's ever-changing business. The second was the need for improved data quality to address new external requirements such as Sarbanes-Oxley requirements. The third was to resolve data inconsistencies that were the result of point-specific needs within silos without appropriate governance and controls. Both business and IT leaders recognized the need to create an integrated business and technology MDM capability to eliminate integration issues and the long lead time to manage master data changes and address quality issues. Accenture's MDM highlights: 60+ Master data objects in scope 50+ Acquisitions supported in the last 3 years 300+ Integrations with global systems 100K+ Records updated per year 70+ FTE integrated global capability Accenture's global IT organization collaborated with the business to create a cross-functional master data capability that sits within Accenture's Business Integration organization. Together, the team delivers production and end-user support for Accenture's key platforms, including single global instances of SAP®, Workday and Salesforce. The team manages sales and pricing, finance and HR data. In addition, it centralizes and standardizes processes and controls with strong support from IT and business leadership. This support includes active data governance representing each stakeholder group.   A key development of the MDM capability was the implementation of a single, integrated data model spanning business processes and applications ensuring one version of the truth. IT resources were charged with designing, implementing and maintaining this integrated data model, collaborating with Business Integration and other business teams to ensure appropriate data definitions, relationships and service levels were in place.   The MDM capability naturally scaled in cost-effective shared services centers and was done so using a follow-the-sun approach to support their respective business and

system processes. The team has evolved to more than 70 specialized employees managing more than 10,000 transactions per month. Having the organization, process and technology foundations in place enabled optimization. The MDM capability was able to outsource most of its functions to the Accenture Operations organization, enabling further scale, cost savings, career development opportunities, sharing of best practices and enhancement of Accenture's go-to-market capability. Many of Accenture's workflow and request management tools are today using the power of ServiceNow for enterprise service management. Among these tools is the automation of the MDM request fulfillment process. It performs real-time validation, seamless integration and master data creation across Accenture's ERP, leading to a faster turnaround with higher quality and less effort. Master data management critical success factors: Establish defined data roles and processes Eliminate, simplify and automate Centralize maintenance teams in shared services centers Provide an intuitive user design Be a trusted business partner Develop an integrated application architecture By implementing process rigor, automation and organization optimization, Accenture's MDM team is able to provide the business with ever-greater agility and confidence in data and reporting. The team operates across three continents as a single, truly integrated global team with a solid focus on addressing customers' business needs. Governance, industrialization, automation and continuous improvement are key aspects of the team culture. This focus helps to deliver agile results to Accenture business customers cost-effectively and with the same number of people while Accenture's business grows. Having honed the MDM capability, the team is able to rotate from the provision of basic transactional services to critical business advisory services Accenture progressively shaped MDM to become the prime provider of high-quality, timely master data today. This data delivers business value by integrating Accenture's business analytics, security model and other core business processes that enable Accenture's operations. Operating from an integrated, centrally managed set of core master data allows Accenture with equal confidence to analyze results across Accenture's markets and services while also being able to meet external reporting requirements. Data quality as well as turnaround time for data delivery have improved by 5 percent per year. Operating costs have reduced by 5 to 7 percent every year even as Accenture's business continues to grow. More than 300 global systems have integrations enabling consistent data. The lead time for the processing of master data has been significantly reduced and largely removed from the critical path of reorganization changes, integration of acquisitions into Accenture business applications, and other critical business events. Moreover, while the model assures rigorous processes, it also has the flexibility to adjust to the ever-changing reality of the business and to take on board new applications or capabilities. As Accenture's MDM capability continues to evolve, the team looks to mature business integration, improve the user experience through advanced automated and integrated technology solutions, and develop deeper enterprise analytics capabilities. MDM outcomes: 5% Annual improvement in data quality 5% Average annual reduction in data delivery turnaround time 5-7% Reduction in operating costs Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

IFF unlocks cloud potential with AWS

Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY International Flavors and Fragrances migrated key systems to AWS and saw improved quality, business efficiency, transparency and compliance. 5-MINUTE READ International Flavors and Fragrances (IFF) acquired the nutrition and biosciences business of a global chemical company. But with operations across 345 sites—including 100 manufacturing and laboratory locations—plus more than 500 applications and a myriad of processes and people to consider, integrating this business would not be easy. Aware of the underlying complexity, IFF—a global leader in food, beverage, health, biosciences and sensorial experiences—partnered with Accenture to guide its post-merger transition. A critical element of the project was to integrate the quality systems of the new business into IFF's existing operations. These included SampleManager Laboratory Information Management System (LIMS), which provides manufacturing operations and quality control capabilities, and Northwest Analytics Focus EMI, an enterprise manufacturing intelligence solution. With Amazon Web Services (AWS) selected as IFF's cloud provider, the LIMS system would be migrated to AWS. IFF wanted to further leverage this opportunity to take its other enterprise and plant applications to the cloud. The Accenture team brought deep business process engineering capabilities, technical expertise in manufacturing, proficiency in enterprise solution architecture, transformation and change management to meet IFF's needs. The IFF and Accenture teams worked together to create a roadmap that aligned the migration with IFF's business requirements. The LIMS environment consisted of a global application in Microsoft Azure Cloud shared across five manufacturing sites. The migration was complex, involving an integrated ecosystem of approximately eight applications, 300-plus users and more than 400 interfaces. Once the site transitions were made, the LIMS system was moved from Azure to AWS. Accenture worked closely with IFF teams to ensure a seamless transition, which included training IFF staff so they were up to speed on the latest capabilities and processes. The go-live for IFF's new cloud-based solution was a huge success. The new capabilities—including SampleManager LIMS and Focus EMI—are now enabled in IFF's manufacturing space to manage quality-control work processes. This creates a foundation for new cloud opportunities that IFF's other business functions can leverage. The AWS cloud platform provides extensive scalability and security and adheres to strict IT standards, allowing structured, controlled business growth for IFF. The reliability, speed and connectivity this solution brings are important from both a financial and process perspective and will make IFF more operationally efficient and compliant with industrial and governmental agencies. Transitions are not easy, but for IFF the move to the cloud is one that will continue providing value, positioning the company to continually innovate, advance its capabilities at other sites and businesses, and ultimately make its products better and safer. =====================

Driving technology advancements

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Paul Robson Ben Koons Workday Enterprise and Industry Technologies Freight and logistics JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Werner Enterprises leads the way in modernizing its core technology with Workday Financials. Tech-forward trucking and logistics Werner Enterprises, one of the most prominent truckload carriers in the United States, wanted to modernize its trucking management system and adopt new technology to improve its processes across human resources, finance, asset management, supply chain and reporting. Focusing on its reporting and general ledger first, Werner sought to bring its financials into Workday's digitized cloud-based system. Doing so would establish a blueprint to provide time savings, real-time reporting, increased automation and a foundation to build upon. Werner chose Accenture as its partner to not only deploy Workday but advance its modernization journey with agile and collaborative ways of working. "We value the relationship we have with Accenture and have every confidence in their expert Workday guidance. It's important to feel you're 'in it together' and we have that with the Accenture team." "We value the relationship we have with Accenture and have every confidence in their expert Workday guidance. It's important to feel you're 'in it together' and we have that with the Accenture team." A creative and customized approach Using a customized approach, the teams started Werner's Workday Financials deployment by developing flexible timelines that adapted to Werner's needs. The aim was to first solidify the general ledger integration into Workday and then build on that foundation. Accenture used its finance knowledge to adapt the traditional Workday processes for Werner. This approach turned the Workday deployment into more of an art form. Time was spent upfront to get all the elements into Workday so Werner's reporting would be efficient, data-driven and close faster. Throughout the implementation, the teams collaborated to guide the change management process and overcome challenges like resource constraints. Setting foundations for the future The Workday Financials solution is a huge time saver for Werner's divisional reporting, reducing the time to create reports from 5-7 days to about 20 minutes. Around 30 daily users benefit from Workday's reporting, journal entry and allocation abilities, and 1,000+ workers access the general ledger reports. With the success of the Workday Finance deployment, Werner and Accenture continue to build upon the foundation, adding operational functionality and improving Werner's customer and associate experiences. By simplifying processes for associates, customers get what they need faster, propelling Werner toward its goal of being the most technologically advanced trucking company in the U.S. Supercharging Human Resources and Finance as strategic partners for growth. Combines deep partnerships, leading technology and industry expertise to reinvent businesses at speed and scale. We help freight and logistics companies innovate and grow amidst constant change. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our

Financial firm leans into a sustainable future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/financial-institution-sustainable-future ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case Study A global financial institution seizes the opportunity for broader change. 3-MINUTE READ Financial services organizations face a growing imperative to be more sustainable. With evolving regulatory requirements and client demands for more transparency about environmental, societal and governance (ESG) initiatives, they have an important journey ahead. The European Commission's action plan for financing sustainable growth and the Sustainable Finance Disclosure Regulation (SFDR), effective March 2021, are a driving force. To meet the new reporting requirements, organizations must disclose their sustainability risk and remuneration policies, and adverse sustainability impacts. One global financial institution realized that the new requirements presented it with an opportunity to embed sustainability throughout the business. It enlisted Accenture's help to implement the new reporting, meet client expectations and enhance its advisory and investment management processes to better reflect its sustainability focus. Bringing our extensive experience in sustainability within financial services, we helped drive the organization's new sustainable finance program. We joined forces with the bank's staff to identify where SFDR disclosures were required and to integrate sustainability into risk frameworks and remuneration policies, as well as pre-contractual and periodic reports. We also collaborated with the bank on integrating ESG considerations into other areas of the business. This included defining the target state for its investment advisory and wealth management processes, gathering client preferences for ESG activities and performing suitability checks. People across the business, including at the highest levels of management, now have awareness of the organization's sustainability investments and ESG initiatives. A prominent sustainability statement on the website also lets clients understand the organization's sustainability goals. Plus, clients now have access to sustainable investment products. A sustainable future is within reach if we work together. The organization easily met the initial SFDR disclosure deadline, a move widely applauded by the bank's top management as an important step in its sustainability journey. What's more exciting is that the leadership team saw the new requirements as an opportunity not just to address current regulations but also to embed sustainability practices throughout the organization's core investment advisory and wealth management processes. Front- and back-office employees now actively discuss the topic of sustainability and how the organization can promote ESG initiatives, internally and in the wider community. Clients, too, are asked about their sustainability preferences for investment from the very beginning of the advisory process so that advice can be tailored to their

Global creative media platform for the digital-first future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/huggies-we-got-you-baby-global-creative-platform ----- Call for change When tech meets human ingenuity Our strategic global toolkit A valuable difference Current Country: United States CASE STUDY To make Huggies more meaningful to parents, Accenture introduced a new global creative platform and brought it to life across the customer journey. 5-minute read For half a century, Huggies has been a category leader and babycare icon, familiar in cultures around the world. But, somewhere along the way, it had become less meaningful to modern parents, making it vulnerable to global rivals and new startups. To make Huggies more meaningful to parents across the globe, and adapt to their increasingly digital behaviors, we needed to reimagine its total brand experience. So we introduced a new global creative platform, "We Got You, Baby," and brought it to life across every region and every step of the customer journey. We needed to define a brand purpose that could unify how Huggies shows up around the world for a new generation of parents. Shifting family dynamics, a flood of conflicting advice from the Internet and social media, and a category full of overly perfect babyhood tropes leave today's parents questioning their instincts. With decades of experience and innovation, Huggies could help parents feel more secure across their journey and offer babies the comfort they need as they navigate their new world. This gave life to a new global brand purpose, "Helping Navigate the Unknowns of Babyhood." From the moment parents give birth, the whole world is a giant unknown. But the same is true for their babies. Both need a little reassurance to feel secure as they grow. Our platform, "We Got You, Baby," shows how Huggies helps babies – and their parents – navigate a baby's world, and how its products make babies more comfortable in it. We harnessed the creative power of Accenture, led by our Droga5 team, to bring this platform to life globally, tailoring to the needs of each market. The Huggies rebrand honors the past, while looking to a digital-first future. We modernized the identity system, which launched globally with our new creative platform to create a cohesive visual language that takes on the characteristics of wise, approachable, and playfully irreverent. We thus transformed an outdated brand aesthetic into a globally-minded system that was not only relevant again, but groundbreaking, and which set a new tone and level of design achievement for the entire category. To bring this platform to life, we created a global toolkit of strategic resources to inform local market platform adaptation: A statement encapsulating our global mission and values as a brand. A portfolio architecture that streamlines global marketing initiatives and ties them back to our purpose. An exercise that architects and prioritizes campaigns to achieve long and short term

goals. A framework on how the brand should behave across paid, owned and earned channels based on objectives, brand purpose, campaign orchestration and creative inputs. A framework that ensures the work delivers against designated objectives and assesses impact across the holistic media ecosystem—paid, owned and earned. A massive rebrand of this kind deserved the attention of a massive audience. With that in mind, we created Huggies' first-ever commercial to run in America's favorite "Big Game" (the event none of us can legally call out, even on a company website, but you know what we mean, right?) The spot, "Welcome to the World, Baby," featured another first – babies born literally that day. Working with Huggies' network of partner hospitals, we gathered user-generated content (UGC) footage of newborns from across the country that we inserted into the film just hours before going on air. The film was supported by a second-screen experience that celebrated the birth of new babies and our new brand voice with real-time birth announcements posted across Huggies' social handles and website. During the game, real-time tweets to baby explained the ins and outs of the plays, the commercials, and the halftime show, inviting some playful callouts from other brands. Huggies' new direction not only saw emotional responses and praise from the general public and moms, but drove impact by keeping the brand top-of-mind, shifting brand perceptions, and inspiring desired consumer actions. The brand was also a category leader in organic search volume for the first time in over three years. 1.3B Earned impressions #1 Most emotionally effective ad of the Super Bowl 410+ Social engagements 11pt Lift in brand sentiment © 2024 Accenture. All Rights Reserved. =====================

Banking platform supports acquisitions and growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/wealth-management-banking-platform-integration ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case Study Reducing technical complexity through Avaloq platform integration 3-MINUTE READ A UK wealth management firm, part of a global financial services firm, acquired a leading independent financial advisory group to bolster its wealth management presence in the UK. Already balancing multiple software platforms from previous acquisitions, the firm now faced even greater complexity—since the acquired business was in the early stages of adopting Avaloq for core banking. Following a review of its systems across the organization, the firm decided to adopt the Avaloq Banking Suite due to its functional coverage, stability and flexibility, as well as its ability to reflect changing regulatory requirements. The firm requested that we continue this work and partnered with us to extend the integration to the rest of the organization. This technology transformation project would be a key driver for future business expansion and acquisitions. It would also enable the firm to increase its product offerings and straight-through processing. Acquisitions are a powerful way for businesses to grow quickly and expand their presence in target markets. Internally, however, mergers can present obstacles when it

comes to marrying core systems and bringing technology and people together. The goal of the transformation program was to reduce the technical complexity required to support multiple disparate platforms, decrease costs from duplicated data fees and increase straight-through processing—by establishing Avaloq as the global platform for front, middle and back-office functions for all the firm's entities. With Accenture as a consultant, project manager and technology partner, we worked with Avaloq and the firm to design, build and launch the Avaloq Banking Suite. We maintained strict scope management, performed robust functional testing and used Accenture's proprietary data migration tool for seamless data migration. To ensure the firm was confident in its new capabilities, we provided business training for front, middle and back offices and technical training for the IT team. With this training, end users with no prior experience of Avaloq were able to quickly adapt. The Avaloq core banking platform offers a solid foundation for the firm's future growth, whether organic or through acquisitions. The new platform lets the firm focus on its digital expansion and serving its clients, confident that it can easily integrate future acquisitions and respond to the demands of a new generation of clients, who insist on more personal and purpose-driven engagement. Despite the steady growth of assets under management and volumes in the past few years, the firm's operational teams have not expanded, thanks to strong operational efficiencies and resilience. This is economy of scale at its best. The firm's dedicated functional experts and committed sponsors were a tremendous support to the program's continued success.
=======================

Intelligent supply chain boosts productivity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/intelligent-supply-chain-boosts-productivity ----- Challenge What Accenture did People and culture Value delivered Related capabilities Brilliant basics Lower inventory Cost-effective operations Lifecycle management Smarter maintenance decisions Real-time visibility Supply Chain BPS Procurement BPS Finance and Accounting BPS JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Adapting the supply chain for a world where nothing stands still With both technological and medical advances occurring at an ever-faster rate, today's healthcare technology industry is a complex and dynamic place in which to operate. A decade ago, one big-ticket global medical technology company found this era of constant change was stretching its spare parts supply chain to the limit. Dispersed and fragmented legacy systems weren't providing the total visibility into inventory it needed in all its markets around the world. That was impacting the company's ability to achieve acceptable fill rates for the vast array of parts needed to maintain and service the healthcare-critical products its customers – and their patients – relied on every day. To stay in front of the competition, this healthcare technology leader recognized the need to rethink its supply chain. So, they asked Accenture to help boost

their agility and responsiveness through technology-led innovation. Switching on the intelligent supply chain with SynOps Over a ten-year relationship, Accenture has helped this company centralize and standardize inventory management, while boosting productivity through intelligent operations and Accenture's unique SynOps growth engine Accenture's decision model incorporates numerous downstream impacts – retraining needs, inventory costs, knock-on changes to other parts and more – ensuring technicians make more informed decisions and avoid potentially costly and disruptive choices. We're helping to ensure the timely shipments of spare parts across the supply chain and managing reverse logistics for defective parts. We're providing root cause analysis of lead times and inventory bloating, working with vendors to accelerate processes and optimize inventory. Our granular analytics for inventory and field services mean cost rises are automatically alerted and can be investigated before they escalate. We're supporting automatic monitoring of part lifecycles, forecasting changes in demand and predicting the likely point of obsolescence. Our new decision model helps the company make more informed choices about refurbishing or redesigning parts – decisions with wide-ranging impacts. Our real-time monitoring and analysis of the spare parts supply chain provides 75 different views across business units and regions. A significant upgrade in back-office productivity By standardizing, centralizing, and optimizing global supply chain processes, and creating a culture of continuous improvement, Accenture helped this global healthcare technology company boost overall back-office productivity by up to 12% annually. What's more, the company's previous fragmented, poor-visibility inventory management model is a thing of the past. Thanks to the SynOps for supply chain human-machine growth engine, Accenture has worked to continuously improve service parts fill rates – one of the company's most critical measures of success. In total, the relationship has delivered more than $130 million in combined business impact. $47m Labor and material cost savings through customer service analytics co-innovation workshops. $45m Corrective maintenance savings by reducing service parts costs. $17m Inventory reduction by reducing supplier lead times. $6m Profit and loss (P&L) impact through inventory planning models. $5m Reverse supply chain inventory reduction. The company has come a long way from the days of the fragmented inventory management model that offered limited visibility into operations and leaving them with minimal opportunities to improve performance. By partnering with Accenture to deploy a streamlined and centralized model, accessing highly skilled talent, and innovation capabilities they have been able to position their spare parts supply chain to continue to excel in today's dynamic healthcare environment. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
====================

Warming up to becoming data-driven

Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Industry X powers urban heating with efficiency and sustainability 5-MINUTE READ Adapting to tectonic energy shifts As demand for clean heat grows in France, so does the need for Coriance, a French district heating provider, to quickly, efficiently and safely generate and store electricity at local power stations. As a provider of heat across vast municipal networks, the company knew it needed to embrace digital innovation. It was also seeking new ways to improve sustainability and efficiency. The potential savings could be used for accelerating its renewable energy investments and to further expand upon Coriance's sustainability commitments. Coriance had long relied on several Supervisory Control and Data Acquisition (SCADA) systems previously installed by local municipalities. However, these traditional control networks lacked data cohesion and consistency. Their engineers had to manually enter data into complex spreadsheets, making it impossible to analyze power meter data from one centralized location—let alone use it to improve asset performance, increase power production and adjust to avoid problems. The company needed to unify its reporting systems and dramatically enhance the quality and usefulness of all operational data. Environmentally conscious communities are switching away from carbon-heavy fossil fuels to renewable sources of heat. This wide-scale move affects everyone, including the utilities that supply customers with essential power and heat. Taking flight in the cloud Coriance kicked off a multi-phase collaboration with Accenture to digitally upgrade and modernize its operations. The primary focus: Leveraging innovation to improve and expand renewable heat production, distribution and the performance of its assets across multiple heating network sites. During the digital transformation, plant workers gained real-time insight into aspects of asset performance through the predictive platform thanks to the data-driven platform connecting all of Coriance's power plant systems. The cloud-based platform-as-a-service (PaaS) solution was powered by Microsoft Azure and an intelligent data visualization dashboard called the Plant Information Management (PI) System. Switching to this powerful, enterprise-wide cloud solution at scale could help the company lower IT expenses and operate much more flexibly and proactively. Power station leaders and field engineers can now work smarter, safer and more productively with a single source of truth at their fingertips across all plants. Plus, they can quickly spot and act on opportunities for operational improvement and cost savings. They can also identify potential issues thanks to a system created by data scientists and designed to immediately flag discrepancies at substations and heating networks. Energy transformation powered by data With its energy functions standardized and centralized, the company can make more accurate budget and asset management decisions, plant by plant. For example, equipped with the new PI System, Coriance engineers compared the performance data of twin biomass boilers and noticed that one was lagging – and were able to proactively bring back the boiler up to speed. The

access to data analytics on-site also allowed Coriance to determine the exact temperature needed to optimize performance on their steam turbine, along with a host of other significant efficiency improvements, and help improve the company's productivity per site. The successful digital transformation drives Coriance closer to its goal of producing heat more efficiently while increasing the use of renewable sources. The company continues to power big changes in the energy market, innovating from the ground up. Using data-driven innovation to increase operational visibility across its mechanical and electrical systems, Coriance could increase productivity, profits and renewable energy production. © 2024 Accenture. All Rights Reserved. =====================

Cloud-first for the future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ software-platforms/fueling-new-growth-suse ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Fueling new growth for SUSE with a reimagined IT landscape in the cloud. 5-minute read After a carve out, SUSE Software Solutions, a global leader in innovative, reliable and enterprise-grade open source solutions, had the chance to reinvent itself with greenfield business process and a whole new Enterprise IT landscape. SUSE engaged Accenture to help it discover, plan and navigate the best way forward after it was sold by Micro Focus to investment company EQT Partners. Together, we designed a way for SUSE to leave behind old ways of working and complex legacy systems and create a new, standalone company purpose-built for growth. The goal was to enable SUSE's mission to empower customers to innovate everywhere – from the data center, to the cloud, to the edge and beyond. It was a huge undertaking under intense time pressure, since SUSE faced fees for using Micro Focus' systems and processes after the legal separation. With the clock ticking, Accenture designed and built a new end-to-end IT Enterprise landscape running 100% in the cloud. We assembled best-of-breed applications for core business processes—where possible using standard functionality to minimize customization. These included applications for procurement, accounting, billing, marketing, sales, analytics and reporting. We also created an enterprise integration middleware for harmonized and flexible integration. A cloud-first system now run on AWS, it features a LAN-as-a-Service network and, naturally, SUSE runs its own leading SUSE Linux Enterprise Server operating system. Accenture assembled a diverse team of 200 specialists from our businesses in 25 locations worldwide to meet project goals early. Sander Huyts, Chief Operating Officer (COO) at SUSE, said: "Accenture built a new house for the company. All we needed to do was move in, switch on the lights and continue doing what we do best." The company is now poised to grow its business in completely new directions. With new, touchless finance and sales processes built around the customer, its partners can easily buy and self-register their products online, receiving an automated invoice a month later. The user experience has been transformed to create a better experience for partners and better operational efficiency for SUSE. And, as its business grows, SUSE's cloud-based billing can scale rapidly to

process many million more invoices. Augmented by automation and AI, SUSE's technical sales teams are also cross-selling, and sales are up 27%. Furthermore, SUSE can attract and retain the best developer talent from the open-source Linux ecosystem, as developers across the community can seamlessly collaborate and share code. That's key to new growth for the business from now on. Dominik Krimpmann Managing Director – Accenture Technology Strategy & Advisory, Mergers & Acquisitions Lead, Europe Marc Ruhnow Managing Director, Accenture SAP Lead Products Andreas Helbing Associate Director – Accenture Technology, Austria, Switzerland, Germany © 2024 Accenture. All Rights Reserved. =====================

Global beauty leader gets a procurement makeover

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/transforming-source-to-pay ----- Challenge Strategy and solution By the numbers Transformation Related capabilities A Global Beauty Leader Gets a Procurement Make Over Maturation of global source-to-pay Sourcing and category management End-to-end RFx support Transformed visibility Enhanced buyer and supplier experiences Improved compliance Procurement BPS Supply Chain BPS Finance and Accounting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A striking new look for procurement In a fast-moving, hypercompetitive consumer industry like beauty, where customer expectations keep evolving and new market entrants are causing disruption, it is imperative for leaders to invest in their businesses. One beauty leader of numerous upscale, globally celebrated beauty brands decided to refocus operations on a high-value, high-growth future. With a goal to double the company's revenue while maintaining a sustainable cost structure the company knew they needed a partner to create a strong foundation for growth. Procurement was central to this ambition. But legacy processes and entrenched ways of working meant the team was spending too much time on routine transactional activities. It was time for a new approach. The vision? To reimagine the procurement function, freeing the team from transactional work to focus on strategic value-adding work and support next-level procurement outcomes for this digitally transformed business. Accenture's video shows how SynOps' blend of human expertise and machine efficiency is transforming source-to-pay for a global beauty leader. See more. This multinational is leveraging SynOps to accelerate the maturity of its global indirect procurement function through intelligent operations. Gradually expanding the scope & technical sophistication of indirect procurement through SynOps. Transformed efficiency and visibility through detailed market analysis, sourcing expertise, supplier, contract management and category management. End-to-end RFx activities including training and managing suppliers, executing non-disclosure agreements, and setting up new vendors. This global beauty leader has significantly increased the efficiency of its day-to-day indirect procurement with standardized processes, automated buying, and self-service capabilities. 20% A 20 percent return delivered within two years on an addressable spend of $750

million $50M $50 million total savings forecast in sourcing alone 90% Over 90 percent of all indirect spend now visible at transaction level through improved analytics and reporting Enhanced buyer and supplier experiences This global beauty leader has significantly increased the efficiency of its day-to-day indirect procurement with standardized processes, automated buying and self-service capabilities. Analytics capabilities set to track transaction-level detail for over 90% of indirect spending to improve buyer behavior and supplier management. Digital transactions are cutting turnaround times dramatically. Buyers are automatically routed to suppliers. Suppliers get enhanced collaboration. $750 million of tail-spend activity transformed by a dedicated team handling low-dollar, high-volume purchases, improving compliance. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.

=====================

Intelligent operations creates business boost

Call for change When tech meets human ingenuity A valuable difference Related capabilities Using SynOps to power performance Optimize with automation and cloud technology Predictive analytics improves demand planning Automated pay calculations Talent & HR Employee Experience Platform Retail consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Following rapid business expansion, one large retailer's talent and HR operations had become inefficient. Against a backdrop of rising competition and intense consumer demands, manual processes had become costly, time-consuming and complex to manage. What's more, employee satisfaction rates were low. The emergence of COVID-19 intensified these challenges. The retailer needed to act quickly to cope with rapidly changing circumstances that were impacting employee welfare and productivity, and ultimately its end customers. The retailer saw an opportunity to improve its talent and HR operations, strengthen the employee experience, and make its business more resilient in the face of uncertainty. Focusing on the employee experience helped a leading retailer reinvent its talent and HR operations, unlock savings and reinvest in business growth. Together, the retailer and Accenture designed a strategy that would draw on SynOps, the optimal combination of human + machine innovation powered by data-driven insights. The team integrated data to benchmark the company's performance against a process maturity framework, which provided the blueprint for success. An omni-channel contact center was set up with an interactive app and self-service options to manage employee inquiries and streamline HR processes. Forecasting analytics provide insights on seasonal requirements and employee needs to allocate resources more effectively. With Covid-19 and new variables such as furlough and sick pay, the retailer improved pay accuracy and accelerated processing within one business day. Thanks to intelligent talent and HR operations, the retailer is enjoying greater productivity and efficiency gains. Using a combination of data-driven

insights, analytics, cloud-based applications and automation, significant cost savings have been achieved. The company can reinvest in growth initiatives to propel the business forward in a challenging climate. With automation, the number of HR professionals doing routine tasks has decreased in favor of agile and digital working. Employee call volumes have dropped due to integrated case management systems such as the omni-channel platform for employee inquiries, self-service adoption, and better informed agents. The cloud-based interactive virtual response app has significantly streamlined the number of employee touch points and the number of redirects by almost half. Meeting employees on their terms has worked wonders. Employees have a choice of digital or in-person services. Employee satisfaction has soared from average to excellent and is still climbing. Payroll accuracy is at almost 100%, saving millions of US dollars to date. It also means employees don't have to worry about errors in their salaries or benefit calculations. Other initiatives have enhanced efficiency and saved over half a million dollars by delivering insights into employee needs and seasonal requirements and making demand planning more accurate. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Global IT company drives operational excellence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/driving-excellence-through-intelligent-finance ----- Challenge Strategy and solution Transformation Related capabilities Global IT Company Drives Excellence Order to Cash (OTC) Procure to Pay (PTP) Record to Report (RTR) Finance and Accounting BPS Business Process Services SynOps JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Scaling the finance organization A global IT company has steadily expanded its product and service offerings, as well as its ability to serve its customers globally. As the company grew, its finance responsibilities and processes grew exponentially more complex. With high administrative costs, rising Day Sales Outstanding (DSO) and falling customer satisfaction, the company needed to better see and manage its financial performance while freeing up cash to take advantage of market opportunities and grow. To address these challenges, Accenture and the company partnered to transform its finance function by implementing robotics process automation and enhancing controls and compliance—while boosting customer and supplier service. Accenture's video explains how a Global IT company boosted customer and supplier service by implementing robotic process automation. See more. Reinventing with SynOps for finance Most recently, the company deployed Accenture's SynOps for Finance engine across its finance function to further enable the automation of key processes and to integrate analytics for improved cash flow and working capital. An automated dashboard provides a view of renewals and billings and facilitates customer orders. And a customer self-service portal allows customers to manage orders and raise disputes. Automated accounts

payable workflows cut expedited payments, streamline review process for uncashed expired vendor checks and develop analytics to identify additional discount capture. Automated solutions connect the company so that intercompany transactions are timelier and the information more accurate—making it easier to see how the business is performing. Intelligent finance cracks productivity code Moving to a digital organization with streamlined, standardized workflows and processes creates an agile, more productive finance organization ready to be a strategic partner to the business. 50% Process transformation, automation and analytics boosted productivity more than 50%. 30% Streamlined intercompany transactions and journal entries reduced time to close the books each quarter by 30%. $140M Automated processes, new customer portal and productivity gains delivered more than $140 million in savings. A finance organization that is scalable for growth With improved cash flow and productivity, the company can pursue growth opportunities and respond more effectively to changing market conditions.

=====================

Return to the workplace

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/return-workplace ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Using technology to help businesses reopen safely Phased approach Space and access management Office, health and safety protocols Social distancing guidelines Office and employee supplies Request to reopen office checklist Margaret Smith Arlin Pedrick Deb Exstrom Lisette Smyrnios Melissa Summers Sarah Lake Jason Pucker Corporate Services & Sustainability How Accenture does IT Return to workplace JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The pandemic has already had a profound effect on the way people behave and how businesses operate. But as governments lift restrictions, many organizations are considering how to open their offices safely. As Accenture people return to the workplace, we are using the impetus behind our response to COVID-19 to rethink and plan for the future of work. Backed by our overarching approach to business resilience, Accenture's global IT and Corporate Services & Sustainability teams have collaborated to put in place a solution that enables a confident return to the workplace. As you can imagine, it's not simply a case of unlocking the office doors. Neither is it appropriate to take a "one-size-fits all" approach. Accenture's corporate real estate portfolio is complex and large, but with a commitment toward the safety and well-being of our people, a focus on the stability of client services and a phased, flexible approach, we carefully found a way to orchestrate a return to our offices. Technology is fundamental to our approach. Whether taking advantage of automated, intelligent return-to-workplace tools, benefitting from the services of our valued partners such as Salesforce, or providing a central portal to plan an office visit for our clients, our IT and Corporate Services & Sustainability teams have created essential and dynamic solutions that ease returning to the workplace. Based on what we have learned during the

pandemic, we have taken the opportunity to reimagine the long-term operations of our business—rethinking existing processes and engineering new, more resilient, ones—in areas such as health and safety, facilities planning, travel and sustainability. In short, Accenture has developed a globally organized, locally implemented evaluation and pre-approval process that serves the needs of our people and our clients as working environments adapt to the new normal. "Accenture's plan to return to the workplace relies on constant, compassionate communication with our people, making sure our work environments are safe and that we are resilient in the face of change." There is little doubt the pandemic has radically changed the way we behave and is likely to have a profound impact on the future of work. Health and safety has overtaken financial yardsticks in the eyes of employees and customers. Employers must take note and address the concerns of their people—Accenture Research shows that 82% of people are fearful of the health of others in the workplace and 64% are fearful for their own health. It is a workplace preoccupation beyond anything we have seen before. Building on the business resilience framework already in place, Accenture has developed an organized approach to safely reopen offices. We've drawn on the skills of our global IT team and our Corporate Services & Sustainability team— experienced professionals who are responsible for a range of essential services, processes and tools representing many different corporate functions. We created a plan for the long term that is adaptable for the short term. The plan involves engaging employees and customers to build trust and confidence; closing, reopening or scaling the capacity within our operations for safety, compliance and performance and reinventing our post-COVID-19 business. We have looked at the return to the workplace from the employees' perspective, making the transition as smooth as possible using tools and technologies that are already familiar to our people. To put these objectives into action, we took the following steps: We designed a global framework to include key compliance and oversight activities such as leadership engagement, risk assessment, standards and controls, training and awareness and monitoring and audit activities. The framework provides a globally consistent approach that is governed centrally and executed locally; it is flexible and agile to support our business as we look forward to the future. We addressed the safety of our people, the security of our facilities and a continuity of client delivery and made sure all measures were a good fit with local circumstances. We recognized that we may need to return to work from home in the future. We issued a comprehensive playbook. As part of our efforts around returning to the workplace we issued a Return to Office (RTO) playbook to local teams that includes protocols, checklists, talking points and processes for returning to both Accenture offices and client sites. Summaries of the playbook were created to be shared with clients, including a 100-point protocols checklist for the workplace. The playbook uses a risk-based approach and a hierarchy of controls to implement layers of protection for Accenture people entering the workplace and is regularly updated as new information is available. It outlines the RTO guardrails, how to promote consistent communications and make an office ready for people and visitors, the services to prioritize and when to react to protect people and protocols. We worked with partners to create essential solutions such as our collaboration with Salesforce to extend its Work.com capabilities. The Return to Workplace (RTW) solution covers end-to-end engagement with various groups including the requester,

approvers, workplace administrators and legal professionals. All the while, there is a seamless integration with multiple workplace applications to facilitate space reservation, check-ins and so on. Using Work.com, an employee can initiate a RTW request at an individual or team level, then seek approval, make reservations, initiate travel plans, take health surveys and check-in at Accenture offices using QR codes. The RTW solution includes four main benefits: We collaborated with local legal teams to define health and safety boundaries. We undertook due diligence, collaborating with legal teams in each country. Local legal teams review our processes and procedures in the context of their local requirements. These local requirements include the General Data Protection Regulations (GDPR) and approvals by local works councils—the collaborative organizations that represent workers and complement national labor negotiations. We coordinated our safety practices with those of our clients. Although we anticipate many of our people will continue to work remotely, we are coordinating plans around a needs-based return to client offices—whether a client site, our own offices or delivery centers. A rigorous process involves liaison between our clients and the documented safety protocols agreed being reviewed and approved by the Corporate Services & Sustainability team. We have collaborated closely with clients to: Enabling change Accenture believes in taking a gradual and holistic approach to the return to the workplace, to promote employee health, safety and well-being. We ran three parallel workstreams with defined processes and approvals supported by training and communications to evaluate and approve an office opening, to prepare for office opening and to support the return of people to the office. And we took measured steps so that we could be confident in the outcome. Drive the return to workplace based on business criticality. Prepare and communicate to employees. Space reservation is prioritized based on business needs. Limited seating, required check-ins with health hygiene and distancing acknowledgments. Protocols for deep cleaning, temperature screening, staggered start, catering, kitchen supplies and signage standards. Control flow at entry, exit and throughout. Mark lanes in high traffic areas. Unnecessary space cordoned off. Disable all common touchscreens. Provide disposable masks/gloves, sanitizer dispensers, disposal bins and thermal temperature readers, where needed. Coordinate with landlords. Establish vendor operations. Train support teams. Set visitor and delivery protocols. Handle cases and closures. In a period of high turbulence, it's understandable that companies have concerns about changing their business operations to open their offices safely. Building trust and confidence with employees and customers is vital so that they all return, even if the situation isn't quite "business as usual." As our own CEO Julie Sweet has said: "Personal engagement remains essential for long-term success." With resilience in mind, Accenture has defined an actionable plan to create and maintain a safe work environment so businesses can stay open. Our experience has shown which tools and techniques can help and the data and technology to make it happen. Along the way, there is an opportunity to adapt the business and unlock new opportunities to create new value for customers. 100 Return to office protocols established 500+ Locations enabled with a digital check-in tool 7M Average annual reservations of workspaces and meeting rooms 17,100 Return to office learning activities completed These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social

Modernizing enterprise asset management

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/enterprise-asset-management ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Tom Bruss Tami McNairy David Schneiderman Renee Cordova Lottes Indranil Datta How Accenture does IT Corporate Services & Sustainability Accenture + ServiceNow JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA To manage Accenture's enterprise assets, teams across Accenture were using a variety of solutions and processes. Much of the data capturing was manual and inconsistent across systems, driving the need for a modern, integrated system. Our global IT and Corporate Services & Sustainability organizations collaborated to develop a solution. As we continually look to obtain new value from our ServiceNow platform, we recognized that the ServiceNow IT Asset Management solution held the potential to address enterprise asset management (EAM) needs across Accenture. As a result, we partnered with ServiceNow to influence the solution road map. This joined effort between global IT and Corporate Services & Sustainability teams such as Local Technology Services, Procurement, and Workplace, also collaborated with Controllership within Accenture Finance, to ultimately enable a cross-function, integrated approach. Our objective was to launch a program to create a single system to manage software, hardware and workplace assets, establishing standard processes and facilitating consistent accounting and end-to-end life cycle management. Software covers license management and modernization of our current software catalog. Hardware assets include such items as workstations, mobile devices, servers, and video conferencing devices. And, workplace assets include such items as office furniture, fixtures, kitchen equipment and TVs. A single solution would allow us to decommission the disparate range of tools that teams were using across the organization, reducing manual efforts and improving data quality and centralized management with better visibility on asset location and movement. Accenture Enterprise Asset Management solution overview Scope Asset management process reengineering and software implementation: software, hardware and workplace 4M Estimated number of assets for migration $326+M Software spend tracked $2+B Estimated asset value 3800+ Software products tracked Our cross-functional, enterprise asset management (EAM) program team needed to address an environment of disparate solutions and processes in order to migrate asset information to the ServiceNow Asset Management product. The goal was to have consistent global processes across Accenture and a capability to track assets from end to end with a single enterprise system. Getting to this end state would require three phases of effort over a three-year period: establishing a foundational capability, deploying targeted geographies, and evolving the

enterprise asset management (EAM) solution. Establishing the foundation centered around rationalizing processes, data and establishing core integrations. Our project team migrated an initial 800,000 assets from disparate tools to the ServiceNow platform. This number is projected to reach 4 million. We rationalized data and implemented system controls to drive standardization and data integrity across asset information. Data governance controls and legal compliance guidelines were automated. Global ownership of data governance was established as well. In addition, our team built integrations with ServiceNow and core platforms to drive automation with SAP Ariba for asset procurement and a single global SAP system instance for financial data. These connections help facilitate an integrated, end-to-end asset management life cycle by tracking assets from procurement until disposal, along with real-time audit and reconciliation capabilities. During this time and in the subsequent phases, our team focused development on four key elements: Global processes Our team inventoried existing asset management processes across Accenture's geographies and selected the best of them. We used these to reengineer new, end-to-end asset life cycle processes to get to a standard, global solution. This solution can be customized at local levels to address specific regulatory compliance requirements. Designing this global process flow formed the "core" for deploying the asset management application in stages to Accenture's 50 countries. Custom portal To provide an enhanced user experience, the team developed a custom, mobile-friendly service portal with an intuitive and interactive user interface. Key features include auto-generation of standardized asset tags and QR codes when assets are received. The asset manager capability lets asset teams view and edit assets, check the activity log as well as reprint asset tags. Asset teams can upload assets in bulk using an intuitive and easy-to-use template. The portal is also accessible on mobile devices via a browser, making it easy for asset managers to tag assets and generate bar codes directly from their devices. For software managers, the portal enables end-user license management giving software owners the capability to allocate and manage the licenses they are responsible for. In addition, all Accenture people are able to view assets assigned to them and confirm receipt of assets shipped to them. This ability was especially important when thousands of laptops needed to be shipped to our people who needed to work remotely due to the COVID-19 pandemic. Dashboards The team created several role-based dashboards that provide real-time reporting to govern data. The dashboard for asset managers provides the ability to precisely track all their assets, confirm data governance and accurately forecast stock refresh. Those in asset operations can monitor and directly engage in asset life cycle activities (movement, maintenance and disposal) and related compliance tasks. The dashboards for Accenture Controllership give users end-to-end visibility on fixed-asset creation, accruals and overall reconciliation of physical assets in the EAM system and fixed assets in SAP. The dashboard for software asset administrators displays actionable information, trends and a cost-savings view. The integration of the dashboards with Accenture's SAP ERP system facilitates financial reconciliation of assets and eliminates the need for users to toggle between ServiceNow and SAP to download and compare records. Manual effort is greatly reduced, and users now have one unified view of asset records and consolidated reports. Mobile app Working jointly with ServiceNow, the team developed a powerful mobile app to register, manage

and periodically audit assets from anywhere. The app has several distinct features, one of which is a multi-scan capability that enables asset teams to scan QR or bar codes on multiple assets in one pass. The mobile app is integrated with the overall solution and automates and accelerates the amount of time it takes to register assets, resulting in increased operational efficiencies and major time savings. Collaboration counts The EAM program teams consist of many members with specialized skills from different locations, working on different areas but toward one common goal. In our day-to-day efforts, our teams engaged more than 200 global stakeholders representing 50 countries. Team members and stakeholders participated in design thinking workshops to complete a gap assessment of the current processes and then developed "to-be" processes to finalize designs. Business analysts converted those processes into user stories that were then passed to the development team to write the code. Other teams at Accenture's Innovation Centers collaborated on the mobile app development together with ServiceNow. The collaboration of all our teams made tremendous progress in deploying the asset management solution to nearly all of Accenture's geographic units globally. We continue to evolve and improve the solution. Accenture is transforming the way the company tracks and manages software, hardware and workplace assets globally. This single, integrated solution significantly streamlines the process and helps to manage the life cycle of assets from beginning to end. In just one Accenture location alone, the introduction of the mobile application to manage assets through their life cycles reduced time spent resolving location discrepancies by 40 percent, reduced the time to perform asset audits by 50 percent and improved asset issue resolution time by 25 percent. When the COVID-19 pandemic set in and Accenture needed to move desktops and other hardware assets to employee homes quickly, our EAM program team was able to take advantage of the work accomplished to date. We quickly spun up an ad hoc asset tracking solution onto the ServiceNow platform, made some enhancements to the mobile app to enable check-in and check-out of the assets, as well as developed a way to automate the return-to-office process. These capabilities helped other Accenture teams quickly and effectively perform large numbers of equipment moves. In terms of software, the management of software publishers that have previously audited Accenture has currently surpassed 67% and will continue to climb. The EAM system will provide time-saving reconciliation reports to possibly eliminate or avoid future software audits. Data from the EAM system is also providing functionality previously unavailable for tracking workplace assets related to furniture moves within an office or between different office locations and managing the refurbishment and recycling of furniture. The data is helping to deliver cost benefits, enable depreciation and support our our sustainability efforts. Benefits of Accenture's enterprise asset management system on ServiceNow: "This intelligent, automated asset management system is enabling a whole new level of agility, tracking and forecasting in our workplace. It is accessible and meets Web Content Accessibility Guidelines." Centralizes software, hardware and workplace assets, providing enterprise visibility Standardizes the asset management process Performs auto-discovery of software and hardware assets Enables end-user license management and software requests Enables anytime, anywhere access with a mobile app Meets Web Content Accessibility Guidelines (WCAG) Automates data controls, governance, and risk and compliance activities

=======================

Elevating real estate portfolio planning

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/sap-real-estate ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Enhanced planning Enhanced utilization evaluation Augmented decision making Improved holistic view Potential cost savings Margaret Smith Georgina Polkinghorne Susan Best Melissa Summers Eli Lambert Thomas Wienke Srinivas Adabala Kumar Subramanian Corporate Services & Sustainability How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Using data in powerful ways and in real time to manage Accenture's dynamic real estate portfolio. As a global company, Accenture has a dynamic real estate portfolio that needs to be efficiently managed. Our migration to SAP Flexible Real Estate Management (SAP RE-FX), a comprehensive lease contract management solution, enabled us to integrate real estate data and transactions and gain a "single source of truth." Data is now available for reporting across teams and platforms, providing the opportunity to use data in powerful ways. One such opportunity was the development of a global portfolio planning solution to better predict requirements and associated costs in line with business strategy. Accenture's real estate portfolio is diversifying greatly with acquisitions and evolving significantly beyond typical offices. We needed to invest in a better capability to address the size and complexity of our portfolio along with a high rate of change within it. "Our real estate strategy is driven by Accenture's business requirements. Now more than ever, we need to be agile and to lead with data in making decisions." "Our real estate strategy is driven by Accenture's business requirements. Now more than ever, we need to be agile and to lead with data in making decisions." Our Corporate Services & Sustainability Real Estate, Finance and Global IT organizations teamed to design a solution that made use of existing planning and data consolidation platforms, SAP Analytics Cloud and SAP HANA® as a Data Mart. The resulting Real Estate Portfolio Planning solution provides the flexibility to plan on a city level and the capability to roll up the data globally. It allows users to make data- and insight-driven decisions and consider the diverse factors required to effectively manage a real estate portfolio of a global size. The data is consolidated from various systems and provided in near real time. The new planning solution provides many additional capabilities, including: Ability to project actuals Projects different key performance indicators (KPIs) over a five-year time frame. Users may also update or overwrite KPIs at the base contract level. Headcount planning Supports projection of headcount growth and the impact on future

space requirements and account for omni-connectivity. Assessment of total required space Automatically assesses total required space using utilization projections and headcount planning. 360° perspective Helps differentiate contracts based on various factors to evaluate whether a building supports the experience we want our people to have. Adjustments Enables adjustments to the plan to be made if projections create a bigger gap compared to the current portfolio. Live data insights and analysis Provides live insights and calculations to some of the key KPIs. The solution also supports live visualizations, comparisons, and what-if analysis. Global visibility and planning Automates the comparison of required space versus projected space to plan at different levels and consolidates the data globally. Calendar workflow Supports the centralized monitoring of the planning process with a workflow of activities between different teams. Forward-looking data and reporting Automates forward-looking snapshots for month-to-month or year-to-year comparison reporting. The project was also able to address a key priority—automating data consolidation to reduce manual efforts. Additionally, the solution is integrated with an Accenture Finance forecast solution for seamless data exchange to reduce manual involvement. Today, our Real Estate and Finance teams use the Real Estate Portfolio Planning solution to optimize Accenture's real estate portfolio based on strategic guidelines. Teams are better able to understand different dynamics that impact Accenture's real estate portfolio, rapidly respond to questions and determine how to right-size Accenture's portfolio. We also use the tool to drive the numbers for our annual financial planning. Additional benefits of our new solution include: Provides the ability to plan real estate requirements using multiple business scenarios. Enhances the ability to assess utilization on a lease-by-lease or location-specific basis. Helps teams enter into real estate decisions that are the right fit and understand potential ways to manage risk. Provides an improved holistic real estate portfolio view that includes properties under construction, leases to exit, and long-term leases to keep. Holds the potential to deliver cost savings to Accenture through data-driven decision making. We are constantly enhancing the solution to provide users the right data and functionalities. While financial data is a main driver, other factors such as sustainability, omni-connectivity and safety of locations, to name a few, will be, as well. The vision is to provide users the flexibility to identify Accenture's real estate needs in a constantly changing work environment and to be able to use any data at any given time. To achieve this goal, we are integrating the Real Estate Portfolio Planning solution with Accenture's data lake to provide users more insights through additional data (internal and external) and for ad hoc reporting. Further along, we plan to integrate machine learning capabilities into the solution. "Our portfolio needs to support Accenture's flexible, new ways of working, where our people experience omni-connectivity so they can perform on their best day, every day, while feeling connected and included regardless of physical location." "Our portfolio needs to support Accenture's flexible, new ways of working, where our people experience omni-connectivity so they can perform on their best day, every day, while feeling connected and included regardless of physical location." These teams are enabling innovation, growth and business continuity for Accenture. Our global IT organization is driving technology-powered business transformation across Accenture. Reimagining finance to drive further value for Accenture, our clients and our people.

========================

DaVita: Boosting confidence on the clinic floor

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/metaverse/davita ----- A call for change When tech meets human ingenuity A valuable difference Meet the team The dialysis machine training challenge. Enhancing training while conserving limited resources. The metaverse meets kidney care. Current Country: United States CASE STUDY Helping kidney-care company DaVita create digital-twin training in the metaverse, where staff learn dialysis machines virtually before working with real patients. 5-MINUTE READ What if new dialysis technicians can become acquainted with the ins, outs and movements associated with using the machine before they're putting a lead in a patient's arm? DaVita Inc., with the help of a team from Accenture, wanted to use the metaverse to offer its frontline caregivers virtual training that recreates real life scenarios with a digital dialysis machine—before interacting with real patients. Pioneering efforts such as this could be a game-changer for healthcare, namely enhancing medical training for everyone from home health aides to surgeons in the metaverse, or virtual world. Currently, this kind of clinical training is mostly constrained by what's physically possible: medical students still dissect cadavers to understand the body, and everyone ends up training on the job with live patients. Virtual training initiatives redefine what's possible without the restraints of the physical world. The virtual training innovation is part of an extensive clinical onboarding program at DaVita, which takes 350 hours over 10 weeks to complete. Originally, the intensive, blended learning program, which was itself recently upgraded, combined self-paced study with shadowing of experienced coaches called "preceptors" in the clinical environment to train under real conditions. The challenge with this type of training is that it means more time spent away from patient care for both new teammates and the seasoned preceptors, who are a valuable resource on the clinic floor. So, the company decided to reimagine part of its extensive training program for new dialysis technicians. The solution? An immersive, virtual learning experience. The goal was to create a revolutionary way to train dialysis workers that would help caregivers get more time to practice in a virtual setting without the disruptions of training in the physical clinical setting. Interviews indicated that trainees would prefer more training time on the clinic floor, so a leap forward in virtual training would help augment the overall training experience while decreasing operational inefficiencies. The first step was to brainstorm which parts of clinicians' jobs might be an optimal use case for the new initiative. The team also needed to create a minimalistic virtual environment to keep the user focused on the training task at hand, while also making a hyper-realistic virtual dialysis machine —something that could be used repeatedly by trainees to boost their confidence without consuming

limited resources. The best fit for the needs and real-world constraints was dialysis machine set-up, also called stringing, a procedure involving 47 unique steps. It's not simple or immediately intuitive, and learning each step is required to safely deliver treatment to each patient. An Accenture team composed of designers, UX experts and metaverse specialists collaborated with clinical experts from DaVita to meticulously itemize each step, using existing training videos, detailed policies and procedures. After just 12 weeks, what resulted was a virtual to-scale model of the machine as it appears in the clinic, with all the appropriate wires, saline bags, pH testing kits and other attachments. The model – which users experience via a VR headset – was designed to be as true to life as possible. It allows trainees to build muscle memory of the movements required to string the machine, because they're reaching and crouching down, or leaning over at other times, in the exact same way they would on the clinic floor. The sense that caregivers need more time to train is enhanced by the virtual learning solution, preparing them as much as possible for the actual experience of setting up a dialysis machine. Employee sentiment and morale in these areas is hugely important, as the healthcare industry (and many others) struggles with retention. The project also demonstrates the value of an emerging trend of using virtual training solutions to teach hard skills. So far, this technology has been primarily used for soft skills training, so learnings from this endeavor will help inform both future use cases for DaVita as well as applications for companies in other industries. Any industry that places a premium on safety, for example, would be a candidate for introducing this type of training program. Another potential development for DaVita is that the virtual experience allows DaVita clinicians to analyze its procedures and identify opportunities for process improvements and other efficiency gains. So, it has potential long-term value beyond this new training tool. Chris Jones Client Account Leadership LinkedIn Holly B. Fisher, Ed.D.   Talent and Organization Strategy, Principal Director LinkedIn Katelyn Coghlan Tech Innovation Strategy Consultant LinkedIn Victor Knai Tech Innovation Strategy Consultant LinkedIn Paulina Slivkova Tech Innovation Strategy Consultant LinkedIn © 2024 Accenture. All Rights Reserved.
======================

Powered by SAP

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/powered-sap ----- SAP case studies Blogs Meet the team Related capabilities Sharing Accenture's SAP S/4HANA on Microsoft Azure journey Creating new value An SAP transformation to rise above the day-to-day Journey to SAP S/4HANA Accenture, Microsoft and SAP innovate Creating a Single Global SAP System Instance Moving SAP BW on SAP HANA to Microsoft Azure Journey to intelligent procurement with SAP Ariba Accenture's financial close process SAP flexible real estate management SAP® Analytics Cloud SAP® Cash Application Enterprise Master Data Management SAP Business Process Consolidation on SAP HANA® SAP Automation Transforming Treasury on the SAP S/4HANA® platform Finance Reporting moves to the New with SAP HANA® SAP Intercompany Billing Securing Accenture through SAP GRC and SAP IDM SAP Business Suite on HANA Accenture

SAP archiving Upgrade from SAP S/4HANA® version 1610 to 1809 Change enablement drives SAP S/4HANA effectiveness Why it's important to be fast in Finance Eli Lambert Anand Raval Gustavo Rigiroli Michalene Schechter How Accenture does IT Accenture + SAP Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Embracing the power of change to be future ready Accenture runs its core financial processing on a single global instance of SAP S/4HANA® on Microsoft Azure—a demonstration of embracing change as a powerful source of progress. Accenture is a leading global professional services company. Our scale and range of services require us to operate with insight, agility, efficiency and compliance across multiple business units and business processes. Our move to running our production SAP S/4HANA system on Microsoft Azure put Accenture among the first enterprises to do so.   We combined technology with our people's ingenuity to deliver new value. Today, all our SAP applications are on the latest versions, driven by the latest database technology and 100% in the cloud. And we stay current, so we are well positioned to respond to future growth. We are our own best credential in many SAP domains. Accenture uses SAP S/4HANA and other SAP solutions across our businesses and corporate functions and in areas such as analytics, cloud and platforms, to deliver innovation and value to the company. Read more about our many SAP initiatives here: Accenture Finance is leading the way for large enterprises to move beyond everyday maintenance of digital core and focus on business transformation. Accenture creates a foundation for modernizing real estate capabilities with SAP® Flexible Real Estate Management. Take a read (and listen) to Eli Lambert's latest thoughts on Finance speed & agility during a pandemic. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Coming together in a crisis

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-covid-response ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Margaret Smith Penelope Prett Kai Nowosel Tony Leraris Helen Hickson Erin Harris Lisette Smyrnios Arlin Pedrick How Accenture does IT Corporate Services & Sustainability Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In March 2020, the World Health Organization declared COVID-19 a pandemic. People around the world faced uncertainty, fear and a lack of information. Seemingly overnight, businesses and schools were closing, cities were locking down and personal protective equipment and necessities were in short supply. No one knew what the next day would bring or how this global crisis would impact all of us—physically, emotionally, or financially. Here is our story of what Accenture did to mitigate the effects of the pandemic on our people, clients, partners, shareholders, and communities, how we navigated its challenges, and how we are planning to return to work together, greater than ever. Fortunately, by early March 2020, Accenture had already taken action to

make sure our people were safe, which—as always—is our top priority. Our global security team had established a pandemic task force in China and surrounding areas in January, using emergency and crisis management structures already in place. At the same time, cross-function teams were working to secure business resiliency and establish health and safety protocols to keep our people safe. We were also able to respond quickly to the needs of our clients at this moment in history, because we had the technology, the infrastructure and the collaborative culture we needed in place. Every area of our business—from our people and how we work to the services we offer our clients across 120 countries—came together to set the tone for the months to come: Our success in reaching these milestones was the result of our unified approach, working together as one team. We communicated early and often with our people. And we made sure we all stayed connected and supported through our campaign known as #MoreTogetherNow—an all-inclusive website that continues to advise on the who, what, where, why and how of working through the pandemic. Working remotely: a seismic shift in short order   Before COVID-19, Accenture people worked from a variety of locations—from client sites to hotels, Accenture offices or airports. Today, the vast majority of our 721,000 people are set up to securely work remotely in every country where Accenture operates. Around 96% of offices moved to work from home, including people at more than 50 Accenture Advanced Technology and Intelligent Operations centers. We quickly enabled remote working for our people working in procurement, payables, and other critical shared services. While this might sound like a small feat, imagine what would have happened if our 300 colleagues who process more than 1.4M invoices a year were unable to work from home.   We sent out more than 80,000 desktop computers to our people within a week. We purchased more than 33,000 Wi-Fi hotspots and enabled more than 230,000 concurrent connections using a Virtual Private Networking (VPN) solution. In India alone, we distributed tens of thousands of laptops and computers in less than a week—in addition to Wi-Fi hotspots and uninterrupted power sources. In addition, our local technology services enabled remote access services for 85,000 VPN users and provided 60,000 dongles to improve connectivity. Our team managed hundreds of one-to-one follow-ups and used our remote website, training and videos to support the shift.   One of our "go-to" solutions has been Microsoft Teams. We are the largest corporate user of Teams, and at the onset of the pandemic in March 2020 we saw a massive increase in its usage—as a 257% increase in audio usage and a 642% increase in video usage in one month as remote working demand grew. Teams also offers a global 24/7 chat response for our leaders and a Microsoft Teams Rapid Resource Center, which provides how-to instructions, leading practices and additional resources to help people stay connected.   In Corporate Services & Sustainability, we built a team of 40 people offering global workflow support. We used 11 COVID-19 dashboards to develop reports and tools and answered 990 e-mails over a 24-hour service level agreement. We handled thousands of calls diverted from the Accenture Security Operations Center. Our security, workplace services, communications and other teams joined forces to create a comprehensive and flexible plan to return to our offices—and our clients' offices—where permissible. Our plan balanced people's safety and the needs of our clients in guiding a phased transition back to the office. We had personal protection equipment in 100% of our offices. We

established "100 Return to Office Workplace Protocols," introducing enhanced health and safety protocols, global checklists for office preparation and readiness, communication templates, access to digital health and safety guides, videos and more. Guiding clients and communities: the Now and the Next As always, continuing to work closely with our clients was a top priority for everyone at Accenture. We offered advice and support with thought leadership to help our clients emerge stronger from the crisis. Our Marketing teams worked closely with our business thought leaders to publish more than 60 individual pieces of content between March and July 2020 across 19 industries and six functional groups. We also released more than 800 client stories during this time. Jill Kramer, chief marketing & communications officer at Accenture says, "We produced a collection of robust research-based recommendations that focused on what our clients needed to know to handle the reality of NOW but also what may come NEXT. We saw clients engage with the content at record levels, but our main goal was to help them act swiftly and confidently based on robust data and insights." But we also worked together to solve unprecedented challenges facing our communities and industries. For instance, we collaborated with Avanade and Rolls Royce to design, manage and operate a supply chain for hospital ventilators. We organized the purchase and shipment of 3.4 million parts from more than 100 suppliers to three manufacturing locations. The government of the United Kingdom alone ordered 5,000 ventilators via this supply chain. We worked with Avanade and Microsoft to connect 57 health system procurement departments with a network of vendors. Launching a new service known as Critical Supply Connect, we connected 638 hospitals and 110 suppliers with more than 300 unique products—all in just eight days. As many businesses stalled and entire industries were unable to operate, unemployment became a pressing societal concern. The chief human resources officers of Accenture, Lincoln Financial Group, Procore and Verizon joined forces to create People + Work Connect, a free employer-to-employer initiative that brings together companies reducing their workforces with companies in urgent need of workers. Over just 14 days in April 2020, People + Work Connect moved from idea to launch, and in the next year more than 270 companies from 94 countries uploaded more than 380,000 roles to the platform. COVID-19 didn't stop our efforts in the non-profit sector, either. Accenture Development Partnerships works with leading international development organizations to address the world's social, economic and environmental issues. We provided pro bono support to Dimagi Inc., a social enterprise that provides open-source software technology for underserved communities, to validate and improve training materials and user guides for COVID-19-related apps deployed on the frontlines. We donated laptops to schools in the Middle East to support eLearning, provided plastic cover pages from binders for assembling protective visors for medical staff in France and purchased 55,000 face coverings from a North America-owned business that donated 100% of profits to its healthcare system. "The investments we made in IT technologies, infrastructure and a collaborative culture positioned us to support Accenture's rapid move to work from home when we needed it most." "The investments we made in IT technologies, infrastructure and a collaborative culture positioned us to support Accenture's rapid move to work from home when we needed it most." "Our technology skills came into

their own for ourselves and others. For example, the Education Department in the United Kingdom is using our digital skills toolkit for millions of furloughed workers—it helped more than 50,000 new learners in June alone." "Our technology skills came into their own for ourselves and others. For example, the Education Department in the United Kingdom is using our digital skills toolkit for millions of furloughed workers—it helped more than 50,000 new learners in June alone." Driving business resilience   We relied on technology to increase the tempo of communications, delivering more than 1,100 messages across 53 countries to our people and our clients within the first few weeks of March. Our dedicated COVID-19 app team developed and rolled out more than 25 apps covering business resilience, asset management, health attestation, donation tracking and social distance monitoring.   Crises such as the pandemic focus attention on the need for cash to keep the wheels of business turning, so our finance team needed to act swiftly to keep a daily pulse on our financial health, payment processes and procedures for our clients and our people. We enabled off-system new businesses and people, supporting 42 deals with 7,000 people in 32 countries with crisis response.   We provided timely data and analysis to our organization's leaders to aid critical decision making. These and other measures strengthened our financial position and meant we could perform business critical functions—including closing our books and submitting our 10Q on time and executing 22 acquisitions in the first six months of the pandemic.   Supporting health and well-being—in all its forms   At Accenture, we strive to support our people's health, safety and well-being, every day. But in these extraordinary times, it's even more important to make sure that people stay happy and healthy, feel safe and connected and know they are financially secure.   By April 2020, the Corporate Services & Sustainability Mobility team had offered support to every assignee, traveler or individual on holiday. We contacted 12,000 assignees, booked 8,000 flights and helped more than 3,000 people who became stranded due to new travel restrictions. We created daily status updates to track ongoing changes to country travel restrictions, employee locations and tax implications, resulting in more than 500 reports in six months. In two weekends, we managed the rapid escalation of 20 country shutdowns. The Mobility team also secured thousands of hotel rooms and corporate apartments, including 1,000 hotel rooms in the Philippines alone.   We completed more than 6,000 COVID-19 Tax Accrual Impact Assessments for taxable travelers in 69 countries. Mobility coordinated with travel suppliers to cancel 6,000 flights in three weeks and, in just one week, they formed a team of 15 people to create a COVID-19 approval process and a tool to manage business-essential travel requests.   Mobility's Meeting and Events team collaborated with Marketing and Communications and Accenture Productions to successfully convert a major in-person event to a virtual experience in just seven days. The virtual event for 300 people featured 12 hours of live content, videos, polls and feedback, played across 14 time zones and 26 countries. More importantly, Accenture avoided 766.05 tons of CO_2 emissions from air travel. Throughout the pandemic, this shift to virtual events has enabled our people to remain connected, while Accenture-approved technology continues to help them get the most from meetings, despite travel and in-person event restrictions.   We deployed new capabilities to enable local government benefits and to reimburse people for additional expenses incurred when working from home. We developed analytics and data

insights with key metrics to measure and manage the business and financial impact of the pandemic and to ensure people's safety and security. We further served our talented teams by issuing 652,000 pay checks during March in 56 countries and also made early payments and reimbursements where needed, such as in India, Russia and Peru.   In addition, our HR Case Management team stayed in touch with people who were unwell and used contact tracing to maintain safety standards by making sure that anyone exposed to the virus avoided returning to the office. The team issued regular, accurate information to assist leadership decision making and inform our people. We selected and trained 600 HR professionals to serve as single points of contact for every Accenture person impacted by the pandemic. The case managers provided 24x7 telephone support for queries and concerns. Trained client response teams kept in touch with clients, vendors and landlords of our real estate, while employee relations professionals supported employees and their families who found themselves handling difficult situations. Returning to office: safety first The next phase of our response to COVID-19 centers on our return to the workplace. We have created a comprehensive plan that focuses on the specific needs of our clients and our people. The plan includes globally organized, locally implemented evaluation and pre-approval processes and protocols that vary based on the type of space and emphasizes constant, compassionate communications with our people. To ensure a safe return, we're focusing on the fundamentals, such as space and access management, social distancing guidelines, enhanced cleaning and the provision of safety supplies. We've teamed with Salesforce to implement a secure health cloud to support our return to work, which includes case management, contact tracing, shift management and a Workplace Command Center. The way forward We've all learned a lot over the past year, but perhaps the most important lesson is that change is a constant, for all of us. No matter what may come, Accenture believes three key actions will help your organization embrace change: Invest in the journey and your priorities ongoing. Accenture had already made moves to support our workforce in an agile way when faced with difficult decisions about how to run our business. We always want to serve our clients "on our best day," but we also aim to keep our people safe and healthy. With the need to work remotely, we had to find a balance between these two priorities—and we were ready to do so because of the investments we had made, coupled with the support of strong, empathetic leaders. Understand where you are, then fill the gaps. As part of our analysis into how to create an elastic digital workforce, we created a diagnostic with a series of questions about readiness that we completed ourselves and also made available to clients. Based on a score of one to three, where three was the ideal score, Accenture scored three for the majority of answers. By contrast, most of our clients found they scored ones across the board. Your organization can benefit in seeing where your own gaps lie and work to address them. Communicate freely and frequently as a way of life. A strong and regular communications strategy that includes employees, clients, suppliers and partners is essential to being transparent and staying aligned. Ongoing, daily updates help cut through the noise. By moving entirely to virtual operations, our video production team has helped connect our people working remotely—for example, producing Accenture's biggest and most complex all-employee broadcast ever, featuring our CEO, Julie Sweet—and is still handling internal events and client events, such as virtual workshops.

By investing in the journey, filling in the gaps, and keeping lines of communication wide open, Accenture continues to create value for people, clients, partners, shareholders and communities and help them thrive in a changing world. "Our work to ensure the well-being of Accenture people is more important than ever. We continue to implement and evolve our comprehensive plan to return to offices where permissible, with our people's safety and the needs of our clients guiding the way." These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Accenture + Intel Partnership

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/high-tech/intel-partnership ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities High tech Modern platform engineering Intelligent revenue growth JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The Accenture and Intel Partnership has been accelerating positive change for our clients since 2014. With a focus on growth and transformation, we co-innovate and align capabilities to deliver ideal client outcomes for diverse companies across industries. With unrivaled market and industry insights, Accenture enriches its offers with the latest Intel technology and evaluates real-life scenarios to understand how and where this technology will benefit clients. Intel, known for its research and development resources and technology innovation, offers Accenture and its clients early access to new technology. Together we help clients integrate their software, hardware and cloud applications. The Accenture and Intel Partnership does more than optimize technologies to deliver high-value outcomes. We provide the right people with the right expertise to drive and accelerate transformation. Clients have direct access to Accenture's industry experts and Intel's engineering talent—a peerless pairing supported by robust co-investments. Our clients benefit from the best of new technologies, built on the foundation of our joint expertise and future vision. We enable co-innovation, particularly in six priority areas: Analytics and AI; Multicloud; Digital Workplace; Network; Blockchain; and Edge/IoT. Co-innovation is the cornerstone of the Accenture and Intel Partnership. Year after year, we build on the best of both companies to jointly innovate and invest in solutions that transform client organizations—and tailor benefits for our clients, including: Creating value across offerings is our strength, and our collaboration continues to grow. Today, we're expanding the reach of our winning strategic partnership into the multicloud space, network transformation, and analytics/AI portfolio offerings. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Future-proofing innovation

Call for change A valuable difference Meet the team Related capabilities Think the production cloud is not ready? Think again. Scale fast Be more agile Close headroom Improve security Simplify operations Lower TCO Richard Clark Carsten Poulsen Eli Lambert Anand Raval How Accenture does IT Finance at Accenture Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Change is part of Accenture's DNA. As our business transforms into a digital enterprise and grows, organically and inorganically, we have changed how we run our enterprise, inside and out. Accenture needed to operate with more insight, agility, efficiency and compliance across multiple business units and we applied technology and human ingenuity to do so. Updating both business processes and IT capabilities to address a faster pace of change and growth meant that we needed to evolve our SAP® enterprise system to tailor the right support for different demands. Accenture runs its business on a single global SAP instance, using it for core business functions, including Finance, Forecasting, and Governance, Risk and Compliance. Our global IT organization put in place a multi-phased strategic road map to evolve our enterprise resource planning (ERP) to be ready for the future. A strong relationship and close collaboration with Microsoft and SAP has helped us innovate to achieve our strategic goals. Now, Accenture is among the first enterprises to run its production SAP S/4HANA® system on Microsoft Azure's next-generation virtualized architecture at scale. "Our digital platform of SAP S/4HANA on Microsoft Azure was a key enabler for us to roll out our new global organization model with a laser focus on our evolving business needs." Historically, Accenture ran its core financial processing on a single global instance of SAP Business Suite on Microsoft SQL in an on-premise data center. Ultimately, our goal was to migrate that instance to SAP S/4HANA to support business process flexibility and to run in the cloud for growth and flexibility. The end result offered us an opportunity to deliver value to the business by enabling a strong foundation for new digital capabilities via SAP S/4HANA running on Microsoft Azure. In this way, we could gain the flexibility to address future business requirements and be able to respond with agility to a dynamic business environment. The technology migration took place in four main phases: Moving to SAP HANA We began with the migration of our Finance system from SAP Business Suite on Microsoft SQL to SAP Business Suite on HANA. The team went live with SAP Business Suite on HANA in production as planned and without business disruption, delivering the scale, agility and performance benefits expected. During this time, we implemented SAP HANA as a data mart in the public cloud as an analytics platform. We integrated it with our SAP Business Suite on HANA and existing SAP Business Warehouse (BW) platform. The aim was to take advantage of the new ability to access real-time data and deliver analytics capabilities that were previously not possible, starting with the finance domain. SAP BW migration to SAP HANA During this phase, we migrated Accenture's BW system from Microsoft SQL to SAP HANA for analytics capabilities. SAP BW is a mission-critical system that supports statutory and management financial reporting, consolidations and business

forecasting. We chose to migrate our first major production SAP application to the public cloud, Microsoft Azure, to achieve greater scalability and environment efficiency. Breaking new ground at the time, a collaborative effort among Accenture, Microsoft and SAP enabled the team to successfully transition SAP BW from Microsoft SQL Server to SAP HANA and from on-premise to Microsoft Azure as a single, six-month project, achieving the expected performance, size and systems stability improvements. The positive results of these implementations onto Microsoft Azure led us to move other supporting SAP applications to Microsoft Azure, including SAP Fiori® and SAP Solution Manager. "We were extremely pleased with the smooth implementation of SAP S/4HANA on Azure and are already benefiting from the enhanced agility supporting our Finance journey." "We were extremely pleased with the smooth implementation of SAP S/4HANA on Azure and are already benefiting from the enhanced agility supporting our Finance journey." Implementing SAP S/4HANA The next phase was to implement SAP S/4HANA—an SAP S/4HANA v1610 brownfield conversion at scale. In determining the implementation approach to SAP S/4HANA there were two key options—a new "greenfield" implementation or a "brownfield" conversion upgrade. We chose to do a brownfield conversion to use our highly optimized existing platform and standardized business processes. Accenture migrated to SAP S/4HANA and has since upgraded to SAP S/4HANA v1809. The SAP S/4HANA platform positions Accenture for faster responsiveness to business change.   Moving SAP S/4HANA to Microsoft Azure In support of Accenture's growing business, our existing on-premise SAP S/4HANA hardware was reaching its capacity. A decision was required: either invest millions of dollars in on-premise hardware or move to a cloud environment. Building on the success and stability of the previous SAP BW on SAP HANA move to Microsoft Azure, we felt confident in moving our most business-critical platform, SAP S/4HANA, to the Microsoft Azure cloud—a move that is in line with Accenture's cloud-first strategy. Accenture moved SAP S/4HANA along with two critical supporting functions, SAP Portal and archiving, to Microsoft Azure. These actions completed the transition of our collection of SAP applications, putting us in a position where we were able to close the data center. Most important, the move to Microsoft Azure met the business priority—being able to scale with agility.   Once again, we teamed with Microsoft to innovate by developing an enterprise-ready operations architecture to support the critical SAP S/4HANA system. We collaborated at every stage, ranging from workshops, requirements definition, engineering sessions and proof of concepts, to helping with development, providing feedback on system capabilities and performance, testing, certification with SAP—and finally, implementation. "A good relationship and close collaboration between Accenture and Microsoft throughout our journey to Azure were key reasons this effort in innovation achieved our strategic goals." "A good relationship and close collaboration between Accenture and Microsoft throughout our journey to Azure were key reasons this effort in innovation achieved our strategic goals." The move to Microsoft Azure was executed in three main technical steps: "While costs are lower, the scalability of the cloud allowed us to double our production size seamlessly with no impact to our business. This has been the true benefit of this migration of SAP S/4HANA to Microsoft Azure." "While costs are lower, the scalability of the cloud allowed us to double our production size seamlessly with no impact to our business. This has been the true

benefit of this migration of SAP S/4HANA to Microsoft Azure." We have now moved all of our SAP applications to the latest versions, driven by the latest database technology and the latest cloud-hosted offerings. By staying current, we are well positioned to respond to growth and changes to our operating model. Moving to Microsoft Azure is projected to deliver numerous benefits, but while costs are lower, the compelling reasons for cloud are the gains in agility, new capabilities and an ability to respond to evolving business needs. Accenture is now able to: We can scale up our production environment when needed. We can quickly create new environments to support the business in exploring new capabilities. We've gained performance improvements on key business processing that increases the headroom for future growth. Public cloud meets or exceeds the highest levels of security standards and certifications. The cloud environment provides advanced tools to streamline operations and enhance environment management. A reduction in total cost of ownership is anticipated over time, including savings from the closure of a data center facility. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Journey to intelligent procurement with SAP® Ariba®

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/journey-intelligent-procurement-sap-ariba ----- Call for change A valuable difference Meet the team Related capabilities Binny Mathews Tricia Miller Melissa Summers Eric Harbach Maricar Desiderio How Accenture does IT Accenture + SAP Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture has the technology and human ingenuity to turn any kind of change into meaningful impact. Our global Procurement organization uses SAP Ariba solutions to manage more than $5 billion of spend every year. We and our global IT organization made the strategic decision several years ago to move Accenture's on-premise SAP Ariba instance to SAP Ariba Buying and Invoicing Software-as-a-Service (SaaS), supporting Accenture's IT strategy to be platform powered, cloud first, and intelligence driven.   The move to SAP Ariba's Guided Buying capability on SAP's cloud solution marked the beginning of a journey of creating a new generation of procurement. The program team's initial challenge was to deploy the Guided Buying capability on SAP Ariba Buying and Invoicing across Accenture to transform the buying process for more than 500,000 Accenture people. From there, the team needed to determine how to innovate further to evolve procurement capabilities to become more streamlined, intelligent, and value-producing for Accenture. "We are transforming procurement into an intelligent portal solution that guides people to the right channels, seamlessly and intelligently." An expanded program team deployed SAP Ariba Buying and Invoicing, devoting six months on the initial go-live followed by a 12-month global deployment to more than 60 countries. They used the Accenture SAP

Cloud Platform Center of Excellence assets, agile methodology, and cloud experience. They also made high reuse of SAP Ariba-specific process documents, requirement templates, and configurations, enabling them to stand up solutions quickly. A global design allowed the team to develop and deploy 80 percent of the solution in the first deployment and greatly accelerated subsequent deployments. The deployment was one of the first and largest SAP Ariba Guided Buying instances globally. The enhanced capabilities of the cloud-based SAP Ariba vastly improved the buying experience, especially for infrequent users, and has been key to shaping the buying behaviors for Accenture people. SAP Ariba allows Accenture users to be faster, more compliant, and more cost-effective in their purchasing. The solution improved the buying experience and increased procurement savings by intuitively directing Accenture buyers to goods and services with contracted pricing. With the foundation of SAP Ariba On Demand in place, Accenture continues to refine and enable content and look for opportunities to leverage new functionality, such as the Procurement Operations Desk. At the same time, Accenture shifted its strategic focus from managing controls and compliance to improving the user experience through standardization, simplification, and automation to reduce friction in a compliant manner. This shift allows more procurement professionals to engage in activities that drive additional business value, from managing the supplier and contract life cycle, to innovating with ecosystem partners, to promoting greater sustainability. With this shift in focus, the organization rebranded itself to Procurement Plus to reflect the fact that it is no longer simply a back-office, spend management function. Key areas of focus of Accenture's Procurement Plus journey include: Focus on content enablementAccenture grows its product and service catalog and contract content by continuously increasing and enhancing content. One aspect is enabling the capability to buy commoditized items directly from such marketplaces as Amazon Business, allowing Accenture to offer a wider array of products and reduce catalog setup and maintenance effort in these categories. Enhancement of guided buying, digital buying and UXAccenture continues to enhance the Guided Buying capability including a new capability to proactively advise employees on the purchase options of IT accessories when they exchange laptops. Digitization of procurement operations Manual procurement-related legal and regulatory review steps were built into the buying workflow and brought online. This shift from offline to online digitized Accenture's entire scope of procurement operations, reducing manual workload and providing end-to-end transaction transparency and audit traceability that helped drive improvement in the processing turnaround time. Accenture is using the process mining solution from SAP ecosystem partner Celonis to leverage this transparency and traceability to develop deeper insights, such as: Are similar workflows running in processes across the different spend areas, across the different categories in different regions and how or where can they be influenced? This solution helps Accenture to continuously improve the customer experience and effectiveness of internal teams by reducing friction and improving turnaround time. Yet another digitization advancement is a Procurement Operations Desk that runs in 23 countries with individuals who perform approval activities for requisitions effectively. These individuals allocate manual work to Procurement agents, speed the processing of purchase requests, differentiate the requirements, and where needed, assign purchase requests to specialized agents. They are well

equipped to consolidate information from purchase requests onto a single dashboard. These activities have resulted in increasing the quality of service, shortening turnaround time, and reducing risk. Move to intelligent procurement A key goal is to create a more intelligent platform that is attuned to end-user needs by leveraging predictive analytics, automation and AI. One example is Accenture's use of AI and predictive analytics to identify and assign the general ledger to requisitions and non-purchase order invoices. Another is the development of a virtual assistant that surfaces on different pages during the buying process to give automated responses or connect the user with a live agent. It will eventually simplify updates to forms. Development of intelligent spend management Accenture strives to be a data-driven enterprise, and as such, the Procurement Plus organization is developing analytics on spend—on what, why, and where are suppliers meeting objectives and what alternatives exist. The vision is to expand the management of spend with intelligence to other areas of the business, such as time & expense and travel expense, using analytics across areas. Accenture's single global SAP S/4HANA® instance enables data to be readily available and accessible to provide these insights. Procurement Plus is in the process of combining and enriching data from multiple systems in Accenture's data lake so that it can obtain more profound insights. The need for better spend visibility has driven Accenture to move to SAP Fieldglass® as the solution that will help Accenture to manage its statement of work for services-based spend. This can aid Accenture to actively manage services contracts, improve audit focus, and achieve more accuracy in aligning to contracted terms. "The work is not over when stabilization is done. It is actually the beginning of the most exciting part of the journey. Benefits to both the buyer and seller increase when you build automations and intelligence upon the SAP Ariba solution." "The work is not over when stabilization is done. It is actually the beginning of the most exciting part of the journey. Benefits to both the buyer and seller increase when you build automations and intelligence upon the SAP Ariba solution." Procurement Plus recognizes that the technology itself will not solve business problems. Our program structure allows us to understand the business outcomes we want to accomplish and understand the operational changes that are needed to deliver those. In many cases, this requires us to engage with other groups on the journey, whether it be Accenture's workplace team on the enablement of the catalog on SAP Ariba or the marketing organization on the enablement of their services statement of work on SAP Fieldglass. Digital transformation requires the entire Procurement Plus team to bring an innovation mindset to help improve the experience. To encourage this, as a function, Procurement Plus supports the larger team not only in the generation of ideas, but also in the upskilling necessary to enable the team to build the business case, pitch the idea, and support its delivery. SAP Ariba Buying and Invoicing enhances capabilities for Accenture users buying goods and services and increases contract compliance. The adoption of Guided Buying has directed buyers to simplified buying on catalog with a five-times improvement of compliance on transactions on contract annually for the first two years. In 2019, Accenture's intelligent procurement SAP Ariba solution was selected as a Digital Trailblazer winner of the SAP Innovation Awards. Every step of the journey is measured and evaluated against a desired business outcome to confirm value is being delivered. The team is also tracking "hours reimagined," which measures where capacity is

created and then confirming those resources are upskilled to be prepared for the next level of procurement services. Accenture's Procurement Plus and global IT organizations continue to partner with SAP to inspire and influence its technology road map and proactively plan for SAP Ariba innovations as they are developed. "Embracing a digital mindset and committing to the SAP Ariba platform has positioned Accenture to take advantage of continuous innovation with each new release." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
========================

Modernizing our data platform

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/modernizing-data-platform ----- Call for change A valuable difference Meet the team Related capabilities How to know what you don't know, now Data migration Skill diversity Karen Odegaard Luis Polanco How Accenture does IT Accenture Google Business Group Cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Running a business today is all about managing dynamic data. Accenture wanted to make better use of platform services that could develop, run and manage applications in the cloud and make data more visible and secure. Data empowers our people and drives innovation for our evolving business. After just three years of use, the Accenture Global IT organization recognized its analytics platform was fast becoming obsolete. The platform was managed by Accenture but hosted in the cloud. Yet, increasingly, it was difficult to upgrade and grow, creating greater overheads for managing storage and presenting a high learning curve for developers. We were struggling to stay technologically current. Our people were spending valuable time on operations, troubleshooting and maintenance instead of generating insights to drive our business. Accenture made the strategic decision to move to Google Cloud's Platform-as-a-Service (PaaS) model to support our IT strategy to be platform powered, cloud first and intelligence driven. The program team needed to determine how to create a secure, cost-effective and scalable architecture in the cloud while also driving the migration of data and applications from the legacy system. Using Google Cloud, we could modernize data capabilities to unlock the promise of advanced analytics, increase cost savings via a pay-as-you-go model and drive cutting-edge performance that enables a digital Accenture. "We decided to migrate our data platform to Google Cloud for sustainability and performance reasons. But the platform does so much more—it gives us enhancements and capabilities that are delivering new business value." Without doubt, technology—and how the world uses it—has changed dramatically in the last five years. So, too, has the demand for data insights. Accenture began the journey to improve its analytics platform by assessing if cloud-hosted PaaS offerings could address the cost, performance, and scalability challenges of the legacy data lake. Today, Accenture IT infrastructure runs in the hybrid cloud to take advantage of its scale efficiencies. The Global IT team selected Google Cloud as the platform for its new analytics data lake, taking

advantage of its established solutions and technologies and its flexible cloud platform offerings that power applied intelligence. Google Cloud enables options for deploying the right server sizing and configuration to meet the analytics' job requirements. The Global IT team, partnering with Google, designed a modernized platform with the ability to deploy services faster, realizing improved performance and stability for the applications powered by the data lake. As part of the transformation journey, the platform architecture and processes had to be created to align with our security needs to make sure that the data coming in and the data going out was secure at the enterprise level. With the move to Google Cloud, Accenture has created a foundation to store and analyze its enterprise data in the data lake—with room to grow. To take advantage of the architecture, we needed to address who could access the data and who and how we deploy analytics into production. A new data security model, along with project governance, was created, while adhering to our data compliance and audit requirements. In line with industry standards, Accenture adopted a Site Reliability Engineering (SRE) model where teams can build, operate and run their own environments and services. Cloud native services, driven via code, meant that the cloud could optimize efficiency. Moving to this model means that teams can use repeatable infrastructure deployments, avoid manual configuration and introduce greater consistency. Compliance and security checks before deployment means teams can work with a unified set of practices and tools to deliver applications and their supporting infrastructure rapidly, reliably, at scale and while minimizing vulnerabilities to the systems. Now, Accenture has advanced our cloud capabilities with self-service analytics, real-time integration across various platforms, such as ServiceNow and Salesforce, and moved into a PaaS model with a cloud native infrastructure.   In addition to setting up the new architecture, Accenture needed to execute a migration strategy to move hundreds of terabytes of data from the existing infrastructure to Google Cloud. Sitting on top of the existing analytics platform were more than 50 applications driving insights to users all over the globe. The team needed to manage a seamless transition with minimal impact and no downtime to the 40,000 global consumers of those analytics applications. Accenture wanted to take advantage of cloud native components quickly and reduce administrative complexity, so the migration team reshaped the current applications to use on-demand infrastructure concepts and on-demand resources optimized for cloud computing. In a phased, targeted approach, applications were evaluated to reimplement the data ingestion and store strategy. Processing code remained the same, but data warehouse interfaces were moved fully to automated services such as Google BigQuery (which gives us the security and control we need when sharing data) and Google Cloud Composer to run workflows. Since executing a multi-year program to remove silos and make data available, we've moved from zero data in the lake to 460 datasets with more than 400 terabytes of business data available to our end users. As part of the rationalization of existing apps, Accenture has enabled more than 150 source applications and more than 250 business applications. Applications now available via Google Cloud include: Accenture Legal Intelligent Contract Exploration (ALICE): Our 2,800-strong Accenture legal teams need to understand our rights and obligations across contracts with clients and precisely how they are documented. The award-winning ALICE tool combines natural language processing (NLP) and artificial intelligence (AI)

to help analyze more than 250,000 documents so that legal leaders can quickly evaluate client contracts. ALICE is delivering major time savings, unleashing data that was previously not easily accessible and offering knowledge at the moments that matter. Manage myBusiness: A self-service analytics dashboard that gives our business unit and client account leads real-time, easy and secure access to the information that they need to manage business performance. The application uses AI to provide an interactive experience that enables our business leads to analyze key performance indicators, connect to a wide suite of diagnostics and drill down to transaction systems. Manage myContracts: A simple way to track and manage contracts through shared data, reporting and dashboards. This collaboration hub uses an intuitive visual representation of a contract health score to enable our teams to quickly understand the overall health of a contract. By better tracking and monitoring the status of a specific contract, curated mitigations can help to avoid risks becoming issues. Shared oversight helps contract managers to help support delivery, work smarter with account teams, inform business planning and manage ever-increasing contract volumes. The application integrates with our contracting tool Manage myDeal and the legal tool ALICE. Anomaly detection: We process approximately 25 million expense lines annually. Every report is analyzed by a manually designed rules-based system to check for expense compliance. Roughly 10% of expenses are flagged for potential noncompliance and then audited by the Accenture compliance team. Traditional rules-based systems —while effective at detecting known and recurring patterns of noncompliance—can be unreliable or exploited by fraudulent behavior. We developed an anomaly detection solution for our expense reporting system that more accurately identifies noncompliant expenses, reduces false positives and easily identifies hidden patterns using AI. When Accenture made the decision to move to Google Cloud, the leadership team recognized this would represent a major change, touching all our processes and the skills of our team. Indeed, data analytics is far from being all about technology—it demands skill diversity and a data culture—and we knew we needed to transform how our people work with the technology. The team chose to tackle the culture, talent and change barriers to successful cloud adoption. The focus was on preparing the teams to transition to the cloud, assessing the current and desired cloud skills, developing tailored learning paths and creating and enabling a continuous training plan. Transformation leaders were selected across roles, locations and functions to provide 360-degree feedback loops and accelerate the time to development. The Global IT team recognized that to be a cloud-first organization we needed to shift our talent focus to crafting analytics solutions that bridge Google Cloud capabilities with our internal systems. Today, skill diversity is helping us to implement the right business cases that are making data analytics shine in our company. We have more than 260 data projects on the Google Cloud platform, more than 60 data science projects and we have created 75 predictive models. We embrace innovation while knowing that it is most effective when we adopt a "fail fast and early" approach through purposeful, measured experimentation. We also understand the important of knowing our customers to provide personalized product offerings that are useful for them. And we recognize that if we want to be agile in our business, we need to adopt a transparent, as-a-service approach—one that demands the right information at the right time. For example, in the early weeks of the

COVID-19 pandemic, our Global IT team delivered value-added analytics quickly to numerous enterprise functions and this enabled our organization to respond with data-driven decision making. Google Cloud Platform with its open architecture approach is giving our teams greater freedom to: Throughout the data transformation process, we have discovered that meaningful data matters more than data volume. And we have learned to be patient and consider the technologies we are already using rather than migrating to the next "shiny toy" technology. Today, through due diligence and careful planning, the Global IT organization has completely transformed its analytics platform—reducing overheads, decreasing costs in server storage and providing our people with cutting-edge, advanced analytics. Going forward, Accenture intends to continue to transform and strengthen the big data insight capabilities we offer, explore the full value of the cloud ecosystem and open the door to more innovative solutions. >400TB of business data available to Accenture end users 6X faster in executing high-volume queries >260 data projects active on the Google Cloud platform >60 data science projects developed 75 predictive analytics models created 90% reduction in operational incidents in production environments Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

Digitizing customer service processes

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/life-sciences/digitizing-customer-service-processes ----- Challenge What Accenture did People and culture Value delivered Related capabilities Creating healthcare of the future, today The customer service model of the future Acceleration Adaptability Enhanced product development Foundation for the future Increased productivity One full view enabled Single point of interaction MedTech Accenture + Service Now JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In healthcare, like many other industries, digitalization is rapidly changing expectations for customer service. Service agents are expected to easily gain a complete and up-to-date picture of the customer. These insights spurred Siemens Healthineers to evaluate the kind of services customers will need in the future, supported by digital technologies and automation. The mission: Make online interaction customers' first choice while reducing complexity as well as costs and retiring outdated legacy technology. The company teamed up with Accenture to support this transformation. "We cannot maintain all our current individual systems that support single use cases any longer. Only if we do things from the customer's perspective, will we maintain sustainable and effective customer service." Siemens Healthineers is a leading medical technology company. It produces imaging and diagnostic devices like MRIs and CTs as well as mammography, angiography and laboratory systems for healthcare services in hospitals around the world. For hospitals, the equipment and related services provided by Siemens Healthineers are

critical assets that need to be carefully managed. When those healthcare providers have technical or usage questions, or need a replacement part for the equipment, Siemens Healthineers has to deliver—and fast. Siemens Healthineers continually enhances healthcare providers' ability to provide high-quality, efficient care to patients. Together with Accenture, Siemens Healthineers created a vision for an IT platform that is able to support ongoing digitalization challenges. These plans first needed to be underpinned with a new customer service platform, based on ServiceNow® Technology. The platform serves as the company's "system of engagement," automating customer service workflows, as well as integrating customer records and analytics tools. The new customer service platform is a critical first step in the longer-term goal of making online interaction the customer's first choice. The customer-focused platform offers: Ultimately, customers, business partners and employees will interact on the new platform using automated processes. More than 1,000 service agents worldwide will use this platform for their daily work. Siemens Healthineers and Accenture chose an agile delivery approach to quickly create minimum viable products (MVP) to demonstrate value. The first MVP of the new platform was created in four sprints and rolled out alongside the company's existing solutions. This agile approach enabled Siemens Healthineers to change its scope as customer needs evolve. With the new customer service platform, service agents can easily get a view of hospital accounts to: Manage and plan maintenance support Provide remote services Resolve and escalate issues within different support groups, as needed Access and enrich knowledge bases Manage the installation of system updates remotely "Thanks to the flexibility of the platform and its state-of-the-art features, our users do not have to take the system just as it is." "Thanks to the flexibility of the platform and its state-of-the-art features, our users do not have to take the system just as it is." Siemens Healthineers plans to roll out a self-service portal and intelligent agents where hospitals and healthcare providers can access information, get help from Siemens Healthineers, schedule maintenance appointments, and even interact with and learn from peers via online communities. Siemens Healthineers' ambitious customer service management model is helping the company deliver the kind of high-touch service that helps hospitals and healthcare providers focus their efforts on where it matters the most—their patients. The new customer service platform will support collaboration within the company. Its flexibility will help Siemens Healthineers conceive, develop, and roll out new solutions and services far more quickly than was previously possible. "We have given our strategy a name: Always on. Always in touch. Within the next few years we want to execute the majority of our service interactions with customers in an online model." With all data amassed on one flexible platform, Siemens Healthineers can gain more insights into recurring issues for product development. The platform will act as a foundation to provide innovative services in the future, such as online self-service to improve the customer experience. Gone are the days of switching across multiple screens and systems to solve a customer case, and continually learning new apps as they're introduced. ServiceNow® seamlessly connects individual processes, helping agents easily gain a full view of the hospital or healthcare provider customer. The platform will also serve as a foundation for a single point of interaction for customers to initiate and track any customer service case. Please enable Advertising and Social Media Cookies to be able to see this

Bringing satellite data down to earth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/aerospace-defense/e-geos-unlocking-satellite-data ----- Space to learn The velocity of innovation We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY E-GEOS Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. 3-MINUTE READ Since the first person looked up, people have been fascinated by outer space. The final frontier is full of mystery and promise. Today, e-GEOS is removing some of the mystery and giving people access to vast amounts of information. Each day, satellites send down a staggering amount of data. e-GEOS, a Telespazio/Italian Space Agency (ASI) company and a pioneer in the new space economy, is partnering with us to turn all those terabytes into useful insights. While governments have been using geoinformation for surveillance and infrastructure planning, private sector demand for complex satellite data is growing at an exponential rate, driven by industries including agriculture, utilities, insurance and finance. When fused with other data sources including socio-demographics and internet of things, it's tremendously valuable. It also can play a crucial role in helping companies meet their sustainability goals, particularly around land management and natural resources. Together, we created a cutting-edge solution to process and analyze satellite data and turn e-GEOS into a multi-dimensional data provider while expanding its customer base. Geo-information and its data help people gather insights from light, heat, ultraviolet, sonar or radar sources using equipment in space, in the air, on or under the ground or in the sea. e-GEOS teamed up with Accenture to design and deploy its own scalable satellite data and information cloud platform to help turn valuable data into insights. The solution—CLEOS (Cloud Earth Observation Services)—is a revolutionary, AI-powered product that makes geo-information data accessible through a simple user interface. CLEOS puts the customer at the core, streamlining the management and processing of satellite data and distilling it into relevant, actionable reports. Users can set up automatic image extraction and real-time analysis, which can have positive, significant implications for emergency and natural disaster management. Earth observation also plays a key role in Industry of the Future innovations, enabling new intelligent operations across multiple sectors including energy and manufacturing. Together, we simultaneously implemented multiple technology solutions, including Max-ICS—an analytics platform developed by EarthLab Luxembourg, an e-GEOS company, which serves as a smart enabler for centralizing data. e-GEOS is a global leader in the geo-information market and now covers the entire value chain, from data acquisition and analysis to self-service, scalable tools and AI-powered applications. CLEOS manages more than 45 million discreet items and has an online platform to share the value of global satellite coverage, access to

over a decade of historical satellite data, and more than 10 commercial and open satellite missions. e-GEOS now has the solution it envisioned, as the dynamic company continues to reach for the stars...and beyond. Together, Accenture and e-GEOS are bringing new geological data and insights to people working to answer the world's biggest questions about our planet. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Marco Addino Managing Director – Aerospace & Defense and High Tech, Europe Giancarlo Paccapeli Director – Industry X, Europe Roberta Rocca Senior Manager – Strategy, Europe © 2024 Accenture. All Rights Reserved. ======================

Creating a single global SAP® system instance

Call for change A valuable difference Meet the team Related capabilities Eli Lambert Gustavo Rigiroli Michalene Schechter How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Transitioning from a private partnership to a global public company gave Accenture the opportunity to create an ERP strategy from a blank slate and

lay a new IT foundation. At the time, Accenture made the strategic decision to create a single, global SAP system instance and undertook a journey to maximize this instance and determine how to operate on it. From the beginning, the approach was less about the technology and more about how Accenture wanted to operate its business. Accenture made decisions that have served it well and gained valuable insights along the way. Today, its ERP operations are better, faster and more cost-effective than ever. A look at Accenture's journey to creating a single, global SAP system instance reveals 10 guiding principles that continue to steer the company today. 1. Align business strategy with IT and ERP strategies The first critical step Accenture took was to align business and IT strategies. Accenture decided that it would need to align and operate its IT in a globally consistent way and to enable IT to provide the applications to support the business. The next step was to define Accenture's ERP strategy, which emerged from discussions with the business at many levels, particularly leaders and internal customers throughout the organization. From these discussions, the decision was made to operate Accenture's business with a single, global SAP system instance. Defining the ERP strategy helped establish what Accenture wanted to accomplish with its investment in SAP applications in line with the company's overall business strategy. The ERP strategy was developed with the understanding that it would evolve with future growth and change. The resulting ERP strategy has remained flexible enough to adjust with Accenture's changing go-to-market approaches and changing economic conditions. 2. Establish one global governance Accenture's services—strategy and consulting, interactive, technology and operations—are different in many respects, but all rely on shared, global core processes. For this reason, it made sense for Accenture to strive for a single, global technology footprint, governed by a single, centralized governance structure that closely mirrors the way the company works. The governance structure for ERP includes business leaders from Accenture's Finance, Sales, and Corporate Services & Sustainability organizations in addition to IT leadership. Together, these members are responsible for strategy, planning, programs and projects, and operations. Rounding out the governance model is a cross-operations team composed of business process and IT people, which works across three support tiers: tracking service level agreements, measuring production support effectiveness and monitoring benefits. 3. Standardize business processes To achieve efficiency across Accenture's core functions, global IT worked with the business to undertake a comprehensive business process standardization effort. Business processes such as record-to-report, order-to-cash, time and expense, and the close process were rigorously standardized across business units and countries to arrive at a set of global business processes and global data model to enable the single-instance ERP. Where necessary, global IT built upon the standardized processes where the business needed a fit-for-purpose solution. The resulting standardization has driven consistency across the diverse internal functions that use the SAP system today. It also provides much greater visibility into the business at a greater level of granularity. Standard processes also facilitate more rigorous internal control procedures. 4. Strive for one instance of SAP applications Many organizations believe they need best-of-breed solutions in each major area of operations. Accenture experience shows that, while the best-of-breed philosophy can be right in some instances, it imposes complexity and

reduces flexibility over time. Accenture's legacy environment had roughly 600 global applications, more than 1,500 local applications, multiple networks, many data centers and multiple technology platforms. Global IT knew Accenture had to rationalize and standardize because it saw how burdensome this complexity already was, and that the problems would only keep multiplying over time. This is why Accenture strives for a "theme of one" in every area of SAP applications and operations. Less is always more, and one is always preferred. Rationalizing applications enabled a single source of the truth, as opposed to multiple applications with different data. Streamlining enabled Accenture to become leaner and lighter, which translates into a faster and more flexible operation that is more responsive to the business and to changing business needs. 5. Minimize modifications to core SAP code Accenture minimizes modifications to the core SAP code. Having a single instance and minimizing modifications help Accenture to maintain the ability to maximize its investment in SAP applications. Minimizing modifications also helps to reduce operating costs, perform faster and cheaper upgrades ensuring Accenture is keeping its solution current. It also enables greater flexibility to support the dynamic nature of Accenture's business, such as integration of new business areas and acquisitions, organizational restructures and expansion to new locations. 6. Start as a fast follower, move to leading edge Initially, Accenture deliberately chose to be a fast follower of SAP versus leading edge. This was done to manage risk by waiting until new solutions were tested and proven before implementing them. Today, with the fast pace of technological change and Accenture's growth, Accenture has chosen to be leading edge in implementing SAP capabilities. Now, Accenture often breaks new ground in implementing SAP solutions, such as moving SAP Business Warehouse on SAP HANA® to Microsoft Azure, upgrading to SAP S4/HANA®, and moving all of Accenture's SAP production landscape to Microsoft Azure. 7. Treat SAP as an asset Accenture knew that leveraging a world-class ERP system could become an asset for Accenture to leverage for the future. As such, Accenture treats its SAP system as an asset, and looks at the power that a global, single SAP system instance can bring to bear to successfully operate and manage the business. Despite the inevitability of having to upgrade their ERP software periodically, many organizations hesitate to approach the upgrade task, possibly because of the potential for prolonged downtime or problematic cutover that can severely disrupt an organization's critical business functions. Accenture prefers to view an upgrade as a key step on its SAP system's strategic road map—an opportunity to deliver value to the business and to establish new capabilities sooner than the competition, while maintaining full security at all times. Accenture applies all hot fixes in a separate release on a periodic basis. 8. Achieve low cost The way in which Accenture designed its ERP system and business with standard structures, toolsets and business processes leveraging standard SAP application functionality wherever possible produced benefits by driving efficiencies. For example, selecting one instance of SAP applications reduces the number of applications, which in turn simplifies the environment, enabling lower costs. Efficiencies are achieved across functions by having a single source of the truth. It takes less time and effort to bring new businesses online. Even though Accenture has added significantly more capability and increased usage of the SAP system over time, IT costs have been reduced by reducing the number and size of the support team. In addition, about 85 percent of

the support team is drawn from cost-efficient locations across Accenture's Advanced Technology Centers. 9. Acknowledge that a single ERP does not fit all Organizations are challenged in deciding when and when not to use an ERP for the business. There are times when a single instance is a fit and times when a multiple instance is a fit. Whichever is the case, it is important to have the organization's instance strategy aligned to its business strategy. Different business situations drive the decision. If an organization has diverse business units, for example, it might want to have multiple instances. Multiple instances of SAP applications provide flexibility to address diverse business needs, but compromise on cost, control and process efficiency. If an organization has a situation similar to Accenture's (one global process, one economic model and globally defined business processes), it may want to consider a single SAP system instance. Having a single instance does not necessarily mean the impossibility of having applications to support diverse business needs. Where one SAP system instance does not meet an organization's needs, the organization needs to add on to it. Accenture has one instance of SAP applications but supports legal and regulatory items through items that bolt on to its one instance, such as one instance of time and expense, and local tax bolt-ons for compliance. Too often, however, the one-size-does-not-fit-all situation leads to organizations developing multiple ERPs, which potentially creates complexity and problems over time. 10. Let the application strategy drive decisions To guide its decision making, Accenture relies on its application strategy, which is to use global solutions (by capability) where possible to respond quickly to Accenture-wide changes and to operate efficiently as a global organization. This strategy includes three guiding architecture principles to help make the right decisions: 1) Allow one "solution" per business capability (as defined by the business), 2) Loosely couple solutions to enable the flexibility to make changes without significant collateral impact, and 3) Look to use solutions Accenture already has before considering buying something and build when a vendor product that meets the core requirements is not available. "Many organizations believe that attaining a single instance involves making significant trade-offs. Accenture's experience, however, has shown that we can attain high flexibility, quality and performance at a low cost. Today, we can position Accenture for the future better, faster and cheaper." Accenture's global IT organization moved the company to a single-instance global SAP platform for its internal business functions—starting with Finance, followed by Sales; Denied Party Screenings; Governance, Risk and Compliance (GRC); and others. Other capabilities have been added over time along with business acquisitions as well as SAP system upgrades and updates. Today, Accenture's ERP system integrates most of its internal business functions and users, powering the core functions of the organization. It is supported by a single support model as well. A single instance also provides the platform that allows Accenture to implement analytics and business intelligence capabilities very quickly by leveraging a single repository of critical business information. From the start, Accenture's approach to a global, single SAP system instance has really been about governance and a mindset that it was possible to attain flexibility, quality, system performance and cost-effectiveness. These outcomes contribute to Accenture being a Living Business, that is, one that continuously adapts to the evolving needs of its customers, and market conditions, with speed and at scale, to achieve

total relevance. They also enabled Accenture to operate with a resilient system with minimal disruption to the business during the COVID-19 pandemic. The journey to a global, single instance has been transformative, but also an ongoing one. Regular and proactive SAP software upgrades help Accenture to improve operational cost-effectiveness to continually gain value from its ERP as well as prepare for future needs as Accenture continues to change. For Accenture, a single SAP system instance: Enables Accenture's single economic model and standard global processes to facilitate the business with access to consistent, highly accurate information that drives decision making across the enterprise. Helped reduce costs: IT costs fell by 64%, IT spend per person was cut by 73%, global applications fell from 600 to 246, and local applications dropped from 1,500 to 249—savings that were reinvested. Enables Accenture's financial processes and other core business functions to work in an integrated way. Enables robust internal controls and reporting. Reduced Accenture's cost to serve for SAP solution support activities by more than 30% at the time. Enables Accenture to accelerate the adoption of new SAP business capabilities. Enables global IT to keep pace with operating and economic model changes. Provides the ability to enable enterprise change and support future business growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
========================

The evolution of Accenture Controllership

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/evolution-accenture-controllership ----- Call for change Controllership at a glance A valuable difference Highlights of Accenture Controllership: Meet the team Related capabilities $4.2B acquisition spend Global statutory reporting Global pre-close variance reporting 60%+ auto certification Intelligent cash application 300+ ESG data points 35+ ESG process improvements Richard Clark Melissa Burgum Ronald Stevens Romayne Minto Finance at Accenture How Accenture does IT Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Controllership is responsible for the accounting operations of Accenture across 50 countries. We started from the ground up with the creation of Accenture as a public company in 2001 and have since become a world-class operation powered by highly skilled and qualified professionals. Over time, Controllership faced the challenges of evolving and adapting to Accenture's growth in clients, employees and revenues—as well as the company's increasing business complexity driven by a shift away from traditional consulting and outsourcing services and a significant increase in acquisitions. We also had to address an increase in complexities resulting from changes in country-based accounting requirements. These and other business events led Controllership on a multi-stage journey to regularly evolve and reimagine how we work to handle ever-changing demands. Rich in culture and diversity, Accenture Controllership is driven by one common

objective—to deliver the very best results through the aggregation of best thinking and seamless collaboration between specialized and centralized workforces while adopting leading digital solutions. 50 countries, 800+ legal entities 68%+ people in shared services locations Key functions: Record-to-report, Requisition-to-Pay, Cash & Credit Management Services Our operating model and processes evolved through five major stages, progressively building our capabilities to meet Accenture's continually changing accounting needs. We developed new approaches in collaboration with key Accenture Finance stakeholder groups and the Accenture Global IT organization. 2001–2003: Centralization In the early years, Controllership was decentralized, highly transactional and not standardized. The need for streamlining processes was clear and the response was to centralize activities, starting with the United States and Europe. The first two shared service centers were created in Chicago and Dublin. Controllership then went through an expansive transformation journey of offshoring, building more centers and centralizing more work. 2004–2009: Standardization A major initiative of this stage was the deployment of a single global SAP system instance for core business functions, including Finance, Human Resources, Forecasting, and Governance, Risk and Compliance, starting from a clean slate. Global IT worked with the business to carry out a comprehensive and rigorous business process standardization effort supported by the introduction by Finance of the concept of process ownership. The outcome was one set of global business processes and a global data model to enable the single-instance ERP that provides the business with access to consistent, highly accurate information to this day. Another outcome was the elimination of multiple local applications. Standardization and rationalization set the stage for greatly reduced redundancy and complexity going forward. This streamlining also allowed Controllership to react with agility on future process and technology enhancements. Operating under a standard set of processes and one ERP was the catalyst for further expansion of shared services into Accenture's Latin America and Asia Pacific geographies, driving significant benefits and tapping into rich talent pools. 2010–2016: Process excellence Transformation during these years focused on enabling process excellence. Controllership and Global IT led the introduction of BlackLine's cloud-based software, focusing on account reconciliations. This deployment significantly reduced risk through tighter controls, quality, efficiencies and improved visibility of open items globally. Recognizing the expertise that Accenture Operations delivered to clients, Controllership transitioned Accenture's internal payables process to Accenture Operations. This partnership brought improved process and controls and unlocked technology expertise in our payables process. An emphasis on continuous improvement through formal methods such as Six Sigma training and execution continued to drive incremental benefits. It also enhanced Controllership's ability to respond to Accenture's fast growth and to the challenges that growth and the addition of new types of businesses brought. At the same time, we experienced more complexities in accounting, particularly in addressing local tax legislation changes and requirements. We continue to lead with an end-to-end process improvement mindset today. 2017–2021: Reimagining Finance This stage focused on reimagining Accenture Finance, including Controllership. Controllership's global, local and shared services teams were brought together as "One Controllership," working as one unit, using common

language and driving the same objectives and goals, including fostering a culture of value creation irrespective of location or team. This stage of our journey involved organizational redesign, supported by process reengineering, reskilling of Finance professionals and the introduction of the latest advancements in technology. The introduction of leaders supporting Accenture's three markets, supported by 18 market and market unit controllers, set the tone for driving the change. Finance added an innovative concept, that of assistant country controller in shared services, who "sits at the side of the desk" of the country controllers to strengthen relationships and support seamless end-to-end delivery. This operating model supports the One Controllership mindset through enabling collaborative and effective teaming between centralized shared services and country and global controllership. 2022-present: Future enterprise One Finance operating model. This teaming is being taken to the next level with all Accenture corporate functions, including Controllership, combining with Accenture Operations to create Accenture's vision of a future enterprise. The future enterprise will have one integrated operating model with interconnected, technology-enabled teams—constantly ready for growth, change and 360° value creation—and simplified processes to constantly improve. This shift is an opportunity to accelerate our transformation strategy to deliver even greater value to the business, our clients and our people. Ongoing improvement and innovation. In an ever-evolving accounting and tax world where Accenture faces new standards, legislation and increasingly stringent audit requirements, Controllership continues to seek new ways of working. Centers of Expertise, specialized teams in process and knowledge, are utilized to support complex areas such as lease accounting, taxation, and ventures and acquisitions. Advancing innovation and unlocking the value in our existing technology portfolio are major themes in our transformation. Multi-year investments to enhance digital solutions are underway, using advanced offerings from partners such as SAP. Controllership is also looking at innovative ways of adopting digital and disruptive technology, such as artificial intelligence, robotic process automation and machine learning, to improve efficiency and reduce manual repetitive tasks. Automated invoicing and artificial intelligence-driven expense compliance auditing are two examples. Additional examples include: ESG reporting. Accenture launched a 360° Value Reporting Experience with fiscal year 2021 results that brings together, for the first time, all of Accenture's financial and ESG metrics, progress and performance in one place. Controllership collaborated across the organization to raise the bar on the quality of Accenture's ESG data by reviewing policies, implementing controls and improving the overall auditability of workflows and core business processes. By leveraging Controllership's skills and capabilities, we were able to bring the same rigor and discipline that we apply to Accenture's financial data. Reskilling our workforce. To operate effectively in the new digital world, we are reskilling and enhancing our workforce to stay relevant in a data-driven economy. Today's controller spends less time using spreadsheets and more time on the development of automation solutions that deliver vast amounts of real-time data that need rapid interpretation. This new landscape requires a very different mindset. We have launched our "FinTech Academy" to ensure our people have the combination of finance and technology skills needed to succeed. Accenture Controllership has made major strides over two decades to become the world-class operation that it is today. Keys to achieving that

status have been operating with one SAP instance at scale, operating with a mature global business services network and focusing on innovation and automation. Additional success factors include promoting a culture of value creation, enabling innovation through programs, engaging with stakeholders, creating centers of expertise and leading with an end-to-end process improvement mindset. As a result, Controllership operates with efficiency, standardization, quality and low costs, while maintaining a high level of compliance as the company grows and the accounting landscape becomes more complex. For these reasons, our Controllership journey is ongoing. We continue to build a One Controllership culture, develop nimbler execution on innovative solutions, and identify and target areas of new value. A testament of our people's knowledge, collaboration and One Controllership mindset. Supported the acquisition of 46 companies during fiscal year 2021. Enabled global statutory reporting though a Workiva implementation. Deployed new pre-close variance reporting to monitor monthly results globally and locally with automated variance analysis and commentary. Of reconciled general ledger accounts in BlackLine. Attaining 67% accuracy in our machine learning matching proposals and up to a 53% "hit" ratio on auto-clearing—double our original baseline. Reviewed and verified as part of our integrated reporting experience. Across corporate functions to enhance documentation, workflows and approvals. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.

=======================

Travel to the metaverse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/metaverse/changiverse ----- Introducing the ChangiVerse A global team with one reinvention dream Redefining travel in a bold new world We are making bold moves, together MEET THE TEAM Current Country: United States Case Study Changi Airport Group Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. 3-MINUTE READ Singapore Changi is the world's seventh busiest airport and has also been named the world's best for eight consecutive years. At Changi, travelers can explore indoor and outdoor gardens, race go-karts and even zip down a four-story slide. Changi Airport Group (CAG) saw an opportunity to innovate and strengthen its connections with passengers by creating a digital environment that mirrors the sights and experiences of the real-world airport in the virtual world. Together with Accenture, Changi came up with the perfect way of bringing this vision to life. For those who love to extend their Changi experience even outside of the airport, we found a way to make the award-winning spaces and activities accessible to everyone, everywhere —regardless of whether they have a ticket to fly. This also helps travelers revisit their favorite airport experiences, creating stickiness that lasts beyond departure. We built ChangiVerse using the popular online gaming platform Roblox, to create an immersive digital experience in the metaverse. The first step was to recreate Jewel Changi Airport, the airport's landmark

nature and entertainment complex complete with the iconic Rain Vortex and Forest Valley. Interactive games and experiences mirror the airport's real-world offerings, including a go-kart racetrack and Jurassic Mile cycling path (complete with dinosaurs). Users can earn tokens redeemable for virtual goods such as customized planes and luggage. They can also interact with non-playable characters (NPCs), who serve as navigation aids, share fun facts, and even unlock access to the VIP room. Through user insights and gamification strategies, we made the ChangiVerse as "sticky" as possible, to keep people coming back eager for more. Changi Airport is more than just a transport node—it's a fun and magical destination where memories are created. ChangiVerse is about engaging customers better through innovation and experimentation. Hung Jean / Group SVP of CAG's Enterprise Digital Ecosystem & Business Division With a team spanning nine countries made up of 3D artists, Roblox developers, user experience researchers, gaming experts and more, we worked together quickly to bring to life this innovation from proof of concept to launch in less than a year. In its first three months, ChangiVerse drew more than 7 million visits, with more than 2.5 million unique visits from all over the world. YouTube global influencers, digital marketing and in-airport promotions are helping to boost interest, augmented by a contest that offers free airline tickets to the fastest go-kart competitors. The goal is to expand the world to include more experiences and test the boundaries of interactions between real and virtual experiences. Just as the airport has charted new territory by adding entertainment and innovation to its in-person experience, ChangiVerse is a first-class example of how businesses can engage new and existing customers by challenging how and where people interact with destinations. Watch this video to learn how Changi Airport is taking the traveler experience to new heights with an immersive and interactive digital experience. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives

industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Ewen Plougastel Client Account Lead & Managing Director – Strategy & Consulting Attila Janos Senior Manager – Industry X Avishkar Prem Tech Innovation Strategy Consultant – Metaverse Continuum Business Group © 2024 Accenture. All Rights Reserved. =====================

Improving taxpayer experience: Revenue's voicebot

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/revenue-voicebot ----- Challenge Game-changing conversations Understanding taxpayer needs Strategy and solution Talking the customer's language Transformation Improving taxpayer experience The results Meet the team Related capabilities Improving Taxpayer Experience | Revenue's Voicebot Conversational AI Seamless integration Advanced Customer Engagement Dan Sheils David Conway Laetitia Cailleteau New revenue agencies Accenture Liquid Studios Artificial Intelligence JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Tax. Known for complexity over customer service, it's not the first place you look for innovation inspiration. Unless you're The Office of the Revenue Commissioners in Ireland (Revenue). In a world first, Revenue saw the opportunity to better meet customer needs using new technology—delivering game-changing outcomes. With telephone the most common channel for contact, Revenue receives more than three million calls a year. They're not all complex enquires, but they all require, time, attention and friendly assistance. For John Barron, CIO at Revenue, this customer service demand represented the perfect chance to take advantage of artificial intelligence (AI) automated services, as well as cutting-edge natural language processing. Revenue took a subset of calls related to tax clearance, to pilot a fresh way of managing customer calls. The aim of this pilot was to prove the technology and offer a 24/7 automated service, providing the most efficient, effective experience for customers. The Office of the Revenue Commissioners (Ireland) and Accenture developed an AI-powered voice bot for on-demand and flexible customer service. See more. With the majority of taxpayers looking for more flexible interaction with their tax agency, and most being familiar with AI, a virtual agent is a suitable tool for Revenue agencies to meet customer demands. 78% Of taxpayers want to interact with their tax authority when and how they choose. 26% Of taxpayers use phone calls as their primary source of contact with their tax agency. 51% Of taxpayers know what artificial intelligence is. From the beginning of Accenture's voicebot partnership with Revenue, it was crucial that the customer stayed at the center of this innovative approach to services. Revenue wanted an AI-powered, conversational virtual agent that could actually take a call, understand the caller and answer the questions to the customer's satisfaction—talking the way the customer does. As part of the

development process, Accenture's Liquid Studio London provided expertise on both AI and Voice Experience Design—which enabled the project to run smoothly and quickly. The team used the Accenture Conversational AI platform as an accelerator to reduce the time to market to only a few months, and improve the flexibility around incorporating new innovations in the future. The solution ended up comprising over 200 unique dialogue steps, addressing 18 possible use cases and the capability to recognize 21 intents. It drew together speech detection, text-to-speech and natural language processing technology. And at every stage, our North Star was the needs of the customer, and how those could best be accommodated. "Despite what people think, having something answering the phone is not that common—most of the AI work is with chatbots where people type in something. We're taking actual calls."– JOHN BARRON, CIO – The Office of the Revenue Commissioners, ROI The voicebot was built on Accenture's technology-agnostic Conversational AI platform, an accelerator for rapidly building virtual agents. Integrated into Revenue's telephony stack and backend transactional system, the voicebot enables instant availability and updates of customer cases. Within the first six weeks the voicebot had already handled over 2,000 calls, but more importantly, it was popular with customers. The bottom line: This world first answered Revenue's needs and is delivering improved customer service, reduced costs and increased efficiency. As citizens demand more from public agencies, including intuitive and responsive "living" services that fit seamlessly into their lives, organizations will need to drive digital transformation forward. This project is a prime example of how future systems can be designed to adapt to humans rather than expecting humans to adapt to technology. Revenue has not only achieved its vision, delivering a one-of-its-kind capability in the public service space, it's now in the position to innovate across the organization. By embracing adaptable, dynamic and above all human-centered technology, Revenue is ensuring it is ready to serve the ever-changing needs of its customers, now and in the future. Revenue demonstrated that voicebot technology can offer a 24/7 automated service, providing an efficient, effective experience for customers. 55% Of calls are being handled from start to finish by the virtual agent. 70% Of first-time applicants engaged with the voicebot when submitting their application. #1 First virtual agent being used by a Revenue agency anywhere in the world. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Generative AI in the driver's seat

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/bmw-puts-generative-ai-in-the-drivers-seat ----- Smart nav Gen AI: The reverb effect No limits, all speed We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY BMW NORTH AMERICA Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. 2-MINUTE READ Turning enterprise data into knowledge entails sharing deep subject matter

expertise between many people and sources. This process takes a considerable amount of time—days, weeks or even months. But thanks to the power of generative AI (gen AI), we're now able to shorten that time frame, going from data to knowledge to real-time insights in just minutes. That's what we're doing with BMW North America, using our gen AI platform EKHO (Enterprise Knowledge Harmonizer and Orchestrator) to collect and analyze its enterprise data. The platform uses large language models to intelligently answer complex questions across business functions and use cases. The heart of the platform contains multiple AI-enabled applications (GPT agents) that intelligently choose the right data source and pull information based on the user's question and enterprise-specific data. When an employee asks a question through the platform's simple interface, it selects the right knowledge base and continues to refine answers based on the user's feedback. EKHO solves new issues by learning from and applying past scenarios and pulling any new information added to the knowledge bases in real time. 30-40% productivity surge with EKHO Thanks to the platform's flexibility, EKHO can be applied to a vast number of tasks across the company—and on the showroom floor. Imagine a BMW customer walks into a dealership, ready to buy their dream car but not prepared to make lots of decisions. Between the paint, tech, interiors and accessories, there are nearly 10 million possible configurations. Each variable has its own set of rules, which means some features aren't compatible. In the past, a BMW salesperson would have to consult manuals—spending hours cross-checking different features and customizations. Using EKHO, salespeople can cut the time consuming process to a matter of minutes. With its customizable architecture, EKHO use cases are virtually limitless across organizations and business functions. For example, in manufacturing, it can be used to optimize supply chain processes by answering inventory and logistics questions. The EKHO platform also can be integrated with marketing and sales, providing real-time data and customer insights to optimize campaigns. Regardless of industry or use case complexity, EKHO's flexible architecture and real-time analysis capabilities have the power to help companies like BMW use data and insights to stay in the fast lane. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how

our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Roland Mayr Senior Managing Director Raju Ivaturi Client Account Executive Harminder Anand Technology Delivery Lead © 2024 Accenture. All Rights Reserved.
=======================

War in Ukraine and a changed world: Accenture's response

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/war-ukraine-changing-world-accenture-response ----- A human tragedy Immediate responses Accenture withdraws from Russia "People first is not just a slogan" Case study: Poland Helping clients Supporting clients during a volatile time Progress and ongoing efforts as the war grinds on Disclaimer References JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's response to the invasion of Ukraine was swift and decisive, offering aid and assistance to those in need, and supporting our people, clients and partners. On February 24, 2022, as the first Russian missiles fell in Ukraine, Accenture convened a task force focused on the conflict and ways we might provide assistance to those impacted. A truly global organization, Accenture's footprint is extensive, which means we have resources—but also risk—in nearly every country in Europe. First of all, the war in Ukraine is a humanitarian tragedy which concerns us all as individuals, enterprises and societies. As the struggle in Ukraine deepened, our task force met multiple times a day, calmly working out the company's response. When the team in one time zone went to bed, another awoke and took the baton in an around-the-world relay that demonstrated the company's full power. The immediate questions kept pouring in: "How can we help our 350 Ukrainian people in Poland get their families to safety?" "How can we assist our clients as they are exposed to higher cybersecurity risk, ensure day-to-day business continuity and navigate disrupted supply chains? "How do I donate to help?" "How do we handle evolving international sanctions?" "What does the war mean for the future of globalization?" Many of Accenture's more than 700,000 people, our 7,000 clients and 185 ecosystem partners had questions, and they needed answers fast. The company's response would evolve over time, but in the immediate aftermath, the priority was taking care of our people who were directly affected and contributing to the humanitarian response. This focus expanded as it became clear our clients were also looking for support and strategic solutions as the world scrambled to adjust to a new reality. "This was first and foremost a human tragedy. Of course, there are business

implications, but it is a humanitarian crisis above all." "This was first and foremost a human tragedy. Of course, there are business implications, but it is a humanitarian crisis above all." The first step was to create the global task force. After two years of dealing with COVID-19, leaders knew it was essential to have the right people and resources around the table, including representatives from senior leadership such as Chair and CEO Julie Sweet, our global Chief Strategy and Operations Officers, Market Unit Leadership, Global Industry Leaders as well as from Marketing + Communications (M+C), Legal, HR and Finance. Once organized, the task force worked rapidly to identify and collect accurate information, to provide a single source of truth for our people worldwide and to deliver the content and resources local Accenture leaders would need to talk to their people and clients as the situation unfolded. With our crisis decision-making framework as a guide, we addressed a variety of questions, including the impact on our people, our clients and our business. "When making decisions, we considered not only our stakeholders but our business at large, which is rooted in our core values and Code of Business Ethics," said Stacey Jones, Senior Managing Director, Head of Corporate Communications. The task force also had to balance the need for leadership to communicate with the entire company about the fluid and rapidly changing situation on the ground with the expectation of Accenture's people that they would hear from their local leaders. Under Julie's leadership, the company decided to discontinue our business in Russia, announcing this on March 3rd. Accenture was among the first consulting companies to make such a decision, and, by early June, more than 1,000 global companies had also ceased operations in Russia1. As a growing number of companies began to announce exits from the country, the Russian government announced that legal consequences could follow, including holding local management personally accountable and seizing assets. The legal environment was evolving, and Accenture did not want to put our people in Russia at risk. The Legal team—in consultation with the task force—recommended that Accenture transfer our business in Russia to several local leaders. We announced completion of the transfer as part of a local Management Buy Out on April 11th, a little over a month after deciding to discontinue our business in Russia. "First, the war in Ukraine is a humanitarian tragedy. It has also created a massive supply shock across the global economy, with energy and food security now top of the agenda, and, finally, it is changing the macroeconomic and geopolitical landscape." "First, the war in Ukraine is a humanitarian tragedy. It has also created a massive supply shock across the global economy, with energy and food security now top of the agenda, and, finally, it is changing the macroeconomic and geopolitical landscape." From the start, thousands of Accenture people wanted to help. While local leaders coordinated on-the-ground efforts, the corporate citizenship team worked with global experts to decide which efforts to support. This seamless response—to help colleagues directly affected and to enable employees to help—ensured the company could move forward in a coordinated way. Inventive initiatives blossomed across Europe, and the world. For example: Accenture's commitment to helping refugees While Accenture does not have offices within Ukraine's borders, we employ 350 Ukrainians in neighboring Poland, the primary destination for millions of Ukrainian refugees. The numbers are startling: Warsaw, a city of 1.8 million residents, had more than 300,000 refugees within weeks of the invasion2. From the first day of the invasion, the team in

Poland mobilized to help. Edyta Galaszewska, Managing Director for Operations, Accenture Poland, reached out individually to the 350 Ukrainian employees in Poland. She also checked on the welfare of the 100 colleagues from Belarus and 20 from Russia, many of whom were targets of hate speech outside of their work because of their nationality. Despite offers of additional compassionate leave from the company, most people refused it; as one employee said, "I want to keep working because work is the only place where I feel psychologically safe." Accenture people in the Polish office immediately developed a Yammer group to connect refugees with the people who volunteered to ferry them from the border and host them in their own homes. It seemed everyone was affected: The employee who started the Yammer group—and spent hours of his own time setting it up— spent 9 days getting his own family out of Ukraine. (They made it safely to Poland and were collected at the border with help from Accenture colleagues). Others quickly adapted the existing Carrots Academy for Women to upskill and provide cybersecurity training to Ukrainian women refugees—to support and offer employment opportunities to participants. "We keep saying that one of Accenture's biggest values is people first. This is not just a slogan... Our people were driving their colleagues' families from the border after work and are hosting refugees at their own homes now." "We keep saying that one of Accenture's biggest values is people first. This is not just a slogan... Our people were driving their colleagues' families from the border after work and are hosting refugees at their own homes now." Accenture's Chief Strategy Officer, Bhaskar Ghosh, knew that Accenture's expertise in strategic thinking was essential in helping our people and clients navigate the turbulence of the crisis. While the initial focus was on the humanitarian disaster, many of our 7,000 clients, especially those with significant operations in the area, were also looking for leading thinking, guidance, and strategic support. Janine Cornecelli, Marketing + Communications lead, Accenture Strategy & Consulting, explains: "Developing and sharing our thinking on how clients should navigate the war was complicated. How do we support our clients worldwide while avoiding opportunism in the face of a humanitarian crisis? How do we create thought leadership in a fluid and evolving situation rife with unknown outcomes? And how do we move at speed to help in scenarios that differ dramatically by country, by industry, by individual client?" Within a week of the crisis onset, Accenture developed a Ukraine Rapid Response Content Program for our strategists and consultants, who were helping their clients in this highly fluid and nuanced environment. This effort was led by Chief Strategy Officer for Europe, Michael Brueckner. Additionally, a senior business leader Advisory Board helped ensure the content team was in lock step with the needs of the business and the differing impacts on clients. Internal content ranged from robust research on macroeconomic scenarios, which were updated weekly, to simple, integrated conversation guides for strategists and consultants in those industries most impacted by the war, to functional content on cross-cutting areas of concern, such as supply chain, energy and cybersecurity. "In this new reality, our clients first asked for immediate help in responding to the disruptions, like managing supply disruptions. Quickly this shifted to looking for more structural vulnerabilities and how to address them to build a more resilient." "In this new reality, our clients first asked for immediate help in responding to the disruptions, like managing supply disruptions. Quickly this shifted to looking for more structural vulnerabilities and how to

address them to build a more resilient." Externally, the program offered market/client-facing content in the form of research-backed thought leadership. Feedback became a strategic driver of the content, and the team developed a strategy to pulse-test internal and external audiences regularly to understand war-related, top-of-mind people and client concerns. The feedback formed the basis of a content roadmap, and joint marketing and research teams were quickly mobilized to develop highly relevant content at speed, working closely with subject matter experts from the business. Additionally, a Ukraine war hub page was built on Accenture.com to house all relevant content. "I've been with Accenture for 33 years. This company doesn't stop amazing me—how we stand behind our values." "I've been with Accenture for 33 years. This company doesn't stop amazing me—how we stand behind our values." The outbreak of war and subsequent sanctions have had a seismic impact on energy supplies, particularly for industries heavily reliant on gas and oil. Supply chains have also been severely interrupted and businesses around the world have been impacted: energy prices are rising, inflation is high. These issues and others, from cybersecurity to scenario planning to general business continuity, were leading concerns for the rapid response task force and Accenture's Industry and Market Leaders as they had conversations with clients around the world. Leaders were also conscious of being true allies to clients and wanted to provide innovative solutions that could help those in acute distress. Challenges were significant. The Energy Industry team joined in efforts to help clients in energy efficiency programs to help mitigate the impact of reduced energy availability and/or higher cost. For example, for a South American energy company the team explored solutions ranging from better data analysis to introducing the idea of circularity into the supply chain to help reduce energy consumption and consequently operating cost. The Utilities Industry team was similarly busy: As a result of the conflict many Utilities within Europe are under pressure from their regulators and governments to increase energy independence and supply security. Accenture is helping a utility in Europe to create a comprehensive plan to seek this. Many of the Industry teams also began talking to clients about seizing the opportunity offered by the disruption to their business to make longer-term, structural changes, such as accelerating the energy transition. "I'm so proud of how we are stepping up to help clients. Not because we wanted an additional sale, but because we want to be a true partner and exemplify the values we stand for." "I'm so proud of how we are stepping up to help clients. Not because we wanted an additional sale, but because we want to be a true partner and exemplify the values we stand for." So far, Accenture has donated $5 million in cash to relief efforts. On top of this, more than 12,200 of our people have given $1.75 million in donations, which the company is matching 100%. As the response changes from meeting emergency needs to assessing and navigating the ongoing implications of the war, focus shifts to the longer term. Issues such as resilience, data privacy and sovereignty will now be central to how businesses navigate the crisis. Accenture is adapting to provide key guidance on these issues and many more. Svenja Falk from Accenture Research points to the ongoing question around fragmentation of the global order: "What does this mean for a company like ours, which has a global delivery model, and for our clients, who are multinational and thinking about talent sourcing, moving ahead?" The world as we know it will never be the same, a sentiment that the

pandemic had already introduced, but one with huge implications for how business works globally. As Accenture remains mindful of the enormous humanitarian tragedy playing out in the heart of Europe, we are committed and ready to tackle new challenges for our people, clients, and business. "Let's remember: It hasn't ended, this story. Hopefully the war itself will be finished [soon], but rebuilding of the physical infrastructure, as well as the rebuilding of [people's] minds—people are so deeply affected—will take years " "Let's remember: It hasn't ended, this story. Hopefully the war itself will be finished [soon], but rebuilding of the physical infrastructure, as well as the rebuilding of [people's] minds—people are so deeply affected—will take years " The material in this document reflects information available at the point in time at which this document was prepared as indicated by the date provided on the front page, however the global situation is rapidly evolving and the position may change. This content is provided for general information purposes only, does not take into account the reader's specific circumstances, and is not intended to be used in place of consultation with our professional advisors. Accenture disclaims, to the fullest extent permitted by applicable law, any and all liability for the accuracy and completeness of the information in this document and for any acts or omissions made based on such information. Accenture does not provide legal, regulatory, audit, or tax advice. Readers are responsible for obtaining such advice from their own legal counsel or other licensed professionals. Accenture and its logo are registered trademarks of Accenture. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied. Copyright © 2022 Accenture. All rights reserved. Accenture and its logo are registered trademarks of Accenture. [1] "Over 1,000 Companies Have Curtailed Operations in Russia—But Some Remain." Yale School of Management (2022) [2] "Ukrainian refugees are flooding into Warsaw. Its mayor warns of a breaking point." Washington Post (2022) Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Banking on happy customers

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/bbva-banking-bold-new-future ----- BBVA's reinvention A wealth of customer insights The pay off We are making bold moves, together What BBVA achieved In our Built for Change podcast, BBVA's David Puente shares how the bank is succeeding with continuous reinvention. MEET THE TEAM Current Country: United States CASE STUDY BBVA BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. 3-MINUTE READ Julie Sweet sits down with Carlos Torres Vila, BBVAs visionary chair, to discuss BBVAs reinvention, the 117% growth in new customers he has overseen and more. BBVA has found resounding success in reinventing itself for banking in the modern world but bringing

about change in a bank with so much history hasn't been easy. 11.1M new customers in 2023 65% of those new customers were acquired through digital channels 100% growth in digital sales during the last four years Since its founding in 1857, BBVA has sought to stay ahead of the times with forward-thinking innovations. In recent years, they've focused heavily on investments in cloud, data and AI to create a data-driven, engaging and differentiated customer experience. This approach has led to significant growth in new customers and revenue, as well as improved efficiency and profitability. The company realized a staggering 117% growth in new customers in the last five years and posted a profit of €8.02B in 2023, the highest earnings in its history. As part of its ongoing reinvention journey, BBVA partnered with Accenture to develop a new, comprehensive digital sales model. The result? Nearly 50 million customers now interact with the bank through digital channels, and seven out of 10 sales are made digitally. BBVA's client onboarding process takes just minutes (versus a few days at most other banks), using AI-based facial recognition and text analytics to verify account applicants via mobile app and real-time connections to external data sources to detect fraud. These results would not have been possible had the bank not consistently invested in its digital core, harnessing the power of cloud, data and AI to facilitate the rapid development of new capabilities and insights. For example, bank-wide data, predictive analytics and business intelligence deliver a holistic view of the current and lifetime profitability—and likely behavior—of every customer. BBVA is also using Amazon Web Services to create a new global data platform to provide all business units with a unified view of their data and access to more efficient data processing, analysis and insights. By combining first-party data with new data sources to deliver a step-by-step view of the customer journey, BBVA's new digital sales model helps the bank prioritize sales initiatives for new customers and cross-sell to existing customers. The new model incorporates strategy and planning, paid media, search engine optimization, marketing automation, analytics, and content production for BBVA's digital channels to reach individuals in hyper-personalized ways. BBVA's reinvented sales model is having a massive, positive impact—including a cost-to-income ratio of 41.7%, one of the best among European banks. It's also helping the bank expand its footprint in specific countries and regions. For instance, in Italy, BBVA opened in new markets with a full digital value proposition that inspired 130,000 new customers to join in the first year alone—a figure which has risen to more than 450,000 in the time since. Today, with the tools and talent to support continuous reinvention, BBVA can continue to reimagine what's possible, driving breakthrough experiences that attract and delight customers and add real value. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights.

e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. David Cordero Managing Director, Client Account Lead and Financial Services Lead – EMEA Juan Digón Managing Director and Client Account Lead Rodrigo Álvarez Commerce & Sales Lead, EMEA – Accenture Song Sylvain Weill Data & AI Lead, EMEA – Accenture Song © 2024 Accenture. All Rights Reserved.
========================

Insight-driven internal auditing

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/insight-driven-internal-auditing ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Audit selection Audit scoping Fieldwork Post-audit Zameer Shaikh Kristin Kirby Nan Ma How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For many businesses, the Internal Audit function is essential to assessing risk, identifying fraud and improving processes. As a global organization serving clients in more than 120 countries, Accenture faces a complex challenge in carrying out this function due to the large scope of oversight and finite resources. To enhance audit execution, our Internal Audit function has cultivated a leading analytics practice that uses more than 200 rules-based analytics solutions. A software platform that had reached its end of life and the use of niche, non-enterprise-class software (common to many internal audit functions) prevented the full integration of analytics across the entire audit process. These factors drove the need to develop a new technology capability to enable a proactive, insight-driven way of working.　View Transcript The Internal Audit function looked to the CIO Applied Intelligence team within the global IT organization to collaborate on developing an innovative, intelligent solution. CIO Applied Intelligence's aim is to bring greater insights to Accenture's services using the enterprise-class analytics platform and data lake it developed for the company. CIO Applied Intelligence and Internal Audit already had a long-running collaboration, including gaining an understanding of the analytics platform and the benefits it could offer.

The analytics skill sets within Internal Audit allowed it to closely collaborate on the technical aspects of the project. To begin, a CIO Applied Intelligence and Internal Audit team assessed the technology landscape established years ago and the respective constraints. Internal Audit lacked the ability to process very large data sets, limiting insights. Risk models were point in time, one dimensional and inflexible, making it challenging to include analytics in the planning phases of an audit. Full population data discovery and transactional-level analysis was not possible, often resulting in random sample testing. Finally, the technology was unable to support predictive analytics, a major area of opportunity. The solution involved transitioning existing analytical assets to the already developed CIO Applied Intelligence analytics platform. The move allowed Internal Audit to join other Accenture functions in using a suite of leading analytical tools drawing on a common data lake aligned to Accenture's data governance structure. These tools allow Internal Audit to prepare, transform and analyze data in ways it couldn't do before. Additionally, the analytics platform significantly reduces complexity in developing analytics. Transformation highlights include: Dynamic audit plans, reassessed throughout the year versus an annual and static exercise Customized, data-driven audit scopes versus execution of checklist-based procedures Full population testing and risk-based coverage versus random sampling and manual tests Collaboration between audit and the business to implement optimized solutions versus issuance of a finding with eventual follow-up People and culture Teams from Accenture's global IT organization and Internal Audit began collaborating with each other more than two years ago to understand the analytics platform and the benefits it could offer. The project team also included CIO Applied Intelligence leadership and business architects, along with the CIO Applied Intelligence Accenture Technology Center China solution delivery team. The project offered opportunities for the Internal Audit team to learn best practices and techniques on the CIO Applied Intelligence-developed technology, and for the delivery team to understand new business processes, risk scoring methodology and collaborate across Accenture to deliver analytic capabilities. The Internal Audit group is significantly changing the way audits are conducted. Audit plans are now dynamic rather than an annual exercise. Internal Audit can work in a data-driven way, generating new insights and managing risk across Accenture with new approaches. Internal Audit's existing inventory of analytics can now be consumed in a self-service manner through several interactive business intelligence models. These models feature historical risk modeling projecting risk across multiple dimensions of Accenture's business, and can be processed within seconds compared to 48-plus-hour run times previously. The models allow self-discovery on full population data and risk analysis at the transaction level, driving more risk-based audit selections. These features all allow analytic consideration to occur in the early planning phases of an audit, driving more strategic scope. In addition, the use of a single, shared platform allows Internal Audit to better collaborate with the business as advisory partners in sharing knowledge capital. This advantage will allow the team to significantly expand its advisory services and to drive value across both corporate Finance and the entire company, going beyond a traditional "exception-based "mentality. This upscaling in capabilities positions Internal Audit to be strong value partners of the business. Looking ahead, the global IT organization has started pursuing robotic process automation and natural

language processing further using the new platform's capabilities. Emerging concepts, such as predictive analytics, are now being developed and integrated into the audit cycle. The application of predictive analytics on top of existing capabilities is uncommon to the audit profession, which has historically focused on rules-based analytics. "With technology disrupting the status quo in many professions, Internal Audit must adapt to meet evolving expectations. This new, enterprise-class platform will allow full integration of analytics into all phases of the audit process, optimizing our overall value-add back to the organization." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Turning years of data into instant insights

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/fortune-turning-data-into-insights ----- Decades of Fortune® data made simple From complex data to simple language We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY FORTUNE Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. 3-MINUTE READ You arrive at your desk, power up your laptop and face your first challenge of the day. You need to plot the revenue rankings from 2007 to 2010 for the top 10 companies in the general merchandise industry sector to inform a pivotal business decision. How long would that take? Now, what if you had an AI-powered tool that could shrink this task to mere moments—one that sifts through years of business knowledge and gathers all the necessary insights from a trusted source and presents it in an easy-to-understand format? Learn how Fortune and Accenture created Fortune Analytics—a generative AI-powered LLM tool that can sift through decades of business knowledge and present it in a simple, insightful format in mere moments. For many years, Fortune has rigorously collected and analyzed complex financial data on the largest companies in both the US and the world in order to create the iconic Fortune 500 and Fortune Global 500™ lists. These rankings are a gold standard used by industry professionals and leaders to learn how businesses and industries are rising. Over the years, Fortune has amassed a wealth of data that the company offers through a comprehensive analytics spreadsheet product. Together, Accenture and Fortune collaborated to transform that business knowledge into a Fortune Analytics™ large language model (LLM) tool—an intuitive, user-friendly, generative AI-powered platform that provides access to insights from the Fortune 500 ranking, other annual Fortune rankings such as the Fortune 1000™, print and online articles, and online video transcripts. Consolidating all of this rich, insightful and trusted business content into a single platform enables users—especially business leaders and researchers—to spend less time searching for information and more time strategizing and making impactful decisions. The platform is powered by Accenture's foundation model

services and proprietary LLM assets and is fine-tuned with comprehensive Fortune datasets. Users can receive useful graphical data visualizations like scatterplots, line charts and bar charts generated on demand by the LLM based on the user request. These are just a few examples of the requests users can ask: In just 10 months, Fortune reinvented how users can engage with its business intelligence. The new platform brings Fortune a competitive edge and sets the stage for a potential new business model through an improved user experience. Users can interact seamlessly with knowledge from multiple sources and formats, putting relevant business insights at their fingertips. Disclaimer The Fortune Analytics application and corresponding outputs are owned and distributed by Fortune Media (USA) Corporation or its affiliate ("Fortune Media") and subject to the Terms of Use available at https://fortune.com/terms-of-use/. The outputs and other content of the Fortune Analytics services are generated by artificial intelligence, may contain inaccuracies or outdated information, and do not necessarily reflect the views of Fortune Media. This information is provided "as is" without express or implied warranties of any kind and solely for your personal, non-commercial use and educational or internal corporate purposes, presentations to clients and similar uses for which a fee is not charged. FORTUNE is a registered trademark, and FORTUNE ANALYTICS is a trademark, of Fortune Media IP Limited. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Louise Barrere Managing Director and Generative AI Acceleration Hub Lead Fabien Boulay Senior Manager – Data

Car buying in hyperdrive

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/reinvent-automotive-sales ----- Driven by data Destination: tomorrow We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY SMART Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. 3-MINUTE READ As car brand smart was about to relaunch their electric vehicles they had a vision—one that disrupted traditional auto sales—a direct sales model that unified online and offline experiences and reflected the circuitous way people make purchases. To do this it needed a marketing platform that offered a true end-to-end digital customer experience as well as the data capabilities to fuel future growth and innovation. With Accenture as its partner, smart took this innovation from idea to launch in 2.5 years—a fraction of the usual time. Within 24 hours of launching the platform in Germany, an entire line of cars sold out. Learn how smart and Accenture Song transformed the car buying experience by putting data in the driver's seat. Commerce is at the core of the new, built from scratch platform for selling cars. It features advanced customizations, multi-medium customer service and connections to offline experiences such as test drives. Users can trigger a purchase at any point and complete it entirely online, resulting in a seamless, immersive experience. Users get simplicity but what they don't see is the technology that makes it possible. Together, smart and Accenture created the back-end, leveraging solutions from Adobe, SAP and Salesforce and a custom, serverless, cloud-native front end for greater flexibility. A decoupling layer makes it easy to add or remove features, while the design system ensures consistency. The platform captures data from many sources in one place to deliver better insights. Now, smart has a central platform for lean internal operations and a smooth customer journey—as well as a ground-breaking business model for direct sales and a data-driven future. Building both platform and business model from scratch is no small feat—but with a hyper-personalized approach and a new vision for direct sales, smart is accelerating into the future and together we're reinventing e-commerce. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an

immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Christian Kleikamp Managing Director – Global Lead Automotive Strategy Consulting Christian Barth Managing Director – Accenture Song and Marketing Practice Lead DACH Daniel Gonsior Managing Director – Accenture Song and Marketing Customer Technology & Adobe Business Group Lead DACH © 2024 Accenture. All Rights Reserved. =====================

Passing the test

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/how-agile-testing-brought-efficiency-swisscom ----- Challenge What Accenture did People and culture Value delivered Related capabilities Quality Engineering Software & Platforms JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The rapid commoditization of the telecommunications market in Europe is putting significant pressure on communication service providers' revenues and growth prospects. To compete and thrive in this cut-throat market, providers must adapt both what they do, and how they do it, for a new digital-first era. Back in 2016, Swisscom saw an opportunity to pivot to a truly digital business. As Switzerland's leading provider of communication, IT and entertainment services, with a workforce more than 19,000 strong, the organization had a rich legacy of success to build on. Counting innovation and sustainability among its core values, the company set out to digitalize both its business and its internal IT function to simplify operations, increase flexibility, and reduce IT costs. Software testing was a central component of the transformation with a sharp focus on Agile and DevSecOps. For years, Swisscom had been dependent on several service providers and licensed tools for this critical part of the application development process. However, the company recognized that its legacy arrangement—including a centralized testing center of excellence (TCoE) with 300 people—had become too rigid and needed to adopt nimbler ways. What's more, it was proving increasingly expensive, with 40 percent of capex expenditure devoted to testing, which was well above industry benchmarks. Swisscom wanted a more agile testing capability that would accelerate the release of high-quality software to market, while also driving down the cost. Accenture

worked hand-in-hand with Swisscom on a four-year transformation of its application testing approach. Goals To deliver on the program's twin goals of greater organizational agility and lower overall cost, our cross-functional team helped embed modern quality engineering and continuous testing principles right across the software delivery pipeline. Shift Left One key area of the program was introducing a modern, Agile "Shift Left" approach. This meant encouraging developers to test their own code much earlier in the development pipeline, relieving the dedicated testing function of some of the burden. However, for Shift Left to work in practice, the developers needed to be able to see how their code worked in the real world. Accenture built a service virtualization capability that could simulate application performance in a complex, interdependent production environment—helping developers visualize how the application would operate and interface with other components and enabling them to test the impact of their coding choices much earlier and with far greater effectiveness. Automation We developed a custom test automation framework and tools along with Swisscom to help them break free of huge licensing fees while building in-house capabilities and standardization. This included sourcing a new tool for test data management and enabling a more stable testing environment with automated system tools. Another important thrust for the program was extensive automation—including automating tens of thousands of manual test cases—to enable rapid, Agile testing at scale. Our bespoke modular automation framework has not only established 100 percent business process coverage but has also enabled 24/7 parallel, continuous test execution with reduced human intervention. By working closely together to accelerate the adoption of Agile processes, Swisscom and Accenture have cemented a genuine change in the way the organization thinks about software development. The idea of continuous testing and the mantra of "built-in quality" have been firmly embedded across its IT function. For the testing team itself, this program has transformed day-to-day working life. Rather than having to perform laborious manual tests, greater automation combined with earlier testing has given team members the ability to think more strategically, develop their expertise, and create new tools. At the same time, Swisscom developers now have the skills, the tools, and the mindset needed to take end-to-end ownership of the quality of their development work, rather than relying on testing at the end of the development lifecycle. This has been complemented by comprehensive training and wholehearted adoption of Agile, DevSecOps and the continuous integration/continuous delivery (CI/CD) pipeline. The transformation of Swisscom's application testing and quality function has been phenomenal. The results speak for themselves. The share of capex devoted to testing has dropped from around 40 percent at the start of the engagement to just 8 percent today—a key objective—while extensive automation enables routine testing to be conducted at any hour of the day with reduced human intervention. 32% Drop in capex devoted to testing 50% Reduced synthetic data generation time New test data management processes and in-house tooling have reduced data masking time by 40 percent and synthetic data generation time by 50 percent, effectively enabling on-demand data creation for testing purposes. The overall testing approach has shifted from being reactive to more proactive and predictive, with automated server monitoring and self-healing for infrastructure issues. Service virtualization has enabled a real shift in mindset towards continuous and early testing,

helping reduce defect slippage by 35 percent. More importantly, centralized testing has been minimized with a much leaner team providing only on-demand testing and consulting. 35% Reduced defect slippage 80% Drop in time to market Swisscom's customers, too, are set to benefit from the new testing approach as with greater testing agility comes greater speed to market. When the business identifies a fix or a new feature to enhance customer experience, they have an IT organization on hand who can develop it, test it, and get it to market much faster. In fact, software releases that earlier took up to 12 weeks can now be made within two weeks—an 80 percent drop in time to market. The secret to this success? A deep partnership between two likeminded organizations, who collaborated with a true "one team, one goal" spirit. This was pivotal in cross-skilling Swisscom developers, enabling an Agile and DevSecOps-led culture, and baking quality into design and development process. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Digitizing business services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/digitizing-accenture-business-services ----- Call for change When tech meets human ingenuity Prepare Manage Sell Deliver A valuable difference Meet the team Explore related blogs Related capabilities Christina Demetriades Andrew Inchley Guy Maes Shane Marshall Sara Porter Amy Kempiak Unlocking post-digital value How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is on a digital transformation journey to drive additional value for our clients, our people and our business. Our strategy involves continuous evolution so we can keep our processes up-to-date, automate and use analytics and insights to digitally enable the business. To make the change, we knew we needed to approach our business in a radically different way, working across the entire organization to streamline the whole client account and business unit management process. It required a fundamental shift in how we approached the services, solutions and support for our business so that they were better integrated. In turn, we would be able to work more efficiently improve the experiences of our client teams and drive the flow and insights from our data to offer better services that directly benefit the business. In the past, our client-facing teams had managed, sold and delivered services without online, "joined up" processes and reporting. By introducing a digital superstructure, founded on SAP, we were able to create digital business services that offer our people the best tools to manage, sell and deliver work. Today, everything that it takes to run Accenture as a business is in the cloud, and we are able to easily enable digital services and experiences that generate new business value. By aligning and better integrating our technology and the support of our corporate functions, our teams can focus on better serving their clients. "Accenture's digital transformation is breaking down the barriers of internal inefficiencies and putting the power of digital technologies in the hands of our people." Moving from the old to a new digital business services suite to

create additional value was a multi-year journey. The focus was on developing practical solutions using tools and technologies to support how we manage our entire business. We wanted to give our client account, sales and delivery teams everything they need to perform on their best day. We also recognized that, while technology is vital, on its own it's not enough to drive transformation. We needed our people to work in new ways and use the technology to the fullest to drive the best outcomes. Working together with the business, the Accenture global IT team created a structured and integrated framework to address every area of the Accenture business and operations—reinventing processes for account planning, forecasting, sales, pricing, revenue management and reporting. Our change management team was there on the journey to prepare and support our people to use the technology and processes so that they could better manage client accounts, sell more work and deliver on the contract. Introducing any new technology is not without its challenges. One of the biggest challenges is getting people to use technology's full capabilities—when people are busy, they naturally prefer to use the tools and processes that are familiar to them. With many new and updated processes, change and adoption activities needed to be tailored to specific audiences to be effective. Using a role-based, person-centric approach, we relied on the support of our sponsors and leaders to identify what was needed. We then focused our efforts on engaging people with the new, necessary behaviors and changes. The approach empowered our people with digital ways of working. Here's how we did it: We have improved the processes around market management, account management, forecasting and talent. Here's how we did it: "By aligning and integrating our technology and the support of our corporate functions, our client account and management teams can now better focus on the direction and profitability of Accenture's business." We have addressed sales enablement, pricing, quality management and how we negotiate and execute thousands of highly customized, multilingual legal documents every month. Here's how we did it: We have tackled the final piece in the puzzle by reimagining delivery management, client financial management, automated billing and contract management. Here's how we did it: With more data available across many systems Accenture people have access to more insights. One of the analytics tools that was particularly helpful in the early days of the COVID-19 pandemic came from the cross-functional area of Legal. The award-winning Accenture Legal Intelligent Contract Exploration (ALICE) tool has natural language processing (NLP) and artificial intelligence (AI) which makes contracts more easily searchable and translates with high accuracy. What is more, market leading analytics that used to take more than 500 hours can now be provided in 30 minutes, delivering greater business value. Here are some key technology tools that became the vehicle to value: Manage myBusiness is a performance management platform to help client and portfolio leaders to make informed, data-driven decisions. Manage mySales brings sales processes and capabilities online and integrates them to connect the right people, assets and data for more effective sales pursuits. Manage myPrice is a pricing architect in-a-box that has reinvented our approach to sales and delivery integration. Manage myDeal is a central platform that digitizes Accenture contracts, optimizing workflow and promoting transparency. Manage myEngagements handles teamwork, tracks and forecasts resources' work effort and manages contract financials. Manage myTeam uses enhanced analytics and business insights

to drive efficiencies, simplify processes and improve productivity for complex team management. Manage myRecords handles new contracts, extensions or terminations, manages compliance in line with information management policy and has at-a-glance progress updates. Manage myContracts offers a simple way to track and manage contracts through shared data, reporting and dashboards. ALICE, Accenture Legal Intelligent Contract Exploration tool uses artificial intelligence to make contracts more searchable and translate with high accuracy. Client Business Projection is a solution that brings sales and revenue data together to facilitate a new online, automated and forward-looking forecasting capability. Automated invoicing solution supports billing production requests in a single, cohesive flow across our various platforms. Our digital business services have brought digital capabilities to our business leaders, client account teams and supporting functions. We have transformed how we work, creating experiences that are individualized and intelligent and enable successful outcomes with a robust change management and adoption approach. We have tackled internal inefficiencies and unleashed the power of global connection. For instance, the critical foundation for the digitization of our business was the fact that we had a global single-instance SAP S/4HANA® enterprise system which provides full data integrity and a "single source of the truth." Now, our cross-platform technologies mean that our client account teams spend less time on administration and can work faster and more effectively. "With the support of insights and accurate, timely information, our people are free to focus on developing client relationships and innovating to grow our resilience." 213TB of enterprise data. 99% reduction in invoice production cycle from three days to 10 minutes. 50K log-ins in the first month of launch of Client Business Projection. 0% data entry spreadsheet errors (down from 30%) due to automated invoicing. 24K contracts onboarded in Manage myDeal system in the first three months. 97% accuracy in less than three seconds for win opportunities with Manage mySales. Learn how our global IT organization's capabilities are advancing Accenture's digital transformation in a post-digital world. Accenture's digital transformation reshaped the enterprise and have gained efficiency, speed and agility. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Getting smarter with cash

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/intelligent-cash-solution ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Performance Centralization Timeliness Accuracy Scalability Expansion Time for insights Cost savings Onkar Liddar Josh Siebert Dave Backhaus Gráinne McGann Byrne Kyle Schiller Laura Garriz Galván Wendy McNulty Finance at Accenture How Accenture does IT CFO and Enterprise Value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture has seen tremendous growth over the past several years, including on average, over $1 billion in acquisitions annually over the past

eight years. The ability to predict cash flow is vital to secure the required funds to keep up with growth demands and to manage a business of the size of Accenture. This task is especially challenging in today's complex and volatile financial environment. Our corporate Treasury team faces the continual need to remain laser-focused on the global liquidity needs and the strategic capital objectives of Accenture. Optimizing liquidity for a fast-growing enterprise like Accenture is difficult enough; however, when faced with the shortcomings of traditional, largely manual and spreadsheet-based cash reporting and forecasting tools, the ability to make quality decisions becomes even tougher. We recognized the opportunity to harness our ingenuity to critically rethink and reimagine our processes, capabilities, technologies and tools to be more digital, data driven, intelligent and automated. A new way of working would make our people and processes more efficient. It would also empower our global Treasury operations team to make better decisions to help serve Accenture in meeting its strategic objectives. Accenture has been on a multi-year innovation journey to boldly transform our global cash optimization process. Instead of harnessing technology to fill gaps, we looked to use new technologies, including innovations with artificial intelligence in the enterprise, to transform the way we work. Recognizing that people cannot do it all, nor can artificial intelligence, our solution centered on the idea of augmenting human performance. Human performance, for us, centered on four key elements: data gathering and validation; training of algorithms; human revision and actions; and forecast projection and visualization. It takes several ingredients to enable this approach. Among them are the provision of a single source of truth, the decoupling of data gathering and dependencies, and the design of a hybrid, human + machine model. An additional ingredient is automation—automating the visualization of data and end-to-end processes, reducing manual efforts, and generating insights and recommendations automatically. With these elements set, our Treasury team, together with business users and our global IT organization, launched our Intelligent Cash solution. Intelligent Cash consists of three components: Cash Position Dashboard tool: A near real-time feed The Cash Position Dashboard tool uses descriptive analytics not only to show real-time cash positions across the globe but also to guide the view to understand pressure points of cash in the business in an easy-to-understand visual. This tool provides our Treasury team with views, both historic and current, of our cash, credit, currency, loans and the like across Accenture's operating entities around the world. The Cash Position Dashboard tool leverages bank connections and statements to update SAP tables four times a day to provide a current view of Accenture's cash balances. The tool allows for drill-down by currency, country, business entity, and banking partner, as well as displays the use of credit lines and the accessibility of the cash (that is, whether the cash is readily available, subject to cost, timing or trapped due to regulations). The tool enables Treasury individuals to have accurate information in a timely fashion with guidance around it so that they can make decisions with a greater degree of confidence. Instead of crunching data and passing information to higher levels, users are now empowered to make decisions. This shift gives the assistant treasurer the availability to set the agenda while senior leaders are better equipped to execute against it. Cash Forecaster: A human-machine symbiosis This predictive forecasting tool is powered by sophisticated algorithms and AI to generate a forecast for

each business unit. The algorithms adapt to the behavior of cash flow items, geographical differences and data volumes. It feeds on transactional history that is categorized by a machine-learning algorithm. The tool automatically classifies and aggregates bank statements on a weekly basis to gather data on transactions, including collections and disbursements. The tool then feeds this data into a predictive cash forecast model. The SAP Analytics Cloud for Planning tool was chosen as the planning platform to integrate into Accenture's SAP Finance ecosystems and the analytics models. The Cash Forecaster automatically generates a forecast that is easily digestible, adjusted and validated by humans. This hybrid-harmony, or human-machine combination, combines objective forecasting with local expertise and knowledge of future events, such as an acquisition. This symbiotic relationship is considered best practice as it immensely reduces the efforts related to generating the forecast, enables expert review and adjustments, while centralizing decision-making power. "Our cash forecasting approach leverages sophisticated technology that enables advanced analytics, Accenture's range of forecasting libraries and a diverse team from different parts of our organization." Cash Inventory Optimizer: Top-notch prescriptive analytics The cash flow for Accenture's operations in any given currency is constantly changing and as such the decisions on injecting or extracting cash need to take the future into consideration as well as both the cost and value of moving cash. The Cash Inventory Optimizer uses prescriptive analytics to consider cash balances, cash forecasts and economic factors to automatically recommend the best action for each currency to bring the highest business value. The Cash Inventory Optimizer treats cash as if it were inventory and optimizes it. The model draws on the just-in-time concepts for managing physical inventory where the aim is to have not too much or too little inventory to meet demand and applies these concepts to a different kind of inventory—cash. Treating cash in this way enables the Treasury team to reduce idle cash, hold cash in a more centralized fashion, adjust use of credit lines and reduce transaction costs. Based on the adjusted forecast and economic factors, the Cash Inventory Optimizer can make recommendations for a preset transaction schedule or the optimal time and amount of cash to transfer. To make its decisions and consider multiple options, such as the use of credit lines or the consideration of business constraints such as avoiding negative cash at the end of a quarter, the model uses a cutting-edge genetic algorithm as its optimization engine. A new way of working The new Intelligent Cash approach transforms the way Accenture Treasury makes decisions around cash on a daily basis. Treasury teams now have a comprehensive, enterprise-level visualization of cash and comprehensive, real-time forecasts. The Cash Inventory Optimizer guides a new way of working by providing recommendations that support the most efficient and cost-effective way of managing Accenture's cash. Our Treasury operations staff are now unilaterally empowered to vary the amount of cash held in countries in order to maximize the amount of cash centrally held based on dynamic information that is not only real-time and accurate but highly relevant to our business. Actions are transparent and extremely fluid. The pushing down of decision making frees up leadership to focus on more value-added activities such as addressing events causing financial distress. The combination of technology and human ingenuity has transformed the way that Treasury at Accenture makes decisions around cash on a daily basis, with real impact to the business. Today, Treasury is

empowered with advanced tools to support daily cash decisions in near real-time and to help minimize financial risks and costs. Ultimately, Accenture estimates freeing up 20% of its cash previously required for operational liquidity, adding additional cash to its centralized in-house bank structure. Each of the components in the Intelligent Cash solution is powerful on its own, but their combination is the key that has had a direct impact on Accenture's liquidity management. Our program was made possible by the previous work Accenture did with our SAP platform—our foundation. Accenture deployed a single global SAP instance for core business functions. Our global IT organization built on that foundation with our implementation of SAP S/4HANA and moving our production SAP S/4HANA from on-premise to Microsoft Azure. Today, all our SAP applications are on the latest versions, driven by the latest database technology and fully in the cloud. Intelligent Cash provides differentiating value in the following ways: Significantly improved daily and monthly forecast accuracy and improved processing cycle time helps reduce cash buffers and better manage exposure One centralized system connects various SAP solutions and end users by providing forecast and reports around it Integrated automated treasury cash forecast system reads and writes data from SAP directly and provides the latest forecast monitoring Uses artificial intelligence to provide 90+% accuracy in forecasting cash flow items with sensitivity to the market and one-time events Ability to address growing business and demands for offices and operations in 200+ cities in 50 countries Built with the ability to optimize across future modules, such as working capital analytics and credit line limit optimization Frees peoples' time to create value-adding insights; roles shift—where human touch is needed most for validation, control and insight-driven actions Process automation reduces the cost of repetitive data moved in and out of spreadsheets, as previously used for treasury forecasting Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
========================

Strengthening our first line of cyber defense

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/information-security-advocate-program ----- Call for change When tech meets human ingenuity A more engaging way to learn about cybersecurity A valuable difference Related capabilities Immersive experiences Gamified activities Relevant areas of focus Personalized dashboards How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Every enterprise today operates in a world filled with potentially harmful intrusions, malware and other security risks. That's why at Accenture, our half million employees are a key line of defense against cyberattacks. Our global workforce has a critical mission to understand current and emerging cyber threats and take ongoing action to ensure enterprise safety. We must keep all employees aware of their individual and collective responsibilities to keep information safe—an awareness that

translates into organizational best practices. Although our Information Security team researched the marketplace for possible solutions to address security priorities and employee behavior, the team found little available to adequately address our unique requirements: a vast global workforce; a wide variety of different levels, functions and roles; and organizational complexity and geographic region diversity. Instead, the team decided to custom design its own strategic learning content. To provide unique awareness and learning solutions that resonate across all employee levels and locations, our team created the Information Security Advocate program: a multi-tiered learning program that encourages and incentivizes employees to learn and adopt security best practices. The objectives of the program are to: Drive employee awareness and adoption of secure behaviors. Reduce security incidents caused by human error. Measure program impact by tracking individual participant's activity and comparing against other employees through internal behavior surveys, social engineering tests, and actual cyber incidents. By blending cybersecurity awareness communications with exercises based on actual business situations, the custom-designed learning activities increase employee awareness of specific risks and promote stronger information about security practices. The program uses brief, interactive and immersive learning activities that mimic real-world scenarios relevant to our people. A multi-tiered bundle of digital learning activities takes a gamification approach. Upon completion, our people receive recognition badges on their People Pages, and are entered into raffles for awards. Other activities target higher-risk employee groups such as human resources, new joiners and technologists. The program is self-paced and custom-designed, including a personal dashboard tool that shows employees' progression through the learning program. Our Information Security Advocate program is making crucial contributions to the overall safety and security of the organization. Nearly all geographic areas have reached more than 75 percent of their completion goals, 99 percent of employees have completed one tier. With such measurable benefits and outcomes, we have determined that employees who complete the program are significantly less likely to contribute to a security incident. Information Security Advocates also outperform non-Advocates in identifying phishing indicators and passing phishing tests. The behaviors that employees learn through the program help protect not only the company, but also our clients' sensitive data. The program has improved our overall security posture in collaboration with client accounts, geographies and organization leads to increase positive information security behaviors throughout our enterprise. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Accenture's blueprint for responsible AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/blueprint-responsible-ai ----- Generative artificial intelligence is

transforming how we work and live Making responsible AI vital and embedded throughout the organization The responsible AI compliance program A program that fits all businesses What's holding everyone back? Current Country: United States CASE STUDY How we have operationalized ethical AI in our company and in our client work 5-MINUTE READ Whether mimicking human dialogue or creating original images in an instant, generative artificial intelligence (AI) is reshaping our approach to everyday tasks. But this powerful technology hides a hard truth—while its potential for good is limitless, so are the risks associated with its misuse. Accenture has long realized the potential for AI to help transform our company, and the need to responsibly develop, design and deploy this fast-growing technology. Early on, Accenture's leadership knew that significant negative consequences—including bias, hallucinations, workforce displacement, or even cyberattacks—could result from AI's misuse. For example, consider the copyrighted intellectual property shared publicly on a company's website. Should another entity be allowed to crawl that company's assets to train their large language model, even if it's for non-profit use? With AI's rapid rise and its potential to reinvent the future of our business, Accenture wanted to address a fundamental question: How do we govern AI in a responsible manner, and how can we activate its value, mitigate its risks, and build trust with customers, employees and shareholders? The vast majority (96%) of organizations support some level of government regulation around AI, but only... of companies have self-identified as having fully operationalized responsible AI across their organization It's vital to scale this technology in responsible, ethical ways, and put AI governance and the responsible use of AI into practice to mitigate any potential risks. That's why we developed our responsible AI compliance program—a program that would ensure Accenture had the tools to protect its own organization and engender trust and confidence in the way we work with our clients. We built this program to help our business use AI effectively and ethically, maximize our investments in this powerful technology and ultimately lead the way in defining the responsible use of AI. The program rests on a set of principles that we apply to our internal AI systems and the work we do with clients, partners and suppliers. Accenture's responsible AI principles are: We knew that principles alone wouldn't be enough to help us achieve this broad strategy. That's why we reinforced our responsible AI compliance program with four essential elements that helped us activate ethical AI for real life usage: We took this program even further by enabling our employees with responsible AI training and developing mandatory ethics and compliance training for those Accenture people who are most directly involved with AI, as well as new ethics and AI training through Accenture Technology Quotient (TQ) courses for all our people. This is truly an amazing time in the history of mankind. Our responsible use of AI will pave the way to build a better world for us and our future generations. Arnab Chakraborty / Chief Responsible AI Officer, Accenture Accenture's own responsible AI journey has helped us become a valuable and transparent partner. In a world where consumers are four to six times more likely to buy, protect and champion purpose-driven companies, our journey is helping us use AI responsibly and is accelerating the path for others to do the same. What's more, Accenture's experience can help businesses embrace the responsible use of AI. As companies, politicians, policy leaders, academicians and governments come together to determine how to create practical approaches and standards

that will help manage against the risks of AI, Accenture stands ready to help. Together, we can realize AI's potential to transform how we work and live and create better societies for all. =====================

Converting sales opportunities into customers

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/empowering-enterprise-insights ----- Call for change When tech meets human ingenuity Explore related blogs Related capabilities Accenture now predicts the probability of winning sales Driving an intelligent enterprise How Accenture does IT Applied Intelligence JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is an intelligent enterprise that applies artificial intelligence (AI) technologies and embeds analytics into our operations. Our CIO Applied Intelligence organization collaborates with Accenture business stakeholders to drive new, innovative capabilities and use case-based intelligent products to bring greater insights to Accenture's businesses. Included within CIO Applied Intelligence's analytics capability landscape are predictive models, which are being applied to Accenture's business processes. Predictive analytics, embedded as AI, drive insights from Accenture's huge volumes of data to predict the probability of occurrences and relationships to improve decision making. From the many possible use cases within Accenture, CIO Applied Intelligence collaborated with business stakeholders to build an AI model to better predict the winnability of deals in the sales cycle, so that teams focus on opportunities more likely to be sold and walk away from investing business development cost in opportunities more likely to be lost. The challenge: To create a machine learning model that scores and predicts the probability of winning sales opportunities—converting opportunities into customers and revenue—for Accenture.   The starting point for the development of our Win Probability Predictor model was to leverage an existing, third-party artificial intelligence tool we connected to Accenture's customer relationship management system, Manage mySales. The tool was configured to generate a win probability predictor algorithm. The initial version was configured for Accenture's business process outsourcing and infrastructure outsourcing businesses. We expanded that to Accenture globally. Teams from Accenture's Sales and Pricing Excellence, Manage mySales and CIO Applied Intelligence collaborated to train and improve the Win Probability Predictor model by giving sales teams transparency on how to alter opportunities to win, and by providing real-time scoring capabilities to sales teams as they work. Drawing on five years of sales history, the AI model exposes positive and negative drivers of predicted win probabilities and shows sales teams which deals to continue to pursue and which to stop. What this means is that an AI model can provide automatic and precise scoring of potential sales opportunities. It also provides the key drivers attributing to a score and explains the scoring. This is presented to sales teams in a way that is easy to read and digest. Sales teams can use this information to decide how best to proceed. "Accenture has progressed on

the analytics maturity curve past descriptive analytics and diagnostic analytics to predictive analytics and prescriptive analytics today to deliver insight and foresight to Accenture business users." AI systems are enabling people and machines to work collaboratively, changing the very nature of work and requiring all of us to manage our operations and employees in dramatically different ways. To exploit AI's potential, leading companies like Accenture are embracing an evolution of business processes that is more fluid and adaptive, comprised of both human and advanced AI systems. This collaboration is leading to the reinvention of many traditional processes, which is what we are seeing at Accenture. Today, at any one time, approximately 45,000 sales opportunities are in the Manage mySales CRM system, and every sales opportunity companywide is now scored by the Win Probability Predictor. The model accurately predicts the ability to win an opportunity with 97 percent accuracy—in less than three seconds. We continue to train this AI model on more than 120,000 sales opportunities a year with high speed and accuracy so that sales teams benefit from its best practices. Connecting this AI to an online CRM system, which is available anytime and anywhere, allows sales representatives to update and test ways to improve opportunities or withdraw from a poorly positioned offer combined with their intuitive knowledge of a sales situation. Win Probability Predictor empowers teams and leadership to make smarter qualification decisions. The AI model is tailored to Accenture's needs and is applicable and scalable to other service areas. Advanced digital capabilities, especially predictive models, hold the potential to be applied in any use case where scoring would be beneficial. Possibilities include revenue forecasting, risk assessment, sales campaigns, personnel scheduling demand and recruitment candidate matching. CIO Applied Intelligence continually drives innovation and applies predictive models, AI and machine learning to products to bring greater insights to the business. Within CIO Applied Intelligence is the Studio, the research and development organization of data scientists, user experience experts and software engineers that experiments and builds advanced analytics solutions. It operates with a culture of creative agility, following emerging technology market trends, prototyping new analytics concepts and working with a fail-fast culture. A thriving analytics ecosphere is promoting winning ideas. Analytics products are advancing Accenture's transformation journey to becoming an enterprise that is automated, intelligent and insight-driven. Accenture envisions this future digital-insight culture as one that delivers new value in many ways. Accenture's reporting landscape will become simplified as more clarity on what to use is gained. There will be broader insights into business performance as all business dimensions will be supported with digital insights—anywhere. Learn how our predictive analytics solutions help our people make better, faster, and accurate decisions. Accenture is innovating by applying AI technologies and embedding insights into business applications to enable our people to make better business decisions. The aim is to deliver insights for our people to answer key business questions so that they can take action at the moment of need. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

The future of productivity

Call for change When tech meets human ingenuity Platform roadmap A valuable difference Meet the team Related capabilities Personal apps Tab apps Bots Messaging extensions Meeting extensions Jason Warnke Karen Odegaard Grant Gengelbach Ryan Harvill How Accenture Does IT Accenture Runs on Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture has already deployed Microsoft Teams as our leading communications and collaboration platform. Now, our vision is to establish Teams as the digital hub for all collaboration and productivity tools and applications. Accenture employees spend more than half of their daily working hours in Teams. Our 569,000 users share around 589 million chat messages a month, 1.2 billion audio minutes per month and 141 million video minutes a month on the platform. But with a tool as versatile as Teams, we are always looking for ways to extend its capabilities, so that we can bring common business tools and services together to the place where people are collaborating. We want to maximize Teams to harness the power of the platform and evolve new ways of working. And we want to realize real productivity improvements and value. Teams is far more than a means to exchange information and ideas. Its platform extensions are evolving our people's experience with natural connections to where work is generated. By integrating how people collaborate with where they work, we can reduce response-based activities and navigate across dimensions to unleash powerful new levels of productivity. "Microsoft Teams helps our people to get work done faster—ultimately, it's a platform for teamwork and a springboard to business value." Working without barriers is part of our organization's DNA. Our global IT team wants to bring the right tools to where our people work, rather than expecting them to search out multiple, disparate tools to be effective and productive. And we recognize that having a powerful change and adoption strategy is a vital ingredient in making that happen. As early as 2017, we decided to migrate to Teams, a chat-centered business collaboration platform that brings together people, content and tools to get things done. But there is far more to Teams than simply a communications and messaging capability. When used as a platform, Teams has a variety of options that can help to build business applications and tailor the platform to meet people's individual needs. Examples include: Embedded Web experience within Teams, personalized to an individual user. Apps added as a tab within a targeted Team, channel, or group chat providing embedded experiences for all members. Chatbots providing text-based interactions to either individuals or within a Team or channel. Shortcuts to insert content or take actions on Instant Message (IM) messages without leaving Teams chat. Apps tied to individual Teams meetings. Using such capabilities helps us to move from disconnected work experiences to integrated app experiences. So, for instance, today in Teams people can get technology support, connect to common business applications, manage approvals and even access apps focused on mental wellness, such as the Thrive Reset app. More than 60 apps are available and Teams supports 100,000 support chats and 150,000 support enquiries. In particular, an enterprise bot known as Ask @Accenture is embedded in Teams offering services and advice on areas as diverse as

career information, time report submission, mobile device setup, country holiday information and much more. There's been a 25% increase in usage in this bot when made available in Teams compared to usage on our company portal. With this solution, our employees can get their questions answered up to 70% faster. As we go forward, we continue to employ change management to progress how Teams is being used. To help our people get the most value from Teams, we guide them to work in a new way and this ongoing approach to adoption is fundamental to our success. We are planning to introduce more third-party apps and services that bring common tools and services directly to the Teams interface. Building on our strong, established relationships with ServiceNow, Salesforce and Workday, we expect to introduce apps and functions that extend the use of those enterprise platforms. Also, the pipeline will introduce Power Apps—some built by citizen developers—and other custom productivity enablers, such as a unified, cross-enterprise approvals experience. And we continue to partner with Microsoft as it brings new innovative collaboration offerings, like the employee experience platform, Microsoft Viva. We have already taken advantage of Viva Insights to help our employees gain insights to balance their productivity and wellbeing. With Viva Topics, Viva Connections and Viva Learning, we plan to surface knowledge, expertise, company news and training tailored to the needs of our people within the flow of their day to day work. By integrating where people collaborate with where they work, we are able to not only help people get work done faster, but also unleash a new wave of productivity. We have seen a 20% reduction in the time spent on response-based activities (such as surveys, e-mails and employee actions) and people are spending 35% less time navigating across multiple destinations. Here are some of the key elements of our journey to enhanced productivity: Today, the Teams platform is familiar and flexible enough to be used an engagement medium, just like mobiles or the Web. And our people have access to the data, insights and apps they need to work on their best day, every day. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

A strategy of staying current on SAP S/4HANA®

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/drive-transformation-sap ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Eli Lambert Anand Raval Gustavo Rigiroli Michalene Schechter How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA A key component to Accenture's global IT strategy is staying current on software updates. This strategy has proven to reduce risk and be more cost-effective over the long term, while enabling Accenture to take advantage of new features and capabilities. As part of this strategy, Accenture maintains its SAP enterprise system as an asset, undertaking regular upgrades in order to

be on the most current code base. Accenture runs a single global SAP system instance for all its business units. As a leader in applying new technologies, Accenture was one of the first global enterprises to move from SAP ECC to SAP S/4HANA and continues to stay current on the SAP S/4HANA platform. "Accenture's stay-current strategy has been pivotal to staying secure, maintaining compliance with the latest legal and regulatory changes, achieving timely resolution of production incidents, providing enhanced scalability and performance to address growth, and enabling the ability to leverage the newest digital capabilities on the platform," says Eli Lambert, Accenture Managing Director - Global IT, Finance Applications. These business drivers made the case for Accenture to perform an upgrade from SAP S/4HANA version 1610 to version 1809. Accenture's global IT organization approached the technical upgrade with the same rigor and levels of collaboration with the business that it would typically apply to a major functional release—with the aim of having no unplanned business disruption while laying the foundation for business transformation by leveraging new digital capabilities delivered in SAP S/4HANA version 1809. The upgrade journey was a collaboration between Accenture's Finance and HR business units, global IT, Accenture Consulting, and SAP. The team leveraged Accenture methodology, deep business process knowledge, and extensive SAP S/4HANA upgrade experience with Accenture clients to quickly confirm business operational requirements and upstream/downstream application impacts. The team developed a comprehensive plan to ensure that the SAP S/4HANA solution, vendor systems, custom applications, business processes, security, and training were optimized for the newest version of the software. The plan addressed Accenture's entire financial ecosystem, which includes all of Accenture's SAP RICEFs (reports, interfaces, conversions, extensions and forms), 360 internal applications, 35 vendor systems, 2,600 business procedures, 600 security roles, and more than 1,600 automated test scripts. As with the initial SAP S/4HANA implementation, the team leveraged a "fail-fast" approach that included early conversion and functional and performance testing to identify remediation items, understand the risks, and prioritize scope appropriately in order to provide sufficient runway to address potential issues. Leveraging the Microsoft Azure cloud enabled the team to spin up environments quickly to support conversions, development, as well as functional and performance testing. In addition to early functional testing, a dedicated conversion team focused on tuning the cutover and addressing potential data-related issues. The conversion team executed 11 mock cutovers with production-like data volume to optimize the conversion plan, cutting the technical execution by 50 percent in order to fit into a standard weekend downtime window. The mock conversions were also essential inputs into the creation of the detailed plan that included contingency measures to improve decision making in the face of unforeseen problems. During the cutover weekend, the Finance organization was given read-only access to a mirrored SAP environment to continue to have access to production information, if needed, to support operational requests. The cutover plan included detailed conversion steps along with planned communications to business stakeholders upon completion of key milestones. The preparation of a rigorous cutover plan and execution of numerous practice mocks enabled Accenture to execute as planned during the production cutover weekend, restoring the system to end users slightly ahead of schedule. The program leveraged best-practice

release management methodology to mitigate risk and address unanticipated issues after go-live. The approach involved setting up a command center consisting of a combination of leadership and development support from both Accenture and SAP. On a daily basis, the command center participants reviewed open issues, communicated business impact, escalated issues when appropriate, and facilitated expedient resolutions. After the system was restored, the command center team was on high alert, monitoring processing, performance, and usage of the updated applications. The command center team identified and addressed minor issues quickly, achieving stability prior to the financial month-end close. Quality testing, a strong partnership amongst the business, Accenture Consulting, global IT, and SAP, as well as the command center approach for production stabilization, enabled Finance to experience a smooth month-end with no new high-priority incidents. Accenture's experience demonstrates that an upgrade can effectively balance value, cost, and risk. Based on its experience delivering enterprise system projects and insight into the risks and challenges that organizations face during upgrades, Accenture Consulting has created and maintains a complementary set of methodologies and resources. These assets offer organizations a reliable, cost-effective approach to deliver upgrades. The SAP S/4HANA upgrade to version 1809 positions Accenture to continue to get the most from its IT investments. A key tenet of an intelligent finance organization includes automating manual activities and providing powerful forward-looking analytics, which enable Finance to shift its focus from predominantly transactional activities to higher-value business advisory activities. Staying current on the SAP S/4HANA platform enables Accenture to take advantage of SAP's latest innovations in process automation, artificial intelligence, and machine learning to free up finance capacity. Accenture's SAP S/4HANA automation road map includes a variety of initiatives aimed at improving efficiency and cost to serve, such as implementing SAP's machine learning framework for cash application and automating master data setup, including end-to-end company code setup. Additionally, powerful, new analytics capabilities will equip Finance with descriptive and forward-looking predictive analytics that strengthen Finance's role as business advisors. One example includes deploying predictive analytics that will provide more accurate cash forecasts. The insights will help to optimize where cash is being held, reducing risk and better equipping Accenture to make strategic investments. Furthermore, staying current on the SAP S/4HANA platform puts Accenture in a better position to respond swiftly to a dynamic business environment. With the scale and performance of the SAP S/4HANA platform and the latest SAP functional and technical innovations, the Accenture business is well equipped to address operating model changes, reorganizations, and acquisitions. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Keeping our clients' data safe

Call for change When tech meets human ingenuity Creating a safer operational environment Setting high standards A valuable difference Related capabilities Accountability Controls Technology Training Expertise Metrics Always up to date Going above and beyond Working with our clients for GDPR Stronger together How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With cyber threats a constant presence, building a strong security posture is a must. For global enterprises like Accenture, an organization with over half a million employees and several thousand clients, that means ensuring the appropriate security systems, protocols, and controls are in place to protect our clients, our employees, and our own data and operations. With threats constantly evolving, becoming riskier and more consequential, we must remain proactive, continually enhancing our approach to information security. Our security defenses need to span across the enterprise, protecting all areas of the business. Our clients expect nothing less. To meet our clients' unique security expectations and address today's dynamic regulatory issues, our Information Security team operates a global Client Data Protection (CDP) program. This program provides client engagement teams with the tools and processes necessary to identify and mitigate security risks over the lifecycle of a client project. Our CDP process begins with the initial client sales discussions, when we work with the client to identify any inherent risks or security concerns that need to be addressed within our scope of service and solution. These collaborative talks also focus on identifying and mitigating potential weaknesses within the client environments, clarifying accountability and removing any ambiguity regarding operational security controls and processes. The results of each risk assessment and client discussion are then factored into our solutions so that they are secure from the start. Once actual project work starts, the CDP approach is implemented across all active contracts. This helps our client teams work with clients to drive a security governance and operational environment that addresses the unique security risks of each client engagement. We build a client-specific CDP plan for each client that includes: Agreed-upon accountability for information security. Security controls to be used to protect client data when accessed, handled, transmitted, hosted or stored, as well as the controls in place for potentially high-risk work assignments. Technologies used such as hard drive encryption, workstation configuration scanning, USB storage device encryption, hard drive scanning and data loss prevention protection tracking. Client team-specific training that incorporates unique client requirements and addresses project-specific risk factors. Embedded subject matter expertise that shares leading practices and regularly reviews the effectiveness of client team security processes and controls. Monthly review of key CDP metrics by our senior leadership including the CEO and COO. Our CDP program adheres to the highest and strictest standards for information security, including full compliance with ISO27001 certification standards. This international distinction, awarded by the British Standards Institution (BSI), serves as recognition for our client work from engagement

inception to engagement completion. Maintaining such high standards requires a continual refresh of our CDP program. We embedded data privacy controls in the CDP framework that meet the requirements of the European Union's General Data Protection Regulation (GDPR). Our client teams must now confirm with their clients that an appropriate GDPR solution is in place for relevant areas of the account. Strengthening our overall approach is the CDP program's connected network of Accenture leaders to drive key information security objectives. The CDP program serves as one of our most effective risk management platforms, maintaining a strong security posture for our organization and our clients. Given its success, CDP serves as a critical extension of our Information Security organization. An example is CDP's alignment with the Security Operations Center (SOC), a centralized, in-house resource for real-time threat monitoring. With the SOC's broad insight into risk compliance and potential threats, the CDP program helps drive improved, enterprise-wide compliance through its established security controls. This approach provides the ability to mitigate such risks, preventing them from impacting our own internal environment or that of a client. Through regular assessments and refinements to the CDP program, and a workforce that takes accountability for putting security first, we continue to improve how we protect the data of our organization and operations, and that of our employees and our clients. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Climate change gets real in the metaverse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/tuvalu ----- A call for change When tech meets human ingenuity A valuable difference What happens to a country without land? Current Country: United States Case study Tuvalu 5-MINUTE READ The Pacific Island nation of Tuvalu is in peril, threatened by a rapidly warming planet. "Climate change and sea level rise are deadly, existential threats to Tuvalu and low-lying atoll countries," the country's Minister for Justice, Communication and Foreign Affairs, Simon Kofe, told an international delegation at COP26. "We are sinking, but so is everyone else." The first step was to create a digital twin—a virtual representation—of Te Afualiku, a tiny islet, that is expected to be one of the first parts of Tuvalu to be submerged. Like many island nations, Tuvalu is experiencing frequent flooding, known as "king tides." And experts predict that Tuvalu could disappear into the Pacific Ocean in a matter of decades if climate change continues unabated. In response to this predicament, country leaders launched the Future Now Project, which seeks to establish Tuvalu as the world's first completely digital nation. In addition to digitizing administrative services and cultural records, Tuvalu is also working to secure its statehood and, maritime boundaries and endowments, even if its functional government is ultimately forced to relocate. With COP27

approaching, Tuvalu reached out to Accenture to help it share a story of urgency on a global stage and spur concerted action. The islet of Te Afualiku is expected to be the first part of the country that could be lost to climate change. So, the small island became the first to be recreated digitally. Accenture's Sustainability Studio and Accenture Song developed a concept for Kofe to deliver his COP27 speech remotely from Tuvalu's tiny islet, Te Afualiku. Zooming out, we'd reveal that the scene was actually in the metaverse. Collaborating with government officials, we developed and produced a digital twin, short film and interactive-advocacy website for this cause in just six weeks. Our Metaverse Continuum developers rendered an immersive 3D setting from movie-quality photos and videos of the islet. Technologies including Unreal Engine 5 and Lumin helped incorporate real-world physics to animate ocean waves and currents, and accurately capture how light bounces off the island's white sands and lush palms at any hour, day or night. Although the physical island of Te Afualiku may be threatened, the values of endurance and resilience should continue to live on in every Tuvaluan. Simon Kofe / Tuvalu's Minister for Justice, Communication and Foreign Affairs The filmed COP27 speech and the digital twin enabled Tuvalu to communicate to the world—in an unforgettable way. Kofe's message reached more than 2.1 billion people globally, and to date, concerned citizens from 160 countries (118 countries in less than 48 hours) have engaged with Tuvalu's advocacy website, Tuvalu.tv. This reach turned to action when, days after the speech, a historic Loss and Damage Fund for nations like Tuvalu was established at COP27.   Building Te Afualiku in the metaverse was just the first step. Tuvaluan officials can now work to save the country's other islands in a virtual space, and showcase their culture, traditions and natural resources. Since COP27, nine nations have agreed to officially recognise Tuvalu's digital statehood – creating a pathway to sovereignty that would secure Tuvalu's maritime boundaries, international voting rights, and place on the world stage.   The work was not just an announcement of a tragic climate adaptation strategy, but a powerful provocation for global action–because the stakes, like the tides, are only getting higher. 173+ Top global media hits 118 Countries covered in traffic engagements 6,000 Site engagements within first week 126M Total media reach in Australia and New Zealand =====================

Rethinking Accenture's enterprise network

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/network-transformation ----- Call for change Accenture enterprise network facts When tech meets human ingenuity A valuable difference Meet the team Related capabilities Our transformation program Zero trust strategy: Cloud security by design Steve Courtney Don Galzarano Amardip Singh Mann How Accenture does IT Cloud services Network Service JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's enterprise network has been critical to connecting our workforce of 710,000 employees serving clients across 120 countries to our

business applications and collaboration tools. For this reason, we have made major and consistent investment to grow, morph and improve our enterprise network. This resulted in a global private network of considerable size and complexity with significant operational overhead. In recent years, business change has accelerated exponentially with dramatic changes in workforce fluidity, the pace of technology evolution and increasing cyber threats. Many organizations are adopting cloud technologies to be able to address the impact of this rapid change for application and content hosting. But what about the enterprise network? While cloud workloads are able to flex to meet demand in real time, enterprise networks are still largely fixed and slow to respond to demand fluctuations. They are also being pushed harder than ever as entire continuums of cloud solutions exist across organizations today. Companies need new cloud-enabled networks to seamlessly connect the dynamic capabilities of the Cloud Continuum—from public through edge and everything in between. Massive change is happening in the world of networks, largely driven by cloud. Every enterprise needs secure and reliable networks to operate. Our Global IT organization saw Accenture's global enterprise network as a potential limiting factor for growth, so we developed a program to address the need for a more agile network, future-focused sustainability, reduced cost, and a refocusing of our people running our current network. The move of nearly all of Accenture's IT infrastructure to the hybrid cloud presented an opportunity to not only modernize applications but to significantly disrupt our network approach to a radically new one of extensive cloud service consumption. With nearly all our business applications "internet facing" and most Accenture offices connected to the internet, the reality is that cloud connectivity can replace traditional enterprise networks with the internet enabling the "last mile." This approach is creating the possibility to do something that no other enterprise, to our knowledge, has done at our scale and complexity: phasing out our private enterprise network completely. 200 Cities with Accenture locations and operations 574K+ Unique network users 50K+ Managed network devices 15M Daily employee authentications To make our vision a reality, we're undertaking a transformation program to fully operate as a cloud-enabled network wherever our people are working. Our approach is to use internet as the primary method of connection and cloud provider services (software-as-a-service [SaaS]) to replace traditional enterprise connectivity. This is the future of cloud-enabled organizations. Our program is unfolding along several dimensions: We're eliminating our reliance on enterprise data centers. Our strategy is to make the best use of cloud and Software-as-a-Service (SaaS) services for all our business applications and content and make them accessible natively over the internet. Although the internet performance is not guaranteed, we are finding that the abundance of capacity and direct routing is serving our workforce better than backhauling traffic to a private network that will always have finite capacity and may not offer optimal paths to cloud/SaaS services. We're also in the process of changing the connectivity in all our office locations from attaching to our private core to a cloud-enabled network. We're decreasing the size of the network core and the number of our cloud connectivity locations. A huge challenge in phasing out an enterprise network is removing all the applications, services, tools, and content that are connected to it. In Accenture's case, this equates to thousands of migrations to cloud and SaaS services, and in some cases, a complete replacement of how those

services is delivered and consumed. The last of the remaining applications and services to either cloud or edge compute solutions. We will retain a very small private network core (one location per geographic region) until all dependencies have been completely removed. The final effort will move Accenture to a completely commoditized network, enabling true agility and optimized experiences for our highly distributed workforce. Our approach is innovative in that we are phasing out the concept of a traditional network and instead taking full advantage of the cloud WAN and consuming a global infrastructure as a service like everything else supported in the cloud. We have redefined what our architecture needs to be in order to support Accenture's connectivity needs globally.   In the process, we have found creative ways to replace a number of the services typically hosted in a core network: "Connectivity is at the core of a digital business. As cloud has forced a paradigm shift in how digital businesses provide their services, it will also force a shift in how we think about flexible and secure connectivity." Transforming enterprise networks is a must for companies replatforming their business on cloud and developing new solutions at the edge. Moreover, the next generation of mobile networks will be built on cloud. Cloud-enabled networks are more open, agile, more secure, and offer greater experience.   Accenture's enterprise network transformation program is well under way. The move toward commodity-based connectivity powered by the internet and cloud services simplifies all aspects of our network. It will be more secure, less complex, and higher performing. Security will be enhanced by placing identity at the core of our cloud security. It is the new firewall. It involves basing access on identity. Identity also fundamentally drives zero trust. Zero trust does not mean not trusting anything. Instead, zero trust is the proper and continuous validation between systems and points of access of activity of people.   Our network transformation is projected to reduce our asset-heavy core and fixed costs. The change enables us to operate in a highly optimized consumption model, only paying for what we need with supply aligned to demand in real time. We'll gain business agility from having an enterprise network that is highly consumable with capacity that can flex up and down in real time. And we'll ease the impact on our workforce through greater consolidation and upskilling developers by enabling them to directly write code to provision cloud network services, omitting intermediate players.   Our transformation will also generate the untapped potential of reducing Accenture's carbon footprint by eliminating hundreds of network assets hosted in dozens of hosting facilities around the world. By moving away from a fixed private network to using shared networks, we will only consume the network resources—and associated carbon footprint—that is required.   Benefits of our network transformation: Cost-effective Shifting most of our traffic directly to the internet rather than using a private core decreases cost per unit by aligning capacity to business demand.   Cost reductions Positions Accenture for an estimated cost savings of $15–$20 million per year. Secure by design Allows our people to work anywhere while providing protection for end points and data, reducing our attack surface area and protecting our reputation.   Business agility Phasing out a heavy and passive network environment supports Accenture's ability to innovate as fast as desired.   User experience A consistent connectivity approach regardless of location coupled with more direct access to applications and content improves the user experience.   Simplified design Negating the need to

connect offices to a private backbone simplifies office design, improves deployment time, and eases operational impact. Sustainability Moving away from static networks that are built for peak loads to a consumption model that is aligned to real-time demand reduces our carbon footprint. "Driving toward internet and cloud only allows us to use the inherent infinite capacity of these services to reimagine the future of our workforce's experience." $4M Estimated operations effort savings per year at time of completion $15M+ Estimated circuit and hosting savings per year at time of completion Move to the cloud with the people who know how. Transforming enterprise and 5G networks is a must for every company. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

University medical center transformed with Workday

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/university-medical-center-transformed-workday ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Ryan Gaetz Kimberly Christenson Workday education & government Intelligent platform services Talent & organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Workday Student and Supply Chain helped a large US university medical center gain oversight into its student population and urgent supplies. Partnering for progress A large US university medical center teamed up with Accenture on three fronts: When the pandemic struck, Accenture and Workday worked to add new reports in real time to support the medical center's supply chain needs during the crisis. Virtual design and deployment Accenture hit the ground running, having already reviewed many of the medical center's activities during the HCM, Payroll and Financials project, pivoting to a virtual operation during the pandemic. The teams designed a Workday Student solution to track student journeys at several different schools, with an initial focus on Workday academic foundation, admissions, and recruiting. The configuration was complex, given each school operated different grading and academic calendars. Accenture and the medical center brought Workday Supply Chain to a hospital setting, developing urgent configurations during the pandemic such as additional accounting units to make Personal Protective Equipment (PPE) orders more efficient. Securing supplies in a crisis Workday Student and Supply Chain were launched on schedule. With Workday Supply Chain, patient overpayments that were previously reviewed and paid back in several weeks, are now processed in 24 hours. During the pandemic, the system enabled urgent supplies such as PPE, ventilators, gowns, and gloves to be ordered automatically before stocks diminished. When Workday Registration went live, it took the medical center just ten minutes to create a report on live registrations—something the team had never had oversight of before. Additionally, historical student records were loaded with 100%

accuracy on the first try, due to Accenture's proprietary data conversion tool. The medical center has gained greater flexibility over daily operations and is now closer to a universal solution that befits the future of a world class medical institution. 24 With Workday Supply Chain, patient overpayments are now processed in 24 hours. 10 With Workday Registration, it takes just 10 minutes to create a report on live registrations. 100 % Historical student records were loaded with 100% accuracy on the first try. Accenture and Workday transform systems for student services, human resources, finance, and accounting. Realize the full potential of the world's most powerful platforms. Push the boundaries of what tech can enable and transform your business at speed. When businesses unlock the power of human potential, they access a new level of workforce transformation. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Faurecia debuts model-based cockpit of the future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/faurecia-digital-twin-innovation ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Industrial consulting services Digital engineering and manufacturing services Smart connected product design & development JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Digital twin drives Faurecia's innovation for mobility experiences. Mobility is changing, and consumers expect more from their experience. Innovative design, like more comfortable, connected and energy-efficient interiors, can offer greater value to original equipment manufacturers (OEM) and suppliers. Faurecia, a FORVIA Group company, set itself a challenge to develop a new cockpit concept using model-based systems engineering (MBSE). MBSE uses models as a single version of the truth to facilitate collaboration among disciplines, from engineers to designers and marketing. Using MBSE's virtual simulation and digital twins, Faurecia would be able to quickly understand the impact of the design for OEMs and end consumers. Accenture helped Faurecia develop integrated design processes and a full Dassault Systèmes platform to enable powerful new engineering methods. Together, we set up a pilot demonstrating the potential applications of MBSE to create the cockpit of the future. We also trained the team on the MBSE approach and modelling tool. The new platform integrates collaborative virtual twin technology to simulate new scenarios quickly, maximize innovation and achieve optimal design choices. It creates a single source of truth for the cockpit architecture and enables the various cyber-physical, digital and experiential design elements to interact coherently. Helping Faurecia put innovation in the fast lane The solution is helping Faurecia reduce costs, accelerate innovation and speed products to market. It can now test new cockpit designs without creating physical models in each iteration. Co-collaboration with OEMs is also easier. OEMs and designers can

immediately see the impact of design choices, enabling them to identify and resolve issues earlier in the process. This helps reduce the risk of inconsistencies and rework. Faurecia's new capabilities allow it to be more ambitious, exploring innovative designs and concepts to meet growing customer demand for new experiences and innovations. Discover how we're helping industrial companies shift gears for growth. Digitize what you make. Revolutionize how you make it. Design, develop, and launch software-enabled devices, equipment, products, and services. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Powering business management with intelligence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/powering-business-management-intelligence ----- Call for change When tech meets human ingenuity Key success factors A valuable difference Meet the team Related capabilities Leadership Experience first Blended project team Focus on adoption Scalable + secure Increased business predictability Increased speed Business savings Shane Marshall Jennifer Petrillo How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture's journey to creating a digital, insights-driven enterprise involved rethinking the capabilities needed to run our business effectively and efficiently. Our market and client account leaders used to manage, sell and deliver services to clients using both on- and offline reporting that had become complex, inconsistent and rapidly outdated. They needed an entirely new solution—one where information was accessible online, in real time, consistent and secure. Such a solution would streamline and digitize business and client account management and give leaders rapid and continuous understanding of client and business performance. They would also gain previously unattainable insights. Combined, these capabilities would help leaders make more informed sales and delivery decisions so that teams could better influence the direction, growth and profitability of Accenture's business. Teams from across Accenture developed a new digital platform called Manage myBusiness. Manage myBusiness brings forth meaningful data and business insights so that leaders can better understand how their business is performing and, in turn, make informed decisions. They went from sorting through all kinds of reports to having quick, online access to consistent client and business performance data in one place. Connecting with the ecosystem Our global IT team is now collaborating with Finance, HR and Legal to enhance Manage myBusiness content and capabilities. We're bringing in assets from Accenture's reporting ecosystem to enhance the user experience by creating a single hub for the information leaders need. Through integrations and automations, information is generated from data sources beyond sales and finance. Users can view richer information, choose to go into more detail, perform cross-functional analysis, gain enhanced insights and take

informed, effective action. The Applied Intelligence team within global IT is adding more robust diagnostic and descriptive tools to enhance the intelligence of Manage myBusiness. This intelligence helps explain what the numbers are telling users, what actions to take to meet sales plans and revenue plans, and ways to support efficient delivery of services to clients. It helps answer such questions as: Am I behind plan? If yes, where do I need to focus? Have I recorded information properly to realize plan and revenue? Making Manage myBusiness "smarter" makes the experience for users better by giving them deep intelligence around their business performance. They are able to make better decisions around meeting targets for their book of business from sales, strategy, pipeline, resourcing and contract delivery perspectives. Curating insights Another way that we are enhancing the user experience is through the curation of collected insights. Leaders are presented with insights to jump-start the review of their business performance and work with their teams to take measured action. They can also select from a centralized catalog of analytic and intelligent services, which provide more insights, faster. Behind the scenes is a consistent experience framework that makes it intuitive for a user to drill deeper to an area of focus. The services are powered by the Accenture Insight Anywhere platform, Accenture's big data analytics platform hosted in Google Cloud. Extending the information hub Our team continues to work with our business and client account leaders to make Manage myBusiness more powerful by incorporating more assets and intelligence. In terms of intelligence, we are extending the capability to offer more cross-functional insights (e.g., Quality and Risk, Contract and Legal) that give a more comprehensive picture of a leader's book of business. And, we are reimagining Manage myBusiness's experience to be more flexible and to incorporate "local" diagnostics that a market or client team has created. These features will extend the information our leaders have at their fingertips and customize Manage myBusiness to be more applicable to how a leader manages their business. On other fronts, we are integrating Manage myBusiness with Accenture's collaboration platform, Microsoft Teams, to enable teams to collaborate on their portfolio/client's business performance. We are also planning to increase the breadth of cross-functional insights. Citizen development across Accenture is growing, and we are evaluating how to bring analytics that our market and client teams create into Manage myBusiness. And, over time, we are simplifying the reporting landscape to make it easier for our teams to find what they need quickly. Fostering a cultural change Manage myBusiness is more than just a technological change. We're transforming the organization to a data-driven enterprise, working with Accenture's business leaders to create the cultural and behavioral change needed. And, we're democratizing data and creating a new level of accountability across the organization. Key to making that transformation and driving adoption is effective change management and strong leadership support. "I start my day with MMB to see how my portfolio is performing against my sales and revenue targets and identifying actions I need to take—whether following-up with my team, contacting a client leader or drilling down further into a performance metric." Strong leadership sponsorship, buy-in and investment with a business value orientation Principles of design and seamless navigation, fueled by user research, and with continuous releases A team made up of business and IT stakeholders is essential Dedicated adoption support, driving analytics into the work

individuals and teams do An interactive and secure architecture linking data from multiple sources Manage myBusiness is empowering Accenture leaders and teams to spend less time on administration and more time on analyzing business activity and getting to outcomes. The platform equips Accenture teams with the data they need at their fingertips—changing the way they run their area of business and manage delivery with clients. One way Manage myBusiness provides an exceptional leap in value is in the bringing together of cross-functional information and scenarios when leaders need to look at their wider needs in operating their part of the business. Additional value is gained by having a baseline of standard metrics and metrics calculated in a standard way—all highly secure. Manage myBusiness is one of many solutions in an extensive digital business services suite of applications that fundamentally streamlines how we manage, sell and deliver services at Accenture. Our global single-instance SAP S/4HANA® enterprise system is the foundation for all business applications and provides full data integrity and a "single source of the truth." Accenture's implementation of Salesforce is another critical input of insights about Accenture's pipeline and customer relationship management. Overall, our people are working in an enterprise that is more integrated and more agile and is bringing greater value to our clients and to Accenture. Manage myBusiness key benefits: "Manage myBusiness completely transformed the way we prepare our technology delivery portfolio reviews by creating an entirely new online experience that capitalizes on MMB's data and insights." Use of consistent and universal information, tailored to individual needs, ultimately enables teams to take actions on decisions in real time Elimination of administrative efforts puts more focus on driving client account performance, faster Savings are realized through rationalization of the legacy reporting landscape and redirection of time from reporting to business management Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Reimagining performance achievement

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/performance-achievement ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Reimagined performance management approach Maeve Lucas Rahul Maheshwari Wesley Schott How Accenture Does IT Accenture AWS Business Group JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture had a long-standing performance management model that was built when the company was primarily a consulting organization in a less global and digital environment. Over time, changes in technology, Accenture's business services and the company's workforce led to reimagining performance management for the company. One need was to engage the newest generation of Accenture's growing workforce, Millennials and Generation Z, with a digital tool that would facilitate

ongoing feedback and dialogue. A second need was to introduce a single consistent tool that could be used across all geographical units and would be globally relevant. For Accenture's global IT organization, this new program presented the opportunity to develop a new, digital performance application making use of latest scalable and serverless cloud platform services. Accenture Human Resources designed Performance Achievement, a new performance management approach in collaboration with Accenture's global IT organization; Fjord, part of Accenture Interactive; and early adopter groups. Human Resources and Fjord focused on applying human-centered, experience design to the concepts, while global IT partnered with Human Resources to develop the functional and technical requirements. Global IT together with Human Resources solution architects assessed the marketplace for packaged solutions but were unable to find any that would meet this project's unique requirements. This outcome led the team to turning to build a solution. Development had to be done quickly to meet a tight timeline. To support this objective, a core global IT team started with three main tenets: The team applied these tenets to the design and front-end custom development. For the back end, the team applied Accenture's experience with Amazon Web Services (AWS) to use on-demand cloud offerings that were a fit. The benefit of this approach was in being able to move away from a traditionally structured database and instead move toward the use of unstructured databases. This architecture allowed the teams to be fast and agile, enabling global IT to meet the aggressive timeline set by leadership. Development followed an agile methodology. The technical architecture work was ongoing by global IT, and as one release was being developed, solution architects in the Human Resources space would be planning the next couple. Global IT development teams in the United States used a responsive framework to develop the back end, holding daily scrums and moving from releases every few months to monthly. Global IT also teamed with rapid global development cells in Spain and Argentina that developed the functional components and teamed continuously with operations teams in India. New features and changes were continually deployed into production, which included integration with a related Total Rewards application to allow for automated feeds to the Total Rewards teams for administering employee compensation. Over the years, the tool has grown richer in functionality with many new features added. Significant improvements have been made in the following areas: Real-time performance High availability and speed Operational excellence Using an on-demand cloud computing platform for the Performance Achievement system enables Accenture people to complete the performance achievement process remotely and virtually, from wherever they are in the world. This approach supports a seamless employee experience, making sure our people receive the conversations and feedback they need and as committed. This capability works smoothly even in times when everyone is working from home or when the cycle needs to be compressed. "Performance Achievement is enabling the strengths and potential of our greatest asset—our people—to achieve greater performance for themselves, their teams and our clients." The technology powering Performance Achievement is a mixed-model solution developed with custom Microsoft .NET code and Amazon Web Services. Key components include: Innovative application architecture Parts of Amazon Web Services native technology Platform-as-a-Service Interview-centric technologies Analytical data model Microservices back end that

communicate with a transactional front end Components from Accenture's existing performance management solution Tremendous teaming and collaboration led to the successful deployment of a new digital tool and Performance Achievement experience to Accenture's global employee population. The application receives on average 20,000 visits daily and increases up to 300,000 visits a day during peak time frames. Since launching, the team has adopted a DevSecOps model to provide agile delivery coupled with application security. Expecting high fluctuation in usage patterns, a "scale at will" approach was devised to allow for rapid scaling movements while also optimizing hosting costs. The team has encouraged a culture of continuous improvement and continuous delivery (CI/CD), which has allowed members to retrospectively identify improvements following each performance cycle to ensure they continually raise the bar. The resiliency of the solution was put to the test in 2020 when Accenture decided to redesign the performance achievement process aligning to the company's next-generation growth model. The team tuned processes and condensed the talent cycle by 300 percent compared to earlier periods. As a result, a surge of individuals used the Performance Achievement system, pushing user load up 250 percent in a short time frame. The application held up for an unprecedented surge running one cycle, globally, for more than half a million employees. Though this performance "super cycle" was the biggest undertaking yet, with usage reaching more than 35,000 site visits per minute, creating and providing close to 2.5 million performance documents, it was achieved with 100 percent uptime and no high-priority issues. The Performance Achievement journey is ongoing as Accenture's Human Resources and global IT organizations collaborate to add and refine Performance Achievement elements as the program evolves. "IT delivered on the organizational imperative—a people-at-the-center application that focuses on where we need to take our people rather than where they have been and a design aimed at elevating performance as we grow rather than measuring it in the past." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Migrating SAP BW from Microsoft SQL to SAP HANA®

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/migration-sap-bw-sap-hana ----- Call for change A valuable difference Meet the team Related capabilities Agility User experience Close headroom Security Production scale Road map Eli Lambert Anand Raval Roberto Lombas Abdel Altabarani How Accenture does IT Finance at Accenture Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture runs its core financial processing on a single global instance of SAP S/4HANA®. As Accenture becomes a more diverse business, it needs to operate with more insight, agility, efficiency and compliance across multiple business units, business processes

and applications. This means that both the business processes and IT capabilities must contend with a faster pace of change, growth, larger volumes and diverse businesses—all driving the need to evolve Accenture's ERP to be ready for future needs. The journey began when our global IT organization migrated Accenture's Finance and HR system from SAP Business Suite on Microsoft SQL to SAP Business Suite on HANA. The effort involved migrating Accenture's enterprise database to SAP HANA, installing new SAP HANA hardware devices and then working through the complexities of how to build, host and operate an SAP HANA physical environment for Accenture's scale. The team went live with SAP Business Suite on HANA and in production on time and without business disruption, delivering the scale, agility and performance benefits expected. Since then, Accenture has also migrated its Finance and HR systems to SAP S/4HANA. For the next stage of the journey, global IT needed to similarly migrate Accenture's SAP Business Warehouse (BW) system from Microsoft SQL to SAP HANA. SAP BW is a mission-critical system that supports statutory and management financial reporting, consolidations and business forecasting. To prepare, the team performed two application upgrades, one to SAP BW 7.5 and the other to SAP Business Planning and Consolidations (BPC) 10.1, in order to stay current with the SAP product road map and to support continued application security. Additionally, Accenture leadership chose this opportunity to lead in the "New" and migrate its first major SAP application to the public cloud, to achieve greater scalability and environment efficiency. Assessing public cloud feasibility The effort began with an SAP program team from Accenture's Consulting and global IT organizations assessing the feasibility of moving to the public cloud. The team conducted a proof of concept in the cloud and a vendor assessment, ultimately selecting Microsoft Azure for its capability to handle enterprise-scale requirements and its cost-effective pricing. This decision also aligned with Accenture IT's cloud-first strategy for new applications and Accenture leadership direction to lead in the New. The challenge was heightened because no BW instance the scale of Accenture's had previously moved to Microsoft Azure. The full project kicked off with the initial global IT team expanding to include Accenture's Global Delivery Network and teams from Microsoft and SAP, as well as input from subject matter experts from the Accenture SAP Cloud Center of Excellence. From the business side, teams were assembled from Internal Business Operations, Finance, Global Controllership and Human Resources. Innovating a new solution With no precedent, every aspect of an entirely new solution required innovation. Accenture, Microsoft and SAP engaged in extensive workshopping and designing. All parties needed to understand the different layers of the solution and how to enable each piece of the architecture to create the most optimal architecture for Accenture. This platform can now be used as a template for future Microsoft and Accenture customers. Working from a blank slate, the combined team jointly designed and implemented the three primary pillars required to deploy the solution: Execution Architecture, Operations Architecture and the Operations Framework. The work included addressing critical items such as disaster recovery, high availability, data encryption, ticket management, scalability and network performance. The result was a highly tuned platform that supports Accenture's business needs. Testing, migration and stabilization The team performed iterative test cycles, simulating two full business month-end close cycles. In the process, they continued to tune the

environment to resolve issues until the close of testing. For production—the actual production migration to SAP HANA in Microsoft Azure—the team executed a carefully orchestrated set of activities in a 24/7 fashion by teams across the globe. The cross-team, complex cutover finished according to plan and the system was released to the full Accenture business on schedule without business disruption. A high-priority support team from Accenture global IT Operations, Microsoft and SAP was put in place for the first quarter of operations to ensure business continuity through stabilization. As a precaution leading up to cutover, each key Accenture business constituent had developed extensive contingency plans, approved by business leadership, that were ready to be enabled in the case of a catastrophic event. The new solution, however, performed well and met all the business service level agreements (SLAs) and experienced no major issues. "Our combined team, working virtually, knew we were breaking new ground. First, we were undertaking a move of Accenture's entire 7 TB BW landscape and architecture from on-premise to a public cloud solution that had never been proven at our scale. Second, once in the cloud, we needed to do a database migration from Microsoft SQL to SAP HANA." Collaborative innovation and intense focus enabled the team to successfully deliver the migration of Accenture's first major SAP application, SAP BW on SAP HANA, to Microsoft Azure in a span of only six months. It represented the first, large-scale instance of SAP BW HANA in Microsoft Azure and the art of the possible. Moving to the public cloud delivered on the business benefits of scale, agility and performance. These capabilities are needed to support Accenture's projected growth. In addition, the move to SAP HANA enabled better, leading-edge reporting and analytics capabilities for business users not possible pre-SAP HANA—a powerful shift in capability for Accenture. Moreover, the new SAP HANA platform is crucial within Accenture's analytics ecosystem, helping to propel Accenture even farther forward as an intelligent enterprise with cross-enterprise advanced analytics capabilities. Accenture continues to collaborate with Microsoft and has also now moved its test BW environments to Microsoft's new virtualized HANA technology. Highlights of benefits gained include: New agile delivery for faster response to business changes; reduced effort on major releases environment build 70% faster management, forecasting and consolidation reporting over world-class optimized BW system 38% performance improvement on the month-end close processing, creating headroom for 50% growth; 70% faster data broadcasting to downstream applications Further fortified Accenture's ERP security; enabled secure SAP HANA agile delivery governance Enhanced scale to mitigate peak usage Foundation for SAP S/4HANA and BW/SAP S/4HANA strategic movements; enable digital integration with future Accenture IT and ecosystem platforms Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

A new approach to pricing

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/manage-my-price ----- Call for change A valuable difference Meet the team

Today's world of constant change means that Accenture needs to change with it. That includes the services we offer and their associated pricing. As part of a company-wide program to digitize our business services, we refreshed our pricing approach to one that is more optimal for our clients and Accenture. Pricing is one component among many in Accenture's multi-year journey to digitally transform our business services. We're building a digital business services suite of intelligent applications and tools that streamlines, integrates and automates client account services and business management. Its breadth is extensive: 20 applications that span the sell-manage-deliver process to simplify and improve how teams work. Before making this change, our pricing approach had become dated and less relevant, requiring client teams to manually draw on specific pricing resources and manually reenter information as it was exchanged. It was clear that Accenture needed a company-wide pricing approach that would allow solutions to be priced in a way that is more relevant to today's market, quickly and efficiently—a solution that would also provide flexibility and adaptability to changing conditions. "Manage myPrice is yet another vital component in streamlining Accenture's client account processes." In response, we developed Manage myPrice, a new pricing platform that offers differentiated pricing solutions based on group-specific attributes across services. Each Accenture service group defined a unique pricing approach that works for its specific area of business and can build its price based on how it sells to the market. Rather than simply automating the pricing process, Manage myPrice reinforced and supported the differentiated pricing approaches by area of business to focus on value Accenture creates and delivers rather than simply on a profitability target. Manage myPrice digitally facilitates informed pricing, drawing on data from other sources. It builds a market-relevant starting price point based on third-party competitive intelligence, historical Accenture opportunities and market-centric targets. Getting to this outcome, however, was more than simply building a technology solution. Implementing an enterprise-wide pricing solution required extensive effort to define not only a new pricing approach, but also required engaging our teams to make the change. Secured sponsorship and business engagement Fundamental to the successful rollout of Manage myPrice was establishing support at senior levels across all of Accenture's organizations. In order to secure their support, we organized forums tailored specifically to each stakeholder group to get a better understanding of their individual pricing needs. Started small, then expanded We began development with a small segment of Accenture's business that was mature and had the most leadership engaged, before expanding to other parts of the business. Looking at the commonalities between the various pricing approaches, we built the foundation of the Manage myPrice application. With the foundation in place, we then enabled each service to achieve market-relevant pricing through differentiated service-specific attributes and functions. Enabled integration The beauty of Accenture's "Manage my" suite of cloud-based, intelligent (or data-driven) applications and tools is that it unleashes the power of integration and consistency. Manage myPrice, for example, is synced directly into Manage mySales, Accenture's digital, analytics-driven sales

platform, and into Manage myEngagements, Accenture's digital delivery management platform. With technologies working across platforms, solutions are integrated and connected. This means deal teams only need to enter information once and manage it in the originating system. This process enables connections among applications and maintains data consistently throughout the life span of a sales opportunity. Created a common platform Manage myPrice is also a common source for pricing data. Having all the pricing data in one platform allows various Accenture leads to review their business trends. They also have visibility to more granular pricing data points surrounding the work that they are selling. Performed agile delivery, then scaled Our program team followed a minimum viable product model delivery approach to quickly stand up the Manage myPrice application. To keep our delivery agile, we defined processes to allow for quicker build and test turnaround and off-cycle deployments to production. As we iterated, we adopted end-user feedback to improve pricing profitability, productivity and predictability. Fostered adoption Simply implementing a new technology does not always equal success. In designing Manage myPrice, we considered learning and behavior change as a critical part of the rollout. We helped our people understand the "why" not just the "how" behind Manage myPrice by providing an entire suite of audience-specific training and ongoing support—all of which were key to a successful adoption plan. Another key component was the inclusion of business stakeholders. By engaging them, we created a change network across the company that fostered change in ways that mattered to users. Manage myPrice strategically shifts Accenture's pricing process for most services by providing a single platform fit for purpose offering pricing that's digitally enabled, differentiated by business area, and value-driven. More specifically, it supports profitable pricing behaviors by offering market-based rates along with price and margin targets. On the intelligent front, Manage myPrice offers real-time insights and metrics including competitive intelligence. Clients benefit from buying services that are competitively priced with the market and reflective of partnering relationships, among other factors. Accenture benefits by moving to an enterprise-wide solution that drastically reduces the time to price—from hours and days to minutes. On its own, Manage myPrice is powerful. But it's even more powerful when it's working with Accenture's entire "Manage my" suite of applications. Client account teams can better deliver Accenture's best capabilities to serve clients and more directly influence the direction, growth and profitability of Accenture's business. Teams work faster and more effectively, winning work more quickly and profitably. "We've significantly changed the way we think about pricing our strategy and consulting work—moving away from cost pricing to fit-for-purpose pricing." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Innovation drives Iveco Group's vehicles

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities A digital factory ramps value A 360-degree value framework People-focused programs Teodoro Lio Gustavo Bernardini Alessandro Angelini Software-defined vehicle Mobility X Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Digital factory launched to drive growth Shifting from products to services is critical for industrial vehicle manufacturers. Today's fleet managers need more than a quality vehicle—they need solutions to enhance sustainability, improve total cost of ownership and support driver safety. That's why Iveco Group, a global leader in commercial and specialty vehicles, wanted to establish a digital services factory to advance and differentiate its offerings. Pivoting to digital services would require a digital factory-driven operating model that combined skilled talent with leading-edge technology. "Delivering at speed to quickly satisfy fast-evolving market needs is a top priority on the corporate agenda. The digital factory is a crucial step to meet client expectations and drive future growth." "Delivering at speed to quickly satisfy fast-evolving market needs is a top priority on the corporate agenda. The digital factory is a crucial step to meet client expectations and drive future growth." Iveco Group and Accenture are working together on a five-year initiative to enhance the company's digital capabilities, develop smart connected products and services, and reshape its operations. The digital factory will leverage the creative energy, advanced technologies and industry expertise of Accenture's Industry X Innovation Network of centers. More than 250 people are collaborating across these centers, using advanced analytics, artificial intelligence (AI), the Internet of Things (IoT) and cloud computing to ideate, design, build, test and scale new products and services. They help shorten the innovation timeline, using an established agile way of working that allows Iveco Group to rapidly bring new products to market and continue to evolve them. Accenture is also partnering with Iveco Group to ensure its workforce has the skills required to fully leverage the benefits of its new digital service model. Increasing innovation skills, technology and processes to power new digital solutions and services. A holistic approach encompasses sustainability, financial benefits and talent development. Help Iveco Group develop hard-to-find digital skills and new ways of working. "A new way of working kicked off a radical technology transformation. By adopting a DevSecOps framework, Iveco Group aims to accelerate digital delivery and reduce time-to-market, while keeping products innovative, reliable, sustainable and secure." "A new way of working kicked off a radical technology transformation. By adopting a DevSecOps framework, Iveco Group aims to accelerate digital delivery and reduce time-to-market, while keeping products innovative, reliable, sustainable and secure." The digital factory has contributed to the growth of Iveco Group's innovation skills, technology and processes to design, develop and deliver new digital services to its customers. Data insights are also offering critical views on how Iveco Group customers use the vehicles and

services. This gives the company better visibility into the customer journey to continually refine its offerings. Finally, people-focused programs are helping Iveco Group develop hard-to-find digital skills and new ways of working across the company's global workforce. Now, by combining the new digital services with the company's historical product-based business model, Iveco Group is well-positioned for success as it moves into the new era. Transforming vehicles from hardware to a connected service platform. Shaping the future of how everyone and everything moves. The largest global Microsoft practice. Sixteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
========================

Creating five-star associate experiences

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/hr-transformation ----- Serving up simplicity Room to grow We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY MARRIOTT INTERNATIONAL Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. 3-MINUTE READ Marriott International has a reputation for creating exceptional guest experiences. However, like most brands that have been around for nearly a century, legacy systems across the organization made it tough to show that same love to associates. Over the years, Marriott International's HR system had become an increasingly intricate web of multiple vendors, making it difficult to operate across regions—all with vastly different regulatory, compliance and security environments. To bring a more personalized experience to its people, the hospitality leader worked with Accenture to reimagine its HR technology and launch a new Human Capital Management (HCM) system powered by Oracle Fusion. Find out how Marriott International worked with Accenture and Oracle to reinvent global HR. The new cloud-based platform, mHUB, enables quick, personalized access to associate information, learning and training details, internal job opportunities and other critical HR resources across 15 different languages. This AI-powered solution also gives leadership access to more accurate, robust, real-time data so they can understand the true cost of business and make more informed decisions. Most importantly, mHUB put control of data back into the hands of associates by allowing them to update their personal information, ensuring both security and accuracy. Since go-live, Marriott International associates have completed more than 18 million learning courses. Accenture and Marriott International worked in tandem on different aspects of the transformation to ensure mHUB was a win for associates. Accenture focused on technology enablement while Marriott International took the lead on training development and change management. Since go-live, Marriott International associates have

completed more than 18 million learning courses. Additionally, hiring managers can review six million candidates to find the right person for the right job and rapidly onboard more than 200,000 new hires. Marriott International also introduced an Employee Stock Purchase plan (ESPP) in the US to help attract and retain talent, drive associate engagement and foster a culture of ownership throughout the business. The new ESPP integrates with mHUB to allow associates to purchase stock at a significant discount through payroll deductions. To date, mHUB remains one of the largest implementations of Oracle Cloud HCM, with 14 Oracle technologies and 10 HCM modules rolled into one solution. Today, Marriott International is bringing its legendary personalized experiences to its people across its 31 brands, 8,600 properties, and 139 countries. With deeper insights into its global workforce, Marriott International is reimagining the future of hospitality jobs by innovating to drive greater associate engagement, career growth, scheduling flexibility and financial wellbeing. Having a truly global platform to support our associates' growth and development is a tremendous competitive advantage for Marriott International. The invaluable insights we gain from this global foundation are helping to shape our talent programs worldwide. Ty Breland / Executive Vice President and CHRO, Marriott International NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Dyllis Hesse Client Account Lead – North America Shawn Craig Managing Director – AFS Technology Nishant Manchanda Managing Director Brian Young Managing Director – Oracle Business Group © 2024 Accenture. All Rights Reserved.
======================

Building a culture of cyber security

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Employee commitment Secure devices Protecting client data ISO 27701 CSA Security, Trust & Assurance Registry (STAR) Ratings Kris Burkhardt John Blasi Paul Kunas Steve Zutovsky How Accenture does IT Information Security at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Before 2010, threats of ransomware and malicious malware seldom, if ever, made the news headlines. But as more and more information moved to the cloud and digital technologies expanded, so did the frequency and sophistication of such cyber attacks. This shift prompted organizations and individuals to do more to protect the information they stored and transferred within these infrastructures. Within Accenture, a small team was tasked with formulating a response, strengthening and expanding our security defenses beyond technical systems, tools and controls by restructuring our security approach to meet Information Security Management System (ISMS) standards. Such standards looked to manage cyber security with a focus on people, processes and technologies, and served to establish the framework to protect Accenture's global and increasingly mobile workforce. Further, the team also undertook a formal assessment process in 2011, designed to create a comprehensive Information Security Risk Profile for the company. This move helped identify and prioritize security risks, as well as the actions necessary to prevent and protect against them. These transformative steps led Accenture to formally create the company's information security organization. Now with over 50,000 physical and virtual servers operating our business and supporting our clients, the Information Security organization is more than 800 people strong across the globe. The team's expertise spans technical architecture and security operations, governance and risk management, acquisition integration, threat response and intelligence, compliance and behavior change. "To protect the data we are entrusted with, our Information Security organization continues to adapt and optimize its risk resilience, addressing current cyber threats while preparing for new issues tomorrow might bring." Our Information Security organization was developed around a strategy focused on building a resilient buffer against evolving threats and risks facing Accenture and our clients. This strategy also fosters a mindset within Accenture where everyone takes accountability for putting security first. A further aspect of the strategy is the establishment of several distinct areas and an extensive governance network led by the Chief Information Security Officer. This network of accountability plays a critical and necessary role in maintaining Accenture's security posture. The Information Security organization, which operates 24/7/365, can quickly respond to and address attacks, threat intelligence, system patching, vulnerabilities and workstation remediation. With Accenture's increasing organic and inorganic growth, the areas of assessing acquisition security environments, employee security training and protecting our client data have become even more significant in the day to

day activity of our organization. As our Information Security organization has matured, cross-functional teams have been put in place to monitor and provide oversight to the security practices across a wider swath of Accenture's business. Now, cross-collaborative groups like the Policy & Advisory Committee, Security Steering Committee and Accenture Information Security Leads meet and communicate regularly to ensure good security standings company-wide, or that concerns are raised and escalated promptly. Given an environment of aggressively growing cyber threats, Accenture's risk tolerance has changed. In response, the industrialized processes of our Information Security organization continue to prove value, most visibly through the overall culture of shared accountability that has developed across the company. Through our team's fine-tuned programs and processes, every Accenture employee understands they each play a role in keeping Accenture and its clients secure. One tangible way this understanding has manifested is in employee participation in the award-winning Information Security Advocates program. This program engages each person in bite-sized, "gamified" security training exercises each quarter. Learning experiences on topics like social engineering, credential theft and working remotely are modified and refreshed regularly as new threat realities are identified. This training—a lot of which is voluntary—has shown that with each completion employees are much less likely to be involved in a security incident. And, on average, 99% of all employees become Information Security Advocates each year. Another valuable capability from the evolution of Information Security is the ISO-certified Client Data Protection (CDP) program. This program provides Accenture client engagement teams with a standardized approach to managing risk through a set of security processes, controls and metrics. A CDP plan is developed for each client project and provides end-to-end security risk management measures covering physical, application, infrastructure and data security. A further valuable outcome is detailed reporting. Key security performance indicators (KPIs) from across the business are captured and fed into a comprehensive Security Posture Scorecard (SPS). The contents are used to report out to the highest levels of Accenture leadership weekly, and to the Board of Directors twice a year. The dozen-plus KPIs include measures such as vulnerabilities, out-of-compliance servers, and misconfigured networked devices. In reviewing the SPS, Information Security teams have a very near real-time view of the global security posture. This view gives them the ability to take corrective actions more proactively and plan strategically. Our Information Security organization's continuous flexibility through a constant state of change and our ability to reinforce a security mindset across a global workforce, demonstrates one Accenture that protects client and Accenture information. "Protecting our services and data are an absolute top priority and a cornerstone of our client relationships." 99% of all Accenture people are Information Security Advocates. ~1M workstations, servers, wireless access points and mobile devices secured. +2K client projects with active CDP plans. Maintains certification for data-privacy standards. Awarded, and maintains, the highest Gold-level certification for Accenture-managed cloud infrastructure. Accenture ranks top among its peers in maintaining a strong defense against threats, as reported by the leading cyber security rating vendors in each risk category. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our

======================

Tokio Marine Kiln reaches for global unity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/insurance/tokio-marine-kiln-reaching-global-unity ----- Call for change When tech meets human ingenuity A valuable difference Our leaders Jamie Althorp Daniel Totilo Current Country: United States CASE STUDY Accenture helped Tokio Marine Kiln become one of the first Lloyd's of London insurers to adopt Workday. 5-MINUTE READ Time for total transformation Tokio Marine Kiln (TMK) employs about 800 people globally and has three syndicates at Lloyd's of London. Its finance and human resources departments used multiple, disparate systems, with each business function operating independently of the other. TMK was running on a disjointed technology landscape, spreadsheets and even an honesty system for holidays, and required a new operating model. TMK asked Accenture to deploy Workday Human Capital Management, Finance, Payroll and Procurement to bring its UK and Singapore businesses on to one efficient system, making it one of the first major UK insurers to do so. TMK selected Accenture to ensure strong delivery across our London and Singapore offices, whilst drawing on Accenture's London market experience. Nick Hutton-Penman / Deputy CEO, Tokio Marine Kiln Designing on a deadline Accenture and TMK designed a single, modular system aligned to TMK's key business processes, with few integrations and customization to reduce complexity. The team used Workday's launch methodology to rapidly deploy the out-of-the-box system in just over six months, reviewing, testing and iterating along the way. Virtual tools helped maintain close collaboration during the pandemic, while bitesize meetings complemented by targeted training helped stakeholders grasp new concepts faster. Workday HCM, Finance and Procurement were deployed in the UK and Singapore with Payroll also deployed in the UK. A new expenses module was deployed in 12 weeks and critical external people data was integrated via Workday Prism. Streamlining solidarity With key HR and finance data accessible in one place, greater self-service via Workday's mobile app, and continued support from Accenture's Application Management Services (AMS) team, TMK is realizing greater efficiency and productivity. HR no longer needs to navigate a complex system of email chains and spreadsheets to track everyday functions, while the workforce can quickly update personal data or approve roles within the app. The London and Singapore businesses now use one chart of accounts, and automated reports provide greater visibility of the global business. TMK continues to update its Workday system and plans to extend it to its US business and other subsidiaries to gain even deeper insights. 6 Workday's launch methodology was used to rapidly get the out-of-the-box system up and running in just over six months. 12 A new Workday expenses module deployed in 12 weeks with critical external people data cohesively integrated via Workday Prism. Managing Director – Insurance Lead, UKI

Reinventing together with our clients

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/v360-awards ----- Using data and AI to supercharge e-commerce advertising Vale cuts through the complexity of Brazil's licensing process Ecolab creates a steady stream of actionable insights for a cleaner world How Lundbeck used AI to qualify new drug targets for headache disorders Current Country: United States CASE STUDY V360 Awards Our global V360 Awards showcase how we deliver value and innovation, with the power of technology and human ingenuity. Meet the winners. 5 -MINUTE READ Our internal V360 Awards celebrate the stories of reinvention and 360° value creation by Accenture teams for our clients, company, and communities in which we work and live. These stories inspire others on their journey toward reinvention. Winning teams and their clients were celebrated during an event broadcast to all of Accenture. Here we take a glimpse at some of the standout moments from the client co-innovation category, which celebrates teams who co-created with clients to deliver exceptional innovation and value. We want to recognize the amazing examples of how we are truly delivering on the promise of technology and human ingenuity. Julie Sweet, Chair & CEO A successful marketplace is only as good as its merchants. That's why a leading e-commerce company partnered with Accenture to reinvent the seller experience for thousands of its vendors. The company wanted to help its sellers to reach more customers. Many of these merchants were unfamiliar with the processes and benefits of targeted advertising—so the existing self-service portal wasn't making the requisite impact. We partnered to bridge this gap with a unique strategy blending personalized support and advanced technology solutions. We made the portal more user-friendly and educated sellers about leveraging advertising to grow their business. Designed for the e-commerce sector, our solution taps into the power of data, AI and generative AI (GenAI) to provide real-time, customizable strategies for advertising optimization and seller interactions. Targeted advertising suggestions are regularly sent to sellers to help maximize returns on ad spending. They have access to a suite of tools to boost confidence in advertising investments, while AI and GenAI initiatives also offer post-call summaries and real-time campaign insights. But the solution isn't all tech. It's the human touch that makes the real difference: Regular interactions with agents build trust, and multi-channel connectivity keeps everyone engaged. The results are impressive: Vendors have seen exponential growth in return on ad spends, and an increase in overall revenues. For the e-commerce company, the partnership with Accenture has resulted in year-on-year growth in ad spending, and a significant number of zero-spenders have been converted into active advertisers. Together, we developed a model that blends technology with the human touch that can be replicated globally to reshape the e-commerce landscape. Brazil—the largest country in South America—is home to more

than 200 million people and stretches over 3 million square miles. Despite this size and potential, Brazil faces a significant infrastructure deficit, projected to reach US$778 billion by 2030. Closing this gap would mean constructing power plants to provide reliable electricity, supplying metals and minerals for global energy transition and developing transportation networks to support agriculture and manufacturing. It would mean greater opportunities for the people of Brazil. But to achieve this, every project must go through the Environmental Licensing Process (ELP), a vital step in ensuring sustainable and responsible infrastructure. The ELP evaluates and approves projects based on their environmental impact and ensures compliance with government regulations. However, navigating this process can be complex, time-consuming and expensive. Even the smallest error can set a project back significantly, with licenses taking up to seven years to secure. Vale S.A., a major Brazilian player in the mining and logistics sectors, saw an opportunity to change this, and partnered with Accenture to create Smart Licensing: an end-to-end licensing management platform that uses AI to speed up that environmental licensing process. Smart Licensing aims to cut permitting lead times by at least 15%. It covers the entire process, from project registration and licensing type analysis to managing procedures, tasks, responsible parties and deadlines. Through an AI component, it also scans environmental studies and makes sure they comply with all regulatory requirements. These studies often exceed 1,000 pages and analyzing them is a time-consuming part of the process. But with the help of AI, Smart Licensing reduces days of document reviews into minutes. The platform not only speeds up licensing but also ensures compliance, reduces environmental impact and promotes a digital culture within technical teams. The solution can adapt to various infrastructure development industries, as they all must comply with the licensing process, and has the potential to expand to more countries, opening up new opportunities for innovation and growth. Smart Licensing is set to play a key role in Brazil's infrastructure development. Speeding up ELP means accelerating the country's progress, ensuring more environmentally compliant projects that bring responsible growth, job opportunities and ultimately, a brighter future for all. Ecolab takes its commitment to protecting the resources vital to life very seriously. As a global sustainability leader offering water, hygiene and infection prevention solutions and services, the company enables businesses to prioritize growth and sustainability goals at the same time. Ecolab wanted to help its diverse range of industrial clients—from food services to power generation—obtain precise insights into their water usage, optimize water management, and ultimately meet their sustainability commitments. Ecolab collaborated with Accenture and other organizations to create ECOLAB3D™—a transformative, tools and intelligence-driven, data and AI-powered platform that would help revolutionize water and energy management. Ecolab's technology solutions enable companies to achieve best in class water performance and sustainability outcomes by collecting and processing real-time data from across Ecolab's clients, comprising massive networks of thousands of devices—including 30,000 connected water performance systems sending over 21 million data points monthly. The ECOLAB3D platform uses advanced algorithms and predictive analytics to swiftly detect system deviations and turns a flood of information into data-driven insights, providing customers with an unprecedented ability to help visualize,

optimize, and control their energy and water usage. It helps companies implement tailored conservation strategies that contribute to reduced water and energy use and, ultimately, to reduced greenhouse gas emissions. This smart platform also provides customers with key information about their systems performance in real time, using insights to drive action. Notably, the platform uses generative AI accelerators to provide efficient application support and development. Ecolab's 48,000 associates deliver science-based solutions, data-driven insights, and world-class service to optimize water and energy use for millions of customers in more than 170 countries. This impact is significant: nearly 200,000 actionable notifications provided by the platform every month empower Ecolab's clients to strategically target their conservation efforts—planning to save 300 billion gallons of water annually by 2030 using smart water management practices and tools. Advanced analytics and AI integration also help provide a clearer view of inefficiencies, contributing to carbon neutrality through reduced greenhouse gas emissions and preventing millions of pollution-related illnesses annually. Together, we developed a solution that is helping companies in over 40 industries worldwide to enhance efficiencies, drive global impact, and integrate AI capabilities into their solutions to unlock next-generation insights, analysis, and collaboration—staying true to Ecolab's mission of making the world cleaner, safer, and healthier. © 2024 Accenture. All Rights Reserved. ======================

Bringing satellite data down to earth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/aerospace-defense/e-geos ----- Space to learn The velocity of innovation We are making bold moves, together MEET THE TEAM Current Country: United States CASE STUDY E-GEOS Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. 3-MINUTE READ Since the first person looked up, people have been fascinated by outer space. The final frontier is full of mystery and promise. Today, e-GEOS is removing some of the mystery and giving people access to vast amounts of information. Each day, satellites send down a staggering amount of data. e-GEOS, a Telespazio/Italian Space Agency (ASI) company and a pioneer in the new space economy, is partnering with us to turn all those terabytes into useful insights. While governments have been using geoinformation for surveillance and infrastructure planning, private sector demand for complex satellite data is growing at an exponential rate, driven by industries including agriculture, utilities, insurance and finance. When fused with other data sources including socio-demographics and internet of things, it's tremendously valuable. It also can play a crucial role in helping companies meet their sustainability goals, particularly around land management and natural resources. Together, we created a cutting-edge solution to process and analyze satellite data and turn e-GEOS into a multi-dimensional data provider while expanding its customer base. Geo-information and its data help people gather insights from light, heat, ultraviolet, sonar or radar

sources using equipment in space, in the air, on or under the ground or in the sea. e-GEOS teamed up with Accenture to design and deploy its own scalable satellite data and information cloud platform to help turn valuable data into insights. The solution—CLEOS (Cloud Earth Observation Services) —is a revolutionary, AI-powered product that makes geo-information data accessible through a simple user interface. CLEOS puts the customer at the core, streamlining the management and processing of satellite data and distilling it into relevant, actionable reports. Users can set up automatic image extraction and real-time analysis, which can have positive, significant implications for emergency and natural disaster management. Earth observation also plays a key role in Industry of the Future innovations, enabling new intelligent operations across multiple sectors including energy and manufacturing. Together, we simultaneously implemented multiple technology solutions, including Max-ICS—an analytics platform developed by EarthLab Luxembourg, an e-GEOS company, which serves as a smart enabler for centralizing data. e-GEOS is a global leader in the geo-information market and now covers the entire value chain, from data acquisition and analysis to self-service, scalable tools and AI-powered applications. CLEOS manages more than 45 million discreet items and has an online platform to share the value of global satellite coverage, access to over a decade of historical satellite data, and more than 10 commercial and open satellite missions. e-GEOS now has the solution it envisioned, as the dynamic company continues to reach for the stars…and beyond. Together, Accenture and e-GEOS are bringing new geological data and insights to people working to answer the world's biggest questions about our planet. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and

greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Marco Addino Managing Director – Aerospace & Defense and High Tech, Europe Giancarlo Paccapeli Director – Industry X, Europe Roberta Rocca Senior Manager – Strategy, Europe © 2024 Accenture. All Rights Reserved. ========================

AI-driven Virtual Agent Network for entrepreneurs

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/ai-powered-virtual-agent-network ----- Opportunity Collaboration in action The human experience The win-win Meet the team Related capabilities Kamu (Immigration) PatRek (Patent and Registration Office) VeroBot (Tax) Gaurav Diwan Valerie Armbrust Konstantin Vdovenko Eyal Darmon Public sector AI Applied Intelligence Accenture customer engagement JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With a bold vision of a human-centric society, the Finnish government joined the global race to attract the world's most forward-thinking talent. Facing an aging population and a shrinking workforce, Finland wanted to attract the world's most forward-thinking new businesses to help it fund its high-quality public services. To do so, the government wanted one single place for digitally-savvy entrepreneurs to get the answers they needed to set up a business. Rather than offer the lengthy and fragmented process of working separately with different government agencies. Specifically, it wanted a solution that aligned to its Aurora national AI program, which helps citizens and companies alike utilize services in a timely, sustainable manner. Their goal was to use new technology to unite the wider ecosystem in a way that was natural for citizens and predictive of their wants and needs. Turning this vision into reality required an ecosystem of agency collaboration, innovation, deep customer understanding and intuitive technology. The Finnish Immigration Service collaborated with Accenture that then evaluated and brought in a start-up called boost.ai. Next, they started co-operating with the Finnish Patent and Registration Office and the Finnish Tax Administration. In only three months, this ecosystem of organizations created one of the world's first known AI-driven Virtual Agent Networks – a group of AI-enabled virtual assistants providing a much more seamless and unified service for entrepreneurs who were interested in bringing their business to Finland. This new "Living Service" consists of three AI-enabled virtual assistants: one for immigration issues, another for business patents and registrations and a third for tax-related queries. These virtual assistants are powerful on their own. But together they offer a single, seamless experience to the end-user. The opportunities for connecting services are endless and would bring huge benefits to users. This Virtual Agent Network brings together organizations across sectors to serve citizens and business alike with a holistic, proactive and human-centered approach. Helps with immigration and citizenship issues. Supports questions related to setting up a business in Finland. Answers tax-related queries. A Virtual Agent Network sets the bar for how digital services should

function. Instead of figuring out who to contact and then making multiple calls to different agencies, customers now have a single place to get their questions answered – anytime, anywhere. Customers can access all three virtual assistants through a single chat window that synchronises to each organizations' websites. The individual agencies do not need to share data between each other – instead, the AI network directly connects the customer and the right agency. For example, if you ask Kamu a question about taxation, VeroBot recognises the topic and can immediately respond. Public service employees also benefit from this AI-driven service. Now that virtual agents can answer frequently asked questions, anticipate needs and automate routine tasks, employees can focus on more complex cases that need human support. The idea for AI-driven services that connect different entities may have been born in the Accenture Innovation Hub, but to succeed, collaboration was key. By combining Accenture's innovation architecture with the technology capabilities of boost.ai and the government agencies' deep customer knowledge, an ecosystem focused on providing better customer experience and engagement became a reality. "This is a great example of government, technology companies and startups working together to create solutions to improve lives of our citizens." Cross-government collaboration has helped these Finnish agencies redefine their customer service. This Virtual Agent Network even helped Migri win BearingPoint's 2020 award for Best Choice in Digital Service, with the Tax Administration placing fourth in the same category. The Patent and Registration Office, for its part, has developed its customer service with AI, focusing even stronger to the needs of customers with foreign background. The adaptability of a Virtual Agent Network to other areas of government is promising, given the speed of service and low cost to scale. It represents a significant step towards "Finland as a service" and a full "Living Government" that empowers public agencies to deliver relevant, connected and adaptable experiences that build trust between governments and citizens. And that is an asset when foreign talent is considering the right country in which to set up their business. The courage and open-mindedness of these three agencies, engaging in groundbreaking cross-sectoral collaboration not only sets an example for other government agencies, but shows that the Finnish government is a forward-thinking counterpart. The lessons we've learned: Have a vision. Be brave. Be ambitious. Have a limited but challenging scope. Start – don't just plan. Experiment. Learn. Scale up. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Using big data for saving little lives

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/ohio-infant-mortality ----- Challenge Strategy and Solution Transformation Meet the team Related capabilities Helping more babies survive—and thrive A novel approach Rapid results Joseph Fiorentino Charles Hack Anika Vinzé Linda Pulik Applied Intelligence JOIN US

Losing a child in the first year is an immeasurable tragedy for a family. Infant mortality is also an urgent public health issue. The challenge has been especially dire in the State of Ohio, which has one of the highest infant mortality rates in the United States. In 2017, seven out of 1,000 babies died before the age of one year. But this aggregate statistic belies deeper inequities along racial lines. Compared to white babies, black babies in Ohio were more than three times as likely to die before their first birthday. Recognizing the need for bold action, State of Ohio leaders began exploring how they could harness Big Data to better understand the complexity of this growing issue and transform interventions for at-risk mothers and babies. States usually tackle an issue like infant mortality by designing programs to encourage top-down behavioral change by mothers who are deemed to be at-risk. Ohio is taking a different approach, without preconditioned assumptions, which combines comprehensive cross-agency data sharing and collaboration with intelligent analytics to uncover finely targeted pathways to better birth and infant mortality outcomes. Led by the Ohio Department of Health and Department of Administrative Services, the State is analyzing information from a vast array of over 200 datasets, including, for the first time ever, 31 datasets from across Ohio's State agencies, as well as countless other public, federal and third-party sources. The State is attacking this unprecedented dataset in an innovative and collaborative fashion using fast-moving, cross-disciplinary teams, incorporating Human-Centered Service Design into the process and guided by appropriate ethical oversight and governance. The end goals: to identify underlying and common drivers, to enable targeted, preventive interventions, and to drive effective programmatic action. With these data-driven insights, the State is focused on behavior change that will positively impact the quality and consistency of service delivery by the agencies and medical and service providers around the State, improving outcomes among Ohio families who may be at risk of losing their child. Ohio is working with Accenture to unify and analyze the data, verging beyond traditional academic research. These data include information related to the health of Ohio's infants and mothers —such as vital statistics, Child Fatality Review, claims history, as well as data pertaining to the Social Determinants of Health such as education, neighborhood and environment, transportation, and economic stability, as well as behavioral health and State benefits information. Combining these data with medical factors and demographic and census data, the team continued to answer three historically difficult questions: See how Ohio uses big data to save little lives. Ohio's efforts point to the power of cross-disciplinary collaboration, with sophisticated analytic tools and methods underpinned by a human-centered approach. In just three months, Accenture helped Ohio create a 360-degree view of the at-risk mother. Data scientists employed machine learning techniques on the vast project dataset to develop a prioritized list of approximately 250,000 Ohio mothers across State agencies. Cases were stratified by risk and prescribed targeted interventions. The team identified health risk factors impacting mothers and infants down to the community level, and developed performance views across health, social and behavioral data. Web portals serve up actionable information to the front lines, including: Ohio is now putting these insights into the hands of those on the front lines of the fight against infant mortality. The State is using data to create communities of learning, develop and

refine best practices, and foster measured improvement across the programs in a virtuous cycle of better outcomes for Ohioans. The State is already applying the analytics to produce Intervention Protocols which reduce process hurdles identified in the data and increase uptake of evidence-based programming. The protocols focus on mitigating three primary risk factors for Ohio's babies: prematurity, safe sleep, and substance- and nicotine-exposed infants. The protocols are being created using Human-Centered Design—a methodology of co-creation and empathetic situation understanding with the end users of the service—in collaboration with healthcare providers, home visitation workers, community organizations, State agency staff and other stakeholders engaged to help the State understand challenges at the local level and craft effective interventions. Ohio's efforts point to the power of cross-disciplinary collaboration, with sophisticated analytic tools and methods underpinned by a human-centered approach. Combining Big Data and bold action is helping Ohio deliver an outcome that truly matters: healthier babies and families.

=====================

Liberating data insights with cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/data-analytics-transformation ----- Call for Change When tech meets human ingenuity A valuable difference Related capabilities WSIB: Grounded in cloud Driving data infrastructure evolution Infrastructure services Cloud services Data transformation JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Major financial organization transforms its data and analytics capabilities with cloud and data platforms Liberating data trapped in siloes Today's organizations, public and private, live and thrive by the power of their data*. And nowhere is this truer than in the financial system. From financial services providers to finance ministries to central banks, finance-related organizations rely on their people having up-to-date and accurate data-driven insights at their fingertips. For one major player in the European financial system, the need for enhanced data analytics was creating a growing challenge. Historically, the organization had been divided into several distinct business units, with each unit gathering, processing, and analyzing its own siloed data for its own needs. The impact? Data accessibility and consistency were suffering. Datasets* were locked away in business units' siloed infrastructure, SharePoint sites or document management systems. Employees had to resort to text files and spreadsheets to share insights across the organization. What's more, data points and formats frequently didn't match up or were duplicated across different business units. The organization's lack of data integration was holding back collaboration and speed of analysis. It recognized an opportunity to "liberate" its data from the current siloes. The goal? To harmonize data, make it more accessible, reduce duplication, enhance accuracy, improve efficiency, and make analytics faster and more responsive.

Ultimately, this would mean upgrading the data operating model, as well as the data platform and infrastructure, in the cloud. A data lake and a cloud Accenture has been helping the organization redesign and evolve its data infrastructure over two key phases. The first phase, which is now complete, liberated the data by migrating it into a new centralized platform. This meant building a new on-prem Hadoop-based data lake, complemented with a centralized data factory and maintenance capability, and then onboarding three petabytes of data from 60 separate datasets. Business users were also empowered to use their own analytics solutions, such as Python-coded tools or low-code/no-code visualizations, to get faster insights out of the data lake. In fact, more than 350 data labs have already been created via this self-service functionality, improving data service and accelerating data experimentation across the organization. Accenture has been helping the organization redesign and evolve its data infrastructure over two key phases. 60 Datasets migrated 3 PB Data onboarded 350+ Data labs set up The second phase of the transformation, which is currently underway, is to transform the organization's data in the cloud by migrating the on-prem data lake to the AWS cloud, using AWS serverless architecture to build cloud-native data infrastructure. This would enable the organization to accelerate data insights, further standardize the technology stack, reduce technical debt, and take greater advantage of cloud-based services like machine learning. New ways of working The team also saw an opportunity to rethink the data operating model and avoid the potential bottleneck created by onboarding and syncing data in the centralized data lake. A new federated approach, which Accenture is helping to design and implement, will involve creating decentralized "data product" teams. Oriented around individual data products, these teams will include business users, DevOps engineers, security experts and data analysts. The objective is that each data product team will take responsibility for aggregating, validating, enriching, and submitting its own data to the data lake and drawing insights out of it. To make this flexible and user-centered approach work in practice, the organization will need self-service capabilities plus rigorous data governance and standardization. Accenture is enabling this by building a standardized interface layer to enforce governance and providing a team of "Data-Infrastructure-as-a-Platform" engineers. This team will offer domain-agnostic self-serve tooling and infrastructure, ensuring product teams can pick and choose any cloud platform for their needs, enabling a hybrid multi-cloud environment. Unlocking insights with trusted data With Accenture's help, this leading finance organization is undergoing an evolutionary journey to dramatically modernize and transform its data and analytics capabilities. In implementing a centralized data lake, it has already freed data from the legacy database* siloes. That's radically enhancing data efficiency, accessibility and governance, while also enabling more flexible and secure data storage. Data has become a reusable business asset, with data consumers able to get access to the data they need, when they need it, to build data-driven products and make more informed decisions. And with less redundancy and duplication, data is also more trusted and can be used with greater confidence. Data consumers will have a "one-stop shop" for quickly accessing raw data from across the organization. Data consumers will have a "one-stop shop" for quickly accessing raw data from across the organization. Future of data in a modern finance organization But that's only the first part of the story. As the organization looks ahead to a future cloud-

based ecosystem of data products and processes, it will benefit from a whole range of new capabilities. Data consumers will have a "one-stop-shop" for quickly accessing raw data from across the organization. BYOT (bring your own tooling) will enable data product teams to use their preferred tools and solutions for analyzing data. Data governance will be stronger thanks to the new standardized interface layer. And because full data lifecycle management is handled by product teams and data owners themselves, data efficiency will be transformed. What's more, the transformation is fundamentally changing this organization's approach to its data. Whereas IT was once seen as an impediment to innovation and improved time to market, collaborative business and DevSecOps teams are now being empowered to work together in a more user-centered, flexible, fast, and efficient way. That, in turn, will enable far greater organizational speed and agility—a critical capability for a modern finance organization. Footnote: For the purpose of this case study, we define data, dataset and database as follows:
Source: USGS Data, Tools, and Technology FAQs Imagine a future where IT infrastructures can monitor themselves, predict and respond to future business needs and protect and heal themselves. Get to value faster with Cloud First. Data is at the heart of everything an enterprise aspires to do. Make your data more valuable on the cloud. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Meet "AVA": The State of Tennessee's virtual agent

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/meet-ava-tennessee-support-virtual-agent ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Elizabeth Wright Tami Waggoner Eyal Darmon Avik Batra Public service AI Advanced customer engagement Public service cloud JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In the early days of the COVID-19 pandemic, the Tennessee Department of Human Services (DHS) rapidly addressed the surge in family assistance requests by scaling up its contact center response. Once its call volumes became more manageable, the Department began looking at improving efficiency further and expanding its support beyond Pandemic Temporary Assistance for Needy Families (P-TANF). That's when DHS introduced Tennesseans to "AVA," a ServiceNow virtual agent that embeds intelligent automation into the Department's customer service. Given the urgency for services like supplemental nutrition assistance, pandemic childcare support, food service and more, families wanted easy answers fast, at their convenience. Navigating portals or waiting on hold for a live agent wasn't always possible, practical or desirable. With AVA deployed across its various web pages and portals, DHS meets customers, when and where they are. A self-service, omnichannel virtual agent Accenture was there to help DHS quickly set up a contact center solution on Amazon Connect when it experienced a surge in call volumes for P-TANF in March 2020. When the

Department was ready to future proof the solution, it turned to its trusted partner once again. Within weeks, the team deployed AVA on the Department's ServiceNow platform to provide secure, self service capabilities. We then launched the virtual assistant on the DHS website and the P-EBT Parent and School Portals, enabling users to easily ask questions on the channel of their choice and receive immediate responses without having to wait for a live agent. While human interactions supported the initial launch of pandemic assistance, it was just two days before AVA along with the system's FAQs began addressing routine issues to free up bandwidth for live agents to help with more complex concerns. The ServiceNow platform also comes equipped with robust reporting and tracking capabilities that give DHS insights into the conversations users have with AVA. These real time analytics allow the Department to make informed decisions and identify ways to improve the overall user experience. To provide a seamless, end-to-end conversational experience, the AI-powered chatbot technology uses natural language understanding to address common queries and service requests. The ServiceNow platform also comes equipped with robust reporting and tracking capabilities that give DHS insights into the conversations users have with AVA. These real time analytics allow the Department to make informed decisions and identify ways to improve the overall user experience. 24/7 instant resolutions The virtual agent is live on the P-EBT Parent and P-EBT School portals and DHS's various web pages, giving users quick answers to commonly asked questions without the need to speak with an agent. Parents can find out about benefits and application status. District administrators can get immediate help with eligibility requests or submission errors. By taking pressure off the call center, DHS can move resources to other priorities. That includes employees who can focus on more complex work while AVA answers families' questions. The convenience of 24/7 availability means users get support where they are, when they need it. In fact, about 51% of these conversations now take place outside of DHS's regular operating hours. With built-in intelligence covering over 50 typical topics, the average exchange with AVA takes only three messages. Conversations are monitored weekly, so if users ask different questions, we can release updated content within a week. For specific needs, AVA can connect the user directly to LiveChat for additional assistance. The value of this virtual agent is not limited to DHS. The flexibility and scalability of the technology give other state agencies access to a readily available tool to support broader groups of citizens. As it expands the technology, Accenture will look at introducing Interactive Voice Response (IVR) deflection to reduce call volumes and wait times and integrating AVA to Facebook Messenger to give users additional access to a channel they already use. The endless possibilities of this user-friendly tool achieve what public service agencies continually strive to do deliver better service to those who need it most. Since its launch in June 2020, AVA has handled nearly 375,000 conversations and over a million messages across multiple channels.
=====================

Power to the people to innovate

Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY How citizen development empowers Accenture people to innovate. 5-MINUTE READ As Accenture advances along our digital transformation journey, empowering our digital workers is a priority. We recognize that to be more productive, we need to evolve enterprise IT. By putting the power in the hands of our people to customize digital technologies, our organization can embrace innovation and better manage change. Customization at speed is in constant demand in the modern world. Yet, traditionally, it was either out of reach or only available through shadow IT—where solutions are developed outside of central IT governance. Now, from virtual personal assistants to social channels, we can all enjoy customizing our digital footprints to suit our individual needs. In particular, customization is having a moment in application development. Agile teams of digital workers want to create new applications and automate processes to keep pace with ever-changing ways of working. Using the Microsoft Power Platform, Accenture people are empowered to customize their own applications. Rather than relying on traditional application development through a centralized IT department, they can become citizen developers. The platform enables them to build apps and workflows fast, gain insights from data, regardless of where it lives, and enjoy enterprise-ready security and governance. And they can iterate and rapidly prototype to improve what they deliver and when. Using one connected platform, Accenture people can find innovation anywhere and unlock value everywhere. So, whether our teams are looking to design and build complex business applications, analyze and draw data visualizations or automate a business process, they can personalize and extend IT to innovate and address many of these needs themselves. Today, Accenture's citizen developers are harnessing the power of the Microsoft Power Platform, building apps with little to no code. These applications support business processes and are built in a secure, resilient and scalable way. What is more, we are able to help our clients achieve the same to realize greater productivity, agility and better business outcomes. By choosing to make our people citizen developers, we can empower them to bring versatility and innovation into their daily working lives. Penelope Prett / Chief Information Officer, Accenture Increasingly, data is flowing from everything. At Accenture, we believe that organizations that exploit their data—gaining insights which are then used to drive intelligent business processes—can outperform those that don't. We also recognize that there aren't enough programmers, data scientists and technology professionals to serve all our needs. So, our initial goal was to provide a platform that enabled business or financial analysts, operations specialists or project managers to find opportunities every day to create something better than the status quo. As further evidence of the advanced dexterity of our digital workforce and the fulfillment of our cloud-first strategy, the Microsoft Power Platform puts the power of application development in the hands of our people by offering three low-code cloud-based services: Power BI Provides interactive visualizations and business intelligence capabilities. Power apps Enables anyone to build working applications, fast. Power automate Helps users

create automated workflows between their favorite apps and services. Traditionally, application development has been handled by people who are formally trained as software engineers as part of a centralized IT department. Now, with the advent of digital technologies, novices have the tools to enable them, with a few weeks of training, to develop working applications from any area of a business. In this way, ordinary citizens can become developers. For Accenture people already familiar with Microsoft 365, the new platform extends its everyday benefits and eases the transition from what they do today to full citizen development capabilities. Real users are solving real problems using the platform, developing a broad range of applications, such as, request forms, compliance trackers, asset trackers, pricing, estimating and local support portals. Our new citizen developers have developed more than 8,000 Power Apps over a six-month period. For example, a Prague-based technical architecture science manager, specializing in analytics, developed the Enterprise Architecture Analytics Maturity Assessment in just three weeks. It provides a framework for teams to understand where they are, where they've been, and where they still need to go in their analytics deployments. The app quickly shows the big picture of analytics requirements, increases the speed to design and build solutions and makes a data analytics strategy more accessible to all. Building apps at speed is part of our move to democratize the power of platforms. It extends our Microsoft Teams capabilities and experiences—Accenture employees now spend more than half their daily working hours in the Teams platform. Access to enterprise data is also a key part of how our citizen developers can extend core business processes to meet unique needs. We have enabled connectivity to other platforms that run our enterprise—including ServiceNow, Salesforce and Microsoft Azure—and have plans to enable more to meet the needs of our citizen developers. There are some qualifications needed to become a citizen developer—namely, being a tech-savvy self-starter and fluent in business process and rules. All applications need guard rails—in areas like design, data integrity, analytics, security and regulatory compliance. But, with these risk areas managed, anyone can build an application. Accenture's citizen developers now have unprecedented opportunity to design and create apps and experiences faster than ever before. And there are business benefits. For instance, a Detroit-based manager responsible for security and compliance standards developed a Power App in just four weeks that centralizes all compliance entry and tracing in one place for her team and customers. By simplifying the experience using a single interactive dashboard across projects, delivery time has been reduced by 20%, team members have gained time back and there's been a 75% reduction in security-related incidents. Having citizen developers brings speed and flexibility, enabling a citizen to work more than 10 times faster than if they were only using centralized IT solution delivery. It frees up time for our rare architects and developers to focus on more complex business solutions that drive strategic value. 10x+ Faster than traditional centralized IT solution delivery. 42% Less time spent performing data management activities. 98% Less time spent creating operational dashboards. >8,000 Power apps developed in six months. On average, Accenture people spend 42% less time performing data management activities, meaning they can achieve business outcomes faster. Karen Odegaard / Managing Director – Global IT, Technology Platforms, Accenture ======================

West Midlands Police: Serve and protect with cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/ west-midlands-police ----- Call for change When tech meets human ingenuity A valuable difference With great technological ability comes great responsibility Value delivered Related capabilities Delivering data-driven insights at West Midlands Police AWS business group (AABG) Intelligent Public Safety Platform Public service JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA West Midlands Police (WMP) is the second largest force in England outside of London, with approximately 11,000 officers and staff serving nearly 2.8 million people. The organization's real differentiator, however, is an unmatched commitment to using data to improve service and better protect its people. WMP's leaders recognize the need for data-driven insights and analytics to improve every aspect of policing—from making internal operations more efficient to aiding in criminal investigations and patrols. To build its new data intelligence capabilities, WMP wanted to team with an established and trusted partner that could bring together the range of technology, analytics and insight skills, combined with an understanding of WMP's challenges and priorities, to co-create a strategy and then implement it. WMP knew the transformation effort required more than a systems integrator and selected Accenture to be their technology and innovation partner. Matthew Pound, Accenture Health and Public Service, West Midlands Police Account Lead for Accenture & Helen Davis, Assistant Director for IT and Digital for West Midlands Police, at AWS re:Invent | Executive Summit 2020. "Data-Driven Insights was very successful. It went from a handful of people using it to do clever whizzbang things to every officer on the force being able to access that level of data at their fingertips." The team included WMP officers and staff from across the entire organization and technology, analytics and data science experts from Accenture.The team was able to identify how data and analytics could help achieve specific objectives. For example, in the area of force intelligence, how might they bring data together to provide quick, accurate insights into gang affiliations? What data was most valuable? How should it be accessed? And by whom? How would they make sure the data would be used in a responsible way? The answers to these questions provided the foundation for a roadmap to creating an enhanced cloud-first solution with Amazon Web Services. They needed to customize the infrastructure to enable advanced analytics, customizable reports and dashboards, incorporate next-generation tooling and integrate AWS with other WMP systems. They had to make sure that the data would be used in a responsible way, which is a priority for all the work that we do with public safety agencies. With Accenture's help, WMP became one of the first UK police forces to enable data-driven policing. Today, a modern, scalable solution utilizing AWS enable 7,000 officers, staff and intelligence analysts to find the information they need and meaningful insights in a matter of minutes. The solution, which WMP is now managing, is expected to deliver millions of pounds in efficiency gains over the next five years. Accurate information on people, gangs, crime trends and more is easily accessible via their smart phones. Furthermore, officers have data they can trust, at their

fingertips. The solution was designed to automatically reload fresh data from legacy systems into AWS every few hours. To support the officers in the field, WMP has established a Data Science Lab, which uses data to answer difficult and complex problems in a responsible way that support preventative actions. In fact, with the solution's productivity gains, it's as if WMP has more than 150 additional officers patrolling the streets. In fact, with the solution's productivity gains, it's as if WMP has more than 150 additional officers patrolling the streets. The data-driven insights project includes an ethics panel whose role is to monitor and provide direction on the use of machine learning and automation and that their principles are based on best practice.WMP is the first police force in the UK to hire its own data scientists, data engineers and visualisation specialists to develop this capability in house. Our hope is that WMP becomes a pathfinder for other forces.   By making it easier for officers to do their jobs and enabling data scientists to identify trends, the data-driven solution is helping WMP make people in the West Midlands safer and more secure. Previously, officers spent considerable time managing data and searching for insights. Now, they can spend more time policing and interacting with the public. In fact, with the solution's productivity gains, it's as if WMP has more than 150 additional officers patrolling the streets. Further, with detailed analyses guiding their policing efforts, WMP can help ensure that its officers are deployed to the right locations at the right time. Officers are not only in a better position to prevent crime from occurring but are also better informed and can respond to crimes that do occur more effectively. "It's making officers more efficient, and it's also making them safer. The more efficient they are, the more time they have to spend out with the public." 7,000 Today, a modern, scalable solution utilizing AWS enables 7,000 officers, staff and intelligence analysts to find the information they need and retrieve meaningful insights in a matter of minutes. 5 The solution, which WMP is now managing, is expected to deliver millions of pounds in efficiency gains over the next five years. 4,000 Officers are embracing data-driven insights to better patrol and serve communities. Within just three months of deployment, 4,000 officers had adopted the new solution. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Travel to the metaverse

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/flying-high-digital ----- Introducing the ChangiVerse A global team with one reinvention dream Redefining travel in a bold new world We are making bold moves, together MEET THE TEAM Current Country: United States Case Study Changi Airport Group Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. 3-MINUTE READ Singapore Changi is the world's seventh busiest airport and has also been named the world's best for eight consecutive years. At Changi, travelers can explore indoor and outdoor gardens, race go-karts and even zip down a four-story slide. Changi Airport Group (CAG) saw an opportunity

to innovate and strengthen its connections with passengers by creating a digital environment that mirrors the sights and experiences of the real-world airport in the virtual world. Together with Accenture, Changi came up with the perfect way of bringing this vision to life. For those who love to extend their Changi experience even outside of the airport, we found a way to make the award-winning spaces and activities accessible to everyone, everywhere —regardless of whether they have a ticket to fly. This also helps travelers revisit their favorite airport experiences, creating stickiness that lasts beyond departure. We built ChangiVerse using the popular online gaming platform Roblox, to create an immersive digital experience in the metaverse. The first step was to recreate Jewel Changi Airport, the airport's landmark nature and entertainment complex complete with the iconic Rain Vortex and Forest Valley. Interactive games and experiences mirror the airport's real-world offerings, including a go-kart racetrack and Jurassic Mile cycling path (complete with dinosaurs). Users can earn tokens redeemable for virtual goods such as customized planes and luggage. They can also interact with non-playable characters (NPCs), who serve as navigation aids, share fun facts, and even unlock access to the VIP room. Through user insights and gamification strategies, we made the ChangiVerse as "sticky" as possible, to keep people coming back eager for more. Changi Airport is more than just a transport node—it's a fun and magical destination where memories are created. ChangiVerse is about engaging customers better through innovation and experimentation. Hung Jean / Group SVP of CAG's Enterprise Digital Ecosystem & Business Division With a team spanning nine countries made up of 3D artists, Roblox developers, user experience researchers, gaming experts and more, we worked together quickly to bring to life this innovation from proof of concept to launch in less than a year. In its first three months, ChangiVerse drew more than 7 million visits, with more than 2.5 million unique visits from all over the world. YouTube global influencers, digital marketing and in-airport promotions are helping to boost interest, augmented by a contest that offers free airline tickets to the fastest go-kart competitors. The goal is to expand the world to include more experiences and test the boundaries of interactions between real and virtual experiences. Just as the airport has charted new territory by adding entertainment and innovation to its in-person experience, ChangiVerse is a first-class example of how businesses can engage new and existing customers by challenging how and where people interact with destinations. Watch this video to learn how Changi Airport is taking the traveler experience to new heights with an immersive and interactive digital experience. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that

make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Ewen Plougastel Client Account Lead & Managing Director – Strategy & Consulting Attila Janos Senior Manager – Industry X Avishkar Prem Tech Innovation Strategy Consultant – Metaverse Continuum Business Group © 2024 Accenture. All Rights Reserved. =====================

Quenching the thirst for quantum

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ technology/quantum-computing-for-insurer ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities From promise to business results A powerful proof of concept A potential loss of 8 billion Technology innovation Accenture labs Quantum computing services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Insurer prepares for a quantum approach to mitigate risk By 2023, according to IDC's analyst projections, 25% of the Fortune 500 will be successfully leveraging quantum computing's unique ability to quickly solve highly complex business problems. In financial services, for example, leaders have long known that quantum has the potential to resolve challenges that confound today's best computers. As a global leader in insurance with a proactive approach to innovation, this company understands that becoming quantum-ready will help it provide even more value for its customers while also improving business results. To help quantum deliver on its promise— and to become the first insurer to truly put it to work—the company turned to Accenture, which has been exploring and applying this technology since the mid-2010s. Accenture, which also offers extensive insurance domain knowledge, believes quantum could become one of the most disruptive technologies of all time, fueling growth and competitive advantage, reducing risk and increasing operational efficiency. "I'm very satisfied with the pilot on Quantum Optimization applied to core insurance, which I believe is a breakthrough in this field. Based on this success, we'd like to strengthen our partnership." "I'm very satisfied with the pilot on Quantum Optimization applied to core insurance, which I believe is a breakthrough in this field. Based on this success, we'd like to strengthen our partnership." Seeking to help its client provide improved

coverage at better rates while also enhancing business value, Accenture assembled a global team with diverse perspectives on ways to put the quantum algorithm to work. The team was able to work quickly because of client's strategy to be in the forefront of R&D and Accenture's longtime investments in quantum information science. This includes partnering with universities, vendors and consortiums, as well as developing an extensive asset and patent library and integration solutions. Accenture now offers more than 30 Amazon Web Services-enabled, quantum ready, industry specific applications running custom formulations on premier quantum hardware in areas such as portfolio & currency optimization, credit scoring and derivative pricing. One major goal was to reduce the risk of insurance loses leveraging quantum computing algorithms. This led to a joint proof-of-concept solution designed to perform the extensive calculations and optimizations necessary to protect the client against rare but large risks. To accomplish this, both client and Accenture had to determine which insurance portfolios (business lines) should be reinsured by third parties to minimize risks—thus helping the company to protect its customers while maximizing value for all stakeholders. This is a highly complex problem shared by insurers across the industry. Design Thinking methodologies enabled the teams to identify the business problem, determine desired outcomes, gather the information needed to create the quantum algorithm and design a suitable data model. To make sure the outcomes of the project were as accurate as possible, both client and Accenture designed the proof of concept based on complex real-world data and created seamless links to quantum resources around the world. In addition, the client team closely shadowed Accenture's quantum information scientists and system integrators in order to learn the process of transforming a classical problem into one that can be run on a quantum computer. In 2021, natural catastrophes caused global insured losses of $111 billion. A small improvement in the way these losses are mitigated could lead to a large fiscal benefit. We developed a quantum and hybrid computing proof of concept for the insurer to mitigate the risk of large losses in re-insurance portfolios, which can exceed $8 billion annually. We predicted that a naïve brute force would take centuries to solve the entire production problem. This could be accelerated with a hybrid of quantum and classical approaches, but today's quantum machines can't handle a problem of this size. The proof of concept also showed that a hybrid approach is the best annealing method for this problem. In addition, together we were able to demonstrate that the cost of accessing quantum computing systems through AWS is more economical than accessing directly through the providers. Now the first insurer to apply quantum computing to reinsurance business, the client is so pleased that it and Accenture are discussing expanding on the advantages discovered from this project. This would include designing and deploying a feature-rich, scalable version of the application. Accenture consulted with the client to configure and deploy AWS infrastructure along with AWS' managed-service quantum computing capabilities, Amazon Braket. To support this application and future systems, Accenture would provide the client with managed-service quantum computing capabilities via the cloud. Additionally, training and other services based on Accenture's Quantum Foundry approach would be included. This would cover talent needs, organization planning and strategy. "The client's reaction is that of excitement and hopefulness. They believe that this will lead to something

bigger and better. Now we can move on to scaling the solution and transforming their book of business." "The client's reaction is that of excitement and hopefulness. They believe that this will lead to something bigger and better. Now we can move on to scaling the solution and transforming their book of business." Creating lasting value across the enterprise with technology innovation. At our labs, we incubate new concepts and apply the latest technologies to deliver breakthrough solutions for businesses. Are you ready for the quantum future? The time to explore and experiment is now. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Scaling up a multinational's pipe dreams

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/scaling-up-multinational-pipe-dreams ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Accenture collaborated on the largest Oracle implementation of its kind for a midstream and utility operator 3-MINUTE READ Aligning acquisitions A multinational pipeline and energy company, aspiring to be the leading energy delivery company in North America, grew through a series of acquisitions. One major merger resulted in a workforce of more than 10,000 people operating on four enterprise resource planning (ERP) applications and five Maximo asset and work management applications. The multinational decided to migrate to one, consolidated ERP Oracle Cloud and Maximo solution, and selected Accenture as the best partner for the job. Together with Accenture, the company embarked on the largest implementation of its kind for a midstream and utility operator to automate business processes, achieve cost and productivity efficiencies, optimize asset management, and generate real time, data-backed business insights, all powered by a robust change management strategy. Cloud complexities Together with Accenture the multinational set out to create a new solution using as much out-of-the-box functionality as possible, but also building innovative, industry-specific workarounds to fill functional gaps. More than 2,700 business requirements were captured, validated, and designed in agile workshops to work across finance, supply chain, and three business units. Six releases were delivered on schedule over three years, with more than 3,500 users moved from SAP® to Oracle during the final phase, more than 30 million data records validated, more than 400 integrations completed and 270 'superusers' mobilized to teach other members of the workforce to use the solution. Streamlining scalability The project moved 10,000+ people to a single Oracle Cloud and Maximo solution, eliminating IT maintenance costs for nine legacy platforms and reducing the time and cost of onboarding. Finances have been consolidated to a single chart of accounts, enabling a speedy financial close process, eliminating the risks associated with manual data connection and enabling new data analytics and reporting capabilities. An Allowance for Funds Used

During Construction (AFUDC) function enables the business to capture and recover pre-operational financing costs, saving the company $108m per year. Another custom solution automates Federal Energy Regulatory Commission reporting and has been adopted by Oracle as part of its standard solution. © 2024 Accenture. All Rights Reserved.
==========================

CalSAWS takes first step in cloud journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/calsaws-cloud-journey ----- Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Cloud migration: Accenture AWS Business Group Seth Richman Luz Esparza Migration to cloud Cloud services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In 2023, California is slated to complete a single, cloud-based system – known as California Statewide Automated Welfare System (CalSAWS) – to support integrated eligibility statewide. California's 58 counties will count on CalSAWS when determining who's eligible to receive assistance in the form of cash, food stamps, healthcare coverage and other public benefits. This effort is significant for both its impact on Californians and the technological innovation it represents. Millions of individuals and families in California depend on social safety net programs. According to the Public Policy Institute of California, these programs kept an estimated 7.1 percent of Californians out of poverty in 2017. The integrated eligibility system and the business processes it supports are nothing short of mission critical to the people who rely on social safety net programs. CalSAWS marks California's first journey to secure cloud in integrated eligibility. The new system will replace multiple legacy systems. One of those – Los Angeles County's current system – is serving as the foundation for the new application. With an aggressive deployment deadline, CalSAWS needed a rapid and fiscally responsible way to accomplish two core goals: Accenture – which has supported two of California's three integrated eligibility systems since 2001 – demonstrated the Amazon Web Services (AWS) cloud as the right solution. When the new system is fully implemented – and the three existing, county-based legacy systems are fully decommissioned – the State of California will save as much as $30 million a year. CalSAWS and Accenture wanted to ensure AWS would be a viable platform for the short-term migration project and for long-term use powering the statewide application. Could the AWS cloud meet the needs of LA County while enabling longer-term development and testing? Accenture quickly performed a cloud proof of concept to assess potential capacity bottlenecks. The tests confirmed that the AWS cloud could support migration and cloud-based use of Los Angeles County's system without significant changes. It also confirmed that while AWS could host CalSAWS, several changes would be required to deliver the needed capacity. To migrate LA County's system into the AWS cloud, the team: Because LA County's legacy system went live in the cloud a full month ahead of schedule, the team had extra time for stabilization before the first release.

Accenture is continuing to make changes to the architecture for the system to scale for use by all the counties and will be releasing those changes incrementally. Since this development is being done in the cloud, these incremental architecture changes can take advantage of cloud-native services – an option that would not be possible if all development were being done in traditional datacenters. With CalSAWS, California is consolidating three systems into one. It also has merged three county-based consortia into the CalSAWS Consortium – a Joint Powers Authority (JPA) of all 58 California counties with the purpose of creating and managing the CalSAWS system. The CalSAWS consortium is working to create "One Team," and Accenture is assisting with training and implementation support for users migrating to the new statewide system. In addition, Accenture has created a cultural transformation program to help facilitate the vision for a unified CalSAWS culture. To date, this cultural transformation journey has included an assessment for the organization to understand its goals, values and starting point for change. This program also implemented a cultural ambassador program – providing infrastructure for staff to drive their own initiatives and experiments to unify the CalSAWS culture. This first milestone in the journey to secure cloud has provided the CalSAWS Consortium a strong start to consolidating all three systems by 2023. The consortium has reduced capital expenditures by moving Los Angeles County's system to the cloud prior to application development and conversion releases - reducing risk by having the same type of environments for production, development and testing. Moving forward, the CalSAWS cloud migration will scale the Los Angeles County system for statewide usage and bring the other 57 counties into CalSAWS. In migrating Los Angeles County's application – a large, non-cloud-native system – to the AWS Cloud, Accenture automated as much as possible. That automation is making it faster and easier to spin up environments for development and testing. That is helping CalSAWS avoid the large capital expenditures required to stand up traditional development and testing environments. Whenever possible, the team embraced opportunities to switch from legacy applications to cloud-native services that are less expensive and easier to maintain. For example, CalSAWS has moved from an on-premise to cloud-native approach to forms generation – eliminating the need to maintain dedicated servers and software. Any journey to secure cloud begins with a single step. In California, CalSAWS has completed its first leap toward a more unified, cost-efficient approach to managing integrated eligibility. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
========================

Sustainable banking: Leading the circular economy

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/sustainable-banking-circular-economy ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY An innovative offering rooted in sustainability. 5-

MINUTE READ In an era when people are visibly affected by climate change in their daily lives, sustainability goals have become a business imperative for financial services organizations. But knowing that and acting on it are two different things. That's why it's exciting to see an Italian bank setting its sights on becoming a leader in the circular economy. The circular economy is a way of reimagining the economy, with financial value tied directly to sustainable practices. Measured by environmental, social and governance (ESG) factors, it's a pivot away from over-consumption toward a more sustainable future. The bank, a major financial institution, realized the circular economy could help it meet evolving European sustainability regulations as well as the growing demand from consumers for businesses to be transparent about their ESG initiatives. However, it knew that a program like this would be a complex undertaking. So it asked for Accenture's support in defining a multi-year strategic roadmap. Over three years, we partnered with the bank to bring its vision to life. Leveraging our deep industry and strategy expertise, we collaborated on a strategic framework for the bank's circular economy. We engaged with top management to ensure the project was championed by the right stakeholders, defined measurable value and identified industries with potential for significant sustainability transformations. Next, we set up a circular economy lab to facilitate open innovation initiatives and launched a national community to encourage communication and build further momentum. We also helped to develop a standardized assessment of circular economy adoption among counterparties. During the final phase of the program, we helped the bank launch a new circular economy credit platform. Clients must meet the bank's circularity requirements to obtain funding for their proposals, and the bank evaluates these initiatives based on a new circular economy metrics methodology. In Italy alone, it's estimated there's an opportunity for up to €60 billion in annual circular economy investments. That makes the bank's new €5 billion credit platform a substantial contribution. Furthermore, the first clients to be assessed have already requested €2 billion in funding, which indicates a strong commitment to improving their ESG models. The bank's ground-breaking new impact measurement model lets it quantify the generated value of these initiatives—providing essential guidance for future sustainability efforts. And the proprietary methodology for assessing counterparties' circular economy status is already proving to be an invaluable tool, helping businesses to understand the importance of the circular economy model. After transforming its internal operations and customer engagement, the bank recently launched its first annual open innovation circular economy program. This initiative will inspire other businesses to accelerate their own circular economy transformation. © 2024 Accenture. All Rights Reserved. =====================

The smart way to use data

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/smart-way-use-data ----- When tech meets human ingenuity A valuable difference Meet the team Related capabilities Manage myBusiness Sales win probability predictor Insight-driven internal auditing ALICE: Accenture

Applied Intelligence: Outcomes are made at the outset To begin our applied intelligence journey, we built an analytics organization and enabled core technologies like our data lake to serve as the foundation for the business. This foundation enabled quick but also secure access to data that was typically siloed and in disparate systems. We industrialized and operationalized the delivery of analytics solutions while cultivating innovation.   In the process, demand for data insights soared. We also saw that corporate functions and client account teams had varying needs and their processes were at different stages of maturity for analytics. This led us to evolve our approach so that we could deliver more analytics solutions to more of Accenture more quickly.   Today, we are focused on advising the business areas on their AI journey by offering the right technology, partnering on core analytics and datasets, participating in innovation sessions and driving adoption. Applied intelligence services   Our global IT Applied Intelligence team is driven by a mission to promote a data-driven culture within Accenture. We are a team of IT professionals, data scientists, software engineers, user experience experts, change specialists and others who collaborate globally with internal business customers every step of the way to deliver the program's services and make applied intelligence at Accenture a reality.   We work with creative agility, incubate new analytic capabilities and IT, and embed analytics into the core of Accenture's business processes and dialogues. We ask the right questions, create appropriate experiences, provide guidance and support change. And we are always curious, explore new capabilities and follow emerging technology market trends.   Our Applied Intelligence teams are organized into five major services that business teams collaborate with for varying needs. These services include: Business advisory. Our business advisors work with Accenture teams to capture requirements, define conceptual solutions and technology options. Teams come for such needs as advanced analytics/AI, curated datasets, the design and build of dashboards, analyses on specific processes, and support and maintenance of dashboards and AI models. Where appropriate, business advisors also guide the process to self-service or federated models and to move enterprise function teams to increasingly mature analytics solutions. "In the early weeks of COVID-19, our global IT Applied Intelligence team delivered value-added analytics quickly to numerous enterprise functions, helping to enhance Accenture's response." "In the early weeks of COVID-19, our global IT Applied Intelligence team delivered value-added analytics quickly to numerous enterprise functions, helping to enhance Accenture's response." Analytics agency. The analytics agency consists of individuals with diverse skills, including data science, who are on the leading edge of what AI can do and look to apply it to different solutions. A large, core team is at Accenture's flagship global innovation center, The Dock. Regardless of location, these individuals conduct immersion sessions with business teams to uncover pain points and ways to apply innovative AI. They then co-create solutions using advanced and emerging AI capabilities while shaping perspectives on critical AI considerations like building ethical AI.   Product engineering. Our product engineers build and apply cutting-edge, big data technology, data

science and artificial intelligence products in collaboration with business teams. These teams operate in liquid delivery cells with agile methodology to quickly build solutions for customers.   Platform and operations. Teams for this service operate Accenture's Insights Anywhere platform, data lake and visualization platforms as a service. Additionally, with liquid delivery cells and DevSecOps, they scale and embed solutions into a team's business processes. By operating and servicing the core assets, this team ensures the stability of insights across the organization.   Customer success. Embracing change and AI solutions to make data-driven decisions is the responsibility of both the business teams and our analytics organization. By building a visible service around achieving customer outcomes with analytics, our customer success teams place critical attention on adoption, change interventions and proper training and communications. These efforts aim to realize the maximum value in the analytics solutions that are built. 175+ Digital products 75+ Advanced analytic models 4 Patents filed Key initiatives   Our global IT Applied Intelligence team also performs projects to support our services and vision as well as build solutions for data management and analytics, including everything from a new platform, use cases, processes and support. Initiatives we are focusing on near term include: Platform transformation. Our global IT Applied Intelligence team is moving Accenture's legacy analytics platform to a new platform, Accenture Insights Anywhere, powered by Google Cloud platform-as-a-service (PaaS). Our team, partnering with Google, designed a modernized platform with the ability to deploy services faster and realize improved performance and stability for the applications powered by our data lake. This transformation will also make it easier to pull in data from source systems that have yet to put their data into the data lake.   With the move to cloud-native, serverless architectures with Google Cloud, Accenture is creating a foundation to store and analyze its enterprise data in the data lake—and still have room to grow. This move is also anticipated to reduce administrative complexity, improve cost efficiency and enable insights at speed. And it is projected to advance Accenture's cloud capabilities with self-service analytics and real-time integration across various platforms, such as ServiceNow and Salesforce.   Automation. Our team is focused on automating manual activities around corporate function reporting. Historically, teams performed a great deal of manual Excel work for business leaders to get insights on data. We are addressing automating those solutions and processes where time savings and reducing user error are possible. Doing so will allow people to spend more time building analytics that advance Accenture's maturity journey.   Report rationalization. Our team has been and is continuing to simplify Accenture's legacy application and reporting landscape. We are also consolidating analytic assets for ease-of-use and cost-to-serve advantages. Rationalizing reports will gradually change how our employees engage with and take action on data where they work and put more focus on decision making over administration. Another benefit is that the user experience will be better with fewer places people have to go to get their questions answered. Our global IT Applied Intelligence program is moving Accenture leaders and teams across Accenture enterprise functions and geographies away from siloed data, disconnected online and offline reports, and past-looking information to data insights in the hands of users. They are using analytics to make decisions in real time, creating their own outputs supported by the

right guardrails and security, and drawing from a single source of data. The program is transforming how we work. The long-term intent is for Accenture people to gain insights into business activities in ways previously not possible and in ways yet to be uncovered. The Applied Intelligence program and services will continue to evolve and support Accenture's ongoing analytics journey. The program journey to date has delivered more than 100 analytics solutions, bringing analytics and visualizations to such areas as Finance, Treasury, Human Resources, Legal, Sales & Pricing, Internal Audit, Marketing, Procurement, Digital Technology Support Service Desk and Corporate Services & Sustainability. Accenture's applied intelligence in action: "We are teaming with all of global IT Applied Intelligence's services to set up Finance for self-service analytics and standard datasets. This will let us do all kinds of analysis on our own without deep expertise." "We are teaming with all of global IT Applied Intelligence's services to set up Finance for self-service analytics and standard datasets. This will let us do all kinds of analysis on our own without deep expertise." This platform provides self-service analytics for business unit and client leads to improve business performance. A product with a machine learning model at its core that scores and predicts the probability of winning business opportunities in the sales cycle. Transformed internal auditing through digitized risk models, Accenture Insights Anywhere platform, data lake, full population testing, various tools. An intelligent and robust contract search tool with full-text search and a clause extraction solution to identify keywords in specific clauses. A product that uses predictive analytics and automates the recommendation of general ledger accounts to Accenture buyers at the point of purchase. An anomaly detection solution for Accenture's expense reporting system that augments our existing rule-based analytics. Reimagined the way we work with an intelligent cash solution merging intelligence, automation and human expertise into a hybrid human + machine model. Our global IT organization is driving technology-powered business transformation across Accenture. Make your AI vision a reality by knowing where to start and how to scale. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

A forward-looking supply chain using demand forecasting

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/supply-chain-operations/forward-looking-supply-chain ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Tomorrow's demands, forecasted today. 5-MINUTE READ Looking out to see within A leader in food marketing and distribution saw an opportunity to reimagine its supply chain management. Accenture introduced the idea that by using unified view of demand, the company could develop a supply chain that anticipates and pivots around

obstacles. The goal was to combine internal data with new external data that had emerged during the pandemic to gain greater visibility and flexibility. From there, the company could scale the new solution across all of its operational sites to better inform inventory position and supply-side dynamics, future-proofing the company's operations and giving it an edge over competitors. Stepping towards the future Accenture proposed a five-week engagement to prove the value of unified view of demand by focusing on analytics and insights. Accenture combined internal data (like sales and inventory) and external data (like weather and restaurant reservations) into an AI-driven solution that could easily forecast and improve demand sensing. From there, Accenture replicated and expanded unified view of demand to additional sites while live piloting the solution against the company's existing supply chain process and system. Following the new solution's success, Accenture outlined the specific steps needed to implement unified view of demand, from design flow to staffing to project timeline and beyond. Test. Analyze. Refine. Repeat. After piloting unified view of demand across several sites, the company discovered that it could improve forecast errors by roughly 6-8 points, which could lead to $100-$130M in potential benefits. Accenture also brought operational excellence to the table by introducing AI-enabled exception-based management. Given the tens of thousands of stock-keeping units (SKUs) the company faces in each iteration, the proposed solution enables planners to focus solely on the SKUs with critical need, saving time and making the entire process more robust. Now, the company's leadership is looking for other areas to innovate which has led to a culture of continuous learning. Today, the unified view of demand forecasting model is an AI-powered solution that can inform demand forecasting and better prepare the company for the future. © 2024 Accenture. All Rights Reserved.
========================

Immersion, learning and the importance of trust

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/future-workforce/case-study-immersion-learning ----- Challenge Strategy and Solution What are the benefits of the wearable? Trustworthy data matters Transformation Meet the team Related capabilities Immersion, Learning and the Importance of Trust Non-invasive Real time Objective Bob Gerard Talent & Organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA We worked with Immersion Neuroscience to apply a wearable that measures engagement. The goal? To reimagine the learning experience and build trust. In today's competitive economy, a growing skills gap between tech and employees requires leaders to create new, immersive learning experiences, which means trust is critical. How can leaders assure employees that data collected during training is used appropriately? By designing learning experiences that boost engagement, build trust and reimagine work. Meet Dr. Paul J. Zak, neuroscience researcher and Immersion Neuroscience CEO. He developed the Immersion Neuroscience Platform, a wearable and software that uses heart rate to

measure oxytocin, the hormone released as people experience feelings of emotional resonance. "When your brain says, 'This is valuable to you,' it tags that experience emotionally," said Zak. "When you care about people or about content, your brain releases oxytocin and it says, 'This is something you should focus on.'" We took the platform to the test to see if the wearable could change how we train employees and improve the design of our learning experiences. Dr. Paul J. Zak, from Immersion Neuroscience, and Bob Gerard, from Accenture, discuss how to design good and durable learning. See more. Bob Gerard is a talent research and innovation senior manager at Accenture. He recognized the wearable's potential to enhance learning experiences. "Measuring a person's heart rate tells us how much attention they are paying and conveys how much oxytocin is at play," he said. "What we call immersion is a combination of attention plus emotional resonance." In fact, the wearable has been used at several of our events, from Blockchain Academy to Practitioners of the Future. Its algorithms instantaneously measured oxytocin as it was released. Processing that data in real time, we found immersion declined when attendees didn't engage with the presentation. However, immersion spiked when they connected with the speaker and found the information to be relevant and important to them. Here's why that matters: Employers need to know how employees learn and what they connect with. Leaders can then optimize training sessions that foster engagement, a better work culture and, ultimately, trust. The wearable solution's design is comfortable and practical for users. The solution pinpoints when the audience is immersed to optimize engagement. The data is anonymous and provides unbiased feedback that can shape future messaging. By measuring immersion, leaders can optimize how to present information so that it's engaging, relevant and easy to retain. While the magic lies in the device's algorithms and data processing, a participant's confidence in the system is vital. "We assure them that we keep the data absolutely confidential, which we do. We also explain what we're using the data for, and we let them know what we found," Gerard said. Organizations can collect data about the workplace and workforce on all levels. But leaders must continue to carefully assess how this data is collected and used to support a productive, trusting workforce. "There's a theme: I'm going to trust you with my personal data, if you're going to keep it to yourself, and I don't have to worry about it getting leaked, and you're going to use it for something good for me or society." "There's a theme: I'm going to trust you with my personal data, if you're going to keep it to yourself, and I don't have to worry about it getting leaked, and you're going to use it for something good for me or society." What does the future look like for immersive learning at Accenture? This technology will expand across employee training and internal events where leaders will be able to: Learn more about how trust can unlock value in the digital workplace in Decoding Organizational DNA. Re-think talent strategies and unlock new ways for humans and machines to work together. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Capital markets: See opportunity everywhere

More retail investors. The transition to low-carbon economies. Infrastructure investments in growing markets. For those who reinvent, constant change is constant opportunity. What's trending in capital markets Partners in change Awards and recognition Our leaders Careers Capital markets now Segments we support How to reinvent capital markets Leader in Everest Group's Capital Markets IT Services PEAK Matrix® Assessment 2024 Accenture is a Market Leader in HFS Horizons – Best Asset & Wealth Management Service Providers, 2024 Accenture Ranked No. 1 Services Provider to Capital Markets Industry by HFS Accenture named a leader in Everest Group's Capital Markets Operations Peak Matrix® Assessment 2023 Accenture is a Leader in the Inaugural Everest Group Asset and Wealth Management IT Services Peak Matrix® Assessment 2023 Matthew Long Laurie McGraw Tom Syrett Nicole Bodack Current Country: United States 9% of capital markets firms are embracing Total Enterprise Reinvention according to Accenture research—leaving room for more leaders to emerge 32% of an investors' wealth in Europe and Asia, on average, is currently "leaving the firm" at the point of succession $322B total revenues of the top 40 investment banks worldwide in 2022 45% of UK asset managers believe digital assets will have the biggest impact on their operating model in the next 3-5 years Three imperatives for next-gen investment banking: bend the cost curve, enhance client experience and implement new operating models. The investor profile is changing. Give newly engaged investors the personalized experiences they expect. New investment vehicles. Data as capital. AI-driven insights. We help turn change into opportunity. Unlock growth, improve financial performance, and manage risk at speed with leading solutions. Optimize exchanges, clearing houses, central securities depositories, and custodians. Develop technology and operations strategies for the next decade. The top five retirement recordkeepers in North America are projected to control 75% of all market assets within a decade. To stay relevant in this environment, firms need to reinvent their business models fundamentally. Discover how gen AI could be transforming investment banking operations to help save costs. S&P Global and Accenture have established a strategic collaboration to drive innovation and harness the full capabilities of generative AI across the financial services sector, enhancing both customer and employee experiences. While wealth management firms in Asia remain ambitious in their growth goals, the industry is at a turning point as gen AI becomes part of the mainstream. DLT could revolutionize sustainable finance with helping to transform the verifiability of green bonds. Accenture shares business models and strategies to help shape the future of asset management in 2025. Accenture and PIMFA surveyed wealth management firms in Europe on current and emerging industry trends. Find out the 4 key strategic themes that we uncovered. A large Canadian bank found renewed strength and efficiency through improved trading software and more agile ways of working. One of the strengths noted include an acquisition-led strategy that enables Accenture to bolster offerings in the

areas of AI, digital engineering, and cloud-based banking. Accenture is positioned in Horizon 3 in the HFS Horizon report "Best Service Provider for Asset and Wealth Management, 2024". One of the specific strengths noted is Accenture's ability to blend domain knowledge with applied innovation. In addition to achieving the No. 1 position overall, Accenture ranked No. 1 in technology innovation and in alignment with the HFS OneOffice™ vision of digital transformation in action. Accenture has moved into the Leader's quadrant in the 2023 report in Everest Group's Capital Markets Operations PEAK Matrix®. Accenture is the highest leader in the inaugural Everest Group Asset and Wealth Management IT Services PEAK Matrix® Assessment 2023. Senior Managing Director – Global Capital Markets Lead Managing Director – Capital Markets, North America Lead Managing Director – Capital Markets, EMEA Lead Managing Director – Capital Markets, Growth Markets Lead Grow your careers at the heart of change © 2024 Accenture. All Rights Reserved. =====================

Bridging the gap between fans and players

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/revel-moments-storytelling-platform ----- CALL FOR CHANGE When tech meets human ingenuity A valuable difference More case studies HUGGIES GERANDO FALCÕES THE TIMES Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA REVEL MOMENTS What defines a die-hard sports fan? Flying the team colors? Never missing a game? Questionable body and face paint? The hallmarks of dedication prove that love of a game and its players is rarely tied to a stadium or to the score. In fact, only about 1% of sports fans attend an athletic event live in a given year.1 Devotion isn't measured by in-person experiences alone; the fabric of fandom is woven by individual moments when fans feel deeply connected to their teams and favorite players. While the world's greatest athletes seem superhuman, they need belonging and community like all people—and many say authentic connection is largely missing from their fan interactions. Up until now, fan engagement has consisted of standing in line for hours for a few seconds of face time, an awkward exchange, and an autograph. Or interacting on social media platforms where the experience is unpredictable, shrouded in anonymity, and rarely meaningful. Pandemic-era empty arenas and canceled games were eye opening in the world of sports, forcing examination of a business model built on packed venues and TV license revenue. Teams and athletes had long focused on engaging fans during game days or big events, and the pandemic pause forced a reexamination: What role did they play in fans' lives? How could they more meaningfully interact, regardless of the season or state of play? 1 REVEL Moments market research   Enter REVEL Moments—a live storytelling platform that connects athletes to fans for intimate, moderated online events. The REVEL concept originated in conversations focused around reinventing the fan experience and the founders quickly realized this model would thrive as a standalone platform, serving a diverse set of organizations and players. They came to Accenture

Song to bring the dream to life, knowing no other single partner could stand up the technology to support dynamic video and web3-fueled social commerce, develop the product roadmap, and bring the entire platform online at the speed required to capitalize on current market relevance. The Song team's product design exploration initially offered 60 distinct types of experiences REVEL could bring to market that helped shape the core offering and ensure relevance. And as REVEL's development partner, Accenture Song offers ongoing support of the core platform and service itself, across leading technologies that quickly enabled and will continually improve REVEL's commerce, video engagement, and enriched Web3.0 capabilities, while Song's marketing strategy, commerce capabilities, and customer acquisition intelligence underpin company's business ambitions as a leader in social commerce. The REVEL Moments concept is life-centric by design, providing a relaxed digital environment for players to be themselves and giving fans the experience of sitting down in their living rooms, having a natural conversation. REVEL content is built on fan-inspired storytelling, allowing deep human insight and market demand to tailor each athlete's unique content. By engaging fans in the creative process, allowing them to upvote experiences and provide questions and topics for discussion, REVEL bakes relevance into every interaction and shines a light on players as human beings. The athlete refines the storyline, contributes additional ideas, and collaborates on a final run of show. REVEL offers an innovative event pricing platform, balancing fans' personal value of the experience with their ability to pay, through a "Name your Price" tool. Built with a scalable Web3.0 strategy, every event ticket is a non-fungible token (NFT), which will include a collectible image in the form of original art or a photograph outside public domain. Over time, these tickets will bring enhanced utility through smart contracts offering benefits and perks—early access to future events and merch drops or sneak peeks at pre-game locker room talk. REVEL Moments launched in early 2022 and is already working with Roc Nation Sports, Priority Sports, VaynerSports, Valiant Sports, QC Sports, the Detroit Pistons and the Chicago Sky of the WNBA. They've recently formed a strategic partnership with Major League Baseball's Players Association and their 1200 members, with plans to expand to other global sports in the latter half of 2022. In its infancy, the company experienced unbridled enthusiasm, with an impressive 80% of pitches ending in a "Yes" from players and teams, demonstrating dominant marketplace relevance and resonance with players and fans alike. Current, former, and future inspirational athletes find a home for connection and community inside REVEL Moments. WNBA up-and-comer Evina Westbrook recently shared her story—talking mental health and balance, her mom as her biggest fan, and a childhood spent playing with the boys. Following his first REVEL Moments experience, a Hall of Fame baseball player wished he could spend time daily on the platform, saying in his 30 years in the public eye, he felt chronically misunderstood. And NBA player Cassius Winston's REVEL experience—an event that sold out in 15 hours with a waitlist of more than 350 fans—gave him the opportunity to say thank you and goodbye to his college fans, after his final NCAA season was cut short by pandemic precautions. "We have discovered that fans and athletes want the same thing, the ability to exchange humanity. On REVEL Moments, athletes can be themselves, and fans get the rare opportunity to see the human side of their heroes. We are bringing athletes and fans closer together than ever before," shared Ankur Mathur, REVEL Moments Founder

& Chief Experience Officer. In the first six months in market, the platform has created unforgettable connections like these for thousands of fans with numerous stars and teams. REVEL Moments is truly changing the face of fandom, one experience at a time. Reimagining a global icon Launching social change in the metaverse JFK Unsilenced Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Goodwill: New technology brings new hope

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/goodwill-new-technology-brings-new-hope ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Workday Intelligent platform services Talent & organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For people with criminal records, a good job means everything. Virtual reality is helping. Two-thirds of people released from prison annually are rearrested within three years. With that in mind, Goodwill Industries International and Accenture are partnering to help people with criminal records find jobs, leading to more stability and hope. The focus of this work by Goodwill and Accenture is the gateway to a good job: the interview. Using virtual reality (VR), the organizations created a realistic experience that allows users to practice and build confidence in their interview skills, all in a low-risk environment. Accenture, which has worked extensively with Goodwill on other workforce development initiatives, assembled a team that includes experts from human resources, technology, creative services, cloud and more. To create the most realistic experience, Accenture brought in writer and filmmaker Messiah Rhodes. The VR script he helped create can provide over 1 million unique experiences, depending on the answers people give during the interview. It also includes advice from people who've been on similar journeys. The project is a VR milestone, proving this new technology can address societal challenges. Already, 20 nonprofit Goodwill organizations across the US have implemented this initiative, called Project OVERCOME. Ninety-eight percent of users said the experience was somewhat or very enjoyable; 97% found the VR format helpful. This is impressive, considering only 22% had VR experience. 'The best interview practice I've ever had … like I was in front of a real person,' said one participant. Now more organizations are looking to adopt the technology, thus creating more pathways to employment. Supercharging Human Resources and Finance as strategic partners for growth. Realize the full potential of the world's most powerful platforms. Push the boundaries of what tech can enable and transform your business at speed. When businesses unlock the power of human potential, they access a new level of workforce transformation. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

CNH Industrial advances into farming's digital frontier

Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Breaking new ground with a smart factory model 5-MINUTE READ Today's farmers need machines that do much more than the heavy work. They need to operate with innovative digital solutions to solve complex industry problems around safety, productivity and sustainability. CNH Industrial, a global company with a portfolio of agricultural and construction machinery brands, wanted to address these problems by providing customers with digital services to control costs, increase performance and enhance safety. It also wanted to create services rooted in sustainability and respect for the environment. To do this, CNH Industrial needed to completely reimagine its operating model, and establish a network of skilled talent, technology partners and suppliers—and expert support to manage it. 10% of cloud spend reduced with improved infrastructure management. The creation of this factory is a key pillar of our strategy that will move CNH Industrial from being a manufacturer of physical products to being able to deliver new digitally born and connected products and services. Marc Kermisch / CIO and Interim Chief Technology & Quality Officer, CNH Industrial CNH Industrial and Accenture are building a digital factory operating model driven by a global network of digital hubs. In the hubs, more than 250 people collaborate to create digital services, including computer-aided farming solutions for better productivity, sustainability and profit per acre, as well as equipment maintenance and management services to improve efficiency and reduce costs. The hubs also harness the talent, technology and industry expertise of Accenture's Industry X Innovation Network. Working with Avanade, a joint venture between Accenture and Microsoft, Accenture is providing scalable cloud technology and helping CNH Industrial develop a digitally empowered global workforce. Over the next five years, we'll team with Accenture and Microsoft in an integrated and agile way to build and operate this transformation delivering positive impacts. Marc Kermisch / CIO and Interim Chief Technology & Quality Officer, CNH Industrial The digital factory has enabled CNH Industrial to develop and deliver innovative new products and services faster than ever before. The collaboration has also helped CNH Industrial reduce its cloud spend by 10% with improved cloud infrastructure management. Accenture's people-focused programs are helping develop hard-to-find digital skills and new ways of working across CNH Industrial's global workforce. With the new digital factory model, CNH Industrial has become more relevant to its customers, resilient and globally sustainable. And with a connected, global network of top talent and technology on tap, the company is ready to lead the agriculture industry into the next digital frontier. Teodoro Lio Market Unit Lead – ICEG Anant Kamat Managing Director – US Gustavo Bernardini Managing Director – EMEA Alessandro Angelini Program Delivery Lead =====================

Accenture Finance pivots with agility to change

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/new-growth-model ----- Call for change A valuable difference Meet the team Related capabilities Greg Giesler Roberto Cuevas Andrew Inchley Finance at Accenture How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture faces a dynamic market of new trends, services and future possibilities that leads us to periodically change our business model to remain relevant and grow. An in-depth strategic evaluation and business case led us to launch a new, next-generation growth model to be a catalyst for Accenture to create the next waves of growth. For Accenture Finance, the growth model offered an opportunity to unleash capacity and make an increasingly bigger impact on Accenture's business. Our challenge was to implement major changes with agility in a short period of time to help bring Accenture's new growth model to life while carrying out business as usual. The launch also helped to accelerate our recently developed Finance Reimagined vision and strategy. To address the new growth model and the changes Finance would need to make, we began with a core team of Finance leaders experienced in large-scale transformations as well as newer leaders who could learn from the experience. This approach was also intended to enable the new leaders to understand new roles and make transitions quickly on the set start date of only six weeks away. The announcement of the new growth model immediately set change in motion. The Finance team was able to draw on regular, proactive leadership imagination sessions and on an array of potential economic models, technologies, policies and approaches. The team prepared a high-level design to identify what to keep, newly design or build to represent the financials of the new growth model and to create the capabilities to perform the necessary activities. Solutions were based on collaborations within Finance and with other corporate groups. We took a fresh look at everything with a perspective of how to serve the business better and were open minded about changes. Changes were implemented using agile methods and sprints, knowing we would need to rethink and redesign some elements after the new model start. Moreover, areas that were already set up well were maintained, and solutions leveraged; while for some areas, we needed to start from a blank slate and build solutions quickly. The major areas of focus, actions and changes included the following: Organization design For Finance, the growth model changes drove a reorganization of the function's structure and the technology to support it. Chief financial officers were appointed to markets, market units and services. Finance eliminated organization charts, eliminated hierarchies and created a horizontal organization in order to promote greater collaboration within the function. In addition, Finance CFOs and other corporate function leaders now represent multiple interests, working toward a shared common goal rather than siloed, individual goals. Other functions, such as Treasury, Controllership, and Client Financial Management, however, remained largely the same. Technology and system changes Across Accenture, corporate functions implemented their changes starting from a strong technology foundation. The new organizational structure in Finance

was enabled rapidly due to Accenture's IT strategy of having a single instance ERP fully in the cloud. Accenture's move to SAP's in-memory database HANA, the adoption of SAP S/4HANA and the move of Accenture's production instance to Microsoft Azure provides corporate functions the flexibility to address new business requirements, such as those driven by the new growth model, and the ability to scale with the demands of the business. With this technology foundation in place, Finance, in collaboration with Accenture's global IT organization, was able to: Policies and processes The new model presented a fresh opportunity to re-examine Finance policies and processes, and with objectives to simplify, improve collaboration and empower market and market unit leaders. It also enabled Finance to embed some of the important themes of the new growth model, such as putting more decision making into the hands of the individuals close to account teams and drastically reducing approval points that in turn cuts bureaucracy. We reinforced consistent and standard practice of some existing processes. The expected benefits are more compliance, efficiency and accountability into the field. At the same time, we enabled our people to focus more of their time on analyzing, planning and advising the business. Capabilities The new model opens the door to creating new ways of working, supporting the Finance Reimagined strategy. This included the launch of a new capability, Performance & Advisory (P&A), that reimagines the roles of legacy, decentralized decision support teams. The P&A team empowers Accenture's interests across both Finance Planning & Analysis and Commercial Management with deep functional expertise in a defined set of finance functions, extending our reach to Commercial Directors and Client Financial Management. The approximately 200 individuals are assigned directly to Accenture markets, market units and services teams. Their main areas of focus are forecasting and planning; data science and storytelling; portfolio and account performance; investments; and payroll and cost optimization. They are also tasked to promote central-led and standardized reporting, processes and analytics, and to scale automation and innovation. The P&A name is deliberate. The Performance component directly reflects that success is based on business outcomes achieved; while Advisory represents the expected contribution further along the value chain, with shared accountability for results. Moving to the next-generation growth model required a realignment of people into new roles not just for Finance, but for other functions of Accenture as well. In Finance, we mobilized a working group that created a new organizational design that aligned people to the roles and skills needed, working in real time and even before the new model design was finalized. The effort was agile and challenging, requiring the group to be flexible and iterate until a suitable design was reached. Anchoring to the new growth model vision and principles as well as having the Finance Reimagined strategy in place helped keep efforts focused. Deploying training soon after was critical as many people were in new roles and needed to build their skills quickly. This need was addressed with a combination of complementary in-person and virtual training. This training was, and continues to be, followed by spot training, recorded virtual sessions that are targeted, on-demand, "snackable" and effective. Shifting from operating in functional siloes to working collaboratively across functional teams with market services is a major culture change. Communications emphasize collaboratively serving Finance clients and building a strong culture of common objectives and celebrating successes.

Finance is also becoming "center-led," that is, providing our people with the vision, objectives and assets globally, but empowering decisions to be made locally. The new model created the opportunity for changing our Finance culture, and we spent time on cultivating new ways of working. Accenture's new growth model has driven change throughout the company, but also created, and continues to create, opportunities for Finance to further advance our strategy to reimagine the function to support the business as key advisers and drive further value for Accenture. Major changes were implemented in time for the mid-year start date. Despite this challenging timing, Accenture Finance was able to change reportable segments as part of this process while maintaining its operations. And, just as the new model went into effect, the world found itself facing the COVID-19 pandemic, driving Finance to respond with agility once again to manage another tremendous change. Throughout all this disruption, Accenture Finance people have demonstrated tremendous ability to adopt changes while carrying out business as usual. A key to the continuity of Finance's support during this time is a formal business resiliency strategy and plan, which includes having practices in place to ensure that critical Finance operations run continuously during business disruptions. Finance also commits to operational readiness through knowledge transfer and rigorous testing. The journey to reimagination is ongoing. Finance's design to the new growth model endures in an active design and redesign environment, continuing to delve into more complex areas. Notable outcomes: Moved fast to change while also supporting Accenture business leaders to meet the required financial regulations and accounting practices. Enabled our people to focus more of their time on analyzing, planning and advising the business. Launched a new Performance & Advisory capability that provides an agility and level of insight in Finance's support to the business that have been key to understanding and responding to COVID-19. Simplified Accenture's data model enabling Finance to better capture what Accenture sells and to whom thereby helping drive continued growth. Enabled Finance to move capacity from internal structural roles to roles that support revenue-generating activity. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Embracing business change with agility

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/embracing-business-change-with-agility ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Steve Collins Jason Pucker How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture faces a dynamic business market of new trends, services and future possibilities that leads us to periodically change our business operating model and company structure to compete and grow. In 2020, our leadership launched a redesigned operating model—

a next-generation growth model—as a catalyst for the next wave of change. Our global IT organization was a key value partner as we updated our technology landscape to help Accenture achieve this goal. The new operating model identified new Accenture growth priorities and go-to-market services. It was launched with the expectation that all areas of the business would rapidly align to this structure once it was formally announced. The changes would restructure the entire Accenture organization. Our global IT organization was ready to move quickly because we were at the leadership table in the early days as the new operating model was in discussion. During the planning process, we were able to share technical implications and help shape what was possible to enable an agile and quick transition. Once the launch announcement was made, our global IT organization needed to implement the first round in a series of changes in eight weeks. Not only did the changes need to be done quickly, but they also needed to be done strategically to minimize disruption to the business and ensure we continued serving our clients seamlessly. We began with a quick assessment and developed an implementation plan for a host of changes. Full implementation involved change to more than 400 key systems supporting 40 Accenture business processes. These included organization structures, senior leadership responsibilities, employee workforce alignments, new service lines, sales pipelines and revenue forecast updates, reporting and application security. The effort was made unexpectedly more challenging by happening just as the pandemic set in and all our people had to move to working remotely. Our global IT organization embraced the need for change at speed while working closely with our business partners. Our goal was to respond quickly and cost-effectively to enable the business to move to the new structure without impacting running the business. We made background technology changes invisible. Further, we set an objective to use this opportunity to increase our IT flexibility by designing the technology changes so that future operating model changes could be made with even more speed and agility. Prioritizing at a fast pace In order to fully function on Day 1 of the new operating model, it was most important to know who the new business leads were, how the business aligned and where people fit. Leadership wanted to operate in this new model the day it was announced. To support this need, the most urgent components to have in place were the new organization structure, leadership in the new structure, people's alignments and accountabilities for the sales pipeline and delivery. These fast moves allowed Accenture to focus our leaders and teams on the new growth priorities. The growth priorities defined where Accenture will focus next, and how Accenture will report progress on achieving planned growth. As a result, Accenture changed how the company encodes sales and books revenue. To support leadership decision making, we providedstatic focused management briefings to provide meaningful insights to the business. We followed with a series of rapid, agile releases to implement the remaining changes across our IT landscape. We changed how sold client work is staffed, how we track revenue in the new model, and the management reporting we use to measure new Accenture growth priorities. Throughout the journey, we paired our cross-functional change management team with our business leaders to manage the change without impacting running the business. Strategic change management was a critical element. We started with the key leaders and took a white glove approach. We identified the 20 new leaders that had been given major new responsibilities

in the operating model and were critical to a successful implementation. The team met with each leader individually, discussed and identified their needs, defined their security access and key applications, and provided tailored training. This approach prepared our leaders to immediately manage in the new model and t support and encourage their people to move to the new ways. Starting from a position of fast IT   The ability to react quickly to massive business change needs to start before the changes happen. Our global IT team was positioned to react quickly because of our ongoing technology investments and move to "fast IT" concepts. Fast IT is about having a culture of speed, a strong cloud posture to support continuous delivery, intelligent automation for agile teams, a common language in data and strategic change management.   Leadership and talent are at the core of enabling fast IT. Our global IT organization maintains a flat, stakeholder-centric leadership structure. Those leaders promote a culture of product ownership in teams that collaborate without friction across technology platforms.   A strong cloud posture is a pillar of fast IT. A networked ecosystem of platform SaaS partners allows our global IT teams to gain efficiencies by mobilizing technology updates and providing expertise. Cloud supports updates to systems continuously, helping to make platforms resilient with no downtime. Additionally, cloud scalability enables changes without downtime.   Intelligent automation is another piece of fast IT. Our global IT organization focuses on applying intelligent automation to remove manual workloads, allowing agile teams to implement business changes faster.   An additional component of fast IT is a common language in data across technologies. This creates a flexible backbone to allow IT to adapt faster and more cost-effectively to business change. "Our global IT teams are always looking ahead to innovate, so that when a request to restructure the enterprise comes, they are prepared to respond." The pace of market change is accelerating. Companies that are prepared to respond to and participate in that change will gain advantage. Accenture has changed how we operate so that we can be in the best position to help our clients respond themselves. This required evolving how Accenture operates itself as a company, how we lead, where we focus, and what we sell and deliver for our clients. Our global IT organization worked as a strategic value partner with Accenture's leaders to adapt to change with the business. In this most recent case, we implemented new operating model changes starting in weeks and not months, helping Accenture navigate market change faster as an enterprise. Accenture's transition to our new growth model: "When we changed over to the new growth model, we changed how we report P&L in six months. That is extraordinary. It was something we were able to do because of our fast IT." 1K+ Leaders taking new operating model responsibilities 500K+ Employees realigned within the new organization structure 400+ Applications impacted, enhanced and remediated 8weeks Mobilization to first release, with no impact on the business itself Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center
====================

Safe and sound: Human-centered ER triage

Call for change When tech meets human ingenuity A valuable difference Related capabilities Health experience Operational transformation Digital health JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA When Ontario's triage nurses face an ER case, they need to observe and evaluate patients effectively and communicate clearly while correctly applying the Canadian Triage Acuity Scale (CTAS) to ensure patients have the best possible experience. But getting an accurate CTAS score means weighing thousands of combinations of 169 presenting complaints and more than 400 modifiers that refine the severity of the patient's vital signs and symptoms. ERs in Ontario log more than five million patients each year, according to a provincial review which documented that 44 percent of ER patients are being triaged inappropriately. Hospitals and individual practitioners followed varying methods for patient intake, diagnosis and documentation, and many processes were manual. To address the challenge, the Ministry of Health granted funds for the development of an electronic decision-support tool. Ontario Health sought assistance from Accenture in developing the Electronic Canadian Triage and Acuity Scale (eCTAS) solution to ensure that patients feel safe and benefit from improved access to ER care, more human treatment experiences and better health outcomes. The project began with input from nurse practitioners and other emergency room staff across Ontario. Accenture worked with Avanade and Ontario Health to develop the algorithm, put it in a production environment, test it and make modifications. The automated tool enables ER nurses to triage patients by type and severity of symptoms, ensuring the best possible outcomes for serious cases. This ensures that the worst cases access care first, and the relative need for care is constantly reassessed, ensuring the best possible health outcomes for Ontarians. The system has given nurses a trusted tool at the point of care. Citizens are likely to encounter more accurate triage and better access to critical care. eCTAS is now in use across Ontario and has demonstrably improved triage effectiveness and ensured shorter waiting times for more critical patients. Within a year, the tool was being used to triage about 400,000 patients monthly. Pre- and post-launch audits indicate the tool achieved a 17 percent increase in triage appropriateness. By the following year, over 100 hospitals in Ontario were using eCTAS to triage 85 percent of all Ontarian ER patients. Provinces and hospitals around the world continue to seek effective, data-driven ER support, and eCTAS sets a standard for them to follow. Reimagine and elevate the health experience. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Transforming the employee experience with Teams

Call for change When tech meets human ingenuity A valuable difference Teams as-a-platform Listen to podcasts Blogs about Microsoft Teams at Accenture Meet the team Related capabilities Changing minds, accelerating adoption Microsoft Teams Rapid Resource Center Redefining how we work together Real-time collaboration Rich meeting experience Cloud first As-a-service Mobile connectivity Enhanced security Contextual work AI-driven support experience Enabling the elastic digital workplace Making remote work happen for the digital worker Adopting a successful digital worker culture Running modern meetings with Microsoft Team Next-generation collaboration with Microsoft Teams How Accenture enables effective remote working Microsoft Teams is igniting a communications revolution How to get more from Teams to give more at work Karen Odegaard Jason Warnke Grant Gengelbach Bill Schulz How Accenture does IT Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In a constantly changing landscape, teamwork has never been more important. Accenture is empowering its more than 620,000+ digital workforce by not only bringing the data, insights and services to where our people work, but also putting the tools in their hands to live a truly cloud-native life.   To make this happen, we have undertaken a digital worker journey that involves foundational technology, productivity and collaboration. In particular, we have improved collaboration and productivity company-wide, using tools such as Microsoft Office 365, Windows 10 and OneDrive for Business. Now, we are making the best use of Microsoft Teams' versatility to bring together technology and human ingenuity and make our business more agile.   Using Microsoft Teams, Accenture people can communicate, collaborate and interact effectively wherever and whenever and take advantage of a secure, next-generation approach that helps them to enjoy an elastic, digital workplace.   Accenture investments in digital technologies, infrastructure and a collaborative culture have positioned us well to manage the challenges of the COVID-19 pandemic. In particular, our earlier move to scalable public cloud has meant that we could move swiftly to remote working and take advantage of the versatile Teams capabilities. "Teams was the critical piece of our response to COVID-19. It was by far the most important way to maintain continuity with our clients and with our people, period." — STUART BROWN, Managing Director – Microsoft Business Group, Accenture "Teams was the critical piece of our response to COVID-19. It was by far the most important way to maintain continuity with our clients and with our people, period." — STUART BROWN, Managing Director – Microsoft Business Group, Accenture Microsoft Teams is a chat-centered collaboration platform that brings together collections of people, content and tools to get things done. While Microsoft Teams was still in the concept stage, Accenture collaborated with Microsoft on the early technical preview, providing input on the types of use cases relevant in a large, multinational organization and what was needed for resilient scale and security. Accenture also participated in the product pilot, along with other

customers and partners, to keep pace with changing demands and push the envelope with Microsoft on Teams' capabilities. As a company highly tuned to change, Accenture's approach was to use Teams while continuing to work with Microsoft to adapt the product and prepare migration steps. Accenture people were being empowered—and encouraged—to use Teams if they desired, with caution expressed around the newness of the tool and a clear indication that our company-wide adoption was still pending. When Accenture deployed Teams, we did so in stages to transition from organic growth to large-scale access and adoption. Yet, the adoption of Teams was made easier given that Teams is woven into the Microsoft Office 365 fabric and brought a familiar platform into Accenture's workplace. Today, all Accenture employees have transitioned to Teams and, accelerated by the move to remote working due to COVID-19, we have seen a massive increase in its usage—a 257% increase in audio usage and a 642% increase in video usage immediately following the pandemic. Alongside a rigorous change and adoption program that uses multiple mediums and channels, we engaged leadership ambassadors, Teams champions and key stakeholder groups from the outset. A 24/7 Operations team helps to meet Accenture's needs when it comes to Teams support, along with monitoring of key network devices and local office capacity using standard tools. Reporting consists of a combination of Microsoft-provided data with Accenture organization data, which enables us to custom slice the data. New reporting enables us to support Teams from the Accenture office perspective to the end-user device level. An emphasis on the Accenture office quality helps us to focus on sites and devices that are at the root of any issues. During the testing times of the global pandemic, Teams has positioned our organization to achieve the kind of frictionless collaboration that elevates our productivity and efficiency to new levels. As one Accenture professional said in a recent survey: "It's my favorite tool, brings everything I need to be productive in one place... I have transformed the way my team works now." Microsoft Teams allows us to collaborate, create, and share with colleagues, partners, vendors, and most importantly, our clients. See more. Our progress with Teams has been accelerated by our strong relationship with Microsoft. Today, Accenture is the largest enterprise user of Teams. And we've worked together with Microsoft to create a Teams Resource Center to share leading practices. Our rapid transition to Teams is reflected in the scale of use: active users in Teams active teams chat messages per month minutes of audio per month minutes of video conferences each month mobile minutes per month Using Teams as-a-platform brings together all of the tools, content, and processes into a single location to enable a new way of working. Teams provides an app store with a variety of available Microsoft and third-party solutions, as well as an extensible framework to support custom app development and new low- and no-code solutions through Microsoft's Power Platform. We can introduce new capabilities, automation and business processes to suit our business needs—all without having to leave Teams. We're also introducing extra services, such as using bots to answer people's queries more quickly, and integrating apps to bring the content, tools, and processes into a digital cockpit where work gets done. So far, we have enabled more than 60 Teams-based apps, such as CALM (CAL + Machine), a custom app embedded in Teams that is specifically targeted at delivering in-context insights, such as financial filings or Twitter news, to our Client Account Leads (CALs). Teams is also

bringing value in a broader context, transforming and enhancing the relationships with our clients and between our own people, partners and vendors: Drives inclusivity: Facilitating deep connections and engaging partnerships demands a collaboration tool that's woven into the productivity fabric. Unlike the social dynamics of face-to-face meetings, online meetings are a level playing field in terms of people weighing in on a big idea and can bring better solutions to our clients.   Frictionless collaboration: Teams makes it easier for everyone at Accenture to collaborate. Teams enables clients to join meetings, chat, share and co-author files, dissolving the barriers between them and Accenture teams to enjoy the "holy grail" of collaboration. Video enables people to be themselves, humanizing client conversations and introducing expertise from anywhere in the world at the click of a button.   Consistent meeting experiences: The Teams Rooms functionality gives Accenture offices video conferencing and collaboration devices in meeting spaces with a familiar Teams user experience. We also implemented a solution to use Teams to schedule all video device meetings, no matter the device type. More than 700 Microsoft Surface Hubs are being used as a favorite device for brainstorming in the company's innovation hubs. A proximity join feature that enables people to start a meeting without having to touch any Teams devices in the room can help the transition back to the office and further enable the digital worker with a greater sense of safety.   By modernizing our way of working using Teams, we can not only bring the data, insights and services to where our people work, but also put the tools in their hands to live a truly cloud native life.   Teams provides a new generation of technology for communicating, chatting, file sharing and conferencing that adds value to our day-to-day: New, enhanced collaboration features include persistent chat, threaded conversations, file storage, instant messaging, audio, video and sharing. Teams supports ad hoc and scheduled meetings, guest access, federation, dial-in conferencing and PSTN calls. The combination of Microsoft Teams, Office 365, SharePoint and OneDrive for Business supports Accenture's "cloud first" model of working. Collaboration-as-a-service model helps Accenture deliver new features to our people, fast—they no longer have to wait for the latest release of Office or Skype. The user experience for meetings, video and voice calls flows seamlessly from laptop to the Teams mobile app. Security and compliance are enterprise grade and include multifactor authentication and continuous data encryption. Fixes are deployed as discovered, making sure Accenture is always up to date. Teams offers stickers, emojis, GIFs, @mentions and private-channel messages. Employee support requests can be handled via ServiceNow integration and customer insights are available through Salesforce integration. Apps and starter kits have been published for our new Human Capital Management platform, Workday. Hear conversations with our IT leaders about how our use of Microsoft Teams at Accenture is enhancing our employee experience. Whether remote working or returning to the office, the pandemic has put pressure on maintaining business continuity in organizations around the world. Digital workers are in demand. Helping people to work remotely, connect and continue to collaborate and create needs the right tools and behaviors. Actively supporting 500,000 people to adopt digital worker behaviors means using technologies that enable productivity and collaboration in new ways. Enjoy a completely different way of working that inspires online collaborations, document sharing and a dialogue channel for unified communications. Discover a great

way to keep all your information in one place, take advantage of conferencing and broadcast capabilities and create a digital cockpit. Read more about how the versatile scope and scale of Microsoft Teams can help people better handle dynamic change. Accenture shares the experiences and insights on supporting clients and our 500k people while working remotely. Teams enables Accenture's 500k users to work remotely effectively and efficiently, supporting millions of audio and videoconferencing minutes monthly. Accenture's Karen Odegaard shares how we're using Teams to bring the data, insights and services to people to live a... The Accenture Microsoft Business Group—powered by Avanade—empowers enterprises to thrive in the... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

The World's To-Do List: 17 Global Goals

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/united-nations-global-goals-campaign ----- Call for change Let's get The World's To-Do List done When tech meets human ingenuity A valuable difference Numbers Current Country: United States CASE STUDY Raising understanding and awareness of the United Nations Global Goals 5-MINUTE READ The world is in trouble. Fortunately, the United Nations adopted 17 world-fixing commitments in 2015—and 193 world leaders agreed to help. Also known as the Sustainable Development Goals, these Global Goals aim to end extreme poverty, inequality and climate change by 2030. Six years in, progress had stalled. So Accenture Song partnered with Project Everyone, a UN-appointed nonprofit promoting the Global Goals, co-founded by Richard Curtis. We were tasked with raising awareness and understanding of the Global Goals in 2021 through an eye-catching campaign. The 17 goals are very different, ranging from "protect the oceans" to "end conflict and corruption." The team needed an idea that could bring everyone together—citizens, brands and businesses, and world leaders—to create progress towards the goals. To do this, we reframed the Global Goals as The World's To-Do List. The World's To-Do List campaign aims to unite all 17 goals. Each goal is hand-written on giant sticky notes placed in iconic locations across the globe, in major cities like New York and Venice, on billboards, projected onto buildings, painted as murals and even on the side of vehicles. The playful yet profound messages re-imagine the goals as a series of short actionable "to-do's," setting a clear reminder that we have a plan to fix the world's problems; we just need to take action. A corporate takeover To present a unified front to world leaders, we asked companies to sacrifice media space during the campaign by choosing a sticky note to cover their own branding. The guerilla marketing applied to buildings, billboards, digital spaces and social media. It was spearheaded by a group of companies known as the Global Goals Business Avengers, composed of Arm, Avanti, Commvault, Diageo, DPDgroup, Google, Mars, NTT, Reckitt, Salesforce, SAP, Unilever and Wood plc. The companies represent over 700,000 employees,

with a combined social media reach of over 100 million. Campaign materials included downloadable creative assets, #worldstodolist social campaign materials and a film. A flexible toolkit enabled businesses, governments and activists to push out the campaign simultaneously in multiple cities worldwide. The work directed back to a microsite, letting businesses and individuals know the actions they can take today. The film opened the UN General Assembly and was featured during the Global Citizen Festival, streaming across six continents to an audience of more than 500,000. Guiding the world Now, the phrase "The World's To-Do List" has been adopted as the platform for the Global Goals. And the sticky notes have become the iconic symbol for The World's To-Do List. Millions of people saw the campaign's launch: 30+ Companies sacrificed their media spaces 3M+ Click-throughs from business and brand websites 68M+ Impressions and hundreds of thousands of engagements from partner social activations and partnerships +14M Press reach #2 ranking In Top 5 Ads of the World The campaign's success is just the beginning. Our toolkit will be continually adapted, as more businesses and activists get involved and to mark key cultural moments – including International Women's Day and World Disability Day. It's available in seven languages, hosted online and has an accessible how-to-guide, so everyone around the world can participate. Now, more than ever, it is so important that we get the World's To-Do List done. © 2024 Accenture. All Rights Reserved. =====================

Bringing blue-sky thinking to global operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ software-platforms/microsoft-control-tower ----- Call for change When tech meets human ingenuity A valuable difference Cloud parts and partners out of sync The future of cloud collaboration An enhanced experience for all MEET THE TEAM Current Country: United States CASE STUDY The Microsoft cloud supply chain control tower 5-minute read Microsoft's Cloud services more than one billion customers by leveraging a complex supply chain that spans more than 34 markets. The company tracks the movement of physical goods across hundreds of nodes—beginning with the suppliers that make the component parts that power cloud servers. Those critical hardware components are shipped to Microsoft hubs, then routed to system integrators, which assemble servers based on specific demands. The completed servers are then placed in racks, which are in turn grouped into clusters. The clusters are stored in finished goods warehouses until they are sent to data centers around the world. The scale and complexity of Microsoft's global cloud supply chain network changed significantly in the last few years due to the rapid growth of the cloud. As a result, the supply chain team needed to reliably pinpoint the whereabouts of critical inventory across its network of partners and suppliers. With millions of servers across over 200 physical datacenters and continuous expansion to keep up with customer demand, Microsoft needed to work smarter. Microsoft and Accenture assembled a small team responsible for chartering the Control Tower solution vision by aligning on guiding principles: The team set out to

build the solution foundation, a digital twin data model that would serve as the single source of truth for the movement of physical goods across the Azure supply chain. This Azure-native architecture supported self-serve analytics, as well as bespoke control tower applications. The team rolled out control tower minimum viable products (MVPs) around two critical domains. The first was an 'inventory-in-motion' control tower to track and record the location of rack and data center components in transit and at rest. The second was an operational control tower, built to support the operations teams in coordinating the deployment of clusters to zones with the most pressing capacity needs. Accenture also tapped its global Supply Chain Control Tower experts to stand up a control tower 'center of excellence' to maintain and improve data quality, provide technical support and monitor system and interface performance. As the partnership progressed, both MVPs matured into full-feature releases. And Microsoft's integrated Control Tower applications and architecture give its global teams a robust solution that can scale with its cloud business. Today, the Microsoft Cloud supply chain's control tower operates as a single source of truth for more than 500 decision makers across multiple organizations and geographies. It has unlocked advanced analytics capabilities, with historical data driving continuous improvement and proactive risk management. Better alignment and coordination between users means that supply chain practitioners can focus their efforts on translating data into valuable insights and driving positive customer outcomes. This helps Microsoft ensure cloud capacity can meet demand and that disruptions can be identified and mitigated quickly. To date, the Microsoft Cloud supply chain has seen marked improvements in employee efficiency, with hundreds of hours saved prepping data and chasing post-hoc analysis. The team expects to see significant dollars saved in reduced shipment expedites, along with increased expected cloud revenue through more efficient inventory management and distribution. Looking forward, Microsoft will continue to invest in intelligent response capabilities and end-to-end visibility throughout its supply chain network. The control tower's flexibility leaves future possibilities open—such as new data models that monitor scope 3 carbon emissions, enabling Microsoft to make climate-smart tradeoffs in real time. In just one year, this control tower initiative introduced new ways of working for the Microsoft Cloud supply chain—and operations teams and cloud customers alike are seeing nothing but blue skies ahead. Teran Andes Managing Director – Strategy & Consulting Ross Farquharson Senior Manager – Applied Intelligence Strategy Morgan Lucey Senior Manager – Supply Chain & Operations Sameer Sharda Senior Manager, Strategy & Consulting – Supply Chain © 2024 Accenture. All Rights Reserved. =====================

Social security services transformation to secure life goals

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/social-security-securing-life-goals ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Helping Singapore's Central

Provident Fund Board make social security a simpler, more personalized experience. 5-Minute read Modern tech, simplified service Planning for retirement means taking specific financial steps decades before you are ready to spend the 9-to-5 on leisurely pursuits. The journey, however, is different for everyone. Plus, it can be a slow and frustrating journey if the information is difficult to find and understand, especially if it is full of jargon. This is what the Central Provident Fund Board (CPFB), Singapore's social security organisation, found when it asked its members for feedback on their online experiences. The CPFB knew that it needed to simplify its website to serve members well and connect them with the right information and actions. However, for those surface-level interactions to be meaningful over the long term, a deeper, systems-level change must first occur. The CPFB set out to provide a reimagined and personalised digital experience for Singaporeans and permanent residents — one that would be easy to navigate on all kinds of devices. The platform had to serve different individuals equally well and present information that was specific to their needs. After all, the financial journey for someone purchasing their first home and decades away from their retirement bears little resemblance to someone already enjoying their golden years. Providing personalisation, with a seamless and simple experience, required modernising the CPFB's front-end and back-end systems. It also meant rethinking CPFB officers' ways of working to ensure that every member had a fast and accurate end-to-end experience in line with their individual needs. Achieving all this would be challenging, and the CPFB knew it had to modernise its core mainframe applications—the central application and data repository platform—with minimal service interruption. A complete front-end and back-end modernisation, which involved about 600 staff from CPFB, would be unprecedented for most government agencies—yet it would be critical for securing the future of every Singaporean. We have successfully built common services through modularisation and with the introduction of new tools and systems, we were able to reduce the complexity and improve the performance of our systems significantly thus increasing work productivity. Tan Choon Swee / Group Director – Business Application Systems Group, CPFB Automation plus empowerment Starting in 2018, the Accenture-CPFB team began to modernise the mainframe applications for smoother and faster responses to policy changes and, simultaneously, re-engineering the business processes to create a more dynamic, personalised user experience. This journey would require a three-prong approach. It started with migrating CPFB's eServices to the cloud to achieve greater scalability and to automate personalised, targeted services. This migration would lay the foundation for enhanced platforms and system interfaces. The second prong would involve empowering the CPFB workforce to make better and faster decisions with data analytics and insights. The final prong would involve re-creating the front-end interface, so members would enjoy a personalised experience while planning for their future. In modernising the mainframe applications, the team needed to modernise the language from the mainframe's Common Business Oriented Language (COBOL), to Java. The modernisation was essential not only to address the shortage of Cobol skillsets, but also to enable faster changes and reduce development time. To-date, 76 business applications, amounting to 16 million lines of COBOL codes, have been modernised to Java. The program codebase was drastically reduced by up to 5.5 times, largely through the reuse of common services.

This has greatly improved the maintainability of the programs to enable CPFB to respond faster to business changes. In addition, the team created a modern user portal to improve internal user productivity and to introduce new capabilities. In a user satisfaction survey, the modernised portal garnered an above industry-average usability score of 75%, indicating that the portal has achieved its intended outcome of enhancing user experience. Among the new capabilities introduced is the adoption of test automation to accelerate the laborious testing process during the transition process. Since the programs—or functions of the organisation to be migrated—required more than 100,000 test cases, the automation has enabled more than 70% of the test cases to be executed via test automation tool, saving thousands of hours of manual work, reducing testing time and accelerating the migration to the modern architecture. In concert with the system modernisation, there was a comprehensive effort to train CPFB officers to work in new ways. More than 100 CPFB's IT staff have since been upskilled to maintain the modernised system moving forward. Upskilling and other digital advancements have helped staff to achieve the organisation's Mission and Vision. By changing the way we engage citizens and work internally, as well as embracing the latest technologies, the CPFB is able to enhance the user experience over the long term by introducing new products and services. Wong Yan Jun / CIO – CPFB Built to last The transformation was completed behind the scenes. With the use of the latest cloud platforms, the CPFB digital shopfront was able to handle more than 5 times the normal daily user activity just after January 1, 2022, when new yearly statements of account (YSOA) became available. More than 700,000 members viewed their YSOAs in the first week of the year, with the system handling more than 47,000 page views per hour at peak periods. This was especially noteworthy since the old system was only able to handle 22,500 page views per hour. The new system proved to be stable and resilient, achieving 35% greater member-engagement efficiency as we received 540,000 unique page views from 1 to 5 January 2022 compared to 400,000 over the same period in 2021. Along with the mainframe transformation, the team rolled out the new mobile and web experience by connecting members with customised content and tools based on their age and financial profile. This makes it easier for members to take advantage of new tools. Around 90 CPFB's staff, both IT staff and business users, have gone through various trainings and upskilling to build a more personalised website. What's more, CPFB streamlined what was more than 1,000 content pages into 320 pages to make the website more user-friendly. By simplifying the content, avoiding jargons, and presenting information thematically to mirror a typical CPF member's life journey, members now enjoy a more personalised experience that is easy to navigate and understand. As a result, CPFB obtained a consistently high rating of ~90% in user satisfaction after the transformation. For example, members can see their up-to-date contributions in a single, user-friendly dashboard—how much they have saved, how much more they can grow the account over time, and more. Whether they are already retired or still early in their career, any member can use this information and plan for their future effectively. There is even an enhanced calculator that allows for more personalisation. Members looking to purchase a home can use the calculator to determine how much CPF funds can be used to pay for the loan, while older members can make calculations specific to their savings goals. Members will also see targeted content. For example, a younger member

might see home-buying tips, while a retiree might receive targeted information about how to access the retirement fund. Last but not least, the team also designed the digital experiences with mobile devices in mind, considering that Singapore has one of the highest smartphone penetration rates in the world. Today, nearly 90% of Singapore's population has mobile access to the internet, and this is set to continue to rise in the coming years. A mobile-first approach allows designers to deliver a seamless experience to members. It is noteworthy that the new digital platform is launched within 12 months, through the close cross-teams collaboration and leveraging agile processes and practices. The new digital platform can now adapt to changes faster. Building and launching new products and services is also easier. Along with the steady stream of improvements, the CPFB digital shopfront will continue to delight members by anticipating and meeting their needs at different life stages. Mark Tham Managing Director - Health & Public Service, Southeast Asia Desmond Wong Managing Director – Health and Public Service, Client Account Lead, Southeast Asia Geoffrey Pong Managing Director – Health & Public Service, Client Lead, Southeast Asia © 2024 Accenture. All Rights Reserved. =====================

Keeping an AI eye on potent methane emissions

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/utilities/duke-energy-powers-ai-platform ----- A call for change When tech meets human ingenuity A valuable difference Current Country: United States Case study | Duke Energy 5-MINUTE READ 80x The amount by which methane impacts global warming potential more than carbon over a 20-year period. For Duke Energy, one of the largest US energy-holding companies, reducing methane emissions is part of its commitment to future generations. The company set ambitious net-zero methane goals for its gas-distribution business for 2030. To achieve them, it would need to go above and beyond current US EPA regulations. It explored innovative new approaches to detect, monitor and remediate emissions, such as using satellites. However, it needed help to develop a rigorous, end-to-end approach to monitor emissions and lay the foundation for predictive maintenance. Duke Energy brought in Accenture, Avanade—a joint venture between Accenture and Microsoft—and Microsoft to co-innovate a pioneering solution that would help meet its ambitions and potentially advance industry and regulatory standards. The result is a first-of-its-kind, end-to-end Azure-based cloud platform that monitors baseline methane emissions from natural gas distribution assets (e.g., pipelines, gas meters), using satellite monitoring, analytics and artificial intelligence. The solution quantifies and prioritizes findings in graphic dashboards, making data easily consumable at multiple levels of the organization. This platform will reimagine how natural gas local distribution companies calculate methane emissions and perform leak surveys, and improve the expediency with which leaks may be repaired, resulting in dramatically lower methane emissions. – BRIAN WEISKER, Senior Vice President and Chief Operations Officer – Natural Gas at Duke Energy Near real-time leak remediation will help Duke

Energy to reduce methane emissions while making operational systems more resilient. The platform is already delivering results with more accurate, holistic insights for leadership decision-making. With pinpoint-accurate geolocation data, workers are finding leaks in minutes compared to physical inspection of pipelines and other assets—and repairing them more quickly. The solution also has the potential to identify system vulnerabilities and prevent future leaks. Once scaled across all asset types, emission categories and jurisdictions, the platform will help Duke Energy's natural gas business reduce methane emissions and achieve its net-zero methane goals for 2030. Importantly, this solution has the potential to accelerate the journey to net zero for the industry. ======================

Our cloud journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/living-cloud ----- Call for change When tech meets human ingenuity Cloud strategy is more than technology A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Running our business in the hybrid cloud means Accenture can be fast, efficient and cost-effective 5-MINUTE READ Our US$3 billion investment to help our clients move to the cloud comes hot on the heels of our own three-year cloud-first journey. Today, Accenture IT infrastructure runs in the hybrid cloud and is costing significantly less than our legacy delivery models. Everything that it takes to run Accenture as a business is in the cloud. From Finance to HR, Marketing to Legal, our systems are cloud hosted, along with all new applications. From 2015 to 2018, we realized more than US$20M in savings and have determined the governance, standards and adoption that helps guide our local and regional offices around the world. As we continue our cloud native evolution, a further US$2M cost savings have been realized in 2020, alongside the benefits of greater speed and sustainability. Accenture has not only achieved the secure, scalable and nimble advantages cloud brings, but also enabled digital services and experiences and generated new business value. Now, we can fast-track the next generation of cloud capabilities. Cloud technologies today offer new IT potential through flexible and resilient capabilities. We can operate and deliver value in new ways so much faster and more securely. Don Galzarano / Enterprise Technology, Intelligent Cloud & Networks, Accenture Most businesses today are familiar with the benefits of using cloud to streamline technologies and speed up how they operate to be faster, flexible and more resilient. But that doesn't mean the prospect of shifting to the cloud is straightforward or easy. An Accenture survey found that nearly two-thirds of companies haven't fully achieved their expected outcomes from cloud initiatives, even as the COVID-19 pandemic has turned cloud adoption into a mandate. For many, there are questions around whether cloud is secure, if it is possible to save money in the cloud, and whether they have the right technologies and skills in place to pursue the cloud journey in earnest. Accenture is familiar with all these uncertainties. But having worked on more than 30,000 cloud-related projects with our clients, we know that the migration to provision the company's infrastructure in the cloud not only brings benefits, but also is a

logical step. Any business that wants to be a digital business with a digital workforce needs its applications and data in the cloud. Growth necessitates changes to how the business operates. A lot of work that goes into IT hygiene adds no value back to the business—such as, upgrading, scanning and patching. Cloud opens the door to automation and simplification and helps to reduce the complexity of legacy systems that cannot accommodate new ways of working. Accenture is a business with 710,000 people, all using workstations and mobiles and needing to communicate securely and reliably in every corner of the world. As data center hardware became outdated, we looked for a solution that was cost effective and easy to maintain. And we wanted to act fast, knowing that cloud platforms which could quickly adapt to demand can put us in a position to innovate how we operate and the offerings our business brings to the market. Where we started: Cloud journey When we embarked on our cloud journey in 2015, no comprehensive cloud management solutions in the market existed and cloud technologies were continuously maturing. As a result, we invested in developing an end-to-end cloud management platform that provides the tools and managed service capabilities needed to operate at scale, at speed, and in a secure way. We brought together specialists in various disciplines across the organization to grow our cloud capabilities, resulting in more than 200 cloud certifications in four years and 150 certified services in production. We developed a comprehensive journey map—from establishing the foundation through to rapid cloud adoption. When the technical foundation was set and cloud adoption was well underway, we shifted to make the best use of new environments and services (which is where cloud's optimal hosting pricing models came into its own). Finally, we focused on the transformation of IT processes, responsibilities, and capabilities. The cloud team committed to using agile principles in an environment that was not known initially for its flexible qualities—being globally dispersed, infrastructure-focused, and with multiple technology functions and owners. In the first three years of the program, Accenture saw its cloud footprint increase from 9% to 90% of all business applications. We reduced cloud provisioning lead times up to 50% for standard environment provisioning. We realized US$14.5M in benefits after the third year. We right-sized service consumption without impacting application performance and saw an additional US$3M in annualized avoided costs. We reserved cloud instances in advance that offered a discount of up to 40% over a one-year term, which yielded US$1M in savings. We made the best of event-based serverless computing functions in the cloud that meant we could offer more than 70 cloud-native services. And we didn't stop there. Where we're headed: Cloud native We continue to evolve our cloud capabilities as part of our strategy to bring about technology-powered business transformation. Now, we are taking advantage of the cloud-first foundation and making sure all our people actively embrace a cloud native culture. In the cloud, code is key so the more the better to enhance scope and scale—which is why we have chosen to work with multi-cloud providers to get the best of all worlds and take advantage of their areas of strength. Where possible, we use the public cloud platform —we currently use Microsoft Azure and Amazon Web Services as well as the Google Cloud Platform. Our guiding principles are: Cloud first All new applications and services architected, designed, built and optimized for hosting in the cloud. Production day zero secure Protect the brand and intellectual property. Policy-driven—zero vulnerabilities at production.

Always on Heavily fortified. Transparent to employees. Consistently available and predictable. Multi cloud Cloud footprint is balanced over time, and includes three cloud providers: Microsoft Azure, Amazon Web Services and Google Cloud. Portability Portability is enforced as migration across vendors allows for the benefit of provider-specific features. Demand optimization Ability to scale usage up or down based on demand influx and variability. Simplification and self-service Simplification and self-service capability development are critical to cloud operations. Intelligent automation Shift to API-driven architectures, leveraging AI to "self-heal" components that fail. Run as a utility Consumed as a service. Software and code-driven. Dynamic and seamless change. We believe eight critical areas are essential to help build and shape a successful cloud strategy: Value strategy Develop the business case to determine how to migrate to the cloud and optimize to deliver greater value to the business. Application strategy Examine readiness of existing applications and their target platform. Create the strategy to achieve the transition where there is value. DevOps strategy Identify the impact on tools, processes and interaction between development and operations teams as a result of the shift to cloud adoption. Operating model strategy Define a to-be operating model for an IT organization to function smoothly after transitioning to cloud-enabled suite. Security strategy Employ leading practices to ensure secure usage of resources from cloud and adherence to governance, risk and compliance requirements. Hybrid strategy Architect infrastructure so that it intelligently and seamlessly utilizes public and private cloud based on business requirements and integrates with legacy. Cloud service strategy Define how services will be operationally consumed and integrated into the support pipelines. Build application design principles with public cloud services. Cloud networking Combine native internet support for cloud, internet only to minimize the corporate backbone and zero trust boundaryless networks. Our success results from early engagement, education, and close collaboration across multiple Accenture organizations, including data privacy, information security and ecosystem products and services. And it's an ever-changing landscape. Cloud platform capabilities evolve quickly, so engagement needs to be ongoing and frequent. With one million virtual machines provisioned per year and moving our data lake to the cloud, there is a need for constant innovation. Our cloud journey has seen us improve economics, sustainability, security, flexibility and speed. We've enabled an agile implementation approach to delivering incremental capabilities. As we evolve our cloud native capabilities we've been able to simplify the purchasing mechanism and realize an end-to-end business solution across application and infrastructure. Now, we're seeing infrastructure optimization based on data, accelerating new infrastructure provisioning and achieving intelligent automation to help increase consistency, speed and quality in our business operations. 99% Decrease in average environment provisioning time (weeks to hours) 50% Savings projection over legacy delivery models 100% Net new applications built as cloud native 220+ Estimated reduction in metric tons of carbon emissions in nine months 900K+ Estimated reduction of kWh of power consumption over nine months 1K+ Automation programs delivered over three years resulting in 35% cumulative savings in operational cost What we learned Cloud helps us to move away from manual processes to a more automated way of working. In turn, we can collaborate better and use our technical knowledge to innovate

more so that we can adapt how we run our business. Here are some of the things we learned along the way: Accenture is at the cutting edge of cloud optimization. Putting cloud first made all the difference during the global pandemic—we shifted our entire workforce to remote working in a matter of days. Now, we continue to strengthen our cloud journey. And we look forward to helping our clients to benefit from our cloud-first experience. Don Galzarano Managing Director – Global IT, Enterprise Technology, Intelligent Cloud & Networks Jason Reynolds Director – Global IT, Intelligent Cloud & Networks, Intelligent Technology Operations © 2024 Accenture. All Rights Reserved. =====================

Re-fueling purchasing power

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/retail/refueling-purchasing-power ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Adobe Intelligent platform services Retail consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helped an American convenience store and gas station chain drive increased customer purchases through Adobe-powered personalization. A roadmap to personalization A national convenience store and gas station chain wanted to develop new, data-driven ways of attracting more customers, more often, from the fuel pump and into stores. By harnessing past purchasing behavior to deliver the right communications, offers and experiences to the right customers, at the right time, the retailer knew it could unlock huge revenue potential. It asked Accenture to drive a sweeping new, digital customer experience strategy powered by Adobe, that would connect its siloed customer and in-store data in one platform. Together, they embarked on an ambitious three-year project to embed personalization into the business and enable unique, targeted experiences that keep customers coming back. Connecting customer data Senior executives from across the business collaborated with Accenture on the initial strategy in innovation centers across the country. Together, they defined customer journeys and assessed how Adobe's technology could better enable those journeys. Accenture built and deployed Adobe Experience Platform, Adobe Experience Manager and Adobe Analytics solutions in just 11 months, connecting existing data to the platforms and powering the entire infrastructure on the Accenture Insight platform, along with Accenture's own offer recommendation engines and three machine learning modules. Together, the new infrastructure enabled Accenture and the retailer to deploy, measure and test omni-channel, personalized campaigns based on defined customer journeys. Customized campaigns that work The transformation brought customer personalization to the company's stores and led to a 4x increase in the click through rate of marketing campaigns within the first month. The value case for the entire personalization strategy is estimated at more than $100m in incremental EBITDA uplift. The new approach scores customer promotions according to their relevance to a specific customer segment, then displays the highest scoring promotion. Historically, fuel pump screens displayed random offers to millions of customers. Now, those offers can be personalized according to data such as the time of day, the weather, and customer information. This is

just the beginning for the retailer's extraordinary ambitions. Learn how Accenture + Adobe's deep, 20-plus year partnership is seated in our joint commitment to create unrivalled experiences. Transform your business into an intelligent enterprise with the world's most powerful platforms. To thrive in an uncertain future, retailers must reset and reinvent responsibly to drive profitable growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Murex MX.3 implementation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/murex-mx3-implementation ----- Challenge Strategy and solution Transformation Related capabilities Capital Markets Trading Trading Platforms JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helps a large international life insurance and pension group implement Murex MX.3 for its derivatives in asset management. Much like many organizations in the capital markets industry, this large international life insurance and pension group faced market challenges that strained its Asset Management business and associated systems i.e., front- and back-office. The group required a platform that could help it achieve regulatory compliance, overhaul its trading operations and integrate risk management processes. After selecting Murex's MX.3 platform as the solution of choice, the organization engaged Accenture to help implement the platform for its Asset Management operations globally. Over the two-year project lifecycle, Accenture delivered the Murex front-to-back office solution in the Netherlands and the front-office solution in the United States. In addition to system implementation, Accenture designed the organization's global operating model, which included governance and business processes for the Asset Management's Netherlands operations. The global operating model that Accenture helped to design enabled the organization to roll out the platform effectively and efficiently in the United States. Accenture's deep experience in successfully delivering Murex software to large-scale organizations around the world led the life insurance and pension group to engage the company. Working collaboratively with the group, Accenture: Accenture recommended a phased geographical rollout of Murex's MX.3 platform for the organization's Asset Management operations, beginning with the Netherlands, then the United States. Over the two-year project, Accenture implemented the Murex MX.3 platform for the life insurance and pension group's Netherlands and US operations, and delivered a global operating model that the group would be able to follow when rolling out the platform in the United States. The new solution is expected to provide the organization with: We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Helping clients run and transform their front, middle and back-office trading operations. Innovative trading operating models leveraging our Murex, Calypso and Finastra capabilities. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update

BBVA: Trading and risk services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ capital-markets/bbva-trading-risk ----- Challenge Strategy and solution Transformation Related capabilities Capital markets Investment banking CFO and Enterprise value JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helped BBVA offer customers an integrated, global portfolio of products and services. Banco Bilbao Vizcaya Argentaria (BBVA) is a diversified financial group that offers retail banking, asset management, private banking and wholesale banking services to 35 million customers in 37 countries. Despite its emergence as a leading Spanish financial institution, BBVA faced several challenges. BBVA found it increasingly difficult to efficiently manage resources and costs across its network. In addition, management structures and business models for the different banks were independent and often divergent. To maintain its leadership position in investment banking, BBVA recognized the need to create a single business, operating, management and systems model for its far-flung group. For help, BBVA turned to its longtime consulting partner, Accenture. Accenture worked with BBVA to integrate four trading rooms—from facilities to hardware infrastructure to services to business and operating models—into a single unit. To do so, the Accenture/BBVA team defined, built and implemented an integrated architecture that would enable order introductions, electronic order reception and automatic order routing to domestic and international markets. The most important asset Accenture and BBVA developed during the ambitious program was STAR, an integrated front- and middle-office platform that covers 200-plus trading room functions and products and enables the fast integration of the businesses, operations and workforces of the banks' capital markets areas. The team has integrated the flexible, open STAR system in BBVA's operations in Madrid, London, Paris, Milan and New York. The New York implementation, completed in a record five months, represents the first time that an application designed and developed in Spain has been implemented successfully in the US market and fully adapted to the U.S. Security and Exchange Commission's requirements. Accenture signed a three-year contract to continue providing maintenance and support for BBVA's worldwide STAR system. With Accenture's help, BBVA can now offer its customers an integrated, global portfolio of products and services. Further, it can do so with full online access via a centralized IT infrastructure that improves service and reduces costs. The STAR system enables BBVA to: In short, Accenture has helped BBVA become a high-performance global player in investment banking and has helped set the stage for future growth and continued success in this highly competitive arena. We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Helping clients run and transform their front, middle and back-office trading operations. Helping finance and risk leaders navigate disruption and drive enterprise value. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit

The power of ServiceNow at Accenture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/servicenow-at-accenture ----- Call for change When tech meets human ingenuity A valuable difference Related blogs Meet the team Related capabilities CIO 24/7 Podcast | Using ServiceNow to support Accenture's people Creating a better mobile support experience Transforming our client invoicing process Tapping into the power of ServiceNow platform for IT operations management Tom Bruss Ariana Penchaszadeh Fiona Anklesaria How Accenture does IT Accenture+Service Now JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Platforms power the modern digital agenda. They support new business models and the ecosystems built around them. As a company on its own digital transformation journey, Accenture is embracing cloud-based, highly configurable and scalable platforms. Several years ago, we recognized the need for platform change in our service management tools and capabilities and selected ServiceNow for IT service management (ITSM). We wanted to capitalize on the solution's functionality, cloud-based architecture and Platform-as-a-Service (PaaS) strengths. ITSM migration To deploy ServiceNow, our global IT organization team needed to migrate Accenture's legacy ITSM tools to the new platform. The team executed a global consolidation of ITSM applications and processes to ServiceNow as our single system of action. The scope included incident, problem, change, release, service request and configuration management and resulted in the decommissioning of six legacy applications used by Accenture's 8,000-plus technology service personnel. Additionally, we created a central IT request and self-service portal, named internally as Accenture Support, across geographies, establishing ServiceNow as Accenture's strategic platform for digital enterprise service delivery.   Expansion enterprise-wide As our team addressed Accenture's IT service modernization needs, we increasingly learned more about the power of the ServiceNow platform and executed against an expanded strategy. Our team identified additional ways ServiceNow could bring value by streamlining and digitizing enterprise-wide service management activities. We looked at incremental functionalities—such as employee relations case management, financial and master data requests and automated fulfillment, background check management, and payroll and benefit services—and implemented them on the platform. Less than a year after our ITSM pilot on ServiceNow, we had broadened the platform's footprint to include management of select HR, Finance, Legal and Facilities services. Fast forward to 2021. With more than 1,200 enterprise services on a single platform, we leverage a cross-organizational governance model to support ServiceNow platform strategy and define and drive priorities. Accenture continues to find more ways harness the platform's power across the company.   Examples: Employee experience enhancement We are even extending ServiceNow to enhance the employee experience.

We're doing so by using design thinking to visualize integrated experiences and "consumerize" services. Examples include: Other integrated employee experiences. We continue to look at integrating other employee experiences, such as device replacement, to smoothly connect end-to-end activities. Looking through a new lens is producing innovative results and inviting IT to lead the disruption in the enterprise by inspiring and inventing new approaches. In addition, we are bringing more ServiceNow experiences to common digital worker destinations, like Microsoft Teams. Accenture uses the ServiceNow platform for digital service delivery across the enterprise. "Almost 40,000 employees take leave each year, and with around 6,000 people on a leave at any given point in time, it made sense to start with this process." ServiceNow advances Accenture's strategy to be platform powered by integrating with other enterprise platforms to optimize experience, leverage reusable core capabilities and eliminate data duplication. Driven by Accenture business strategy and active collaboration with ServiceNow on its product road map, our global IT organization has charted a course for even more product and feature use over time. This includes shifting to a business service based IT operating model with ServiceNow IT business management and performance analytics for operational reporting; leveraging ServiceNow to reduce custom and country-specific applications in the ecosystem; managing the on-site IT service experience; investing in artificial intelligence and machine learning solutions; and rolling out ServiceNow's mobile application. ServiceNow brings together process, technology and data to drive innovative business outcomes and numerous benefits to the business today and into the future: Accenture equips our people with a mobile app to manage support requests. Accenture developed a digital, automated billing production solution. Accenture's journey to become platform-powered is supported by ServiceNow capabilities.   Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Accenture portal: Personalizing communications, globally

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/portal-communication-new-now ----- Call for change When tech meets human ingenuity The transformation process A valuable difference Meet the team Related capabilities Karen Odegaard Wayne Piggott How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA One of an employee's first actions of the day is to visit the Accenture Portal, the gateway to all things Accenture and the main means of keeping our workforce connected, informed and enabled. The Accenture Portal has long been a starting point for company information and has a rich history. It is an asset that several internal stakeholder groups and the global IT organization take a fresh look at every few years to evaluate whether the balance of information and functionality on the portal reflects the current needs of employees. During one of these reviews, portal stakeholders

decided it was time for something more than just a technology refresh to optimize the employee experience. The group decided to transform the way Accenture delivers not only information through the Accenture Portal, but all forms of internal communications geared toward employees. Stakeholders from key Accenture business groups such as Geographic Services, Human Resources, Accenture Learning, Knowledge Services and Marketing + Communications came together with the global IT organization to provide input from varying perspectives on the transformation approach. This multi-stakeholder collaboration provided the necessary governance around serving different business needs and wants as the participants shaped a new people communications approach. Through design thinking sessions, the team generated new ideas around creating a digital and personalized communications experience for each employee. They wanted to move away from overwhelming email in-boxes and move to a streamlined platform more closely mirroring the way individuals interact with information in their personal lives. The outcome was the design and development of a new digital platform—a portfolio of several initiatives modernizing Accenture's approach to creating, consuming and finding content across the company. The one initiative chosen for bringing about the biggest shift to Accenture's communications culture was a revamp of the Accenture Portal. The new Accenture Portal was shaped to address three main objectives: To enable this entirely new approach, the project team replaced the platform that hosted Accenture's corporate intranet with one that was more article based. The marketing and communications teams performed a site reorganization and methodically consolidated, retired and replaced the existing intranet sites. The team also developed a new, custom-built portal home that pulls targeted articles from a content management system, delivers navigation based on a user's demographics and interests, and provides personalized information from line of business systems. What makes this approach innovative is that articles are syndicated from a number of publishing sources from around Accenture—including article-based text, video and blogs, and in the future, from webcasts. In addition to the Accenture Portal, articles are also syndicated to individual websites and mobile applications, such as to the Accenture NOW app, that serves up top Accenture news and actions. With the back-end technologies in place, the global IT team overhauled the portal functionality and interface to focus on the individual employee—rather than the general population. The goal was to make the new portal a destination for Accenture people to easily get the information that is most relevant for them. The entire portal is hosted using a serverless architecture on a public cloud computing service. The ways in which the Accenture Portal delivers a modern, personalized employee experience: "We wanted to change the way we communicate with our employees to something that is more personalized, and at the same time helps ease people's email overload that's inherent in most companies." Digital and integrated Consumer-like experience Personalized articles, self-service Content scalability Actions-based Mobile content-as-a-service The launch of the refreshed Accenture Portal brought about a huge shift in how Accenture communicates. The company went from pushing communications out by email to creating an always-on approach that pulls people in. With the Accenture Portal, Accenture people have a single, go-to location for information that is regularly refreshed. Global and trending news from across Accenture as well as targeted news from a person's Accenture

organization, country, professional communities and local offices are easy to find. In addition, individuals can read articles on their laptops or mobile devices. The "alerts and notifications" feature keeps important, action-oriented tasks at the forefront, so time-critical items are not lost in long email in-boxes. Responsibility is now shared with employees being proactive in checking their portal notifications to stay up to date on responsibilities. And, individuals, especially new employees, find the menu of Accenture resources and services helpful in navigating a large organization. Employees also receive regular, email summaries from Good Morning Accenture—providing a recap of the top articles and open actions needing attention. The keys to the Accenture Portal's success include a focus on making content consumption for employees easier; meeting Accenture employee needs around finding sites, getting news and keeping up on important to-do's; designing with accessibility in mind coupled with a strong user experience team; and soliciting feedback to identify useful trends and potential issues. In addition, the Accenture Portal is reducing email volumes, especially reminder- and notification-type emails, freeing up mailboxes for business and task communications. Global IT along with key stakeholders continue to evolve the Accenture Portal. The Accenture Portal is now the go-to destination for Accenture news and information: 500K+ Accenture employees 320K Unique visitors per week 4.3 Cumulative user feedback rating out of 5.0 Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Need answers? Ask DiPA

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/need-answers-ask-dipa ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities DiPA: An Innovative Digital Personal Adviser Working prototype Scope definition Rapid innovation Deploy to production Continued development Make fit for purpose Ongoing improvement Ashok Vira Applied Intelligence How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture applies innovation not only for its clients, but also for itself. Accenture in India looked at its challenge of addressing the experience of its many employees who often had to work through a maze of websites, products and services to find and get a wide range of human resources-related information. There was opportunity to create a better experience. An Accenture global IT team came up with the idea to develop a Digital People Advisor, or chatbot, ultimately named DiPA. The idea was to leverage artificial intelligence to make this experience more modern and digital—and one suited for an employee demographic that is predominantly Generation Y and Z. Accenture global IT team built a digital personal assistant, or chatbot, named DiPA to make the experience modern and digital. See more. The development of DiPA revealed that the hype and expectations around chatbots are high, but that not every idea is suitable as a use case. Moreover, when developing a chatbot, it is important to avoid aiming for perfection from the start and instead evolve the product based on

user feedback. One aspect to account for is recognizing that the bot personality is an important part of the experience. DiPA is built on the Microsoft Bot Framework and Microsoft Cognitive Services product stack and hosted in Microsoft Azure. At the heart of the chatbot solution is Microsoft Language Understanding Intelligent Service (LUIS) and question-and-answer service Microsoft QnA Maker. In the beginning, global IT was extensively involved with the Microsoft product team as the products were in the early adopter channels and not yet available for enterprise use and scale. Accenture shared its requirements and feedback, and this active involvement helped enable the maturing of Microsoft Cognitive Services to become scalable. After receiving internal seed funding, the idea for DiPA went through the following steps: Prototyping began with the question: What information is important to employees that can be delivered virtually and without human intervention? Scope spanned the employee life cycle—from hire to retire. Processes were mapped out, info needs analyzed, and content added to the knowledge base. A five-step approach and new framework enabled quick innovation, from prototype to production, and delivery of an enterprise-scale solution at speed. The ready prototype was deployed into production, answering Accenture India employees' common HR questions and becoming a key information source. Next steps: Incorporating personalization capabilities such as contextual personalized responses, filtering possibilities, and topic prioritization. Next efforts include making the solution fit for purpose and powering the bot intelligence with Accenture company context, user context, and more. The next phase: Coaching employees on career, wellness and learning as the technology enables DiPA to grow more intelligent with every interaction. DiPA is an innovative digital tool for a digital workforce and in use by all Accenture entities in India. Whether an employee is in the office or on the go, DiPA is available online 24/7 in India. It has become the go-to Digital People Advisor for new joiners providing them relevant information as they acclimate to Accenture, as well as for all employees. The journey for DiPA is being driven by the maturity model that maps future possibilities. On an ongoing basis, the goal is to ensure new Accenture company-related topics continue to be added and that insights are driven based on employees' chat conversations to help process owners make improvement and address gaps, resulting in an enhanced employee experience. For Accenture, the development of DiPA is an example of innovating by seed funding an idea, moving or failing fast, and when the outcome is successful, as in the case with the DiPA work, leveraging the innovation for other purposes. The experience also serves as significant input for Accenture's enterprise chatbot strategy. "We did something innovative and did it quickly with very few dollars. It's now turning into usage, but just as important, it is informing a go-forward Accenture-wide chatbot strategy that we can leverage, from both business and technology perspectives, having learned where chatbots work and do not work." 170,000+ Employees deployed in India 50% First-year deployment goal for adoption 55% Initial adoption for employees in India 2M Number of questions asked by 110K employees, answered in the first year Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Intelligent procurement

Call for change Procurement Plus by the numbers When tech meets human ingenuity A valuable difference Meet the team Related capabilities Digitizing processes to create access to data Setting the foundation for advanced analytics Creating a holistic, robust digital strategy Leveraging data to drive intelligent procurement Tricia Miller Jim Gradeless Scott Perkins Corporate Services & Sustainability How Accenture does IT Sourcing and Procurement JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As procurement functions realize the value their data and their relationships with third parties can add to an organization, they are trying to shift from their traditional offering of transactional compliance to being a business partner that can help their companies grow their bottom line. Making this transition means standardizing, simplifying and automating the elements of traditional procurement to create a frictionless buying experience. This accomplishment will help move procurement functions toward enabling intelligent procurement. As Accenture makes this shift itself, we recognized the need for a strong data and analytics foundation. Our Procurement Plus organization—so named with the word "Plus" added to reflect the shift in delivering value above and beyond what is expected of traditional procurement—is developing a data strategy and program to empower us to be more data driven in analysis, information tracking and decision making. We recognize this is a journey, and like all transformations today, the journey is best undertaken in an agile way. When done right, a data and analytics strategy is a powerful tool that enables Procurement to be a valuable business partner delivering real change as our Procurement Plus did with Accenture's closed-loop spend management (CLSM) approach. CLSM is a new, data-driven operating model for managing the source-to-pay life cycle that targets indirect and direct costs for meaningful and sustained transformation. 1.1K people* $7.4B procurement spend 1.3M invoices paid 50 countries 47 ventures & acquisitions work projects 32% US spend with diverse suppliers As of Accenture fiscal 2020 year end.*On top of standard procurement FTE it includes more than 500 FTE in Accounts Payable and our internal contractor managed service provider. In our attempt to deliver a data strategy, we started small with the focus on delivering value. This approach allowed us to gain support for a larger investment to turn us into the intelligent procurement function that we aspire to be. Our agile journey to transform procurement began with Accenture's move to SAP Ariba Buying and Invoicing and the deployment of the Guided Buying capability across Accenture to improve the buying experience. Our Procurement Plus and global IT organizations have continued to collaborate to enhance our capability. We are transforming content, digitizing procurement processes, building automations and intelligence on SAP Ariba, all on the journey to developing intelligent procurement.   Throughout this time, we've gained experience in addressing data and developing analytics solutions along with Accenture's Applied Intelligence organization. Together, we have developed several advanced analytics solutions that help us address specific issues today. The advanced analytics solutions we have developed include: Ariba procure-to-pay process improvement. We are using Celonis, a process

mining and execution management solution, to identify and remove bottlenecks in the procure-to-pay process and improve the quality of execution. In so doing, we are optimizing standardization at scale. The data visualization capabilities of Celonis are helping us to develop deeper insights, allowing us to have fact-based conversations and highlighting similarities or differences of workflows, categories, or countries that are impacting global process turnaround time. We are leveraging the newer workbench and execution management capabilities to automate the execution of activities to confirm we can offer a higher level of operational service without increasing head count. This is a powerful enabler for change.   General ledger recommendations. We are using predictive analytics to identify and assign the financial data on requisitions and non-purchase order invoices. This capability better prepares buyers who are less familiar with accounting to be more accurate with their purchases, improving their user experience and significantly streamlining downstream accounts payable accuracy, time and cost.   Predictive contractor fulfillment. This tool uses predictive analytics that draw on historical information to help Accenture determine whether a contractor request can be filled. It also helps to assess the quality of the requirements and to view trends on cancellations by categories, clients and geographies. The tool allows our contractor onboarding teams to apply their time where it's most valuable, delivering huge time savings in effort and higher satisfaction from suppliers in the quality of requests that they receive.   360-degree supplier relationships view. By integrating data about Accenture's family of suppliers with Dun & Bradstreet services, this tool helps us understand the full scale of the relationship and partnership Accenture has with our suppliers, which is the key to gaining better insights as we partner with them.   Metrics at users' fingertips. We have created and integrated targeted dashboards across the procure-to-pay and accounts payables areas to cascade to any user. The dashboards present performance against service level agreements (SLAs) and other business outcomes and key performance indicators (KPIs). They also derive data-driven, actionable insights and determine high-impact opportunities for process and key outcome improvements. Developing these specific solutions has allowed our Procurement Plus team to reach a mature stage in advancing our data strategy and deliver valuable use cases that showcase the return on investment to leadership. This demonstration has enabled us to begin the next phase of execution on our data and analytics journey. Data Strategy. Our approach now consists of two layers: the first is the normalized movement of data to enable a simplified user experience and the second is the positioning of data in a shared location so that it can be consolidated and consumed. With this central storage in place, procurement data can be analyzed effectively cross-process. This ability allows us to gain new insights and be able to answer future, unanticipated questions based upon new business disruptions. This new data-centric environment also allows us to accelerate development of more advanced solutions supporting the connected buying experience for our people, comprehensive frictionless third-party risk management, and intelligent procurement. Connected experience. To reduce friction for our people, we are developing a "connected experience" for buying that is underpinned by a fully digitized process enabled by data and analytics. We recognized the need to give Accenture people a more effective response to "how do I buy something?" and be navigated through the procurement process. Our connected

experience capability consists of several key components. We are developing a "front door" via ServiceNow to provide users with a single and connected entry for all their procurement needs. Sourcing will be automated and handled through a dashboard giving users updates and reminders from all procurement systems all in one place. The workflow data architecture will then connect all sourcing activities with the correct buying channel. This architecture will essentially bring our sourcing activities from the front door together with the buying into one central data lake that is curated and integrated. This visibility will confirm, for example, what we bought from a supplier and whether we paid them according to the terms agreed upon during our sourcing and contracting process. These and many other insights will enable us to measure process effectiveness through the total life cycle of procurement. Third-party risk management. The data journey and the connected experience will support third-party risk management. By capturing the data in a curated fashion, from the time we make a request to buy through our sourcing and contracting activities and the buying process, we can measure the relative risk of any given supplier compared to others, both from a compliance and performance perspective, according to the criteria we set forth on what defines risk. Bringing together more data elements enables us to establish a risk score and gain a full view of each supplier. With the data we now have, we're able to answer questions that we could never answer before. For example, we can measure whether our respective spend category plans are being implemented as intended. Detailed insights regarding spend and performance will move Accenture toward engaging with suppliers that are the best fit for our categories. The insights help us confirm that we are engaging with the right suppliers to contribute to Accenture's innovation and sustainability agenda. The insights also help us to obtain better arrangements, pricing, and quality and help us be smarter with the suppliers we're engaging with, ultimately driving margin, where possible. A few example use cases include compliance to contract and payment terms, demand concentration according to category plans, and balance of trade. Yet another example is getting a better sense of the trajectory around contractor needs in relationship to demand trends and costs. All these user scenarios were developed by a structured input/output review of data traversing the procurement processes. The outcomes help to highlight current disconnects in the process and identify the data that will be needed to join the processes automatically and analyze their effectiveness. The future of procurement is in intelligence. By unleashing data and analytics as we progress on our program journey, we anticipate gaining new insights to get better at managing the total procurement life cycle while continually improving the customer experience. Key outcomes from our journey with process analytics: CelonisContinuously improves the customer experience and effectiveness of internal teams by reducing friction and improving turnaround time Predictive contractor fulfillmentFulfills contractor requests much faster and more effectively than our previous process and with less manual effort General Ledger RecommendationDelivers an improved procurement experience and greatly streamlines accounts payable accuracy, time and cost Connected experiencePlanned to be more comprehensive and standardized than today in guiding Accenture people through the buying process "Bringing the right data and steps together in the procurement process will give us enormously valuable insights into how we're contracting and buying and with which

suppliers." $51M Annualized working capital benefits delivered by having greater visibility into our pending invoices, as of fiscal year 2021. 30% Reduction in invoice approval time. 50% Improvement in request-to-order time. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Appetite for disruption

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consumer-goods-services/meat-alternative-innovation ----- Breaking convention Winning the hunger games Sustainably feeding the world We are making bold moves, together MEET THE TEAM Current Country: United States Case Study GOOD FOOD INSTITUTE AND FOOD SYSTEM INNOVATIONS We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. 3-MINUTE READ Deforestation, pollution, climate-change—these are all pressing problems that are accelerating, in part, because of our global food systems. Conventional ways of making meat currently use 39% of the world's habitable land. With meat consumption set to double in fewer than 30 years, we're on an unsustainable path. One solution is developing new sources of protein and more efficient production processes. The challenge is that this new meat has to be genuinely appealing to consumers—it needs to taste and cost the same as conventional meat. Despite the urgency of this problem, there is limited investment in research and development. On top of that, even if a feasible alternative to meat is found there's no infrastructure in place to produce these new products at scale. We are working with The Good Food Institute and Food System Innovations to construct a vision for the Sustainable Protein Innovation Institute. Together, we are reinventing the meat alternatives industry. Through a dedicated research center and collaboration hubs, the Sustainable Protein Innovation Institute aims to increase the pace of innovation and solve evolving development and commercialization challenges. Together, we're bringing alternative proteins including plant based, fermentation derived, and cultivated meat into the mainstream. We also have the capacity to uncover insights the industry can use to change consumer behavior on a global scale. The stakes are high. Beyond a massive contribution to greenhouse gas emissions, industrial animal farming contributes to biodiversity loss, deforestation and raises the risk of pandemics and antibiotic resistance. BRUCE FRIEDRICH / Founder & President, The Good Food Institute Working together, we aim to rapidly accelerate the development and worldwide adoption of meat alternatives within the decade—not only unlocking tremendous commercial growth, but also enabling the planet to sustainably and equitably feed 10 billion people by 2050. NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-

driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Oliver Wright Senior Managing Director – Global Consumer Industries Group Lead Jenna Trescott Managing Director – Consumer Goods & Services, Sustainability Strategy © 2024 Accenture. All Rights Reserved. =====================

Empowering film creatives with digital twins

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ communications-media/empowering-film-creatives-digital-twins ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Walt Disney Studios' StudioLAB and Accenture created digital twinning tools to support the next generation of filmmaking 5-MINUTE READ Walt Disney Studios delivers cutting-edge solutions that continue pushing the boundaries of filmmaking through its StudioLAB, an advanced development division for innovation in creative technologies. Most recently, partnering with Accenture, Disney Studios' StudioLAB wanted the ability to make 3D models of objects and locations. This virtual modeling technology, called photogrammetry, enables creatives to work together on and around a potential shooting location without ever having to be there in person. In addition, Disney Studios' StudioLAB wanted to create capabilities for more effective virtual collaboration. Specifically, it wanted to enable immersive, virtual collaboration within the StudioLAB itself, a 3,500-square foot facility located inside the famed old Animation building of the Studio lot. Together, Disney

Studios' StudioLAB and Accenture developed two tools for digital twinning. The Photogrammetry as a Service (PHaaS) tool is a cloud-based digital repository for photos and 3D models. Location scouts and capture technicians can easily upload and organize photos in the cloud, and within an hour, generate 3D models. They can then view these 3D models remotely on a web application. Using Accenture's Immersive Collaboration Platform, the team created the second tool, a digital twin of the StudioLAB facility for remote collaboration and virtual tours. Film and camera experts from Disney captured the 360-degree images of the space and Accenture's design and engineering team recreated it in 3D, offloading visitor demand and making it more accessible to everyone. Using the PHaaS tool, engineers, artists, and visual effects professionals can now quickly search through potential sets and shoot locations, or leverage 3D assets for early visual effects. Walt Disney Studios has already used the tool to streamline and support pre-production and location scouting for major productions from Marvel Studios and 20th Century productions. Additionally, the Virtual StudioLAB will introduce four valuable functionalities: virtual collaboration, hyper-customization, meeting flexibility and expanded capacity. With these tools, the studio can continue to build and scale new spaces and experiences, enabling the magic to travel to wherever creativity sparks. John Peters Managing Director Mary Hamilton Lead – Technology Innovation, North America and LATAM Garry Chien Manager – Strategy & Consulting, Communications & Media, North America © 2024 Accenture. All Rights Reserved. =====================

Creating perfect pixels

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/netflix-visual-effects ----- Go big and go home Keep it human Think small Watch next We are making bold moves, together Accenture's VFX work for Netflix received: MEET THE TEAM Current Country: United States CASE STUDY Netflix Netflix and Accenture Song teamed up to slay a monster. And turn a spaceship into a boat. Here's how our team used visual effects to bring the ideas to life, pixel by pixel. 3-MINUTE READ Demand is high for big-screen effects on small screens. Netflix alone has 231 million subscribers —and the competition is as fierce as consumer appetites, with industry value expected to hit $330B by 2030, up from $60B in 2021. To bring cinematic impact to some of the streaming services' most popular shows, Accenture Song hand-selected the right talent based on technical and artistic skills, as well as passion for and interest in the shows themselves. The team worked with advanced software tools for each project, one pixel at a time, customizing out-of-the-box tools to solve specific challenges. Watch how Netflix and Accenture Song used ground-breaking visual effects to bring a key moment to life in season 4 of the top series "Stranger Things." For Season 4 of "Stranger Things," Song created effects for a pivotal scene in which the heroes attack the villain Vecna with fire. To get the villain ready for the fight, our designers re-built Vecna in CGI so his reactions to fire simulations and shotgun impacts would look believable. The final scene shows flames striking the character while preserving actor Jamie Campbell Bower's performance and facial expressions throughout the sequence. If a

CGI character falls to the floor, the floor must be recreated in the computerized sequence. If wind blows against a creature's back, artists need to account for how each hair will move. For "Lost in Space," the Accenture team took on visual effects for the Jupiter, the Robinson family's spaceship that appears in every episode. For a scene in season 2 in which the Jupiter transforms into a sailing vessel, we built a deeply complex, photorealistic water simulation. The team also designed alien creatures for the show, starting with classic 2D artwork based on real-life animals and transforming it into 3D CGI models. Each pixel adds up. For "Lost in Space," we created 655 shots over 18 episodes, as well as 88 full CG shots—scenes in which everything on screen is computer generated—some of the most complex work in the industry. Netflix and Accenture Song recently worked together on two new shows – "Avatar: The Last Airbender" and "Bone and Shadow" Season 2 and will continue to collaborate on future seasons of some of the streaming platform's premium series. As new series continue to push the boundaries of what's possible on screen, Accenture Song's broader experience in state-of-the-art visualization capabilities, augmented reality and other new technologies means it is ready to provide creative solutions to future challenges. 5 Primetime Emmy Nominations 2 Visual Effects Society (VES) Awards Nominations NBCUniversal partnered with Accenture to launch and scale Peacock, the company's premium streaming service, that has been the fastest-growing streaming platform in the U.S. for two consecutive years. Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Together, Gerando Falcões and Accenture are bringing hope to thousands in Brazil. Together, we turned finance operations from transactional to transformational. Moving BT Group's finance function to the cloud boosted operational cost efficiency by 30%. Outer space is full of untapped insights. e-GEOS is partnering with us to unlock the secrets of space data to help solve some of the world's biggest challenges. Car brand smart wanted to replace traditional auto sales with a direct-to-consumer experience. We brought a new platform to life—and sold out an entire line of cars in 24 hours. We're working with The Good Food Institute and Food System Innovations to reinvent the meat alternatives industry and bring new alternative proteins into the mainstream. Together, we're reinventing the places where we work, live and play. Johnson Controls and Accenture are making buildings smarter and greener using the OpenBlue platform. Changi Airport has been ranked the World's Best Airport twelve times. To take the traveler experience to new heights, we created ChangiVerse, an immersive metaverse experience. Accenture and Marriott International created a new global HR hub that delivers employee experiences as exceptional as the guest experiences that make Marriott, Marriott. PPC makes the switch from commodity supplier to diversified digital powertech enterprise. Heiko Burkardsmaier VFX Executive Producer – Accenture Song Emanuel Fuchs VFX Supervisor – Accenture Song Apollonia Hartmann VFX Producer – Accenture Song Iggy Rau VFX Producer – Accenture Song © 2024 Accenture. All Rights Reserved. ======================

Propelling an aerospace innovator

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Propelling an aerospace innovator: Leonardo soars high with omnichannel customer experience Marco Addino Stefano Mangioni Aerospace and defense SAP Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Leonardo, an Italy-headquartered global leader in the Aerospace and Defense industry, envisioned a state-of-the-art, digital platform to fit with its cutting-edge products. The company, a manufacturer of helicopters, aircraft, defense electronics and cyber security systems, wanted to streamline its processes, optimize order execution and transform customer interactions into exceptional experiences. That required developing a truly comprehensive platform and ideating a robust and impressive user experience to manage orders, after-sales services, customer relations and training services. Leonardo's ambition was to have a single, best-of-breed platform that would serve these customer-facing needs across the entire company. The plan was to begin the journey in the helicopter division and subsequently scale company wide. With a deep understanding of Aerospace and Defense industry best practices, competitive landscape and processes, Accenture was the ideal co-pilot to help the company navigate this entire design-to-implementation journey. Accenture's long-standing relationship with Leonardo and its collaborations with leading technology firms SAP® and Microsoft, infused this transformation project with a strong focus on ecosystem collaboration. As a result, it was possible to deploy multiple technology solutions and services simultaneously. The core team of Leonardo business and IT experts and Accenture functional and technical professionals undertook in-depth research to determine the needs of Leonardo's stakeholders as well as those of its customers. The insights gleaned were foundational in defining the strategic vision and in designing a platform that combined two solutions: The agile approach to development accelerated the delivery of this experience-oriented platform ideated for Aerospace and defense customer needs. The e-commerce platform went live within three months of starting implementation. Additional functionality was rolled out throughout the following year, adopting an agile approach. The new customer portal followed a few months later. Multiple complex technologies now work simultaneously behind the scenes to give the customer a completely cohesive—and seemingly effortless—experience. Leonardo has real-time visibility into orders and sales, and customer journeys can now be tracked from first interaction to purchase. The system supports collaboration via built-in workflows between departments, further improving efficiency and cutting costs. Since launching, the platform has delivered for Leonardo: 1,600+ customers 11,000+ active users 5,000+ accesses weekly 2,500+ technical publications downloaded weekly 700+ customer enquiries created weekly 1,000+ orders managed weekly The numbers reflect the phenomenal journey traveled so far at Leonardo. The benefits are clear in terms of new services, efficiency, sustainability and internal cost reduction. Well on the way to its ultimate goal of a company-wide, robust experience that serves all of the company's divisions and

customers, Leonardo today has a unique point of access for all its after-sales services and a seamless, intuitive customer journey. What's next? The sky is the limit. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Empowering digital workers

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/empowering-digital-workers ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Windows 10 Microsoft 365 Microsoft Teams Surface Hubs Media & Content Creation Accenture Portal Accenture Support Portal Mobile apps Enterprise Search OneDrive for Business Social collaboration (Yammer and more) Microsoft Power Platform Jason Warnke Sarah Dugan Tony Leraris Karen Odegaard Grant Gengelbach How Accenture does IT Accenture runs on Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is embracing digital transformation to enable our organization to work in a modern, smart way. We want our people to seamlessly and securely connect, collaborate and create with team members and clients. And we want to offer them an omni-connected experience and capabilities that means they can perform on their best day, every day, while feeling connected and included regardless of physical location. For some time, digital has defined how Accenture operates. At the same time as reinventing the role of the traditional office to offer a digital workplace for our people around the world, we needed to empower our people to embrace new ways of working. Whether working from home, in an Accenture office, at a client site, on the go or in virtual reality, we don't want to be limited by the definitions of hybrid, virtual and flex work. What matters is the frictionless work experience, tailored to individual needs at a specific moment in time. By breaking down traditional boundaries and bringing together our technologies with human ingenuity, we aim to improve the overall digital experience for our people. To empower them to do their best work we provide the right tools, technologies and support. And, by applying an integrated, user-centric change management approach, we help them to make an impact, wherever they are. "Our digital worker program is where everything comes together—creation, collaboration and context. Now, we can take the flow of work and collaboration to the next level—within our organization and with our clients and partners." Accenture has a large, diverse employee population of 721,000 people who work in different ways— and technology helps them to do so. Recent Accenture research has found that 85% of people who feel they can be productive everywhere say that they plan to stay with their company for a long time. Becoming digital workers makes that more likely. As a result, Accenture undertook several different sessions and workshops with our people, project sponsors and marketing and communications teams to better understand how our people work today and what they need to enable their work tomorrow. Here are some of the major milestones of our digital worker program: We put the digital employee experience first. Working with the business, the global IT

team is focused on reimagining digital experiences that better suit how our people work and what could help them feel more empowered and be more productive in the future. Our experience design study pioneers a culture focused on defining the business need and human experience first, with the fundamentals of user interaction, seamless user experience, mobile standards and measurable results to ease outcomes. We support collaboration and to keep everyone on track we've developed a Digital Experience Score—a holistic view of six dimensions that work together to drive conversations and actions to improve experience, such as usability or performance. Video has proven to be a powerful way to communicate in the digital age. We want to not only create high-end video and broadcast productions that communicate effectively with our digital workers but also engage those same digital workers in producing their own affordable content. Our dedicated global studio facilities, Accenture Productions, brings together cutting-edge IT and television broadcasting technology with creative talent to connect people through video and live events face-to-face, anywhere, anytime. While our extended reality and virtual strategy, coupled with next-generation streaming standards, contributes to this powerhouse capability. We provided the right tools, technologies and support. With an organization of 721,000 people, there's no one-size-fits-all approach to devices and the right tools. Accenture has more than 30 different types of personal computers available in our catalog so that employee choice can be accommodated. Enablement has been the focus, especially in recent times where a series of acquisitions has seen us grow our headcount by 118,000 people in short order. We are also undertaking a pilot program to roll out 60,000 virtual reality headsets across a number of different countries to give our tech-savvy people the opportunity to try this new tech tool. To be sure we have the right technologies in place we evaluated more than 100 platforms and applications and then streamlined and invested in solutions that optimize our digital transformation goals. Key enterprise platforms include Microsoft 365, the Microsoft Power Platform, ServiceNow, Microsoft Teams. Our global IT organization needs to provide high-quality, multi-channel, intuitive technology support across a vast, global employee base at optimal cost, while ensuring high levels of employee satisfaction. Employee technology support is made easier through our streamlined infrastructure with a single application technology platform, more than 95% of Accenture applications in the cloud and a robust collaboration infrastructure. We adopted a robust change and adoption strategy. Empowering our people to be a collaborative, productive and innovative workforce relies not only on having the enabling tools and technologies, but also making sure people know how to make the best use of them. Core objectives in our change and adoption strategy were to create an integrated, user-centric management approach across all digital worker tools and to enable employees to adopt them to work in a modern way. We focused on behaviors, explaining why they're using certain technology and the value it delivers, so that users naturally adopt changes in their daily flow. Our change and adoption approach consists of four key stages: Once we knew how people work and what they needed to be productive, we looked at the scope, the apps and hardware used by all Accenture people and we targeted our efforts; for example, when we rolled out Microsoft Teams, we took a three-stage crawl (based on social, community sharing), walk (based on a specific task or purpose), run (integral to business purposes) approach so that we could

properly explain the benefits and have time to adapt current behaviors in stages. We developed a standard measurement approach across all our initiatives so that we could direct our efforts toward the areas that needed it most. We measured the effectiveness of change activities, the adoption of new behaviors, results and business outcomes and customer satisfaction. We empowered our people. Corporate functions and individuals across the company are no longer waiting for IT to deliver solutions for them. Instead, they're using resources, such as the Microsoft Power Platform, and building solutions for themselves. They are finding ways to automate their own work and make their teams more productive. This shift in mindset has also highlighted the concept of reusability. Individuals and teams are now able to create their own assets and make them centrally available. People across Accenture are making use of what is already available, resulting in a more productive, faster workforce. An innovative as-a-service In-Place Upgrade tool that enables deployments at scale and pace. Employees can work in a browser and collaborate simultaneously on documents in the cloud. From a chat and conferencing tool to a digital cockpit where work gets done by integrating third-party applications. Offer click-to-join on Microsoft Teams and enable our people to collaborate with meeting participants on a shared whiteboard. Provides a diverse range of video and audio solutions that work for everyone, regardless of their level of expertise. The gateway to all things Accenture and the main means of keeping the company's workforce connected, informed and enabled. The go-to platform for digital workers to get self-service support and/or live assistance to solve technical issues or submit requests. Create unified, integrated services and experiences for our people across websites, devices and touchpoints. Enables "One Accenture" with relevant content, real-time answers and access to subject matter experts. Equipping our people for collaboration securely, sustainably and cost-effectively. Blogs, internal sites, messaging and people pages are just some of the ways our people interact with each other. Empowers our people to become citizen developers. They can iterate, rapidly prototype and customize their own applications to improve what they deliver. Today, Accenture provides our people with many application choices to collaborate and work—and enjoy what they do. Here are some of the keys to success in developing digital workers: New ways to collaborate are being discovered as we focus on improving the relationship between people and information. Mobility is important, as is extranet sharing, machine learning and analytics as we seek to understand internal social and collaboration activity. And we will continue to implement discovery features on our cloud storage platform. To cultivate digital workers we knew we needed to shift from a tool-centric "how-to" approach to an open-minded, borderless collaboration. Our people are looking to work smart and find more value from the tools they use—it's the perfect combination of technology and human ingenuity. >24K monthly visits to our internal digital worker site. 680K active Microsoft Teams users per month. 518K mobile devices in use. 1.1M monthly visitors to the support portal. 3.8M minutes of streamed videos per month. >75 internal sites for tech enablement or support content hosting. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=====================

Nitto Denko transforms with SAP S/4HANA

Modernizing an aging infrastructure Designing for growth Reimagining the future Transforming chemicals with SAP S/4HANA Reinventing workflows Current Country: United States CASE STUDY Nitto Denko A new, core IT system helped Nitto Denko unify business units, improve operations and drive agility, innovation and growth. 3-MINUTE READ With a 45-year-old host IT system reaching end-of-life, Nitto Denko (Nitto)—a leading manufacturer of high-performance materials for industrial and electronic components—wanted to introduce a completely new system that could support its global expansion. The Reborn Project was launched to implement a new multiplatform IT system based on SAP S/4HANA. The goal was to establish a completely new system architecture in which business units, operations and IT run as a unified whole, leveraging standard package functionality to achieve a fundamental reorganization of the company's workflows. Accenture consultants and engineers joined the Nitto team, which included the CIO, CFO and key functional stakeholders, to spearhead the development of the new system architecture. With Nitto producing a wide range of products, each with unique manufacturing processes, production management systems were left in place—the SAP system would encompass all other work processes. And, as the new IT system would eventually be rolled out to Nitto companies around the world, SAP S/4HANA was selected as the global enterprise resource planning (ERP) standard. The team put a cross-system, multiplatform architecture in place that included a dedicated package system for optimizing warehouse and shipping management and facilitated the streamlining of complex workflows. It also served as the base interface for data integration across systems and enabled the coordination of the production management systems of each business unit. 90% Reduction in interfaces and major change—such as integration of a new business unit or manufacturing site—can be achieved in three months. With its new, revolutionized IT system, Nitto has been able to make significant improvements in its business agility. With the electronics industry and associated markets changing rapidly, a highly flexible production system enables Nitto to pivot much faster. The new system also seamlessly connects the workflows of sales, finance, purchasing, procurement, HR and other functional areas, integrating the data needed for management decision-making. Nitto now aims to introduce the new IT system to all of its facilities in Asia, taking performance and stability to even higher levels. We share lessons learned on how chemical companies can unlock the full value of digital technologies with a modern SAP S/4HANA system. =====================

Accenture True Supplier Marketplace delivers

Call for change When tech meets human ingenuity True Supplier Marketplace features: A valuable difference Meet the team Related capabilities Blockchain to drive disruptive transformation Shane Marshall Tricia Miller Eric Harbach How Accenture does IT True Supplier Marketplace Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Like many global companies, Accenture does business with a high volume of suppliers. As Accenture's businesses have become more diverse and the pace of business increases, the types of suppliers and the process complexities of these relationships has also grown. Onboarding new suppliers is an intensive process of data collection and entries, many of which are duplicated across various Accenture systems. Accenture buyer teams needed agility but were faced with delays in engaging suppliers because of siloed legacy systems that resulted from different risk management requirements and lack of integrated solutions from the many stakeholders. Accenture Procurement reached out to Accenture's internal IT and Accenture Technology blockchain organizations for a solution. Together with Accenture Procurement, an internal IT and blockchain team designed an innovative True Supplier Marketplace solution—a new model and process facilitated by a new, shared procurement platform. The platform brings buyer teams and suppliers together onto a single, shared blockchain network that is accessible by a distributed application with a streamlined user experience. Over the course of a year, the project team took the idea from proof of concept to minimum viable product development to deployment into production. From source to settle, Accenture buyer teams rely on data veracity to operate. Traditional models force manual effort to facilitate constant cleansing, refreshing, and maintenance across siloed systems. With the new True Supplier Marketplace solution, blockchain technology creates a single source of truth, allowing each party to own, control, and access data where it resides, providing benefit to both buyers and suppliers and greatly reducing issues of data quality. One shared platform means data is only entered once and is then shared across all of Accenture's systems and teams. This shared single source of truth provides transparency of onboarding of suppliers, allowing Accenture buyer teams to quickly verify suppliers. Suppliers are given full visibility of all required steps and progress. In Accenture's new model, suppliers create their own accounts and single profiles that are reusable across many buyer teams. Data entry forms dynamically adjust based on the information entered, asking for more or less information as needed to enhance efficiency. Communication between the supplier and buyer teams is done within the platform using real-time notifications on actions taken. An important step in the onboarding journey is the inclusion of risk assessments for suppliers to complete. These embedded assessments essentially enforce compliance through the workflow design, confirming suppliers complete all required assessments before they are onboarded. The assessment results and any subsequent updates are stored and recorded to the blockchain ledger. This

design greatly reduces supplier noncompliance risk to Accenture. Suppliers are given digital identities they own, including a third-party check verifications and credibility scoring. Suppliers manage and maintain their own data, eliminating manual data entry by Accenture teams and helping supplier information to stay up to date because suppliers make updates in real time. In addition, every update generates a real-time track-and-trace audit trail. Suppliers' private data is shared only with their consent. Data permissions and privacy are built in so that parties are only able to access information that is relevant to them. Personal and private data is stored off-chain to address GDPR compliance but is attested on-chain for user identity authentication. Accenture buyers only have views of their own supplier relationships and consented data. A secure, shared identity data store is encrypted, pervasive, and persistent. Overall, a shared digital solution is demonstrating to be far more secure than disparate systems sharing information by phone or e-mail. A single user interface for both supplier and all buyer teams provides process transparency and speeds onboarding. Corporate identity profile provides a single point of consented access to recent data. The system identifies low-risk suppliers and helps fast-track onboarding because suppliers provide only relevant data and risk assessments. Maintenance and liability of profile data shifts to supplier to improve data veracity. Onboarding progress status and smart notifications facilitate bi-directional transparency between buyer and supplier. Efficient onboarding and up-to-date payment data supports discount capture and on-time payments. The True Supplier Marketplace has dramatically improved Accenture's approach to enabling suppliers and managing the relationships. By giving control and possession of data to the true owner, the supplier, the True Supplier Marketplace decreases onboarding time, improves compliance, and facilitates the journey to touchless source-to-pay processing. Accenture buyers are able to procure resources for Accenture teams with shorter lead times and timely invoice processing and payments. The True Supplier Marketplace is in production and continues to roll out across Accenture globally, among the first live production blockchain solutions in the market. Its blockchain technology facilitates creation of a decentralized marketplace for buyers and suppliers, speeds the formation of new business relations, confirms data synchronicity between parties, and provides tamper-evident auditability for transactions. The True Supplier Marketplace is offered as a software-as-a-service (SaaS)-like service to businesses beyond Accenture to support a wide range of supplier management needs. Key outcomes include: 95% Compliance rate achieved through embedded risk assessments and workflow logic 73% Reduction in time to onboard a supplier end to end—from 15 days to 4 days 39% Reduction in manual data entry through automation and the reduction in number of questions, which improve efficiency and save money These teams are enabling innovation, growth and business continuity for Accenture.
=====================

COVID-19: Beyond Blue mental wellbeing support

Challenge What Accenture did People and culture Value delivered Meet the team Related capabilities Beyond Blue CEO Georgie Harman on mental health COVID-19: Client stories Dr. Travis Grant Digital health JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Amidst the global health crisis, people are increasingly and more intensely struggling with depression and anxiety. Grappling with fears of contracting coronavirus—compounded by worries about job security, the economy, social isolation and disrupted daily routines —many are experiencing psychological distress. Beyond Blue, a leading Australian mental health organization that provides diverse, digital and 24/7 contact counseling services, is fast responding to this massive surge in demand for support. Since the start of the pandemic, the organization's around the clock counseling service has seen a significant spike in demand for its existing support service being related to COVID-19 concerns. However, higher demand for essential services like these means higher costs, which is unsustainable for nonprofit organizations that rely on donations to support people in need. To better meet demand and supply in a COVID- world, a new service was required. Accenture partnered with Beyond Blue and Medibank to co-author a Federal Government proposal to fund a national solution for expanded and tailored digital mental health services in response to the pandemic. In late March, the Commonwealth announced $10 million in funding for Beyond Blue to rapidly deploy and deliver a dedicated Coronavirus Mental Wellbeing Support Service, as part of its initial national investment in telehealth, mental health and family support. Accenture mobilized and collaborated across diverse stakeholders to guide the new service's strategy and capability model, while our innovation experts structured a high level digital visual framework. Launched in early April, the new Coronavirus Mental Wellbeing Support Service offers free mental health information, phone and web chat-based counseling and referrals to other organizations—24 hours a day, seven days a week. The service, which is being continuously updated over the six-month funding period, connects people to a variety of digital self-help information, tools and wellbeing advice, based on their need. As Beyond Blue's client-side delivery partner in this unique offering, Accenture was also responsible for the Service's initial service strategy and performance reporting to the Government and other stakeholders. "These online interactions often provide people reassurance and the motivation to take the first steps to recovery, talk to their GP, let their family know what is actually going on. They may start exercising more, stop drinking so much and make positive lifestyle changes. Those are the kind of outcomes that I'm interested in achieving by harnessing technology." The new service is timely and brings together capabilities from Beyond Blue, and other notable mental health providers—highlighting an impressive cross-sectional collaboration at a time when Australians are increasingly concerned about their mental wellbeing. To address some specific cases, Beyond Blue and its partners developed new mental wellness content—like How to Cope in Isolation—to help users make

the most of the Coronavirus service. A significant proportion of content was created to enable self-help information and tools to particularly help people manage anxiety and depression. While the need for physical distancing remains crucial, this innovative service draws on a broad array of human-centered content and technologies to support Australians. The service equips people with handy insights, coping strategies and third-party referral options that are reliable, relevant and easily accessible to them. We shaped an agile delivery plan to identify, sequence and manage a delivery backlog that will continually update the dedicated service over a six-month funding period. The service enhancements include: latest digital functionality, fresh content, new KPI reporting, and connecting a range of mental health providers to the offering. With timely and crucial delivery assistance, Beyond Blue is doing its part to reduce the impact of mental health issues during these unprecedented times of crisis. Accenture, Beyond Blue and Medibank were able to secure crucial funding in just eight workdays. With this innovative solution in place, Beyond Blue can provide Australians in need of assistance with appropriate information, counseling and enable referrals to other providers—at no cost, anytime, anywhere. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

Finding value in global sustainability

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/geographic-services-sustainability ----- Call for change When tech meets human ingenuity A valuable difference We're working to achieve net-zero emissions We're moving to zero waste We're planning for water risk MEET THE TEAM Current Country: United States CASE STUDY Using technology and human ingenuity to meet environmental goals and drive a powerful, sustainable future 5-Minute read Three factors—Environmental, Social and Governance (ESG)—are central to measuring sustainability commitments within any organization. Accenture is taking a holistic, integrated approach to sustainability and our team plays a vital role as we focus on evolving and inspiring environmental sustainability outcomes, for ourselves and our clients. Providing business infrastructure and support solutions to complement local cultural and market needs, Corporate Services & Sustainability teams are well placed to provide the rigor and powerful force of change needed to meet our science-based environmental targets. Accenture puts sustainability at the heart of our business—building capabilities and integrating our sustainability targets into everything we do. Working with our Global IT colleagues, Corporate Services & Sustainability plays an important role in bring sustainable innovation to Accenture. We've set three clear environmental sustainability goals—to achieve net-zero emissions, to move to zero waste and to plan for water risk. "We have an opportunity to change the business of business by putting sustainability front and center of our innovation efforts." MARGARET SMITH / Accenture As a global company with 774,000 people, we recognize the scope and scale

of our environmental impact. Powered by technology, Accenture is already making progress with a suite of solutions in three core areas: We are committed to achieving net-zero emissions by 2025. Corporate Services & Sustainability, responsible for all our locations across the world, is active in our plan to meet our office energy needs with 100% renewable electricity by 2023—at the end of fiscal year 2021, 53% of electricity purchased for our offices and centers is through renewable sources. We are actively sourcing renewable electricity as part of Accenture's participation in the RE100, the global corporate renewable energy initiative bringing together hundreds of large and ambitious businesses committed to 100% renewable electricity. We are also engaged in responsible buying practices, both inside and outside Accenture. To address remaining emissions, Accenture has announced investments in nature-based carbon removal projects which broadly align with our geographic footprint. Our projects will reforest land, rebuild biodiversity, make agriculture more sustainable, help to create green jobs and enable natural ecosystems to rebound and thrive—all while removing an estimated 13 million metric tons of CO_2 from the atmosphere. All aspects of how we run our locations matter, which is why Accenture has committed to reuse or recycle 100% ofour e-waste, as well as all our office furniture, by 2025. To address e-waste, we are working with our global IT assetdisposition partners to implement an asset reuse program and manage our ongoing box program to remotely dispose of personal computers globally. Data from our enterprise asset management system helps us to further manage our e-waste by spotting trends on specific product lines or locations and determining the effectiveness of a particular local waste management policy. We are working with our offices to eliminate single-use plastics by shifting away from single-use items; using non-plastic items, such as bamboo, when disposable products are offered; and providing water refill stations. Aware of the broader impact we have on the communities around us, we are particularly conscious of water-stressed locations and have committed to develop water resiliency plans for our facilities to reduce the impact of flooding, drought and water scarcity in high-risk areas by 2025. We use the World Resources Institute's (WRI) Aqueduct tool to identify areas of water risk and impacts to local communities. In addition to developing water resiliency plans, we now measure and report the total percentage of water consumed in regions with high or extremely high baseline water stress. Although Accenture is not a water-intensive company, we minimize our use of water wherever feasible, including responsible use, reuse, management and discharge across our office portfolio. In fiscal 2021, 37% of our company's total water consumption occurred in high or extremely high baseline water-stressed regions. We continue to refine our technology solutions and work with our global locations with the guidance and support of our leadership. Our progress through the end of fiscal year 2021: 65% Reduction in total emissions from our baseline. 72% Reduction in Scope 1 and 2 emissions. 76% Reduction in emissions per unit of revenue. 58% Of our key suppliers* disclosed targets and 60% have disclosed actions to reduce their emissions. 13M+ Metric tons of carbon removals expected as a result of investing in nature-based carbon removals over the next 20 years. 53% Of electricity purchased for our offices and centers around the world is through renewable sources. * Key suppliers are defined as vendors that represent a significant portion of our 2019 Scope 3 emissions. Examples of where specific sustainability initiatives are having an impact include:

Thoughtful travel. To equip our people to make climate-smart travel decisions—we launched our beta release aviation carbon calculator which shows our people the different emissions for specific flight alternatives for business travel at the time of booking. To further reduce emissions from travel, we introduced a program to encourage high-speed train usage instead of airplane flights in five countries—Germany, Italy, Japan, Spain and the United Kingdom—and will expand it to other regions. Green IT. Our global IT organization is cloud platform-powered first—when we cannot consume a cloud platform and need to write custom code, we use microservice architectures. This helps further reduce the consumption of servers via a traditional infrastructure-as-a-service (IaaS) approach. For our existing high-end workloads, we constantly evaluate our consumption through deliberate analysis of usage patterns, performance data and new cloud offerings to drive further efficiency that leads to optimal utilization and reduced emissions. As Accenture continues to build on the momentum that emerged from COP26, Corporate Services & Sustainability is at the heart of how Accenture operates—and will continue focusing on addressing climate change through our actions to help reduce net-zero emissions, waste and plan for water risk. These sustainability improvements will impact our business and bring our commitments to life. Margaret Smith Senior Managing Director and Executive Director – Corporate Services & Sustainability and Business Operations Scott Wilson Managing Director – Corporate Services & Sustainability, Director of Operations Lisette Smyrnios Managing Director – Global Workplace © 2024 Accenture. All Rights Reserved. =====================

Accenture's internal operations automation journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/internal-operations-automation-journey ----- Call for change A valuable difference Meet the team Related capabilities 35% operational cost reduction 40% applications automated 10% resource capacity increase Increased quality Rich Palumbo Rahul Maheshwari How Accenture does IT Intelligent automation services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture makes major investment in IT automation capabilities to advance to more intelligent and touchless IT operations and business efficiency. Our global IT organization is applying the New now by transforming how our internal operations teams provide applications support to Accenture people through increased automation. The objective is to achieve more operational and business efficiency. Our strategy includes a quantum move toward intelligent automation and a longer-term vision to achieve pervasive touchless operations.   Our initial efforts with automation were informal, but early results were already automating standard and repetitive tasks and eliminating manual work. Recognizing the impact increasing automation could make on our internal operations, our challenge was to formalize our efforts and to drive a concerted global IT-wide intelligent automation program. As the domain of information technology automation matures, so

do Accenture's capabilities, use cases and solutions. Our global IT organization's Automation Center of Excellence (COE) is providing the required structure, governance and discipline around automation to achieve the business goals of more operational and business efficiency. The COE teams collaborate with IT Operations teams to identify improvements that will make the most impact efficiently and effectively. After optimization, teams build and deploy optimizations and automations with the results tracked and reported. Accenture's intelligent automation journey is delivering value for global IT operations and Accenture people by: Delivered 1,000+ automation programs over three years resulting in 35% cumulative savings in operational cost, enabling investment in new capabilities Increased speed by enabling 40% of Accenture applications with automated technologies, driving greater efficiencies to deliver new business functions Created additional resource capacity of more than 10% annually with greater workforce agility at scale, predictive insights and scalable solutions Increased quality through reliable RPA and AI automation, reducing human intervention and errors "Our intelligent automation vision is quite ambitious. We're miles ahead of the curve in what we are doing today, for an unprecedented tomorrow" "Our intelligent automation vision is quite ambitious. We're miles ahead of the curve in what we are doing today, for an unprecedented tomorrow" Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Raising a glass to M&A success

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/strategy/raising-glass-ma-success ----- Acquiring a taste for integration Global distribution on tap Toasting to future success Brewing up innovation in the cloud Current Country: United States CASE STUDY CARLSBERG Carlsberg crafted an exceptional IT integration strategy and set the stage for sustainable future growth. 3-MINUTE READ Multinational brewer Carlsberg wanted to acquire high-quality craft and specialty beers and nonalcoholic brands to complement its vast selection of established favorites. Carlsberg knew mergers, acquisitions and joint ventures required extensive work to integrate IT, sales, marketing, production and distribution —major obstacles that could tank any deal. A joint venture between Carlsberg's UK business and a UK independent brewer represented a major opportunity, but Carlsberg first needed to adapt its SAP platform and build systems for the endeavor to succeed. Thanks to previous work on Carlsberg's IT transformation, Accenture was able to quickly get up to speed and provide the needed expertise to give the seal of approval. Accenture's cross-functional M&A team ensured the joint venture wouldn't fall flat. Accenture's holistic approach enabled Carlsberg to reconfigure its SAP platform for the joint venture, putting finance, human resources, warehousing and logistics onto one screen. The team created a platform fit for global production and distribution by capitalizing on Carlsberg's current applications—SAP Advanced Planning and Optimization (APO) for supply chain planning and SAP Customer Relationship Management (CRM) for

sales, marketing and customer service. Carlsberg and Accenture also partnered to train Carlsberg's IT people on the joint venture's new IT system and ensure the project's ultimate success. Despite other transformational work at Carlsberg and the pandemic lockdown, it took just five short months to finalize the deal. The joint venture helped to diversify Carlsberg's wide selection of international, national and regional beer brands and allowed the brewer to tap into its partner's extensive pub, retail and export markets. By partnering with Accenture, the joint venture is on track to result in significant and potent annual cost benefits related to reduced overhead, brewery and logistics efficiencies and procurement savings. And with Carlsberg's focus away from IT implementation and integration, the brewer can better devote its time and resources to crafting award-winning beers. Learn how Carlsberg tapped into the potential of cloud technology in this episode of Accenture's Built for Change podcast. © 2024 Accenture. All Rights Reserved. =====================

Accessibility in every moment

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accessibility-every-moment ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities What you should know about workplace accessibility Margaret Smith Sarah Cline Jacqueline Madison Corporate Services & Sustainability How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA All our people play a part in delivering the promise of technology and human ingenuity. That's why we focus on ensuring everyone can be their best at work, every day, and are focused on creating an inclusive and accessible workplace for everyone to thrive. A key component of our inclusion and diversity efforts at Accenture is our Accessibility Program. Our program provides workplace accommodations, implements inclusive design in our workplaces, offers leading-edge technologies, and encourages technology accessibility with our partners and suppliers. The outcomes are location agnostic—that is, we help people work most productively, whether they are in an office, at home, at a client, or on the go. View Transcript Our Accessibility Program spans workplace, technology, and operations. Teams from our Workplace, Real Estate, Global IT, and Procurement organizations work together to provide best-in-class solutions to bring accessibility to all areas of Accenture. They focus on implementing accessibility initiatives in every facet of an employee's workday, including space, assistive technologies, software, tools, and culture. We provide the needed support and resources to confirm all our people have what they need. These teams are supporting our people to be their best professionally and personally so that they can seize opportunities and resources to unleash their abilities and successfully manage their careers—and to help themselves, our clients, our communities, and one another. Tools We developed an Accommodation Support Tool that enables our people to easily ask for assistive technology, flexible work arrangements, sign language interpreters, screen readers, and more. It is a first-of-its-kind tool in the industry, designed to make the request process easy, private, and personalized. The tool is available in 44 countries, and we plan to expand its

availability. Accessibility Centers We strive to be innovative and creative in the support of employees across all areas and to bring innovation ideas through our Accessibility Centers. Our Accessibility Centers, available in 36 locations, focus on enablement and advisory services, collaborative technology research, exchange of ideas, recruiting, and showcasing our accessibility capabilities to clients—with more than 100 client interactions in FY23. They are interactive spaces where our people can try different assistive devices and technology solutions to ensure they have the tools that best support their individual needs. They demonstrate Accenture's design leadership and best practices. We currently operate Accessibility Centers in Asia, Australia, Europe, North America and South America with plans for more locations around the globe. Technology Accenture's global IT organization is carrying out a program to have all of Accenture people's interactions with software, devices, and services be compliant with globally defined accessibility standards. The approach is holistic—spanning environmental, technological, and behavioral aspects wherever our people are working to address any permanent, temporary, and situational circumstance. Accenture Labs develop new applications and technologies to meet the needs of people with different abilities. Examples include Drishti, created by Accenture Labs India for the National Association for the Blind, which is enabling people with visual impairments to view their workplace. Dhvani is a multilingual solution that converts speech to text for employees with hearing impairments using real-time captions for any on-screen audio. Yet another solution is Accenture Virtual ExpressLane (AVEL). AVEL offers multi-channel, remote technology support for people with disabilities, including the use of sign language and chat, to provide assistance with software and hardware troubleshooting, user access, and mobile management. We're working across the ecosystem, as well, with partners and vendors, to increase accessibility inside and outside Accenture. A key partner relationship is with Microsoft. Accenture runs on Microsoft 365 that includes a wealth of built-in accessibility features. Features include the accessibility checkers in PowerPoint, Word, and Excel; enhanced closed captioning in Teams; and a user preference in Outlook to request or receive accessible emails, to name just a few. Our collaboration with Microsoft involves providing ideas to increase accessibility of Microsoft products, implementing early versions of accessibility features, and sending feedback on the implementations. Work environments We bring together experts in real estate, workplace, and technology as well as architectural, project management, and other business partners who specialize in supporting persons with disabilities to create accessible work environments that account for differences in mobility, hearing, vision, and neurodiversity. We provide global design standards to our partners that include accessibility guidelines. These enable design teams to interpret and implement a design strategy that represents Accenture's ethos and helps improve the way we live and work. Our physical locations are designed accessibly – with automated doors, ramps, braille signage and more – and offer private and support spaces, such as wellness rooms, interfaith rooms, and all-inclusive restrooms. Culture Accessibility at Accenture is led by our Disability Council, which defines priorities, measures progress, offers support across the different areas of our company, and provides budget oversight for disability inclusion. Accenture's culture centers on fostering a mindset of inclusivity where accessibility is always considered. To support this way of

thinking, Accenture assesses our hiring practices to confirm we are inclusive, starting with the recruitment process. We have deployed Abilities Unleashed, a disability inclusion leadership development program as well as a suite of online training courses around education and sensitization, Accenture policies, assistive technologies, and flexible work arrangements. Our employee networks create a sense of belonging, so that all our people can show up equally and be authentically themselves. Our vibrant networks represent the spectrum of diversity of our people, including disability-based employee networks in 29 countries. Separately, we include persons with disabilities in all decision making, being mindful that many disabilities are non-apparent. And we engage with critical stakeholders and perform impact analysis. Periodically, we survey the needs of employees rather than make assumptions. We are passionate about enabling everyone to bring their best selves to work. Our various Accenture team members participate actively and perform a great deal of visioning and solutioning, making sure initiatives align with the Disability Council priorities. A 2021 comprehensive survey of accessibility across all Accenture locations gives us a robust view of accessibility company-wide. The results set the stage for future enhancements to our Accessibility Program, and are informing decisions around capital project planning, corporate real estate, and workplace initiatives. At Accenture, all our teams advancing accessibility are guided by two principles: To be the industry role model for disability inclusion and to be the leading company in the accessibility ecosystem. Both principles are supported by our Accessibility Center work as well as our inclusion work for both digital and workplace accessibility. "We think about accessibility for our people in every action and every space. It's part of the fabric of our work and we're constantly reimagining what's possible." These teams are enabling innovation, growth and business continuity for Accenture. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

Charting a new approach to trade and customs

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/charting-a-new-approach-trade-and-customs ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Supply chain and operations Accenture Strategy Data and analytics JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For leading agriculture company Syngenta, foreign trade is vital to maintaining operations in more than 90 countries. It is also essential for feeding communities and enabling millions of farmers to make better use of agricultural resources. However, the ability to effectively manage foreign trade was becoming increasingly difficult. Changing commerce rules in many countries required constant re-evaluation of trade conditions. Syngenta was relying on non-standardized processes involving a variety of

third-party customs brokers to navigate a complex trade landscape. And the company's systems provided only limited visibility into customs and foreign trade activity. To thrive in this uncertain environment, Syngenta needed a new approach. That's why the company joined forces with Accenture to create new strategies and implement new methods in several key areas. "Accenture supported us in developing a new approach to foreign trade and customs, which led to significant savings while supporting our mission to serve farmers and communities." Syngenta and Accenture began by assessing the company's trade activities and identifying improvement opportunities. This led to the creation of an overall foreign trade strategy, supported by a global trade operating model. To enable the new operating model, the team also developed a comprehensive foreign trade roadmap and managed its implementation, using SAP Global Trade Services to support all foreign trade operations. Importantly, the team delivered a central foreign-trade analytics tool, based on Microsoft Power BI, to help Syngenta take a data-driven approach to trade with a single centralized tool supporting operational, tactical and strategic decision-making. This solution proved its value early, helping Syngenta realize more than US$2 million per year by changing a specific source country and thus reducing duties on products. These efforts have given Syngenta a holistic, efficient approach to foreign trade and customs that supports more than 10,000 users in daily operations, delivering important benefits on several fronts. 50% The new customs strategy has increased visibility into costs, milestones, performance and compliance, reducing customs processing time by approximately 50 percent. 11K The digitization of foreign trade processes has enabled the automatic real-time screening of 11,000 transactions a day, reducing the risk of non-compliance. 5% The new approach to trade and customs is generating duty savings of 5% with the potential for much more. The new approach also helps to improve delivery lead times and reliability, resulting in lower inventory costs and fewer shortages. And it is allowing Syngenta to avoid substantial trade penalty fees. Meanwhile, Syngenta's trade analytics tool lets the company use near real-time logistics and customs data to support fact-based decision-making. The tool also helps Syngenta develop insights that can drive ongoing improvement and cost-reduction efforts. And it has lowered the need for manual processing and analysis of information, reducing errors and freeing up skilled people to focus on other value-adding activities. With its integrated, comprehensive approach, Syngenta has become more resilient in an increasingly challenging trade environment. Syngenta is now able to work proactively to keep its products moving efficiently and quickly around the world, with the company registering no lost sales in 2021 due to Brexit. "With Accenture's support, we have put in place a new approach to trade that enables us to respond better to uncertainty, putting us on a solid foundation for flexibility and growth." Reimagine and transform your supply chains for tomorrow—with a positive impact on your business, society and... Reposition your offerings and improve data and AI maturity to create new sources of value and sustainable... Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
======================

Prada personalizes a cult classic

Call for change When tech meets human ingenuity A valuable difference Investing in a new experience Luxury product, luxury configurator The next wave of customization Current Country: United States CASE STUDY Taking luxury product customization to new heights 5-MINUTE READ Prada has long been driven by a commitment to innovation. For the latest launch of its famous America's Cup sneaker, the brand was inspired to create an online customization experience seldom found in the world of luxury products. Prada envisioned a 3D web configurator that would allow a customer to select from a range of materials and colors and add their initials to the sneakers. This would require creating a digital twin of the shoe—a virtual model designed to accurately reflect the physical object. The 3D model of the shoe needed to meet the brand's quality and fidelity standards compared to the physical model, and the configurator needed to be accessible on a wide variety of browsers and devices. And finally, to ensure a seamless user experience while making selections, Prada wanted the configurator to load quickly. All in all, the project would mark a significant digital leap for the brand—and help Prada pioneer new experiences steeped in traditional luxury. Watch the video Prada and Accenture worked together to create a digital twin that faithfully reflected every detail of the physical shoe's size, shape, materials and colors. From there, the team developed a state-of-the-art configurator that takes customers on a clearly guided customization journey. Throughout the process, users can interact with the 3D model of their custom shoe in 360 degrees. Since it would be impossible to pre-render 2D images for the more than 50 million possible shoe configurations, the team devised an innovative, real-time rendering server. As a customer designs a shoe, the rendering server generates high-resolution images of that particular configuration to be distributed across Prada's various systems in seconds. Once the shoe has been finalized and purchased, the production team uses the accompanying images to fulfill the order accurately. Finally, an enhanced version of the configurator was built for use in Prada stores. Leveraging innovative 3D twin technology, we've created a personalized product that's able to meet all customer desires and is setting the stage for a scaled, made-to-order product line with reduced time to market. Cristiano Agostini / Prada Group Chief Information Officer Prada launched the web configurator in just four months, followed by the in-store version three weeks later. Defined by self-sufficient simplicity to help customers successfully navigate their path to purchase, the customization experience surpassed expectations across the board. The 3D model of the shoe is highly realistic, and the configurator loads in just a few seconds—exceeding Prada's initial target loading speed. But the most forward-thinking element is the rendering server, which generates 4K images of custom builds in real time. And with a scalable cloud architecture, the solution enables Prada to apply the same strategy to other products. In fact, the team has already delivered a similar configurator for the brand's Galleria handbag. Along with delighting customers with new experiences in luxury product customization, Prada is showing it can find new ways to grow. Ultimately, the America's Cup sneaker project is helping

a heritage brand sail into the next decade. ====================

A new HR spirit at Campari Group

Building the foundation for reinvention Cutting complexities to concentrate on experience In step with the spirit of the times Talent acquisition results MyHR portal results MEET THE TEAM Current Country: United States CASE STUDY Campari Group HR adds a sharper twist to the business mix 5-MINUTE READ Is it possible to transform 160 years of corporate culture? It is when you are focused on improving your employees' experience to support the growth of your business. Campari Group, a major player in the global spirits industry, was aware that sustained market success depended not only on its +50 iconic brands but also on its in-house talent. With a focus on combining organic growth through brand building while also growing through mergers and acquisitions, they sought to improve the employee experience to better support company goals. To meet Campari Group's strategic requirements for change, Accenture designed, built, and implemented an innovative HR portal and revised Global HR processes. And the benefits were immediate. The user-friendly interface ensures a seamless and enjoyable employee experience, mirroring the way Camparistas interact with their personal devices. In fact, the benefits of the digitized processes quickly became clear through analysis of engagement. Of the more than 3,700 employees currently deployed on the MyHR portal, 80% of them have accessed the portal and more than 1,300 accesses are made through the portal each week. In addition, Campari Group received a 4.4 out of 5 satisfaction rating of candidates and hiring managers through the new global talent acquisition process, reducing time to fill open positions by 30%. All employees want timely access to information and less complexity with the tools they use every day. That meant addressing multiple HR areas like Talent Acquisition, Onboarding, Talent Development, Performance Management, Reward, International Mobility, and HR Admin services. International growth at Campari Group lead to organizational changes in the HR functions as well. Over-engineered processes were compromising efficiency for effective employee placement and development, and fragmented procedures were causing inconsistencies. Ultimately, the employee experience differed significantly by region and talent was not being acquired and managed optimally. The one-stop-shop approach to HR helps streamline internal processes as it delivers more confidence and less confusion. Throughout the project, Accenture worked closely with the dedicated project team to deliver timely, cost-effective, and high-quality HR processes. Collaboration began with design workshops, where insights were gathered from global and regional process leads to redesign and improve HR journeys. Then we adapted the current SAP SuccessFactors configuration to align with the new HR processes and services. In addition, the adoption of ServiceNow, re-branded internally as MyHR, is at the heart of the transformation for Campari Group employees, offering a customized approach that directs employees and managers, suiting their HR needs. The one-stop-shop

approach to HR helps streamline internal processes as it delivers more confidence and less confusion to employees seeking engagement with relevant HR news, performance, rewards outcomes, policies and procedure, and other HR topics. An employee engagement measuring tool provides valuable data on process adoption and areas for improvement. We also worked with Campari Group to develop a transformation communication agenda and training plan, ensuring that HR, Camparistas, and managers remained aligned with project progress and releases. 30% Reduction in average time spent filling open positions 4.4/5 Satisfaction rating among candidates and hiring managers on new talent acquisition process 80% Of total eligible users accessed to MyHR +1300 Employee accesses to MyHR each week Campari Group, its HR function and employees across the globe are now enjoying the benefits of newly harmonized global HR processes. The digitized solution we implemented has enhanced employees' knowledge of how their company's HR ecosystem operates, level of transparency and understanding of HR Processes and their level of satisfaction. Campari Group is focusing on HR - the people ingredient - to accentuate the flavor and substance of its business for a more satisfying, seamless, and rewarding employee experience. Stefania Filippone Managing Director – Accenture Pamela Macovaz Managing Director – Talent & Organization for CG&S Filippo Desiderio Principal Director – Talent & Organization Andrea Zagato Senior Manager – Talent & Organization © 2024 Accenture. All Rights Reserved. =====================

Oracle cloud-powered finance at Pediatrix

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/health/pediatrix ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Eric Smith Mike Egger Oracle Intelligent platform services Oracle finance JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Better care in the Oracle Cloud Diagnosis: Modern finance needed Founded in 1979, Pediatrix, is a national medical group that operates in 38 states and Puerto Rico. Physician-led, the company partners with hospitals and health systems to provide women's, babies and children's care across multiple specialty areas. Pediatrix offers their services through a network of more than 4,700 affiliated physicians and other clinicians. With this distributed network of practices, the need to have consolidated enterprise-wide systems and consistent back-office processes that enable insightful data driven business decisions is critical. When the company sought to continue toward those strategic goals for their Finance function, they turned to a partner that had provided both corporate strategy and analytics support in the past: Accenture. Transformation on the move A hallmark of the project was flexible and creative program leadership that handled a turbulent start compounded by the disruption of the beginning of the pandemic. Despite these challenges, work ensued toward creating a modern Enterprise Resource Planning (ERP) and Enterprise Performance Management (EPM) solution leveraging a single accounting language. By focusing on the

operational needs, along with FAQs and recorded demos to assist in user readiness, a support network was created post go-live for procurement activities to cover a diverse and distributed workforce. During the program, the project team deployed core Finance, Procurement, and components of EPM to their full user group on Oracle Cloud. Healthy outlook This program has helped Finance align on a single standardized accounting language, streamline many of their back-office processes, make reporting more readily available and open the door to future efficiencies through automation and mobility, all of which will yield improved outcomes for the team. For IT, this is another step towards their optimized IT landscape for the enterprise as they look to become a more strategic partner to the business. In what will surely continue to be an industry of persistent change, the modern and scalable Finance applications will help Pediatrix establish a solid foundation for their future success. Accenture + Oracle - The winning combination for unlocking your cloud potential. Push the boundaries of what tech can enable and transform your business at speed. Power intelligent finance with Oracle technologies. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Turning process friction into flow

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/turning-process-friction-into-flow ----- Call for change When tech meets human ingenuity A valuable difference Our approach includes the following aspects: Highlights of Accenture's procurement transformation outcomes include: Current Country: United States CASE STUDY Going beyond procurement process mining with new capabilities to deliver major value. 5-MINUTE READ Accenture's Procurement function is transforming to deliver value above and beyond what is expected of traditional procurement. We've shifted our focus past the traditional role of managing transactional compliance to also becoming a partner to our business functions, enabling Accenture's bottom line. It's the reason we changed our name to Procurement Plus several years ago. Our systems landscape is SAP® Ariba® On Demand and a single global instance of SAP S/4HANA®. Our journey involves standardizing, simplifying and automating the elements of traditional procurement by digitizing processes, moving to a frictionless buying experience and developing analytics to enable intelligent procurement supported by data-driven decisions. In working toward these goals for our mature and digitized procure-to-pay (P2P) process, our Procurement Plus team realized that despite running single global system instances, workflow variances existed between regions, categories and spend levels across processes. Attempting to understand those variances was difficult—not knowing where to look, how, why, and what was different. Conversations with teams that influenced the differences often became subjective and emotional. Driving change this way was time consuming and problematic, so we looked for a better approach. That approach was to select and implement Celonis, a market-leading process mining and execution management solution. Celonis is designed to work extensively

with cloud-based tools, and already had many credentials in the procurement domain. For these reasons, it was a particularly good fit for our needs. Gaining powerful visibility Our Procurement Plus team started with out-of-the-box capabilities like process mining and analytics dashboards, focused on validating and reviewing order and invoice processing data. By simply leveraging the basic capabilities of process mining, we gained powerful visibility into our processes. For example, in requisitioning through SAP Ariba across 50 countries, we detected 14,000 ways a requisition could pass through the system. The findings demonstrated just how much opportunity Procurement Plus had to drive standardization. We are using these insights and the powerful visual flows created by the tool to have fact-based conversations with teams about their processes, to identify and remove bottlenecks, and to simplify processes. Leveraging these insights, we met with the team of one particular country to address their unusually high 60-hour average requisition approval cycle time. The Celonis visual flows showed the extent of process variation in comparison to other countries. The tool's flexibility, which allows filtering and different views, enabled us to respond in real time to users' questions. The visualizations led to the agreement on a series of actions to improve the local process. The changes and automations implemented reduced the cycle time by 75 percent to just 15 hours. Our Procurement Plus team continues to use Celonis insights to remove friction from our processes and drive the change needed to advance P2P standardization and simplification Accenture-wide. We moved from simple to more complex use cases, and in that process, we have built customized analytics and expanded into using the native execution and automation functionalities of Celonis. Taking a methodical approach The team is taking a methodical approach to addressing challenges not only around standardization, but also around addressing non-compliance, improving the quality of execution and enabling delivery efficiency. At the same time, the team is addressing solution and customization gaps in our cloud tools. 1 Creating analytics for end-to-end visibility and data-driven insights across purchasing, contracts, invoices, supplier setup and vendor master data. 2 Using the action flows to detect errors, outliers, delays, and non-compliance and to support audit and other business requirements. 3 Implementing smart notifications to reduce manual effort and drive correct behavior for approvals and compliance violations. 4 Using Celonis to track KPIs across 50 countries and 16 market units. It compares KPIs, sets value thresholds and generates automated notifications. 5 Organizing KPIs into customized reports that are automatically distributed weekly, strengthening our ability to achieve the outcomes being measured. The solution empowers and enables us to get real-time intelligent operational data insights, allowing us to have fact-based conversations about opportunities to remove friction. PATRICIA MILLER / Managing Director, Procurement Plus – Digital Transformation, Accenture Advancing our transformation Two years into our journey, our Procurement Plus team is taking advantage of the newest features of Celonis—the Execution Management System (EMS) combined with process mining, data analytics, task mining, execution application, action flows, automation and machine learning capabilities. We're developing new ways of working to allocate, prioritize and automate the execution of work for our delivery teams. The execution applications that drive workflow are helping us to digitize and measure previously offline processes, ensure the prioritization of critical items, and standardize

communication with suppliers and internal stakeholders. The execution applications are also helping drive delivery efficiency while providing insights on processes that highlight systemic issues, such as a lack of training or insufficient communication to end users. These uses of the execution applications allow our teams to make a step change in the way they execute the P2P processes. The way we make use of Celonis capabilities truly demonstrates the power of technology and human ingenuity. The EMS capability is deployed across many processes including invoice processing, duplicate invoice detection, invoice approval and assisted buying. Some examples of achievements include: Celonis helps our Procurement Plus organization to drive efficiencies, compliance and standardization intelligently and at scale. It supports efficient and durable transformation. Celonis is system agnostic, thus our Procurement Plus team continues to expand the use of the tool across other software solutions. For our recent deployment of SAP Fieldglass, we are exploring use cases to drive cycle time and efficiency benefits to further strengthen the business case of the deployment. We are also leveraging Celonis in Accenture's new Sustainable Procurement solution and initiative. The data-driven approach to diagnostics and execution drives speed to insights and value to help achieve superior business outcomes. This is why Accenture is integrating Celonis with SynOps to provide this same augmentation of the Intelligent Operations journey for our clients. $35M Annualized working capital benefits delivered by having greater visibility into our pending invoices. 30% Reduction in invoice approval time. 50% Improvement in request-to-order time. We have made Celonis integral to our SynOps process mining capabilities to baseline current performance of KPIs, identify process bottlenecks, variations and non-conformance faster than before and are turning the insights into automated remediations. RAMKI RAMAN / CTO – Intelligent Finance and Financial Services, Accenture Operations © 2024 Accenture. All Rights Reserved. =====================

Certified secure

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-is-certified-secure ----- Call for change When tech meets human ingenuity Building a culture of security Adding to our certifications A valuable difference Meet the team Related capabilities Evolving with each release Continuous internal efforts Recognition at Cannes An award-winning program CIS Critical Security Controls Version 8 ISO 27701 NIST Cyber Security Framework (CSF) CSA Security, Trust & Assurance Registry (STAR) Setting the standard Keeping clients safe Paul Kunas Wei Liu How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Our clients count on us to keep their information—and their customers' information—safe. Part of that is making sure we're meeting global standards for security. In 2023, our organization achieved and maintains enterprise-wide certification to ISO/IEC 27001:2022 standard, which is the only auditable international standard. In alignment with this certification, we regularly identify opportunities to improve policies and procedures, as well as data privacy and information security tools and platforms. That's why we decided to undertake a phased certification plan to

develop and enhance our global and local information security management systems—and meet the pre-eminent international standard for information protection. Our approach to achieving BSI certification involved team collaboration with Information Security, Global Data Privacy, and Information Security leadership as well as the creation of a Privacy information Management System (PIMS) Committee. We restructured our security framework and controls to meet Information Security Management System (ISMS) standards and enhanced our information security posture with a 700+-person-strong Information Security organization. We also conducted benchmark assessments against leading industry controls, and in March 2020 attained certification to ISO 27701 across Enterprise and Client Service Business by British Standards Institute (BSI). ISO 27701 was established to protect personally identifiable information and uphold international data privacy regulations. In doing this, we are the first global organization to be ISO 27701 certified by BSI globally across both Enterprise and Client Service Business further validating Accenture's processes and security controls. Through continuing efforts throughout our organization to improve performance against benchmarks, we have built on our internationally recognized reputation for high standards in security— and been recognized for those programs. Our team has garnered industry recognition for our secure frameworks, controls, and practices that evolve with every version released. Regular employee testing, tailored training, and awareness campaigns bolster our internal resilience to security risks with proven results. We received accolades for our custom Information Security employee learning content, winning Cannes Corporate Media & TV Awards in two categories. Our Information Security Advocate program received awards from the Brandon Hall Group and the Association for Talent Development. The prestigious ISO 27701 certification further validates Accenture's processes and security controls for protecting client and company information, along with other certifications. Maintains at or above industry peers across all control areas, validated by third-party assessment and benchmarking. Maintains certification for data privacy standards. Assessed as operating industry-leading cybersecurity systems at the Highest NIST Implementation Tier by BSI. Awarded, and maintains, the highest Gold-level certification for Accenture-managed cloud infrastructure. By regularly benchmarking ourselves against leading industry controls and frameworks, the Information Security organization can validate the measures and programs we have in place to secure the information entrusted to Accenture by clients. Certifications such as these assure our commitment to leadership in international standards for information protection. We're proud to say that recent top-tier third-party security benchmarking results affirm that we outperformed even the most stringent peer group. Our certification to ISO 27701 across Enterprise and Client Service Business by BSI not only validates our ongoing commitment to global data protection requirements, but also provides assurance for clients that Accenture protects PII data in accordance with recognized international standards. "By maintaining the highest levels of certification, Accenture reaffirms that processes and security controls continue to provide an effective framework for securing information." First global organization ISO 27701 certified by BSI globally across the Enterprise and Client Service Business, a global Standard by ISO/IEC for privacy information management. Certifies Accenture client engagement functions that process

personal data globally, as well as personal data controllership of Accenture's internal enterprise. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Building the digital workplace

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-digital-workplaces ----- Call for change When tech meets human ingenuity The Dock, Dublin, Ireland Castellana 85, Madrid, Spain Second & Seneca, Seattle, US Salesforce Tower, San Francisco, US 1 Manhattan West, New York, US A valuable difference Meet the team Related capabilities Jason Warnke Lisette Smyrnios Tony Leraris David Schneiderman Sarah Lake How Accenture does IT Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Our workplaces have changed more dramatically in the last 12 months than they did in the last 50 years. And although remote working is likely to be part of our workplace experience for some time, the biggest change is possibly yet to come. Accenture recognizes the need to reimagine the workplace to not only adapt to our new, hybrid working lives, but also to create spaces that enable our people to innovate and grow. As our future of work evolves, the omni-connected experience—where each of our people feels connected, included, and has a sense of belonging, no matter where we work—is critically important. Backed by our overall approach to digital transformation, we have undertaken a multi-year journey to enable the workplace of the future—a digitally-enabled, consistent experience that serves as the foundation for collaboration and innovation. Our approach takes into account five guiding principles: we have a workplace strategy that is connected to an overall collaboration strategy. We are platform-based, with our IT infrastructure running in the hybrid cloud, giving us speed and scale. We have an intentional and focused experience agenda and work closely with our digital workplace team. And we have a series of research and development (R&D) labs that are shining examples of our future vision of digital workplace technologies. "Digital workplaces not only provide more capabilities for getting work done, but also enable a level of innovation previously not possible by knitting the physical with the virtual to amplify the innovation experience." We want to create truly human and truly digital workplaces. Truly human fosters an environment that helps Accenture people be their best selves, professional and personally. Truly digital technologies anticipate and provide a connected employee experience across workplace services, and enhance the employee working from home experience to support parity with those working in the office. Spaces need to be efficient and flexible to support different ways of working. Operations is evolving the tools, leveraging data and analytics, to help the workplace team forecast future space needs. Above all, Accenture wants to make sure that as our people return to the workplace they are safe and secure in a non-invasive way and are prepared as workplace processes evolve. Our offices are evolving to more collaborative, purposeful spaces from more traditional enclosed office space, providing our people with the right environment to

collaborate. Technology is woven into the fabric of the space design as we shape the new workplace experience. We leverage our existing technology and tools, and are continually innovating and enhancing our solutions to meet evolving business needs and improve the office experience. Our Accenture teams are not alone in designing and implementing our technology investments. We collaborate with Fjord, part of Accenture Interactive, which brings skills in applying user experience and design thinking. We also work with Accenture Labs on immersive experiences using virtual reality (VR). Our goals are as follows: Deliver on the promise of technology by creating a leading-edge digital workplace. Support our strategy in the market by collaborating with alliance partners and service offering teams. Integrate with our platforms and technologies and align with existing operating level agreements. Offer a consistent, people-centric user experience to help our people stay connected wherever they are located. Be fit for purpose and evolve workplace solutions to meet changing requirements. Introduce clear tracking and analytics to improve and shape what's best for our people. The technologies involved are broad ranging—spanning video and broadcast, application services, Internet of Things (IoT) sensors, high-end audio and video collaborative devices, digital credentials, connected devices and applications, merging of real and virtual worlds through mixed reality and a scalable and secure network. Here are just some of the technology solutions helping us to build a digital workplace: Locations where we are reimagining the workplace include: The Dock is a living laboratory, always evolving and changing. Connectivity means content can be pushed throughout the building via Lightware 25G matrix router. Reconfigurable furniture and movable technology solutions enable maximum collaboration. A friendly mobile interface helps users to interact with the space to book and share content. The Castellana building is a unique space representing the perfect fusion of technology and human ingenuity. State-of-the-art technologies allow the building to constantly evolve while blurring the lines between virtual and physical spaces. Data sensors, cloud systems and edge computing are present in the office environment to process data and automatize actions through AI. Located in the heart of Seattle's business district, it features advanced workspace design for more than 1,200 employees. Avanade headquarters and Fjord are co-located under one roof, enabling close collaboration as we bring innovation to clients in the greater Seattle area. Reinvents the way we collaborate with clients, showcase our ideas and technology and energize our employees. Our global flagship Innovation Hub, consolidating nine New York office locations into one space. It is a smart office designed to WELL Platinum certification, LEED GOLD rating with sustainability throughout the space—from material selection to technology-driven energy metering. 1MW showcases how our intelligent Workplace solutions—including Places and Smart Badges—enable a frictionless employee experience. In this episode, Penelope Prett, Accenture Chief Information, Data and Analytics Officer discusses how Accenture is enabling the elastic digital workplace with Jason Warnke. View Transcript Accenture Global IT and Corporate Services & Sustainability organizations are collaborating to drive the digital transformation of workplaces for Accenture's network of offices and delivery centers around the world. We are putting in place the right technology to support flexible approaches, enabling an omni-connected experience for our people, as we adapt our workspaces over time. With workspaces designed to

ideate, rapidly prototype and co-create products and services with clients, we can bring solutions to the market faster. We are also better placed to attract new and retaining existing talent, offering desirable locations with a range of amenities to serve a diverse population and earn their commute. By introducing workspaces that are more than just a place to work, we are not only improving the wellbeing of our people to help them be on their best day, every day, but also supporting the overall business and serving the needs of our clients. 567K Active users of Microsoft Teams 5M Minutes of streamed videos/month 154M Video minutes/month 1,783 Collaboration devices 515 Locations enabled with Places mobile application These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Supplier inclusion and sustainability

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/supplier-inclusion-sustainability ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Cultivating a culture of responsible buying on a global scale 5-MINUTE READ We believe inclusive procurement creates long-term value for our clients and our communities, and is an important part of how we are embedding sustainability into everything we do. At the same time, these practices help our suppliers grow their representation and influence in their own markets, contributing to our collective shared success. As we advance equality of opportunity, our commitments manifest in a global responsible buying culture—one that we cultivate and leverage at scale with our multi-billion dollar supply chain. Operating a responsible business, where everyone benefits through buying for long-term value, is one of the many ways we are delivering change on a global scale. To advance this, we continuously improve our functions and implement several initiatives and programs. Supply chain One of our key objectives is to help build supply chains that are more inclusive and more sustainable. By encouraging a mindset of responsible buying both inside and outside Accenture, we are helping to generate long-term value for our clients, supplier partners and communities. Supplier Inclusion and Sustainability (SI&S) are at the core of this mindset and our procurement strategy. Our Procurement Plus organization promotes these values by shaping how we work with suppliers. Supplier Inclusion & Diversity Program Our global Supplier Inclusion & Diversity Program, which reaches 22 countries and is expanding, allows us to drive a more inclusive marketplace. By incorporating diverse businesses into our supply chain, we gain access to innovative, responsive and cost-competitive solutions for our clients. We explore new ways and opportunities to promote the inclusion of persons who may be excluded from the labor market for physical, social or cultural reasons through our Global Supplier Inclusion & Sustainability Program. These groups include minority-, ethnic-

and women-owned businesses; small and medium enterprises (SME); the lesbian, gay, bisexual, transgender and intersex (LGBTI) community; persons with disabilities; veterans; refugees; and people living away from economic centers. We support broader inclusion not only through direct recruitment but also through agreements with our vendors and in collaboration with other organizations. Our partners include national and local nonprofit supplier diversity membership organizations. Out of the 18 organizations we're corporate members in, we hold board seats on 11 of them. We co-founded and have representation on the Board and executive committee of WEConnect International. Our involvement with this organization is one way we continue to provide opportunities for women-owned businesses around the world. We provided in-kind support to develop and launch a new WECommunity platform that includes an improved database for business women to engage with one another and large member buyers. In addition to our partnership to launch the WECommunity platform, Accenture has local collaborations with the organization in 16 countries, while supporting conversations to launch the network in new markets in the Middle East and Asia. For our new Diverse Supplier Development Program countries we are including WEConnect International-certified businesses providing more opportunities to strengthen their operations and increase business. To help collaborate with our suppliers, partners, and the broader ecosystem, we have invested in a global Sustainable Procurement Hub. This hub is a major component of Accenture's True Supplier Marketplace. The Sustainable Procurement Hub is designed to cultivate a culture of responsible buying, taking into consideration tailored and targeted information requirements and interventions for small, medium, and diverse enterprises. The hub is two-sided in data sharing and blockchain-enabled. It will be rolled out globally, eventually reaching thousands of suppliers at scale. The hub will help to better assess suppliers' Environmental, Social and Governance (ESG) performance and encourage continuous improvement across buyers and suppliers over time. The Global Supplier Inclusion & Sustainability Program also works closely with our Accessibility Center of Excellence, stakeholders and vendors, establishing road maps to ensure sufficient accessibility of our web-based technology for persons with disabilities. Diverse Supplier Development Program Accenture has a long-established supplier diversity development program covering seven countries. Our Diverse Supplier Development Program (DSDP) is a formal 18-month mentoring program that matches Accenture executive mentors with diverse supplier companies to help them grow their businesses. The program reflects our commitment to developing and expanding relationships with diverse businesses. To enable the efficient delivery of DSDP programs, Accenture built a Small Medium Enterprise Digital Ecosystem (SME-DE) platform that facilitates easy interaction between SMEs and Accenture. It supports SMEs through the entire DSDP cycle, from having an automated application selection process, business assessment for targeted development, providing business tools and exposing commercial opportunities as they mature. Environmental Sustainability To advance environmentally sustainable procurement practices both within and outside our company, we expect our suppliers to provide updates around their environmental initiatives, goals and impact. We also encourage local and regional teams to discuss greener procurement during their regular supplier meetings. By engaging our suppliers on the benefits of environmental sustainability, we are increasing the number of

participants that monitor, measure and report their environmental impact. As the CPO of Accenture, I believe that our SI&S Program supports inclusive procurement practices through direct recruitment of suppliers and partnerships with vendors and organizations. Binny Mathews / Chief Procurement Officer (CPO) Accenture, clients and communities benefit from the innovative contributions of small-/medium and diverse suppliers. Treating supplier inclusion and sustainability goals as an essential part of Accenture's procurement strategy can help unlock value that far exceeds traditional supply chain cost savings—from boosting competitiveness and innovation to building consumer loyalty, attracting talent, and bettering society. Through our Global Supplier Inclusion & Sustainability Program, we monitor our diverse spend for insights and trends. Our Diverse Supplier Development Program represents a strategic sourcing strategy for Accenture and our clients, as well as a way to strengthen communities by creating more businesses, jobs, and economic growth. Receiving award-winning recognition of our Global Supplier Inclusion & Sustainability Program in recent years has led companies to reach out to Accenture for guidance. As a result, we developed an offering and have designed and developed a number of our suppliers' supplier diversity programs. Similarly, as Accenture has made strides on our sustainability journey, companies are contacting us for our thought leadership in this domain as well. Looking ahead, we are planning to improve and optimize how we manage our supplier engagement and collaboration. This includes focusing on how we obtain diversity information, how we help suppliers improve around their ESG performance, and how we will innovate with suppliers. Accenture's Sustainable Procurement Hub will be a key asset in helping enable these future goals. We proudly partner with diverse organizations, including minority, ethnic and women-owned businesses, LGBTQ+ communities, persons with disabilities, veterans, refugees, and those in underserved areas. Binny Mathews / Chief Procurement Officer (CPO) Accenture Global Supplier Inclusion & Sustainability Program at a glance: 217 diverse suppliers Graduated globally from our DSDP as of fiscal year 2021. Level 1 B-BBEE Maintained a Level 1 B-BBEE (Broad-Based Black Economic Empowerment) status in South Africa for the fourth consecutive year in fiscal 2020. Read more. Level A Nine consecutive years scoring in the CDP Leadership Band. Read more. Tricia Miller Director of Profitable & Responsible Buying Ben Ngobi Global Supplier Inclusion & Sustainability Director Sesley Brown Senior Manager – Corporate Services & Sustainability, Supplier Inclusion & Sustainability Elena Heckmann Supplier Sustainability Strategy Lead Dora Silva Supplier Inclusion & Diversity Lead Lucas Costa ESG Ops Model/Sustainable Procurement Hub Lead Zandile Njamela Enterprise Supplier Development Lead © 2024 Accenture. All Rights Reserved. =====================

Co-creation for smarter manufacturing

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/airbus ----- A call for change When tech meets human ingenuity A

valuable difference Current Country: United States Case study Automating aircraft inspection with AI and computer vision. 5-Minute read Now imagine if these same processes could be performed through analysis of video feeds by an artificial intelligence (AI) -driven solution. This solution would be able to automatically and precisely log major assembly steps while eliminating the possibility of human error. Sound too good to be true? For Airbus, a leading aircraft manufacturer, it's the future of work. The company is constantly looking for new ways to enhance the manufacturing process by harnessing the latest technologies. Working with Accenture Labs, based in the Accenture Shenzhen Innovation Hub, the Airbus China Innovation Centre (ACIC) is exploring how smart, AI-powered manufacturing can transform their operations. As a proof-of-concept, the company focused on reimagining the final assembly of an airplane. Traditionally, this is a very time intensive approach because it relies on manual entry and human judgement to determine when an assembly operation is complete. To kick off the project, teams from two advanced innovation centers came together. ACIC's industry specialists were familiar with the data, the data collection process during manufacturing, the problems encountered and the desired solutions. Meanwhile, Accenture Labs researchers utilized their expertise in AI and computer vision to develop a new AI as well as a special data annotation tool—that is custom fit for that data to expedite the annotation of over a million video segments. The teams maintained an agile development process to efficiently develop the AI, train and test the model, identify the weaknesses and iterated until they achieved the performance level needed to do the job correctly and consistently. The solution uses video feeds to automatically detect manufacturing issues in the plane's final assembly. As the plane moves through its inspection, the deep-learning AI recognizes when tasks have been completed through motion. For instance, once the wing is attached, it's noted and timestamped. This is not only a quicker, but also a more efficient way to conduct the final inspection. What's more, the AI solution gathers and annotates images and video to inspect the proper installation and positioning of the aircraft's large parts more accurately. All this ladders up to an automated process that frees up time for Airbus's employees to focus on more meaningful tasks, while the AI solution takes care of the rest. Thanks to the team's agile approach, we were able to face every challenge head on. In one instance, we realized that we were taking a manual approach to tagging and treating the data by using individual frames. Imagine having to stop, analyze, and start a video on every new frame. Instead, we approached the data as a video rather than a series of images. By combining this direction with the custom annotation tool, we were able to accelerate inspections from hundreds of images per minute to millions of images per minute. That means more input for the data-hungry AI, which led to greater insights and a smarter, more effective process. The combination of AI and computer vision increases both the efficiency and the accuracy of the processes. By automating the visual inspection of the aircraft through video-feed analysis, the system is able to precisely log major assembly steps and eliminate the possibility of human error. The result is a dramatic improvement in the accuracy of the readings which translates into significant savings during the manufacturing process — all while boosting quality and maintaining safety standards. ====================

Augmented for surgical success—a reality now

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ technology/microsoft-hololens-surgery ----- Opportunity Collaboration in action The human experience The win-win Built for Change Podcast Current Country: United States CASE STUDY First Microsoft HoloLens surgery in Latin America: How AR can change the surgical experience for doctors and patients. 5-MINUTE READ Every day, surgeons rely on information from X-rays, CT scans, MRIs, and other patient records to determine the surgical requirements and the procedures they will employ to achieve the safest and best outcomes, as well as the shortest, most complete recoveries possible for their patients. Imagine if those records could easily appear right in front of the surgeon's eyes without taking their hands, or their attention, away from the surgical field. This is all possible with augmented reality (AR) solutions for surgery. There was an urgent need in Mexico to make this leap in medical science technology and usher in a new era in surgical science for the betterment of patients and providers. On February 21, 2020, Latin America's first surgical procedure utilizing see-through holographic lenses was performed successfully by the renowned orthopedic surgeon, Dr. Abraham del Real. This technology provides accessibility of information and visualization of data in real time to the surgeon during the surgical procedure. We know this is important as its use makes diagnosis and treatment faster and more reliable. Javier Bacho / General Director – Christus Center of Excellence and Innovation Experts from Accenture Advanced Technology Center (ATC) in Monterrey, Mexico; Skye Group; and CHRISTUS Health Excellence and Innovation Center (CEI) worked with the surgical department at CHRISTUS MUGUERZA Hospital Conchita and a renowned orthopedic surgeon to develop a new, cutting edge way to utilize Microsoft's HoloLens technology in the operating room. The system allows access to surgical schedules, patient records, X-rays, CT and MRI scans – along with 3D models built by the systems from the scans – during the procedure, including overlaying the scans and models on the surgical field to help the surgeon determine the best point of entry to minimize recovery time and optimize outcomes for the patient, while maintaining the sterile surgical field. The technology innovation team at Accenture ATC in Monterrey, Mexico, actively seeks out opportunities to collaborate on efforts that have a positive impact on society and increase access to communication and innovation in this emerging market, including participating on the health council for the city. The development of this AR solution required a team with the insights into the best available technology, access to a vast network of innovators and the ability to collaborate with the client and ecosystem partners. After a year of working on the idea for this new system, the team was able to create and deliver an AR surgical system using Microsoft HoloLens devices to achieve all of the goals for surgical procedures. The system also provided the patient and her family with peace of mind by allowing them to see how the surgical procedure would be optimized to produce the best possible outcome. The introduction of see-through holographic surgical options can revolutionize surgical medicine in Mexico and Latin America. The ability to overlay 3D models generated from

CT scans and MRIs on the surgical field during the procedure maximizes the surgical team's ability to choose the best points of entry and procedural techniques to reduce recovery time and improve outcomes for the patient. All of this combined with the ability to educate and inform the patient about the procedures, using these new technologies, leads to a major improvement in surgical care and demonstrates that technological innovations in the area of medical science can see increasing adoption in emerging markets. Listen to our award-winning podcast, Built for Change: Adweek Podcast of the Year Award Winner for Best Thought Leadership Podcast. EPISODE 08: How "New Science" Is Changing Healthcare One good thing that's come from the pandemic? The precedent set by scientists and drug manufacturers who produced a safe and effective COVID-19 vaccine in record time. Now biopharma companies continue to harness "New Science" to deliver incredible treatments in the midst of regulatory and economic shifts. What will they discover next? Listen now © 2024 Accenture. All Rights Reserved. =======================

Transforming the Mile High City with Workday cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/mile-high-city ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities The mile high city reaches for the cloud: City and County of Denver Workday: Supercharging HR & Finance for growth Workday education & government Intelligent platform services Talent & organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Workday transformation turns the City and County of Denver into a top employer. Eliminating cost and waste The City and County of Denver's (CCD) workforce was rapidly growing - and its 15-year-old legacy technology systems were struggling to keep up. Its HR and finance departments maintained a highly customized, expensive, and unsupported ERP solution and relied on 22 servers, 34 databases, and siloed applications. City leadership decided to pivot to a mobile-ready, cloud-first strategy to eliminate costly on-premises servers and manual processes. CCD required analytics capabilities to scale services and help the workforce focus on value-added activities. CCD leadership decided to deploy Workday's finance and human resources solution in the cloud, and chose Accenture to lead the transformation. "As a CHRO, reliance on successful business partnerships is crucial, particularly when implementing a powerful HCM application such as Workday. Our partnership with Accenture provided the critical expertise we needed to transition to Workday..." "As a CHRO, reliance on successful business partnerships is crucial, particularly when implementing a powerful HCM application such as Workday. Our partnership with Accenture provided the critical expertise we needed to transition to Workday..." Strategizing for continual improvement Accenture worked closely with CCD's executive leadership to ensure anything that could be standardized and done within Workday, would be. Business processes that could be eliminated or improved, or gaps where new processes were needed, were identified. With CCD's executive

leadership in the room during this process, the program gained firm stakeholder buy-in. Accenture brought staff from every CCD department together for a change management program. Human Capital Management (HCM) and Payroll were integrated first, followed by Financials, with further modules integrated as Workday released them. Accenture led the deployment, including configuration, integration, data migration, and testing. Empowering the workforce Workday helped CCD eliminate 75% of manual paper processes and automate more than 6,600 HR processes. Departments generate reports instantaneously, and Workday Recruiting enables recruiters to see the diversity of candidate pools at the click of a button. It now takes 45-50 days to fill positions, rather than 90, and CCD hired 85 candidates in under five days for urgent COVID-19 related work thanks to Denver's Rapid Hire process. Prism Analytics helped CCD standardize millions of historical job applications, access data not housed in Workday, and retire legacy systems. CCD uses its new, holistic view of workforce needs to garner insights on how to increase retention, while workers enjoy the benefits of mobile access and can adjust their benefits or payroll details directly in Workday. The transformation had an impressive and tangible impact, including being named by Forbes as a top 10 employer in the city of Denver. City and County of Denver - What's their secret? Chris Binnicker, Former Deputy CIO, CCD City and County of Denver reacts quickly to Covid-19 Karen Niparko, Former CHRO, CCD Real-time access to analytics for City and County of Denver Chris Binnicker, Former Deputy CIO, CCD 44% less time-to-hire. Reduced from 90 days to 45-50 days, on average. 75% of manual paper processes eliminated. 6.6K HR processes automated. 55K applicants processed through Workday Recruiting in 2018, with 1,300 people hired. 25K pieces of paper saved by the city because of Non-purchase order vouchers. 85 candidates hired in two to five days for urgent work at COVID-19 testing sites and vaccine call centers as a result of Denver's Rapid Hire process. We derived a lot of benefits from our Workday implementation. One of the biggest ones was that we now have predictable operating costs, versus the historical, expensive, unpredictable capital expenditures... We derived a lot of benefits from our Workday implementation. One of the biggest ones was that we now have predictable operating costs, versus the historical, expensive, unpredictable capital expenditures... Accenture and Workday transform systems for student services, human resources, finance, and accounting. Transform into an intelligent enterprise with solutions from SAP, Oracle, Microsoft, Salesforce, Workday, Adobe and more. When businesses unlock the power of human potential, they access a new level of workforce transformation. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

More case studies

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/velux-virtual-reality-mobile-app ----- Let the daylight in VELUX MyDaylight app wins DADI Award, Use of VR/AR UNILEVER AURIS HEALTH GOOD RETURN Connect with us Connect with us Connect with us

========================

Refreshing product design at LU-VE

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/industrial/refreshing-product-design-lu-ve ----- Challenge What Accenture did Value delivered Related capabilities Industrial equipment consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Manufacturers face a new world where digital technologies are expected to drive all kinds of products. As industrial products and appliances become smarter, companies need to change their design approach. In the future, the market will expect products (such as refrigeration installations or air conditioning systems), to do more —even interact with users. High-end industrial companies are increasingly focused on continuously improving the quality of products and components, as well as standardizing production processes and products. To do so, they need more fluid business processes, up-to-date technologies, agile development and continuous innovation to reinvent products and services that serve changing markets. LU-VE Group, the world's third largest manufacturer in the air heat exchanger field (listed on the Milan Stock Exchange - MTA), was looking for new solutions to standardize design processes and production (refrigeration, process cooling and air conditioning) across 16 manufacturing sites in nine countries. LU-VE grew at a fast pace and required better, centralized control of design processes and tools to support collaborative design. In particular, it needed to improve coordination among different plants and technical offices around the world in order to avoid redundancies and speed products to market. To top it off, LU-VE had acquired new companies, adding product design processes to the complexity of integration. It needed a new model to manage collaborative design and increase product standardization so it could use modular production processes at all plants around the world. "By teaming with Accenture, we started running an end-to-end digital transformation journey. Now, LU-VE Group designs all products in 3D, using standardized processes. This helps us meet the end-customer's specifications." LU-VE Group collaborated with Accenture to transform product design with centralized processes and digital tools. The Industry X Digital Service Factory operating model helped accelerate digital transformation with a customizable set of end-to-end digital execution capabilities to identify, design, develop, test, pilot and launch new digital products and services. Our transformation work spanned

strategy, organizational and process design, systems integration, cloud infrastructure and application maintenance. At the Accenture Customer Innovation Network in Milan, the team identified strategic ideas to tackle LU-VE's digital transformation journey. As part of the journey, we created a centralized process model and helped select and configure a product lifecycle management (PLM) solution, based on Siemens Teamcenter, to be used across Italy, China, Czech Republic, Finland, India, Poland, Russia, Sweden and USA. With the new processes and solutions, LU-VE can share product data across all company divisions and business units. It has also changed its design methodology from 2D to 3D. LU-VE is extending the system to the sales department and plans to do so in procurement and production. In addition to digitalizing LU-VE's PLM processes, the team simplified its IT infrastructure. LU-VE previously had its infrastructure in third-party data centers, which caused problems with system performance, data loss and business continuity. We helped migrate its entire IT architecture, including the Siemens Teamcenter solution and SAP enterprise resource planning system, onto an AWS cloud infrastructure and continue to manage the network. The migration is helping LU-VE attain its goal of moving to a systems-as-a-service model. "The new modular production processes allow our plants around the world to have a more flexible and competitive approach, which is increasingly important in a fast-changing world and market." The solution and processes are helping LU-VE Group to apply new ways of working across product design globally. Employees working on a design can check the system for comparable products elsewhere at the company, rather than rely on traditional systems. Thanks to improved visibility, designers can reuse or adapt components from colleagues around the world—called carryover—taking advantage of a range of expertise. It now uses a centralized engineering team to design common, innovative products with local engineers to make them more market-relevant and competitive. The new capabilities also improved LU-VE Group's efficiency in serving its markets. The company's customers are contractors and installers, so it follows their requirements and specifications to fulfil the end users' needs. Often, LU-VE's machines are part of a larger ecosystem. 250 People were trained on the new design processes (particularly collaboration processes) and system. With new streamlined, standardized tools and processes, LU-VE's designers can focus on installers' and customers' needs to provide a high-quality product. Design engineers can also collaborate more closely with sales on installer and end-customer specifications and needs. In turn, the sales team can share technical information and 3D models with installers through the entire process. Throughout the project, Accenture worked as an extension of LU-VE, contributing to project management as well as new skills and coaching. Thanks to greater design standardization, consistency and controls, LU-VE is improving product quality, efficiency and time-to-market. LU-VE was recently named by "Istituto Tedesco Qualità e Finanza (ITQF)" as one of the 350 Italian Digital Stars of 2020 in the mechanical industry. Design engineers no longer need to spend significant time creating the ad hoc models or locating relevant components. Now, they can focus on contractor and installer requirements, meeting the end-customer's specifications, and cultivating collaborative business relationships to provide high-end products and solutions. With new, modular production processes, LU-VE's plants around the world can adopt more flexible and competitive manufacturing

approaches. The order acquisition process also allows LU-VE to identify the best plant for production in order to optimize shipping costs and delivery time. It can also select factories best able to manufacture products quickly or respond to market disruption, such as avoiding production in countries facing strict pandemic restrictions. 30% Lower costs by reducing change orders and increasing carryover with the new processes and solutions. The data gathered from the system can be analyzed to further enhance design engineering processes. The system's increased scalability and flexibility are helping LU-VE integrate its recently acquired companies. LU-VE now has a strong foundation to expand digitalization to other areas of the business, such as sourcing materials or production and pricing. The new approach also represents the first step in creating new services for interconnected products or digital twins. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.

=======================

Creating confident leadership

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/creating-confident-leadership ----- Current Country: United States CASE STUDY Recognition and rewards through MD Success 2–minute read In alignment with delivering 360˚ value to our company, people, and clients, Accenture evolved how we recognize and reward our leaders with a program called MD Success. We wanted to examine the full, unique contributions of our managing directors and senior managing directors, from their financial impact to their ability to develop client relationships to their role in our overall culture. This is how MD Success is strengthening our leaders today and fostering a new generation of leaders for tomorrow. We convened small groups of 5-10 leaders for two-hour discussions using our proprietary Watercooler Dialogue Experience which leverages visuals, data, open-ended questions, and elements of AI (Artificial Intelligence) to advance and enhance conversations. First, leaders participated in a Watercooler Dialogue Experience, a casual, open dialogue about what works at Accenture and what doesn't. The experience empowered our leaders to candidly discuss pain points in a constructive manner and align on a collective starting point. Then, leaders used our Learning Map to discuss ways to create a more people-centric Accenture and how they can personally support the transformation. MD Success is strengthening our leaders today and fostering a new generation of leaders for tomorrow. Accenture then set a regular cadence to discuss these priorities with leaders that went beyond standard performance reviews. Through quarterly career conversations, leaders were encouraged to engage in ongoing reflection on their priorities and impact — including formal documentation of reflection at year-end, where people leads and additional reviewers would also reflect on leaders' behavior and collaboration. All these inputs created personalized, data-driven insights to inform talent and rewards discussions, creating a consistent framework for discussion using a new tool developed by Accenture Technology. Because talent discussions became more transparent, leaders and reviewers alike were more accountable and ultimately more

successful. Targeted trainings, educational guides, and in-tool support enhanced and guided the new experience. MD Success was rolled out to all company leaders, 81% of whom say the program is an improvement over past approaches. Additionally, MD Success received a "Gold" designation in the 2023 Brandon Hall Group Human Capital Management Excellence Awards. With a strong, well-received program in place, we have ensured that leaders across our organization are aligned on their priorities and clear on their focus. That way, leaders can be confident that recognition and rewards reflect their full contribution and impact. © 2024 Accenture. All Rights Reserved. =====================

Accenture Productions: Concept. Create. Connect.

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-productions-concept-create-connect ----- Accenture Productions in action Jason Warnke Chris Wedig Brian Vabulas How Accenture does IT JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture takes enterprise video and broadcast productions to a new level to create an engaging video-first communications culture. With the rise in video as a powerful way to communicate, Accenture saw an opportunity to up our game. As a global digital company, we wanted to enhance our engagement and make it easy for our people to create high-end video and broadcast productions, affordably, for Accenture and for use with clients. The challenge for our global IT and broadcast teams was to further develop Accenture's existing video infrastructure and build a team with diverse talents who could bring out the best with it—and connect people through video and live events face to face, in a human way, anywhere, anytime. Today, demand is high for broadcasts and video. Take a look at how Accenture Productions puts its creativity on display. Over the years, our global IT team transformed Accenture's video conference rooms into a global network of studios that we now use to unleash the next level of video and broadcast creativity to meet our needs within Accenture and for our clients. Our network approach is in contrast to many other large organizations that may have only local, not connected, production studios in their corporate headquarters location. We also established three broadcast centers in Chicago, Prague and Delhi to tie our studio network together. With such a tremendous technology capability in place, the broadcast team recognized Accenture had not only a platform to be creative, but also the potential to provide the creative to the content. To enliven content, we added television producers, graphic designers, technical directors, as well as individuals with skills in copywriting, videography, video editing, film directing, voice artistry, sound editing and lighting.   The outcome today is an in-house, fully equipped production organization called Accenture Productions with a team dedicated to delivering creative and compelling broadcasts and video experiences to Accenture audiences. It offers Accenture people an array of professional broadcast and video services end to end for their needs and for use with clients.   Broadcast capabilities and talent   From simple beginnings of one broadcast a year to now more than

250 productions a month, Accenture Productions' broadcast capabilities today are television-like and impressive. The team manages video and broadcast productions such as Accenture leadership broadcasts, Accenture's participation at the World Economic Forum, virtual leadership meetings, town halls, learning sessions and corporate function webcasts. Accenture Productions creates live shows and recorded productions using broadcast studio capabilities for production, content creation, customization and multimedia editing. The team can operate remotely, without a presence in a physical studio, when and as needed, around the world. Live broadcasts are rendered by numerous virtual set designs and custom graphics and are professionally executed. In addition, by enabling the ingest of video into the broadcast centers, Accenture webcast presenters can easily join from any location through Microsoft Teams—there is no need to be in a studio or a physical location. Broadcasts are streamed seamlessly and cost-effectively from any broadcast center directly to viewers' PCs or mobile devices. Accenture Productions collaborates with Accenture teams to bring cutting-edge enterprise broadcast production. The team involves creative producers, technical directors, software engineers, digital media editors, and other talent. The team can also infuse other elements for a more interactive experience that include online polling, question and answers, games and survey options. They are a collaborative team that shares and inspires each other to make productions interesting and engaging. Accenture Productions has deployed studios around the world with major studios located in Chicago, San Francisco and Bengaluru, and more planned. These studios offer full-scale production capabilities with everything needed to seamlessly carry out a high-quality video or recording broadcast. Accenture Productions manages studio operations locally or remotely, allowing presenters to focus on delivering content. Accenture productions studio in San Francisco: A full-scale production capability that can carry out a high-quality video recording or broadcast. In-house video creation Accenture Productions brings ideas to life in recorded video with its creative team and end-to-end video solutions with production, content creation and multimedia editing using Accenture's broadcast center capabilities. Accenture's network of global studios is equipped with a full suite of capabilities to enhance any live or recorded video production. Editors use the latest software tools to perform post-production activities ranging from minor edits to custom graphics, animation and voice-overs to complex enhancements, including color correction, audio correction, adding text and transitions, and creating powerful motion graphics. Video recording can occur anywhere in full high definition using Accenture's world-class video collaboration infrastructure; all that is required is an internet connection. Accenture Productions makes it easy—easy for Accenture people to create high-end, simple and affordable productions from almost any location. Individuals can record from studios, virtually from any location using a Microsoft Teams feed, and "pop-in" studios, small studios with essential video production capabilities that enable a recorded or live event at a fraction of the cost of an outside vendor. When needed, however, Accenture Productions also sets up and manages video shoots at offsite locations. Human + results The development of broadcast and video has long been strongly supported by Accenture leadership. Broadcast and video communications help foster a One Accenture culture
and connect Accenture's global workforce in a modern, digital—and human

way.   Accenture leaders and people use the broadcast and pop-in studios located in offices all over the world to create and deliver live or recorded video productions. An individual can join a broadcast from whatever location is most convenient for them versus having to travel to a special studio or location. Broadcast and video capabilities are used for Accenture announcements, town halls, team communications, internal events such as Pride month and International Disability Day as well as outside events, training, analyst briefings, webcasts, and selling and delivering client work. Accenture is an organization that pushes the boundaries of what is possible. We have done so with the creation of Accenture Productions by bringing together cutting-edge IT and television broadcasting technology with creative talent and turning it into a powerhouse capability that a large, global enterprise like Accenture needs to connect. The capability operates at scale and is location independent—Accenture people can connect anywhere, anytime using video.   Getting to this point has been a multiyear journey, but it is hardly the end. Accenture Productions and our global IT organization continue to innovate and expand to offer innovative services. "Accenture people, including our leaders, have really embraced video communications and use it extensively. There's authenticity in video and a human connection that you can't get from an email." "Accenture people, including our leaders, have really embraced video communications and use it extensively. There's authenticity in video and a human connection that you can't get from an email." A snapshot of Accenture Productions includes: Broadcast centers in Chicago, Prague and Delhi Minutes of streamed video per month Global studios Broadcast and recordings per month Our global IT organization is driving technology-powered business transformation across Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Accenture streamlines SAP® data archiving

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-sap-data-archiving ----- Call for change A valuable difference Meet the team Related capabilities Eli Lambert Carsten Poulsen Abdel Altabarani How Accenture does IT Accenture + SAP Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Data in systems today is growing at hyper levels, and data in SAP® ERP systems is no exception. As databases in organizations become larger, they result in increased risk, reduced system performance and increased total cost of ownership. Ever-increasing data volumes become more difficult to manage as part of an organization's normal IT processing. That growth in data volumes poses a risk in the ability of an internal IT organization such as Accenture's to meet service level agreements. Given this trend, organizations look to improve system performance and data management through SAP data archiving solutions. Data archiving is the process of relocating data that must remain accessible for business or legal reasons. In

Accenture's case, our global IT organization needed to migrate our archiving solution from on premise to the cloud when Accenture moved its SAP S/4HANA® system to Microsoft Azure, in keeping with Accenture's cloud-first strategy. Our global IT team was challenged to lead in the "New" by innovating a solution that needed to "live in the cloud." Doing so would streamline communication between the production environments and the historical archives. This advantage would help improve performance, system stability and reduce costs, while adhering to legal and compliance requirements. Our global IT team applied leading SAP data archiving practices using Accenture's SAP Delivery Methods to shape the migration to a cloud-based archiving solution. The team also analyzed data growth in business process areas that are vital to Accenture's business and prioritized them based on the rate of growth and impact to the business. As a result, the scope of business areas for archiving expanded into new and existing finance functions within SAP S/4HANA, including Controlling (CO), Requisition-to-Pay (RTP), Record-to-Report (RTR), Order-to-Cash (OTC), as well as Personnel Administration (PA), Time & Expense (T&E) and purging system administration data. To move to the New, our global IT team migrated from an on-premise content management system that had its own infrastructure to a cloud-based SAP S/4HANA archiving solution serviced by a newly selected content management system, both of which are hosted in Microsoft Azure. The new content management solution is hosted within the production SAP S/4HANA application and interfaces with an Azure Blob Storage device. The enterprise content management platform enables information to be organized, preserved and easily accessible while protecting privacy and security. It also addresses Accenture's needs for a solution that is enterprise-class, compliant, secure and cloud-based. The migration involved pioneering a new cloud-based archiving solution embedded in the SAP S/4HANA application and hosted in Microsoft Azure. It also involved migrating the database and archiving attachments. The team replaced aging devices and built strategic partnerships to enable migration and retention management. Both are critical competitive advantages with cloud at the core. To date, the SAP data archiving solution has delivered 26 SAP S/4HANA objects. Accenture will add more archiving objects accordingly to meet service level agreements. Data is archived on a monthly, quarterly or annual basis depending on the type of object. Archiving is scheduled and validated by the production support teams as part of normal operations. To further mitigate concerns about archiving, the team developed a low-cost technology and process solution to reload SAP S/4HANA data in the event that critical data is needed faster or was incorrectly archived. Risk mitigation to Accenture's financial close process and other critical business processes is a prerequisite to any technology change. The ability to quickly reverse an archiving process helped our global IT organization to push the archiving agenda forward. Accenture's ERP production support teams maintain the solution, with light oversight to ensure the technology stays current, stable and secure, and to maintain the long-term strategy to meet Accenture's scale. Moving Accenture's data archiving capability to the cloud enabled our team to apply new thinking to shape a leading data archiving solution that takes advantage of the new architecture. Strong collaboration with SAP, Microsoft and the content management vendor helped our team to customize the archiving solution to meet the specific needs of our large, global enterprise. The new data

archiving solution not only delivers enhanced business benefits, but also improves the work/life balance of our team as a result of reduced maintenance and a simplified execution architecture. The new SAP S/4HANA archiving solution and content management system, both hosted in the cloud, are delivering numerous benefits. This combined solution is faster, more secure, requires less maintenance, has high availability and is lower in cost than the previous, on-premise solution. A cloud-based archiving capability enables Accenture to optimize system performance by managing data growth more effectively, while adhering to legal and compliance requirements. The SAP data archiving approach optimizes system performance at levels appropriate for Accenture's growing business. The solution is doing so by keeping data that is needed for key business areas readily available online for end users and archiving data that is no longer needed day to day. It also results in faster searches and eliminates exposure to data that is not frequently used. Improved performance in turn improves the user experience for finance functions such as Time & Expense, Controlling, or Order-to-Cash and the financial close as the volume of data to be processed is optimized. By archiving data, Accenture has been able to improve performance and build contingency in its financial close and online transaction processing. In addition, with archiving, the batch cycle processing time reduced by 250 hours. SAP S/4HANA data that is archived and that is no longer active or used on a day-to-day basis is stored onto the content management system, which has enabled Accenture to avoid operational infrastructure costs related to memory and premium storage. Managing the exponential growth of data volumes in today's information-intense world is an ongoing challenge for any organization, including Accenture's. Even as Accenture has continued to grow, our global IT organization can continue to meet the same service level agreements for the business as in the past. Going forward, a cloud-based SAP data archiving approach helps Accenture to keep its single SAP system instance in step with the needs of its constantly evolving business and workforce of more than 500,000 people. "We are leading in the New, supporting growing business needs with faster, better and lower data-retention service costs, and maintaining system capacity with at least three years of headroom." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Infusing AI into pre-close commentary

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/pre-close-commentary ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities 57K+ Anytime access Real-time visibility Better analysis Improved controls Framework Melissa Burgum Ronald Stevens Jill Chiarello Shane Coughlan Eli Lambert Roberto Lombas Finance at Accenture How Accenture does IT Accenture + SAP JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE

ORGANIZED IN THE U.S. USA Our new pre-close variance report with automated variance analysis and commentary delivers a leap in quality, capability and controller productivity For Accenture, like for all businesses, the financial close process is designed to ensure complete and accurate financial statements. An important part of this process involves verifying and analyzing account balances and processing applicable journal entries before closing the period.   This pre-close variance process compares a current period's balances with previous periods: month on month, quarter on quarter, and year on year. The balances from the two periods are compared and verified for reasonableness. Commentary is provided to explain variances between the two periods.   Performing variance analysis enables controllership to ensure large or inconsistent trends in balances are identified, investigated and actioned, if necessary. These explanations are an important part of our internal controls over financial reporting because they help demonstrate the completeness and accuracy of our financial statements.   For many companies, as it was for Accenture, the pre-close variance review process had changed little over time. It was manual, inconsistent, heavy on emails and spreadsheets, and inefficient. Our Finance organization turned to our Global IT organization for a better and modern solution. Our Finance and Global IT teams collaborated with Internal Controls to make the pre-close variance process and reporting digital, automated and intelligent. The vision was to create a single standardized and centralized pre-close variance report that was easily accessible across controllership and provide the ability for controllers to add commentary and document their review. This was the starting point with the intent to add more capabilities over time.   Given Accenture's global size and scope, the project was a succession of progressive, agile development phases over two years: Creation of an online report The first phase was the creation of a digitized, global pre-close variance report with the ability to add variance commentary manually. This report eliminated the need for data downloads from the SAP system into Microsoft Excel, manipulation of data, and multiple iterations of the local download. In key month-end close days, the data refreshed regularly.   This report became the same for global and local controllers, providing relevant views for each user group. Features included internal control validation, dynamic threshold analysis, and the ability to add comments at different levels, such as company code and the general ledger account levels. The commentary framework was designed to allow for future automated analytics.   Addition of automated commentary This phase of development added automated commentary to the pre-close variance report. This capability populates commentary content as a starting point for controllers to validate, and if necessary, revise. The aim is not to replace all manual commentary, but to ultimately produce up to 95% of the content, and to guide users into more informed analysis. The benefit of auto-populating commentary is that it provides an unbiased, high-quality baseline of data. An early alert system was also developed to enable users to act on unexpected items in a timely manner.   Automated commentary models are designed to work for and with the users, providing support by 1) automating the explanation of common and expected behavior in variances; 2) providing data-driven insight regarding general and anomalous patterns; and 3) guiding controllers when exploring large variances and unexpected entries. For example, in the case of an automated comment for travel air fare, the artificial intelligence engine looks at a large number of drivers that would

make up a variance in a particular month's air fare, such as headcount increase, number of working days, holiday periods, airport departure/destination locations, and a comparison with the previous year's monthly numbers, among other factors. Addition of variance insights Our project team then enhanced the pre-close variance report with added capability that provides end users with more insights on variances by enabling them to drill down into the lower-level line item source for a specific variance. This capability eliminates the need for users to leave the report and go into the SAP system to find the cause of a variance or to validate the automated commentary. All needed information is now in one report. Finalization of auto-learning of existing patterns The natural language generation (NLG) engine was continuously enhanced using two years' worth of historical commentary and manual inputs from controllership review. The development team is planning to add new patterns and to enable the engine to continuously auto-learn patterns. The pre-close variance report was rolled out in waves that started with a soft go-live in a small number of Accenture countries to pilot and refine. It is being fully deployed Accenture-wide over the course of 2022. Accenture Controllership's new pre-close variance report with automated commentary has delivered a huge leap in quality, user capabilities and controller productivity. Today, the report is centrally owned and standard across all controllership functions. This leap in capability in automating commentary and infusing it with intelligence not only guides controllers to make more informed decisions, but it also removes a manual, time-consuming activity and frees up their time to spend on other month-end activities. Controllers have an "anytime" view and views in real time along with more user-friendly variance analysis, facilitating fast decision making. Global Controllership gets better-quality reports faster than in the past, providing more time for review and decision making. Automated commentary aids in the explanation of variances. Comments are available to all functions with relevant access. Additionally, post-close internal control is built into the report for the Profit & Loss statement and Balance Sheet, a feature that previously did not exist. The success of this project is contributing to modernizing other parts of the monthly close, such as reconciliations, accruals, prepayments and manual adjustments—all projected to increase controllership effectiveness, efficiency and compliance in a growing and complex organization in an ever-changing regulatory environment. It also paves the way for the rest of Finance and other teams across Accenture to use the technology to generate similar benefits. Highlights of the pre-close variance report with automated commentary include: "We haven't seen any AI like this in pre-close commentary in the controllership space. Our controllers now have more reaction time on random variances and improved internal control sign-off, among other benefits." "We haven't seen any AI like this in pre-close commentary in the controllership space. Our controllers now have more reaction time on random variances and improved internal control sign-off, among other benefits." Estimated controller hours saved in the first 12 months. Controllers have "anytime" access that makes decision making easier and they receive alerts enabling them to act on unexpected items in a timely manner. Controllers also have the ability to edit commentary for all to see in real time. Line-item display helps with investigations; automated commentary guides users into more informed analysis. 737+ company codes and reports are streamlining internal controls sign-off. A report framework

that can be used for a multitude of reports; completely standardized across Controllership. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Fueling an ERP-driven business transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/akzonobel-erp-business-transformation ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Application modernization Supply chain & operations Technology consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA AkzoNobel, a leading global paints and coatings company, operates in many individual regions and markets. As it grew, this led to different ways of working, as well as varying processes and ERP systems. After divesting its Specialty Chemicals business, the company set out to focus on paints and coatings with a global supply chain organization, one way of working and a common ERP backbone. The goal was to enable a simpler, smoother flow of information and work across the business, and enhance visibility across the value chain. AkzoNobel launched PRISM, an extensive transformational program. It would move the company from 43 ERP systems and more than 1,000 applications to one ERP backbone and a harmonized application landscape. "We redefined our system landscape and aligned business processes. Different parts of the organization are on one system with one way of working. This gives us a foundation to operate as one company, with a future-proof business and IT architecture." Working together, AkzoNobel and Accenture defined common paints and coatings process standards and functionalities. Accenture then helped to translate these into a PRISM process template for use in both the paints and coatings business units. The pilot went live in only 10 months, and the global PRISM deployment was completed across eight regions and 30 countries over the next 15 months—an effort that focused on the oldest legacy ERP systems. With the emergence of COVID-19, the last three local deployments had to move to a virtual work model. This significant and sudden shift was a challenge, but the project teams and the local AkzoNobel businesses adjusted quickly. By early 2021, the first of those three deployments was completed and work on the other two was underway. "Aligning with stakeholders and managing change from day one was key. We freed up our best people and carefully selected our partners to build and deploy the PRISM template in record speed." The PRISM program, which is still underway, is supporting AkzoNobel's strategy of operating with precise business processes and driving simplification throughout the organization. The initiative has rolled out global processes, one system landscape and one way of working. This is increasing efficiency and the value that AkzoNobel can provide to customers—and enabling AkzoNobel to operate as one truly global paints and coatings company. In addition, the complex formulation-management and regulatory-compliance

landscape has been harmonized and improved. This is enabling better insights and greater efficiency in the formulation of paints and coatings. It also helps to improve the company's ability to comply with complex regulations. And with a common way of working and unified platform, AkzoNobel can better use its transactional data to create insights that drive its continuous improvement agenda, helping to improve customer service and reduce business and IT costs. "To co-create with AkzoNobel, build a template and deploy it globally in just two years, we leveraged a core team with long running ERP experience. And pivotal to this joint success were the strong capabilities and close partnership of AkzoNobel." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.

=======================

Bringing travel innovation to market with speed

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/interactive/marriott-travel-innovation ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Accenture created an incubator challenge with Marriott and 1776 to discover startups bringing innovation in the hospitality industry. 5-MINUTE READ In today's competitive travel industry, delivering high-quality relevant experiences that connect deeply with customers is essential. Exploring new business models and speed to innovation are also key. As a renowned industry innovator, Marriott International knew a spirit of experimentation and adaptability is essential for finding and nurturing new ideas. But cultivating that kind of free-spirited, adventurous energy can be hard to do on your own, and quickly. As a part of our existing relationship with Marriott, we explored ways to co-innovate scalable solutions and invited start up incubator 1776 to join us. Together, we created a unique program to help Marriott tap into a network of startups to discover new technologies that could identify new opportunities and reinvent their guest experience. The program: The Travel Experience Incubator. We see The Travel Experience Incubator as an opportunity to fuel promising startups focused on game-changing innovation for the industry. Stephanie Linnartz / Global Chief Commercial Officer – Marriott International The program began with a challenge to identify promising startups and their game-changing solutions. Over a 12-week period, a team of experts from Accenture, Marriott, and 1776 guided the diverse group of selected startups as they developed, validated, and tested their pioneering travel and hospitality solutions. Accenture co-created a custom curriculum, facilitated a mentorship program, and provided strategy, technology, and design support. The startup ideas ranged across everything from loyalty programs, to improved booking processes, to VIP experiences, to maximizing local activities during a hotel stay. The culmination of the program: Demo Day, where each startup pitched their solutions, with Marriott selecting the best to take to market. See how Accenture created the Travel Experience Incubator to help Marriott reinvent

their guest experience. With more than 160 applications for the Travel Experience Incubator Challenge, and the best seven selected for the Incubator, Marriott acquired a host of exciting new travel ideas exceptionally quickly. In less than nine months from program kick-off, they took forward six of the seven solutions developed through the Incubator, with the intent to pilot the ideas, bringing Marriott customers new and enhanced experiences in real-world scenarios. One example of this was Marriott's pilot with program finalist Hostmaker. The two companies worked to bring Marriott's exacting standards to the London homeshare market, turning a potential industry threat into an opportunity for growth – and offering customers the best of intimate travel experiences they demand, with the quality that Marriott is known for. It's proof of the power of innovation – and evidence of the essential vitality that relevancy and adaptability brings to a business. Pictured Below: Arne M. Sorenson, President and Chief Executive Officer of Marriott International, Inc., Stephanie Linnartz, Global Chief Commercial Officer at Marriott International, Inc., and Julie Sweet, Chief Executive Officer of Accenture, attend the Travel Experience Incubator Demo Day to judge the final solutions. Each of these [six] pilots and these start-ups had a vision for travel experience that was new, that was different. Julie Sweet / Chair & CEO ©️ 2024 Accenture. All Rights Reserved. =====================

Moving the enterprise to DevSecOps

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/cio-development-security-operations ----- Call for change A valuable difference Meet the team Related capabilities Increased speed from idea to implementation Increased deployment Improved quality Continued security fortification Rich Palumbo Amy Woodson How Accenture does IT DevOps: Shift to continuous delivery JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA To meet Accenture's growing business needs, the company is shifting to a new way of delivering information technology. This internal transformation focuses on optimizing the collaboration between development and operations, while embedding security into the entire process. Development, Security and Operations (DevSecOps) converges application development, security, infrastructure as code, and operations into a continuous, end-to-end, highly automated delivery cycle. Embedding security into the product development life cycle helps protect the business while maintaining speed and assisting to eliminate friction. Our global IT organization is in the process of merging application development, security, infrastructure as code, and operations into a continuous, end-to-end, highly automated delivery cycle. This move may enable more agility, higher quality, continued security and more time spent on innovation through a culture, people, process and technology model. The move to DevSecOps is a transformation journey being undertaken in phases. The aim is to replace administrative efforts in delivery and operations, allowing teams to be more agile and engage in more interesting design and solution work within Accenture. For Accenture's

global IT teams, this is the next phase of building on prior phases of maturing development, operations and automation capabilities. The early stages of shifting to DevSecOps involve defining the vision and laying the road map of moving development, security and operations capabilities into the New. Global IT's vision of DevSecOps is to provide a consumable, seamless, automated process that ensures compliant delivery within Accenture guidelines. To help deliver more capability to the business more quickly, global IT has taken three main steps: Adopting DevSecOps principles, models and practices is transforming how Accenture's global IT organization delivers and operates and is fostering a culture of innovation and ownership. As we progressively adopt DevSecOps, our teams are able to address the needs of the business faster and with more flexibility while maintaining stable operations and helping keep the enterprise secure. The delivery and maintenance of global IT's DevSecOps capabilities are being transformed through processes, tools and a significant cultural change. Teams are transitioning from siloed development and formal hand-offs of code to operations to transitioning to be service-oriented, involving having accountability for end-to-end delivery of a service. This new model is often described as a "you build it, you run it" and "I own the service end to end, it's my business" type of approach. Teams are also overlapping with global IT's cloud teams as a natural DevSecOps evolution. To become a new way of delivering IT solutions within the enterprise, DevSecOps relies on two principles: 1) Agile delivery, which allows teams and organizations to run hypothesis-driven development before investing large amounts of time and money; and 2) Extreme automation, which directly enables the agility and quality goals of the vision by replacing administrative and manual work. As our global IT teams progressively build on these principles, this foundation creates a model where new capability is brokered as a service rather than planned and delivered in legacy form. DevSecOps is an enabler that helps deliver automation, repeatability, agility, security and speed across the entire life cycle, and our global IT organization is aiming to perform DevSecOps at Accenture's complexity and scale–in contrast to how it typically is performed at small scale. Over the next several years, our teams will continue to focus on significantly shifting performance in the key areas of agility, quality and culture. Projected shifts include increasing the number of deployments per day, further decreasing the change failure rate and enabling teams with end-to-end autonomy. These shifts in performance and culture may lead to the goal of transforming the delivery of global IT's DevSecOps capabilities to drive increased value for Accenture resulting in faster delivery, improved quality and more innovation. Some anticipated value outcomes include: "DevSecOps helps us take an idea to production quickly. For example, Accenture collaboratively designed, created and delivered the People + Work Connect employer-to-employer platform in just 14 days, thus helping to keep people employed during the COVID-19 crisis." Agile delivery helps teams and organizations to accelerate lead time from idea to implementation from months to days. The number of production deployments per day is projected to increase from under 100 to more than 1,000 over five years. Quality is improving as measured by a decrease in change failure rate and in decreased time to recover from fewer failures. Security risk posture continues to be enhanced and automated prevention measures implemented. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit

Building the future of finance

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ utilities/building-future-finance ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case Study EDF deployed SAP Central Finance to streamline financial processes, enable integrations, modernize capabilities and enhance closing process agility. 5-minute read As a global leader in low-carbon energy, EDF covers every sector of expertise in the Utilities industry. EDF's Corporate Functions and Corporate Finance departments needed to contribute to EDF's overall transformation and help improve efficiencies, reduce costs and provide better value to business entities. Meanwhile, EDF needed to overhaul its Corporate Finance IT platform, which had been built in the early 2000s. EDF launched a core financial transformation program that would update its SAP® platform, implement a new finance system and provide users with key features and capabilities. EDF also took aim at streamlining overall processes between shared services, business entities and corporate finance. EDF and Accenture collaborated to carry out a deep modernization of EDF's core finance solution. This included the implementation of SAP S/4 Central Finance® and the adoption of SAP Business Process Consolidation®. Working together, EDF and Accenture: Implemented a new SAP S/4HANA platform To allow for better integration between shared services centers and corporate finance entities through a Central Finance system. Decommissioned legacy systems To help EDF address the obsolescence of older systems while meeting business needs from both a flexibility and coverage standpoint. Provided full, real-time capabilities To assist EDF employees from initial posting in source systems to statutory consolidation. Implemented new management framework rules To comply with new objectives and ensure an ad-hoc steering ability. The project involved the migration of five SAP source systems and 1.5 billion documents for the initial load and is one of the biggest Central Finance implementations to date. This transformation has enabled the optimization of the close process, improved audit trails, and increased accountability, control, and analysis of financial data. Finance users have real-time capabilities from initial posting in source systems to statutory consolidation. For EDF's people, the real benefits lie in greater consistency, availability and sharing of data. Users have a single view through the new tool which lets them solve problems quickly and proactively. Employees can now decrease closing timelines and enhance accuracy, better manage closing simulations and even handle consolidations in real time. EDF's finance function is now more nimble in its ability to provide business value. This function can also better take into account business model evolutions. It can help manage potential M&A activity. And it can ensure best-in-class financial compliance as well as reliable and accurate publications that deliver timely financial communications to stakeholders. © 2024 Accenture. All Rights Reserved. =====================

Finding the secret sauce for smarter selling

Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY A mobility and delivery platform unlocks over $85 million in revenue with a fresh mix of sales talent and data-driven insights 7-MINUTE READ Food delivery has grown into a multibillion dollar global market—and one player was keen to take a big bite. Already a leading player, this company wanted to solidify its position with a sharper strategy for selling to net new and existing small and midsize businesses (SMBs), including restaurants, grocery, and convenience stores. But winning and retaining customers in a fast-moving market was proving to be a challenge. The company also recognized room for improvement further down the pipeline. A one-size-fits-all approach to onboarding and support was hindering platform consumption. It needed to shape a more intuitive and individualized user experience to improve retention and empower customers to get the most out of its platform. Determined to seize a bigger slice of the SMB market, this mobility and delivery platform company turned to Accenture to transform full cycle sales. Ready for a fresh approach, the mobility and delivery platform turned to Accenture Digital Inside Sales to help elevate its full cycle sales model. It started small, with a pilot program in outbound sales: Accenture introduced a lean team with proven experience in the SMB space, helping the business focus on making the right conversations with the right targets at the right cadence to close more deals faster. Within a month, Accenture was already making a clear difference, helping the business drive better decisions and increase conversion. Encouraged by these early results, the company ramped up its efforts, growing the team and establishing a new onboarding front office. Soon after, the company engaged Accenture to support its inbound operations. Once again, the Accenture team delivered at speed and scale. Accenture introduced innovative technology, powered by data and insights, to improve performance across the end-to-end customer lifecycle, including OneGlass, part of the SynOps platform. Deployed on top of the company's CRM system, sellers can access rich customer insights from a single interface that manages key sales functions and workflows, to target customers more effectively. The company also improved the onboarding process for new customers with proactive support, including a white glove service for high-value accounts. By using SynOps, the company can experiment and pilot new programs including new menu templates, restaurant concepts, and food licensing requirements. The logistics technology company has transformed sales operations into a formidable engine of growth. An enhanced user experience and stronger support are helping secure platform adoption and strengthen customer retention. The company has also improved visibility into KPIs and established clearer targets for all sales agents—giving sellers newfound ownership of and accountability for their results. This is shaping a culture that motivates people to perform at their best, allowing individual sellers to advance in their roles and unlocking greater revenues for the company as a whole. With Accenture support in incubating new concepts

and programs, the company has also gained the freedom to innovate at less risk and cost. This keeps it at the leading edge of market innovation, delivering a valuable advantage over competitors - all while helping small businesses to reach a whole new world of customers. 50,000 new merchants onboarded onto the company's platform. $85M generated in revenue and growing. 25% reduction in onboarding cycle times, enabling customers to get up and running faster. 90% of sales KPIs being met and exceeded by the workforce.
========================

Powering procurement with prediction + automation

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Driving an intelligent enterprise CIO 24/7 Podcast: General Ledger Recommender Solution Accuracy and efficiency Improved procurement experience Eli Lambert Tricia Miller Stephen Redmond How Accenture does IT Accenture + SAP Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is an intelligent enterprise that applies artificial intelligence (AI) technologies and embeds analytics into our operations. Our CIO Applied Intelligence organization collaborates with Accenture business stakeholders to drive new, innovative capabilities and use case-based intelligent products to bring greater insights to Accenture's businesses. With 721,000 employees around the world, Accenture purchases a high volume of goods and services, amounting to nearly 200,000 purchase orders annually. Our global procurement organization, Procurement Plus, uses SAP Ariba's Guided Buying capability on SAP Ariba Buying and Invoicing Software-as-a-Service (SaaS) to optimize spend totaling more than $4.5 billion dollars every year. Internally, Accenture branded the SAP Ariba product to Accenture BuyNow. Accenture also processes 1.1 million invoices annually through our accounts payable function. We realized that buyers of Accenture goods and services were less familiar with the downstream accounting of their purchases, and that this was creating friction and driving inefficiency and cost into the process. There was an opportunity to improve efficiency in purchase requisitioning and non-purchase order invoice processing by using predictive analytics and automating the recommendation of general ledger accounts to buyers at the point of purchase. Predictive analytics, embedded as AI, and automation better prepare buyers who are less familiar with accounting to be more accurate with their purchases and significantly streamlined downstream accounts payable accuracy, time and cost. The challenge: To create an artificial intelligence model using predictive analytics that provides general ledger recommendations for goods or services being purchased, improving subsequent accounts payable accuracy and efficiency and enhancing the procurement experience for Accenture. The starting point for the development of our General Ledger Recommendations began with the

artificial intelligence model we connected to Accenture's BuyNow procurement solution and our SAP S/4HANA® accounts payable solution. Accenture Procurement Plus worked with CIO Applied Intelligence to develop the solution for both purchase order-based and non-purchase order-based spend. For purchase order-based buys, BuyNow needed to improve the assignment of general ledger accounts at the point of purchase requisition. For non-purchase order-based buys, Accenture needed to improve the assignment of general ledger accounts within the accounts payable process. Both situations were manual, time consuming and prone to error. To increase accuracy and efficiency, Accenture Procurement Plus and CIO Applied Intelligence designed an artificial intelligence model to recommend the best account from more than 5,000 available general ledger accounts. Drawing from the accounting on historical purchases and invoices, the model recommends the general ledger accounts for new buys at the point of entry. The solution was directly embedded into the Accenture BuyNow platform experience. From a technology perspective, CIO Applied Intelligence approached the problem as one of classification. First gathering historical purchase and accounts payable activity, the team ingested the data into Accenture's data lake. The team then used the data to build and train a General Ledger Recommendation model with an AI machine learning algorithm. Using the patterns created on the historical data, the model was also able to make a predictive recommendation of a general ledger for a purchase. Once the model was trained, the team embedded the solution into both the Accenture SAP S/4HANA accounts payable process for non-purchase order-based buys and the BuyNow procurement process for purchase order-based buys. The model continues to learn and retrain itself to increase its accuracy in making classifications for new goods and services buys. AI is helping Accenture to move to a new generation of business process intelligence. Analytics products like these are advancing Accenture's transformation journey to becoming an enterprise that is automated, intelligent and insight-driven. CIO Applied Intelligence continually drives innovation and applies predictive models, AI and machine learning to products to bring greater insights to the business. Within CIO Applied Intelligence is the Studio, the research and development organization of data scientists, user experience experts and software engineers that experiments and builds advanced analytics solutions. It operates with a culture of creative agility, following emerging technology market trends, prototyping new analytics concepts and working with a fail-fast culture. A thriving analytics ecosphere is promoting winning ideas. Analytics products are advancing Accenture's transformation journey to becoming an enterprise that is automated, intelligent and insight-driven. Accenture envisions this future digital-insight culture as one that delivers new value in many ways. Accenture's reporting landscape will become simplified as more clarity on what to use is gained. There will be broader insights into business performance as all business dimensions will be supported with digital insights—anywhere. By integrating seamlessly with Accenture's BuyNow and SAP S/4HANA solutions to recommend general ledger accounts for purchase order-based and non-purchase order-based buys, the General Ledger Recommendation solution is projected to deliver significant business value including: Annual savings through decreased accounting staff review and error correction during downstream accounts payable processing. For buyers of Accenture's multi-billion annual spend on

goods and services and the ongoing optimization of that spend by our Procurement Plus team. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ======================

Driving the accessibility advantage at Accenture

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/driving-accessibility-advantage ----- A valuable difference Meet the team Call for change When tech meets human ingenuity Software development Ongoing operations Content creation and consumption Procuring for accessibility Melissa Summers Lisa Bertolin Related capabilities How Accenture does IT Corporate Services & Sustainability JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture is driving technology accessibility in the workplace to support our people with disabilities across the globe. Businesses that will thrive in the economy of tomorrow recognize that meeting the needs of diverse populations is key to their business model today. But an often-under-recognized group is those with disabilities. In fact, providing increased access to technologies that meet the needs of persons with disabilities lays the foundation for inclusive work cultures that enable these employees to thrive—presenting a tremendous opportunity. Accenture believes that enterprises have a powerful role to play in ensuring technology helps bridge the divide for people with disabilities. Our Global IT Accessibility practice is designing a work experience to help all employees feel that they belong, personally and professionally, and contribute to a culture of equality. A major component of this effort is creating accessibility in the workplace that removes barriers for persons with disabilities—both hidden and visible, so they can succeed. To address accessibility company-wide, a team within our Global IT organization in collaboration with other Accenture teams is carrying out a program to have all of Accenture people's interactions with software, devices and services be compliant with globally defined accessibility standards. The approach is holistic—spanning environmental, technological, and behavioral aspects in the workplace to address any permanent, temporary and situational circumstance. Accenture formalized a Global IT Accessibility practice and defined an accessibility program charter, created a virtual Accessibility Center of Excellence and mapped out a multi-year plan of initiatives.   Where we started Initially, our IT program team faced the challenge of determining how to drive technology adjustments to make all interactions with Accenture's technology accessible (according to Web Content Accessibility Guidelines1 [WCAG] 2.1 AA) and generally striving to improve each employee's digital user experience. We started with gaining an understanding of the scope of the technology involved. We also conducted a survey among Accenture's disability champions to help uncover technology usage pain points.   From there, our team defined an accessibility program charter, established a virtual accessibility center of excellence and mapped

out a multi-year plan defining key initiatives to remediate our technology to be more inclusive. We prioritized high-use, high-impact applications. To better enable behavioral change, our team collaborated with Accenture Interactive and its Fjord arm to leverage their inclusive, human-centered design capabilities in shaping solutions. The knowledge and range of disciplines we gained and continue to gain are captured in our Accessibility Center of Excellence that is expanding in people, activities, services and idea generation.   1A series of guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet. "We are removing barriers in technology to make all of our employees, regardless of their ability, more productive." "We are removing barriers in technology to make all of our employees, regardless of their ability, more productive." Where we are We proactively infuse accessibility up front in the technology development and design journey. We're doing this by establishing accessibility steps among software developers and applying the same disciplines as for code issues, security or other performance standards. This required us to provide training courses to educate developers on what they need to understand, test and evaluate as they work with UI developers and develop code. Agile design reviews are conducted to identify problem areas before development. We continue to transition legacy applications and tools to more accessible design and functionality. As software, web pages and systems are made accessible, we use ongoing automated monitoring scans and mandated checks to keep them that way. We're also working across the ecosystem, with partners and vendors, to increase accessibility inside and outside the company. A key partner relationship is with Microsoft. Accenture runs on Office 365 productivity services that include a wealth of built-in accessibility features. Our collaboration with Microsoft involves providing ideas to increase accessibility of Microsoft products, implementing early versions of accessibility features and sending feedback on the implementations. As part of this partner relationship, team members from both our organizations are exploring the development of new ways to create content with little or no effort using the Microsoft artificial intelligence platform so that Microsoft Office 365 content is accessible by default. We are also piloting a document accessibility scanner for Accenture's extensive Knowledge Exchange repository, pre-release testing for accessibility functionalities and involvement on the Microsoft Inclusive Workplace Council. This council meets quarterly and focuses on how to move assistive technology capabilities, such as voice input, forward. In terms of content, Accenture is also addressing web-based and audio media in the form of videos, webcasts and live broadcasts. A great deal of this media includes learning assets. For new video and broadcast media content created, Accenture has implemented closed captioning by default and real-time closed captioning for live events. Our team is now working backward to make high-usage previously recorded content captioned. With vendors, Accenture has incorporated accessibility requirements into master service agreements, request for proposals and contracts. We are also working with vendors to uplift their accessibility capabilities. This collaboration can take the form of testing and recommending product accessibility refinement. Through our partner relationship with Microsoft, we are increasing supplier awareness through a joint training platform. Enabling technology accessibility at Accenture A passionate, dedicated team comprised of a

diverse group of approximately 30 individuals Accenture-wide, including a high number of employees with disabilities, make up Accenture's Accessibility Center of Excellence. Individuals on the team collaborate on design concepts, partner with Accenture application teams and vendors, and test for inclusive user experience, among other activities. They also join around 100 of our employees to represent Accenture in the Microsoft Insider Office program to serve as providers of feedback on new functionalities. People and culture Meet Sergio, Beatriz and Jonathan. They are change makers opening doors and shedding light on what it feels like to work in an inclusive, accessible and barrier-free environment. And they are part of Accenture's Accessibility Center of Excellence team, ensuring that people with all abilities have equal opportunities. Read the blog. Where we are headed Going forward, we want to embed accessibility forethought into everyday technology and content design. We plan to use artificial intelligence and advanced technologies to enable seamless navigation for employees. Main focus areas of Accenture's accessibility journey: As a company applying the "New" now, Accenture is convinced accessibility benefits everyone in the organization—not only those with disabilities. With our Global IT accessibility program, we are making progress in making all of Accenture people's interactions with software, devices and services compliant with globally defined accessibility standards. We are also making progress in educating of our Global IT organization to build accessibility into interactions from the start—for both application and content development. Accenture's aspirations are to become the industry role model for accessibility and the leading company in the accessibility ecosystem, drawing on our own achievements. Companies and organizations look to us to learn from our success and follow our example, learn how to start their own accessibility journeys and make use of our best practices. Highlights of our accessibility program achievements include: 65 Number of internal websites expected to be WCAG 2.1 AA compliant by completion of year 3. 1000 Approximate number of Accenture developers trained on accessibility over three years. 100% New Accenture video and broadcast content automatically captioned. 1 A virtual Accessibility Center of Excellence established, consisting of people, knowledge, disciplines, services and idea generation. 100 Received Disability Equality Index (US) perfect 100 out of 100 score for 2017, 2018 and 2019. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Blockchain for contracts

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/blockchain-contracts-harnessing-new-technology ----- Call for change When tech meets human ingenuity A valuable difference MEET OUR LEADER Current Country: United States CASE STUDY Harnessing new technology for digital contracting 5-MINUTE READ Blockchain has the potential to fundamentally change the way organizations do business, providing new infrastructure on which the next generation of streamlined business

applications will be built. But it is also a technology with much hype that is not well understood. One simple way to define it is: Blockchain is a new type of database system that maintains and records data in a way that allows multiple stakeholders to confidently and securely share access to the same data and information. The promise and implications of this technology are so profound, it could revolutionize business practices as we know them. Financial institutions could settle securities in minutes instead of days. Manufacturers could track the origin and movements of inventory across a supply chain. Businesses could also manage commercial contracts, making them digital, shared and tamper-evident—a use case Accenture has developed and put into production, with a path toward further enabling smarter contracts. Accenture and the companies it engages with go through extensive efforts in finalizing contracts for services and managing them over the contract lifetime. The situation is similar for many companies and organizations that transact with other parties. The process is one that involves many people, steps and revisions, and lends itself to blockchain for its enablement of full transparency—all parties to a transaction will share the same view of data and information that has been agreed and time-stamped as it is added to the ledger. Curious about the potential of blockchain, our global IT organization developed the idea to take existing paper contracts between Accenture and our clients and put them on a shared blockchain database that every party can use to securely view contracts, revise and accept changes, all captured on a blockchain ledger. We worked with other Accenture specialists, including legal, to prove out the idea, develop the platform, test and ultimately deploy a new product—Accenture Blockchain for Contracts. Built on R3 Corda technology and hosted through Microsoft Azure, Accenture Blockchain for Contracts provides a new way to draft and sign contracts with low friction, high efficiency and encrypted data. How it works Accenture Blockchain for Contracts takes existing paper contracts and puts them on a shared blockchain database that every designated party can use to securely view contracts, revise and accept changes, all captured on the blockchain ledger. The blockchain is an incorruptible digital ledger that can be programmed to record virtually every transaction with shared transparency. Every step of the contracting process generates notifications and alerts to all parties involved and produces a shared ledger of all activity. The result is definitive contracts, stored electronically in one location accessible by only the parties with access, and with clearly recorded versions and activity. We developed a leading-edge, front-end consumer-friendly experience for Blockchain for Contracts as well as the back-end technology and platform. Once parties using the product establish a connection through each hosting a network node, each party can manage their contract actions on the front-end and trust that they are all working off the same version. This is possible because blockchain technology supports the platform's back end, which acts as a single source of truth. High level of security We designed the platform to provide a high level of security through encryption and restricted data sharing while allowing for complete transparency. The solution enables every party to always have access to a live contract and every revision of the contract is recorded, creating a tamper-evident audit trail. This is accomplished by capturing and storing unique hash codes of the documents and transactions on the blockchain. Hash codes are the unique sequences of characters that identify one contract version from another. Streamlined

processes Our solution approach enables contracts to be proposed, revised and executed all within the platform. The tools and capabilities were developed to be included within the web application. Contract drafting, rule-based agreements, digital signatures, software entitlements and automatic remittance can all be executed via the blockchain platform. Moreover, two or more parties can share and collaborate on a contract in real time and see each other's edits as they are being made in that one document, even if they are countries apart. The process is seamless, connected, experience focused, and provides a single version of the truth for both parties to share. The peer-to-peer implementation of the platform makes sure that changes will only be committed if all contracting parties agree to them. Tamper-evident Unique to Accenture Blockchain for Contracts is that it provides a true, tamper-evident, shared version of a contract, from beginning to end, all in one place. The technology generates a systematic, untampered audit trail of the history of any action taking place in a document, which can be viewed in a history tree, providing a more superior history and audit trail than anything else that currently exists. Accenture Blockchain for Contracts is the next generation of contract management technology. The digitization of paper-based contracts onto the blockchain holds the potential to revolutionize the way contracts are prepared, transacted, amended, stored and complied with. It is offered as a software-as-a-service (SaaS)-like service and supports a wide range of business-to-business contract management needs. Blockchain for Contracts holds the potential to create value for organizations by having a single repository for contracts that indisputably houses latest, agreed-upon versions. This repository may: Improve speed and efficiency Puts the contracting process in one place, seamlessly Improve visibility Places contracts on a shared blockchain database that every designated party can securely view, revise and accept changes Work with single source of data Enables multiple parties to share access to the same data with an extremely high level of confidence and security Eliminate reconciliation efforts and disputes Designees of a contract agree and sign the same version of a document in a "vault" that cannot be altered. Reduce environmental waste Eliminates the need for physical storage space by being digital Shane Marshall Managing Director – Global IT, Client & Market Technology © 2024 Accenture. All Rights Reserved.
=====================

Bluecrest Capital: Platform integration

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/bluecrest-platform-integration ----- Challenge Strategy and solution Transformation Related capabilities Capital Markets Trading platforms JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Targeted upgrades following an assessment of Bluecrest's Calypso trading platform boosted throughput by 800 percent. Formicary, now part of Accenture, provided an initial assessment of Bluecrest Capital's Calypso trading platform, and found upgrades to improve speed and efficiency. BlueCrest Capital decided to upgrade its

trading technology with a health check on its Calypso trading platform and third party trade feed. The consultancy scope included high level reviews of the Calypso engines and servers, Java Virtual Machine configuration, Oracle database, Calypso hotfixes, custom code and interfaces with external systems. The review was conducted over a two-week period with an on-site team of senior Calypso system engineers and business analysts who developed and put in place an integrated system that upgraded the existing trade feed and added value to Bluecrest's Calypso platform. As well as integrating and distributing trades booked in the front office between disparate systems, the solution brings new levels of speed and precision to BlueCrest in the process. "We were impressed with Formicary's honest and pragmatic approach. The company offers the right mix of business consultancy services and technical expertise and we were confident that Formicary could execute the health check successfully." "We were impressed with Formicary's honest and pragmatic approach. The company offers the right mix of business consultancy services and technical expertise and we were confident that Formicary could execute the health check successfully." The high performance tradefeed solution enhanced trade throughput at BlueCrest by up to 800 percent. The scalability of the system also allowed BlueCrest to subsequently upgrade its Calypso platform to version 13 with minimal impact on the business. This enables BlueCrest to capitalize and manage the complexities of the new OTC derivatives marketplace and address new front office, operating and connectivity issues while managing margin compressions and capital costs across business lines. We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Innovative trading operating models leveraging our Murex, Calypso and Finastra capabilities. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

BNP Paribas: Improving client onboarding process

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ capital-markets/bnp-paribas-onboarding ----- Challenge Strategy and solution Transformation Related capabilities Capital markets Trading JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helped BNP Paribas improve its global client onboarding process. BNP Paribas is a leader in global banking and financial services. Present across Europe through all its business lines, the group has four domestic retail banking markets: France, Italy, Belgium and Luxembourg. It also has one of the largest international networks, with operations in more than 80 countries and 204,600 employees. To achieve its goal of becoming a top-five investment bank, BNP Paribas recognized that it would need to overhaul its capital markets division's client onboarding process. The existing process was highly siloed—legal, risk, front-office and due diligence teams did not have a view of what the others were doing, and thus no one had an overall view of the existing end-to-end process. As a result, onboarding was too

cumbersome and many clients were unable or unwilling to complete it. This interfered with the bank's ambitious growth objectives. BNP Paribas needed to streamline the way it onboarded new clients by looking at the process from end-to-end and identifying key issues related to people, processes and technology. To achieve this, the bank turned to Accenture. Accenture gathered functional data in London, Paris, Hong Kong and the United States to understand the bank's current-state processes and systems—departmental interactions, wait times, work capacity and throughput volumes were all documented. The team used a diagnostic tool that incorporated knowledge accumulated over more than a decade of project experience to assess the maturity of the bank's capabilities against industry standards. Accenture created an interactive process-analysis tool that allowed users to visualize the existing situation by navigating process flows and procedure-level data. Based on its assessment, Accenture prioritized key issues and identified opportunities for change—opportunities that represented hundreds of millions of Euros in revenue lift. BNP Paribas is scaling several of Accenture's recommendations and implementing them globally across the organization. Once these strategies are implemented, information will be shared more effectively across the organization, providing more visibility to the client and the bank. BNP Paribas can expect: These more efficient processes will help BNP Paribas bring in new clients, moving them closer to achieving their growth objectives and improving an already solid reputation in the marketplace. We help investment banks, asset and wealth managers, and exchanges prepare for the digital future. Helping clients run and transform their front, middle and back-office trading operations. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Closing the procurement function loop

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/closing-procurement-loop ----- Call for change A valuable difference Meet the team Related capabilities Podcast: Driving value with closed loop spend management Binny Mathews Tricia Miller Marius Weigert Corporate Services & Sustainability How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Several years ago, Accenture recognized the need to reimagine our procurement function. We saw that the future was less about managing transactions and tactical spend and more about driving real value—value that impacts Accenture's bottom line. Our procurement organization saw that value could be gained from influencing and supporting the growth of Accenture's business, delivering on a sustainability agenda and managing risk through third-party relationships. As a result, we decided to take the standard procurement buy-supply-and-pay process and standardize, simplify and automate it so that our procurement team could focus on strategic value-add activities. In the process, we seized the opportunity to drive

innovation through closed-loop spend management (CLSM). CLSM is a new, data-driven operating model for managing the source-to-pay life cycle that targets indirect and direct costs for meaningful and sustained transformation. "Our transformation has evolved the supply chain into a value chain, providing us opportunities to forge business relationships that drive material CLSM projects, invest in our 360 relationships and focus on sustainable and responsible buying." Accenture's approach to CLSM centers on how to manage third-party spend that: The key to CLSM is its ability to bring together procurement, finance and the business to collaboratively agree, speak the same language and make insight-based decisions around the full range of potential opportunities. Doing so "closes the loop" with planning and budgeting activities. It effectively helps make everyone in the business a part of procurement, so that all value opportunities are captured and maximized. At the same time, it helps transform procurement itself to make the organization more efficient, data driven and strategic. CLSM is a comprehensive approach that can assist in cost reduction that is unfamiliar to most companies—it covers every type of spend across the enterprise, not just certain categories. It's extensive—it goes beyond pure dollars and cents to cover value that doesn't show up on the profit and loss sheet (for example, cost avoidance and consumption). And it's durable—it fosters a cultural and behavioral change so CLSM simply becomes the way a company does business, enabling benefits to continue to accrue over time. Making our vision a reality These types of change required our procurement team to deploy a new organizational structure, operating model, technologies and processes. We began the transformation to enable CLSM with the development of a new operating model in 2017 and 2018 and a clear vision of where we wanted to go. We developed this model with the intent to shape the functionality along four dimensions: Here are some of the actions that helped to make CLSM a success: Assigning the right team The strategic decision to create a senior team dedicated to strengthening relationships with the business and our suppliers was innovative in the marketplace. It took time to find a team with the right mix of knowing Accenture's business coupled with knowing the power of procurement. Once the team was in place, we were able to quickly gain credibility and trust with our internal business partners. This opened the door for us to work with our business partners to implement closed-loop spend management. Transforming the procurement strategy We assessed and created a strategy that minimizes supply-side disruption and social and environmental risk. Our people were already well versed in minimizing disruption and embedding Supplier Inclusion and Sustainability (SI&S) into all the decisions we make. Our 360-degree partnership approach enabled procurement and teams from various Accenture business areas to build relationships and collaborate on achieving new forms of value. Developing new ways of working This step focused on accelerating and amplifying value by improving and/or operating the functions of sourcing and category management and procure-to-pay processes. We created the strategy to implement the digital solutions, data and analytics that streamline and automate processes, enable faster and better business decisions and improve the customer experience. With the basics taken care of, we were able to focus our time and effort on the value-add side of procurement, which not only includes CLSM but also includes things like managing Accenture's Flexible Workforce offering. Specifically, we: "We created the capacity to add value through offerings like CLSM by

standardizing, streamlining and automating our foundational offerings like sourcing, contracting, and buying." "We created the capacity to add value through offerings like CLSM by standardizing, streamlining and automating our foundational offerings like sourcing, contracting, and buying." Moving to Zero-Based Spend (ZBS)   A zero-based approach reimagines a company's cost base, not from what it was or is today, but what it should be if the company were to start from scratch. It then uses the resultant savings to fund investments in innovation, distinctive capabilities and specific activities that drive growth. In our case, we focused on enabling visibility, value targeting and budgeting. We used leading-edge AI and analytics tools to establish forensic visibility into all third-party spend, identify cost optimization opportunities and lock those opportunities for reinvestment into the budget. In one effort, we delivered US$80M of working capital benefit to Accenture by optimizing payment timing, among other levers. Establishing controls and monitoring systems We initiated regular monitoring and accountability to confirm durability and visibility of opportunities. Specifically, we: Across all these areas, our team embedded responsible business practices, such as carbon footprint analysis, renewable energy strategies and supplier performance on inclusion and diversity and human rights. Furthermore, additional investments in responsible-sourcing tools enable us to visualize a supplier's current sustainability performance versus peers to illustrate how certain initiatives can improve how we influence sustainability and identify sustainability-specific interventions, such as required emissions reduction to improve their performance. The transformation of our procurement model enabled us to deliver CLSM programs. We've put the right organization and technologies in place to enable spend management while also being responsible. With the fundamentals established, we could focus on where we could add value to Accenture through initiatives such as CLSM. While much of the savings we've identified have been reinvested by the business, procurement has also been able to invest in projects, such as contractor tenure reporting and automatic termination. In parallel to our CLSM activities, the team has been hard at work regarding our sustainability goals. We are purchasing the renewable energy required to achieve Accenture's net-zero emissions goal by 2025. Accenture will make actual reductions in emissions by powering offices with 100% renewable energy, engaging key suppliers to reduce their emissions and equipping Accenture's people to make climate-smart travel decisions. And we are building a sustainable procurement hub that is a true supplier marketplace, enabling a trusted expandable, modular solution with sustainability dashboards. Accenture's procurement organization, now called Procurement Plus, is constantly evolving and looking for opportunities to forge relationships within the company to deliver value above and beyond what would be expected of traditional procurement. This is how Procurement Plus earns the "Plus" in its name. Our CLSM programs have helped realized the following for Accenture: "The execution of CLSM programs goes beyond identifying savings opportunities and putting a dollar value on them. True CLSM is about constantly challenging the status quo, collectively identifying optimization opportunities and working toward overarching business objectives—not procurement objectives." US$16M North America contractor optimizations: US$16M controllable income improvements were achieved to help fund investments needed for growth initiatives. US$30M An operational efficiency program targeting internal

contractor spend helped product US$30M in cost reductions and a 27% reduction in contractor headcount. US$36M Applying ZBS for North America Accenture Operations identified US$36M in savings that was reinvested for growth or released from budgets. US$80M Procurement delivered US$80M of working capital when the pandemic set in to materially contribute to Accenture's profitability. These teams are enabling innovation, growth and business continuity for Accenture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

A future-ready app for world-class travel

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/ihg-future-ready-app ----- Call for change IHG Wins 3 Webby Awards When tech meets human ingenuity A new kind of app for a new kind of traveler A valuable difference More case studies Making room for mobile Shared delivery, expert support Making modern travel exceptional Telkom Yep! Minna Bank REVEL Moments Current Country: United States CASE STUDY In a world where we use our phones for almost everything, travel plans often start from the palms of our hands. 5-MINUTE READ In this mobile-first era, IHG Hotels & Resorts—with 17 diverse brands and more than 6,000 hotels around the world—knew an elevated app experience was the best way to connect with and inspire loyalty from both current and next-gen travelers. IHG's app is its primary digital interface for interacting with and taking care of guests—and where the hotel-guest relationship often starts. For this reason, IHG needed a refreshed mobile experience to compete with the expectations set by today's tech-first world. Additionally, IHG needed to build this new mobile experience around two priority user groups: As travel started to pick up in 2021, there was an urgency to get to market quickly with both the new loyalty experience and the redesigned app, and it was a massive undertaking. IHG couldn't just reskin its current app—outdated infrastructure would produce exponential tech debt and complexity down the road. Plus, the new app needed to work with both iOS and Android, be translated into 18 languages and work across IHG's 17 global brands and 6,000+ hotels. IHG One Rewards mobile app won 3 categories at annual Webby Awards 2024, including People's Choice Webby Award for Best User Experience and People's Choice and Judge's Selection for Best Travel App. IHG tapped long-time partner Accenture to help, and the team worked side-by-side to envision and deliver a new app. With access to Accenture's insights and intelligence around emerging trends and market demands, IHG was able to dream up new ideas and broaden the horizons of possibility. A foundational component of the partnership was the flexible delivery model, or digital "factory"—a streamlined framework for creating and delivering digital products. The factory makes previously complicated development and delivery processes predictable, repeatable and reliable at scale, across IHG's global properties. It allows the hotel group to bring new, innovative app features and experiences—like additional payment methods (WeChat

Pay in China, for example) or digital check-in—to life faster. The agility of scalable production allows IHG to ramp the factory up or down depending on business cycles or other strategic priorities, to launch multiple upgrades at the same time and to tap key specialized talent when needed. To that end, the model provides IHG with the back-end capabilities and a dedicated delivery team to create state-of-the-art app architecture and analytics. IHG is no longer limited to small groups of highly specialized resources—more people understand how to build and support this important digital asset, reducing risk and maximizing efficiency. The new app was launched with an extensive beta process to ensure there was no impact to booking flow and functionality, and to gather valuable feedback before the full launch. The team released the app to an increasing pool of testers, starting with 12 users close to the program and eventually releasing to thousands of IHG employees and hotel owners, key partners and corporate customers globally. This process improved reliability and allowed the team to quickly address rare error combinations well before the actual launch. Finally, the app was launched in phases, which allowed the team to pause and learn from feedback. By late May 2022, IHG fully launched the new IHG One Rewards App at its Americas Owners Conference In Las Vegas. With traveler behaviors and expectations changing rapidly, IHG knew they needed to change with them. The new IHG One Rewards app offers more flexibility and customization for guests on the go. The new app is sleek and seamless, providing an end-to-end personalized experience for booking, check-in, IHG One Rewards Loyalty Program benefit management and communication across all 17 brands. It also supports expanded property attributes and pricing offerings, with increased merchandising opportunities for hotels. Leveraging the digital factory, IHG improved the experience for customers with features like personalized home screens, sticky navigation and "add to wallet" functionality for reservations.   The app is the most efficient place for IHG One Rewards members to manage stays and track progress toward the newly launched Milestone Rewards—a program full of perks based on extensive research into what guests really want. Inside the app, travelers can find an account dashboard to track points and milestones, a chat-based digital concierge and the ability to add the IHG One Rewards card to their Apple or Google wallet, to name a few attributes. Already, the app is seeing exceptional results—a key contributor to IHG's growth and ongoing success. As of September 2022—compared to pre-pandemic metrics—revenue, usage and downloads are all up more than 20% and growing.   The app is also faster and has near-perfect, crash-free performance. And as a testament to usability, it has a 4.9-star rating in the iOS app store, making it a top-rated travel app. Customer reviews describe the app as "easy to navigate" with a "stunning new design." One guest even wrote that they "couldn't travel without it." The IHG One Rewards mobile app has garnered global recognition, winning three categories at the annual Webby Awards in April 2024, including the People's Choice Webby Award for Best User Experience and People's Choice and Judge's Selection for Best Travel App. The IHG mobile app is a big step forward in the company's digital journey. It positions IHG as a leader in travel innovation, helping exceed guest expectations from travel planning to checkout. Featured IHG Hotels & Resorts: Accenture helped Telkom Business transform the ecommerce experience for merchants and consumers through the Yep! digital marketplace platform. Japan's digital native consumers don't need a brick-and-mortar banking experience,

so Minna Bank built a different bank for them—in the cloud. Accenture Song helped bring to life REVEL Moments, a live storytelling platform that connects athletes to fans for intimate, moderated online events. © 2024 Accenture. All Rights Reserved. =====================

Depaul UK: Giving everyone a place to call home

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/depaul-uk ----- Challenge What Accenture did People and culture Value delivered Related capabilities Digital workplace Microsoft Infrastructure services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Depaul UK—a charity that provides vital and life changing accommodations and services to homeless youth across the United Kingdom — recently launched an initiative with Accenture to modernize its traditional workplace environment. The focus was on five areas of improvement: reducing reliance on time-consuming manual processes; creating a technology environment that is fit for purpose; building an environment that enables better collaboration; optimizing the utilization of Depaul's physical space; and strengthening knowledge management capabilities. Depaul UK knew that by eliminating inefficiencies across the workplace, its employees would be better positioned to achieve the charity's mission of "giving everyone a place to call home." Depaul UK teamed with Accenture to design a cloud-based workplace transformation strategy and roadmap helping the charity fulfill its mission of serving homeless youth across the United Kingdom. The team's phased approach involved creating a vision for the workplace transformation, understanding employees' current ways of working, validating the challenges and proposed actions, and issuing recommendations and a roadmap for change. The comprehensive nature of the workplace assessment and recommendations enabled the team to present a plan uniquely tailored to Depaul's environment and workplace challenges. In just three months, Accenture produced 18 recommendations across five categories, including corporate applications, core IT infrastructure, cloud-based end-user tools, telephony tools, and physical office spaces. Changes currently underway are ensuring that Depaul will be providing its vitally important services for years to come. Reducing organizational inefficiencies to create a more productive and efficient workforce that supports Depaul's agenda to provide everyone with a place to call home. The workplace-transformation project was designed with one goal: to help Depaul better carry out its vital mission. The recommendations and roadmap addressed the workplace challenges head on. The suggested recommendations will empower Depaul's people to be self-enabled, self-sufficient and more productive in their jobs. Automation and new cloud-based collaboration tools are ushering in a new culture of inclusivity and knowledge sharing, potentially freeing personnel to spend more time serving homeless youth. Equally important, the recommended changes will create a new work environment that will help Depaul attract and retain a more efficient and flexible workforce and support better work-life balance for employees. Although we had clarity on what we wanted to achieve, we

didn't know where to begin so Accenture took us on a journey from crystallizing our vision through to developing detailed recommendations and a roadmap for their delivery. Depaul is providing vital services for years to come. Despite the technological emphasis of the project, the Team at Accenture were mindful of the complexities of what is a significant organizational change project. 3 In just three months; Depaul and Accenture completed the comprehensive workplace assessment; identified the workforce's main pain points; and developed an actionable plan for moving forward. 18 The team ultimately made 18 recommendations; based on - 20 hours of interviews and joint working sessions; the team presented a plan tailored to Depaul's environment and workplace challenges. 5 The recommendations fell into five categories: Corporate applications, End-user computing, Core platform, Telephony and Space. Benefits include increased security, collaboration and efficiency. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
=======================

A massive cloud migration—in a flash

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/sap-next-gen-cloud-delivery ----- Call for change When tech meets human ingenuity A valuable difference A vision to support its customers' business transformations A phased approach with extensive automation Toward a network of intelligent enterprises Current Country: United States CASE STUDY SAP transforms itself to help other companies transform 3-minute read SAP, the global enterprise software developer, has a vision to enable companies to become a network of intelligent enterprises. An intelligent enterprise uses AI, automation, and analytics to optimize businesses in real-time—and ultimately helps companies with their business transformations. SAP saw an enormous opportunity to support its vision and its customers' transformations by transforming itself—in essence, doing what it encourages its customers to do. It redefined its business model to focus on delivering its end-to-end software suite from the cloud—rather than from on-premises facilities. To drive this transformation, SAP needed to migrate nine large data centers and leverage its next level resilient, scalable cloud computing infrastructure and extended centralized platform, called SAP Business Technology Platform, in coordination with over 9,000 customers. To minimize service interruptions, the migration happened over 24-36 hour maintenance time slots. When SAP approached Accenture for support on this ambitious migration, both companies knew that assembling large, collaborative teams with the right skills would be a prerequisite for success. Together, the companies trained and ramped up project staff to more than a thousand employees in just a few months. SAP and Accenture also decided to split the migration into two phases. In Phase 1, the teams developed migration runbooks, which described over 1,000 steps and tasks along with the responsible people and time allotments. Tools were developed to automate the building of the migration infrastructure as well as the

decommissioning of the data centers. They tested the methods on one of the data centers and resolved technical challenges. In Phase 2, the teams applied the lessons learned and tools developed in Phase 1 to successfully migrate the other data centers on the first attempt. They also met SAP's requirement to decommission each data center in 15 days. The project migrated nine data centers with a multitude of teams and infrastructure platforms to just three major cloud platforms, significantly reducing complexity and enabling much more efficient operations. Post-migration, SAP SuccessFactors can scale its computing resources much more quickly, enabling a larger base of customers. The cloud infrastructure enhances the security, reliability, and performance of SAP SuccessFactors applications. The cloud also lays the foundation for SAP SuccessFactors to make user experience improvements not possible previously. Now, SAP is much better positioned to achieve its vision of a network of intelligent enterprises to power business transformations around the world. It is providing its customers with better technology to transform their human resources so they take better care of their employees and improve employee well-being. This equips companies to adapt continuously to opportunities and disruptions and transform their entire businesses. © 2024 Accenture. All Rights Reserved. =====================

Safe, engaging and effective training with VR

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/training-with-vr ----- Challenge What Accenture did People and culture Value delivered Related capabilities Technology innovation Extended reality (XR) JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The landscape of resources available to train and support the utility field worker is constantly changing, and safe and effective training remains a critical priority for utility companies. A major utility company knew that virtual reality (VR) can provide effective instruction in a safe, relatively low-cost environment.They wanted to move past the trade-off between training in a classroom environment, which can feel removed from the realities of the field, and training in the field, which can be costly and time-consuming, to VR training, which offers the best of both worlds. A major utility company was seeking a more agile, effective and efficient way to train employees to conduct overhead power line inspections. In a five-week pilot program, Accenture co-created with the utility company to develop a VR prototype for immersive learning utilizing an agile methodology and human-centered design principles.The VR experience allows the trainee to move between distribution poles and use appropriate tools to survey power lines and identify issues. The results of the inspection are then scored by the system, providing the trainee with immediate and relevant feedback. "This technology would give our field workers the ability to see things in the field and be able to determine if it is a critical problem or something that can wait… from the response received during this pilot, I would say we have a workforce that's ready to accept this technology." The immersive VR experience was very well received. Executives and trainers

reported that the interactive training is user friendly and allows for discussions, where it is easy to explain concepts to those workers without previous field experience, compared to their typical classroom setting. Trainees appreciated the immediate feedback they received as their responses to the simulations were scored. This exploration of VR Training and other applications of XR technology demonstrates the utility company's continued commitment to safety and innovation in the delivery of energy to their customers. Based on the success of the immersive VR experience prototype and the willingness of executives, trainers and trainees to embrace this new technology, Accenture has proposed a plan to scale this training and other extended reality (XR) solutions across the enterprise. A recent design thinking session identified more than 10 cases for the use of VR, assisted reality, augmented reality and 3D modeling to improve learning outcomes, create efficiencies, and improve delivery of safe, sustainable and reliable energy to the communities served by the utility. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =======================

A bold vision to free up the most important resource—time

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/workday-empowers-cisco-people-communities ----- Call for change When tech meets human ingenuity A valuable difference Unleashing people's potential with a new vision for HR A complete cultural shift, enabled by Workday Optimizing people experiences to optimize business results MEET THE TEAM Current Country: United States CASE STUDY Cisco Systems wanted to move away from traditional HR approaches to create a better workplace. The goal? Leverage technology to give back precious time. 10-MINUTE READ To create a better and more innovative workplace, Cisco Systems wanted to move away from traditional HR approaches and build a new, seamless, and fit-for-purpose approach to talent management. The goal? To create an environment in which Cisco's People and Communities could not only do their best work, but also assume more strategic and advisory roles in the business. As part of this transformation, Cisco opted to replace its aging and cumbersome Human Capital Management (HCM) system. In its place, Cisco wanted to deploy a scalable, cloud-based Workday solution that would enable simpler processes and collaboration on a global scale. A big part of our focus is eliminating tedious work, helping teams be their absolute best, and leveraging our technology to free up one of our most important resources. Fran Katsoudas / Executive VP and Chief People Officer, Cisco In Cisco's reimagined view of HR, Workday serves as the critical enabler for new ways of working across HR. With Accenture, Cisco designed the suite of Workday cloud solutions—including core HR, compensation planning, Workday Prism Analytics and more—to serve as the digital heart of HR and enable the agility and insights needed in a work anywhere/anytime economy. Through a series of collaborative workshops, the team also defined a new vision for HR. The vision was

supported by new governance and accountability models, as well as comprehensive change management and communications programs aimed at building trust, rewiring mindsets around the new HR mandate, and ensuring that Cisco's spirit of inclusivity and "Conscious Culture" was woven into all the organization does. Rounding out the transformation was a redesign of the organizational structure and roles to support a broader people ecosystem and ensure the voice of the customer was embedded in all solutions. Accenture brought the deep technical and change management expertise to orchestrate the complex change required to bring our new vision to life. And together, we brought a shared commitment to work as a single team… Jason Phillips / Senior VP People Experiences, Cisco Cisco's new People and Communities, Policy and Purpose organization is taking full advantage of the Workday solution to drive operational efficiencies, meet regulatory compliance requirements, generate valuable organizational insights, and boost the workforce's productivity, collaboration and agility. New roles, structures and processes have accelerated innovation, changing the way HR delivers services and value to Cisco's people. New, simplified processes and technologies make it possible for Cisco teams to activate new programs and capabilities in as little as three months—60% faster than under its old ways of working. In all these ways, Cisco is ushering in a new era of people-first services and inclusive growth for all. 21 Within just 21 months Cisco successfully created an entirely new approach to HR services. 3 In as little as three months Cisco can activate new programs and capabilities with Workday's simplified processes and technologies. 60% Cisco can activate new programs and capabilities 60% faster than under its old ways of working. Stephanie DeHaven Managing Director – Talent & Human Performance Ed Miller Managing Director – Workday Business, Advisory Services Lead © 2024 Accenture. All Rights Reserved. ========================

A call for cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/call-cloud ----- Call for change When tech meets human ingenuity A valuable difference Platform achieving multi-million-dollar savings Related capabilities Cloud services Digital workplace and collaboration Accenture + Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA The need for speed and agility Modern manufacturing businesses rely on frequent collaborative innovation to develop next-generation products and services for their customers. However, as legacy telephony systems, communication platforms and file-sharing technologies age, companies find themselves with a fragmented and disconnected environment involving multiple providers. That can hinder their ability to collaborate with the pace and agility required. This was the situation facing one multinational manufacturing company based in North America. It was using a variety of technologies and platforms, including an Avaya telephony system and WebEx to meet its communication and collaboration needs. This fragmented legacy setup was becoming increasingly burdensome. The company recognized a more modern approach was needed. The goal? To centralize its collaboration platforms,

providing a single platform for communication, collaboration, and document sharing across the business—from any device and from any location. It takes Teams Accenture's longstanding partnership with the company, and our unique ability to support the program end to end, meant we were ideally placed to help. In fact, we'd already been instrumental in helping the company map out its broader cloud transformation to Microsoft Office 365. That effort included a detailed assessment of the company's existing technology environment and a series of key recommendations for modernization—including migrating the whole business to Microsoft Teams. Working closely with the company's people, we then set about implementing the Teams migration at pace. But this was more than just a technical engagement. The Accenture team also coordinated numerous other aspects of the program, including project management, change management and communications, and setting up the governance for technical support. The team also made sure to put employee experience front and center by developing a range of personas based on different user needs. As an advanced manufacturing business, the company had many employees with unique and specialized requirements for their communications technology which needed to be accommodated. These requirements included, for example, portable devices and noise cancelling headsets needed by factory floor workers.   The implementation was phased to ensure the program would deliver value without disruption to the business. We began by enabling virtual calling to provide cross-company communication before migrating Avaya numbers over to Teams in stages by location. The phasing also involved prioritizing users who would get the most from the Teams platform early on. That had the added benefit of creating early-adopter advocates for the program, accelerating take-up among the rest of the business. Training was an important component. To ensure a smooth transition, the global workforce needed to be upskilled in Teams. Our change champion network ran critical "train the trainer" sessions and created user-friendly guides in multiple languages. Training was an important component. To ensure a smooth transition, the global workforce needed to be upskilled in Teams. Our change champion network ran critical "train the trainer" sessions and created user-friendly guides in multiple languages. Cloud-based collaboration at its best After just four and a half months, the company successfully migrated 90% of its employees to Teams. They now have a modern, unified, cloud-based collaboration and communication platform fit for an agile manufacturing business. What's more, it was delivered with minimal disruption, including migrating employees' existing Avaya numbers over to Teams. The flexibility of the new platform would prove especially critical as the world was thrown into turmoil by the COVID-19 pandemic. Despite the crisis striking just as implementation began, the team demonstrated agility and adaptiveness in the face of adversity. This meant successfully managing global shortages in headset hardware while accommodating the company's urgent need to fast-track some of its key people onto Teams. That included human resources employees, who needed to keep vital recruitment activities going while offices and factories were shut down to contain the pandemic. The new platform is a major success. It's given this company a modern, flexible, unified, cloud-based collaboration platform that's paved the way for its continued success, throughout the pandemic and beyond. 90% employees successfully migrated to Teams 80+% satisfaction rate among employees

========================

Connecting Italy's green energy ecosystem

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/blockchain/italy-green-energy-ecosystem ----- Call for change When tech meets human ingenuity A valuable difference A connected ecosystem for a greener tomorrow Related capabilities EV Mobility Service Platform (EMSP) Blockchain solution EMSP integration services layer Connect Vehicle Platform (CVP) API gateway Enhanced control and management Fostering and rewarding customer loyalty Greater transparency and collaboration Technology JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As the negative effects of global climate change become increasingly apparent, Italy is one of many countries aiming for a more sustainable future. This will be achieved in part by expanding the integration of green alternative energy sources to reduce the carbon footprint created by fossil fuels—a major focus of the country's Gestore Servizi Energetici (GSE). The GSE is a national institution that promotes renewable energy sources through incentive programs and the efficient management of energy resources for Italian national and community objectives. Accenture worked with the GSE on two solutions based on blockchain technology that would bring the country closer to reaching a carbon-neutral scenario in line with the goals of the Paris Agreement. Drawing on deep industry knowledge combined with end-to-end experience in implementing blockchain solutions, as well as a vast network of ecosystem partners, Accenture developed two solutions to help GSE promote green energy in Italy. Through a mobile app and the blockchain, the EMSP tracks and incentivizes the use of electric vehicle (EV) charging stations powered by green energy. Blockchain technology also tracks green energy sources from origin to consumption, making it easier for the GSE to check sustainability progress. To comply with EV standards and architecture, Accenture leveraged an e-mobility system architecture reference model that supports users, systems engineers, and domain experts to better design, engineer and analyze complex smart grid systems. The EMSP integration services layer manages user details, registration and login, as well as services for reservations and billing for CPOs. The Connect Vehicle Platform (CVP) integration services manage all services for integrating vehicles with the EV Platform, such as battery alert notifications and fault predictions. The API gateway offers a set of secure APIs to connect the EMSP with external devices, such mobile phones and on-board systems in vehicles. API management is also used to connect the EMSP with external suppliers and payment service providers. The blockchain solution tracks biomethane from the farm to the cryogenic transport truck to the gas

station, helping calculate energy needs and use.   Accenture helped the GSE transform the systems around the production, transportation and consumption of green energy in Italy—from siloed, disparate systems to a transparent, controllable, real-time, fully connected, and open ecosystem. Leveraging blockchain to manage the EMSP's data helps the GSE stimulate investments in green energy and manage supply chain certifications. Blockchain technology enables the GSE to manage loyalty programs aimed at recognizing behaviors that contribute to sustainability. It also helps track alternative energy sources, allowing any of the players (up to 20) in the ecosystem to see relevant information along the chain. With this solution, Accenture has helped the GSE bring Italy closer to achieving environmental sustainability, demonstrating blockchain's potential to revolutionize data security and compatibility. These solutions demonstrate a scalable way for the world to implement clean energy solutions and maintain their positive impact in the future. Accelerate change across your enterprise to create lasting value.   =====================

Delivering best in class digital banking journeys

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/natwest-digital-banking ----- NatWest and Accenture boost customer engagement Related capabilities Adobe Intelligent platform services Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture helped integrate NatWest's in-house technology with Adobe's tech stack to create seamless, omni-channel experiences that unlock better customer engagement. Today, NatWest can send billions of messages to customers in a matter of seconds, reaching them exactly when they need it, via their channel of choice, and based on real-time demand. Find out how the changes are helping increase customer engagement and trust, and why this is just the start for NatWest as it streamlines its content supply chain with help from Accenture. =====================

Unleashing insights from Accenture's contracts

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/unleashing-insights-accentures-contracts ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Enhanced risk management Intelligent enterprise Time and cost savings Simplification Automation Language translation Christina Demetriades Shane Marshall Stephen Nicolls Paula Metcalfe How Accenture

Accenture's journey to an intelligent enterprise expands to its legal landscape with the introduction of an artificial intelligence search capability. As a global professional services business, Accenture houses more than a million contracts in its records system, with thousands being added every month. In the course of contracting with a client, Accenture attorneys sign numerous initial documents, master agreements, and possibly hundreds of change orders and statements of work. In their day-to-day work, they have a need to understand Accenture's rights and obligations across contracts and precisely how they are documented. This need requires being able to find specific contracts and extract relevant information from them. These seemingly simple tasks, however, were too often manual, tedious and costly to perform because the ability to do detailed searching in the current system was limited. Given this situation, Accenture Legal turned to a CIO Applied Intelligence team from Accenture's global IT organization for a solution. CIO Applied Intelligence drives innovation and applies predictive models, AI and machine learning to products to bring greater insights to the business. To develop a solution, Accenture Legal, CIO Applied Intelligence and the records system application team focused on addressing two needs: enabling the capability to search for a specific keyword and to search for specific clauses across contracts within Accenture's contract records system. The CIO Applied Intelligence team designed an intelligent and robust contract search tool as a solution consisting of two core components, each addressing the two defined search needs with new functionality. The solution would also serve as a contract search repository. They named the new solution ALICE, for Accenture Legal Intelligent Contract Exploration. The two core components developed were: Full-text search The CIO Applied Intelligence team developed standard text searching of search terms consisting of one or several words. An authorized user enters a term in the search field of the UI. A call is made to a cloud-based content search service, and the results containing a list of all documents containing the search terms are returned from that call and populated in the UI. The user can download a specific document from the list of documents in one of two ways: in a Word format or in the original form, which is generally a scan of the original document in PDF form. Clause search For the search for contract clauses, the team developed a clause extraction solution based off finding keywords to identify passages in a contract document that reference particular clauses, such as, for example, force majeure, limitation of liability or data privacy. Because these clauses may not be referenced directly or use the same words, related keywords are used to allow a way to identify when a clause is present and to identify the different clause types. The keywords are identified through "word embedding," a natural language processing (NLP) method and part of an emerging field of AI called deep learning. The team used a word embedding model built on Accenture's contracts to find keywords with the greatest similarity to the different clause types. The result is a capability to search for any kind of text a user is looking for in a contract document and to search for clauses within a document. ALICE continues to be "trained" to become increasingly more precise and relevant in search results. People and culture Today, Accenture Legal's global team of approximately 2,800 professionals is using ALICE. Users can more efficiently perform precise information searching and extraction, unleashing data that was previously not easily accessible. Making the data easily

accessible to Accenture Legal is delivering huge and immediate benefits. Chief among those are the ability to quickly search vast numbers of contracts for risky terms, which can be written in multiple ways, and the ability to quickly check all global contracts in the event of a flood or other unexpected local event and provide an indication of impact and risk to senior Accenture leadership. In the past, gathering this information was a time- and resource-intensive effort that occurred a few times a year. ALICE is also helping legal professionals use the information they extract to answer strategic questions, perform further analysis and observe contract trends. An additional and unexpected benefit has been to other parts of Accenture beyond Legal that are now gaining insights from Accenture's contracts that were previously unavailable to them, such as trending information on new technologies being sold. "It's about how do we make a difference when we're trying to give insights to our business leaders around the types of risks that exist and how we can best manage and mitigate those risks?" "It's about how do we make a difference when we're trying to give insights to our business leaders around the types of risks that exist and how we can best manage and mitigate those risks?" According to Christina Demetriades, Accenture General Counsel Europe, "We've invested in ALICE because at the heart of it, it's about knowledge: how do we have clear insight and knowledge into what is in our portfolio of arrangements with our clients? It's about how do we make a difference when we're trying to give insights to our business leaders around the types of risks that exist and how we can best manage and mitigate those risks? You can only do any of that if you have knowledge. At the moments that matter, when we need to find out what's in those contracts or what exists in our portfolio, ALICE allows us to do that in an instant." The deployment of ALICE is an exciting step in Accenture Legal's journey to applying artificial intelligence for the Legal function. Enabling a repository of contract data creates huge opportunities to create further business value. The long-term aim is to create greater insights across Accenture's legal landscape to enhance how Accenture manages the delivery of a contract and better manage risk overall. The business value the Accenture Legal Intelligent Contract Exploration delivers includes: Enables Accenture Legal to better identify and understand risks, enhancing Accenture's risk management of client engagements. Enables more data-driven decision making, new insights to the organization and better understanding of contract trends. Enables more efficient information searching and extraction by legal professionals, significantly reducing time and cost involved. Streamlines Accenture Legal processes and operating structures. Once documents are loaded in Accenture's records management system, no further human involvement is needed to make them searchable. In the early stages of providing translation of search instances in both the contract native language and in English. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Making our workplaces smarter

Our smart buildings initiative Extensive benefits A pathway to business transformation Current Country: United States CASE STUDY How technology is helping Accenture make its offices more sustainable, comfortable, and efficient 3-MINUTE READ As visitors enter the Accenture office building at Castellana 85 in the heart of Madrid's financial district, they often notice the open layout. Work areas, canteens, hallways, and stairwells are interconnected with artful lines, curves, living green walls, and other architectural elements, instilling a sense of comfort, inclusion, and collaboration. The building also has "smart" capabilities. It is aware of how many people are inside, informing adjustments in heating and cooling to optimize temperature and energy consumption. Digital signage shows real-time and predicted future occupancy in canteens, enabling people to choose the best time for a break based on their crowd preferences. Using data from indoor air quality sensors, building managers can make adjustments to maintain a healthy environment. Restroom door sensors count door swings, informing frequency of cleaning. These features are just the beginning of what the building can do. Castellana 85 is one of 20 pilot projects in Spain, Portugal, the UK, and the U.S. where Accenture is deploying, testing, and demonstrating and suite of smart building technologies in collaboration with several vendors. A smart building uses connected sensors, hardware, and software to gather and analyze data on various building attributes and parameters, directing data-driven actions to optimize the building's environment and operations. While the smart technologies vary somewhat across our pilots, sites share several characteristics. Sensors monitor air quality, occupancy, waste and recycling, and other aspects of building operations. A centralized software platform collects, integrates, and analyzes building data and sends alerts to our workplace teams, who contact building managers to adjust operational parameters. In the future, platforms will use machine learning to automate many adjustments. Our initiative is motivated by the many benefits of smart buildings: Last year, the pilots generated immediate cost savings. Now, we are extending their reach. A global rollout of smart building technologies is under development, with additional deployments planned at sites in Singapore, France, China, Australia, and India. We have also implemented predictive models that correlate different data streams to forecast CO_2 levels, temperatures, and occupancy, helping to further optimize operations. By making our buildings smarter across our real estate portfolio, we're cultivating more engaging, inspiring, and collaborative workplaces that can adapt to the changing needs of our people and our business. This sets the stage for greater innovation, new business models and—more broadly— business transformation.
======================

Reset Retail responsibly

Now is the time to responsibly reset, which means better serving the needs of customers, employees and the communities where they live and work. The challenge is to leverage both digital and physical retail experiences to meet new demands—without compromising results. How to reinvent retail What's trending in retail Partners in change Our extended partner ecosystem Awards and recognition Our leaders Retail careers Retail now Empower your frontline workforce for enhanced customer engagement. Empower your frontline workforce for enhanced customer engagement. Enhance profitability and market position by embedding sustainability Enhance profitability and market position by embedding sustainability Prepare your data for the new generative AI era Prepare your data for the new generative AI era Transform operations to create seamless customer experiences in retail Transform operations to create seamless customer experiences in retail Eliminate repetitive tasks to boost efficiency and employee focus. Eliminate repetitive tasks to boost efficiency and employee focus. Bridge digital and physical retail for stronger customer connections. Bridge digital and physical retail for stronger customer connections. Segments we support Microsoft 2024 Global Retail & Consumer Goods Partner of the Year A Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024 A Leader for supply chain transformation services for Retail and CPG Leader in IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assessment Jill Standish Brooks Kitchel Laurent Thoumine Lori Zumwinkle Innovate to shape a new retail culture—both physical and digital experiences—where companies can adapt as fast as consumer preferences change. Current Country: United States 46% of tasks undertaken by retail workers could be automated or augmented by large language models 56% of global consumers worry about their country's economy 41% of high-income consumers plan to increase spend on 'health and fitness' 8/10 consumers say that inflation and the rising cost of living are their top economic concerns Delivering aspirational, immersive experiences in-store and online to a discerning luxury goods clientele. Staying competitive in a fast-changing food, beverage and personal goods marketplace while meeting increased customer expectations for quality, convenience, and value. Enabling a one-stop shopping experience for consumers by offering a broad selection of products in various categories under one – physical or digital – roof. Providing customers, including DIY enthusiasts and professional contractors, with the products and services needed to improve, renovate, or maintain their homes and properties. Connecting healthcare and retail by providing essential pharmaceutical, personal care, and health and wellness products all in one place. Creating a comprehensive and convenient shopping experience that includes fast food options, essential everyday items, and fuel for vehicles, often in one integrated location. Offering tech-savvy consumers the latest technology and electronic gadgets, along with knowledgeable staff who can assist with product information and technical advice. Enabling cost-conscious shopping by providing overstocked or discontinued brand-name merchandise at lower prices. Catering to niche markets by selling a specific category of products, along with a unique and

innovative customer experience. Accenture's 18th Annual Holiday Shopping Survey reveals the consumer trends of 2024 shaping this year's holiday shopping and gifting trends. The luxury market is changing. Brand desirability and consumer needs are evolving rapidly. While the majority of brands struggle to stay competitive, a few are reinventing for success. Here's what they're doing differently. While advances in tech and gen AI promised to boost productivity, our analysis indicates most companies are falling behind. Find out what productivity leaders do differently to drive value and gain a competitive edge. Feeling overwhelmed by grocery shopping? You're not alone. 41% find decision-making harder now. Discover how self-service kiosks and smart apps make shopping faster and more efficient. French DIY retailer Bricorama's generative AI platform pAInt provides customers with expert advice that makes painting projects simpler and more fun. The generative AI revolution is transforming retail, enhancing customer and employee experiences, and offering growth and efficiency opportunities. Retailers must act now to capitalize. A cutting-edge, modular platform enables the luxury fashion company to adapt to the rapidly evolving commerce landscape. Sustainability is evolving beyond impact measurement and disclosure into a core business imperative. The 2024 playbook empowers business leaders across the fashion value chain to integrate sustainability into core operations. Helping you unlock the value of your SAP application portfolio with the power of intelligence, innovation and industry. The largest global Microsoft practice. Eighteen-time Microsoft Global Alliance SI Partner of the Year. Powered by Avanade. Runs on Microsoft. Unleash empowering human-centric design and Google's innovative tech. The winning combination for unlocking your cloud potential. Reimagining human experiences that reignite growth and accelerate the path to value. Accenture and Avanade have been named the 2024 Microsoft Global SI Partner of the Year in Retail & Consumer Goods. Accenture has been named as a Leader in Everest Group's Retail IT Services PEAK Matrix® Assessment 2024. Accenture is named a Leader for supply chain transformation services for Retail and CPG Peak Matrix ® Assessment 2023. Accenture is named a Leader in the IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2023 Vendor Assesment. Senior Managing Director – Global Lead, Retail Senior Managing Director – Accenture Strategy, Retail Senior Managing Director – Retail Lead, EMEA Senior Managing Director – Retail Lead, North America © 2024 Accenture. All Rights Reserved.
======================

Expedite assembly, reduce worker stress with AR

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/reduce-worker-stress-ar ----- Related capabilities Technology innovation Extended Reality (XR) JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture utilized existing content, Upskill's Skylight and smartglasses to improve the efficiency of complex industrial tasks with augmented reality. Assembly line workers at a large automobile manufacturer are often required to complete intricate

tasks in tight and challenging-to-reach places in the final stages of production. The introduction of a new, complex wire harness assembly with upwards of 300 required vehicle connections at a North American production facility resulted in assembly line technicians frequently moving back and forth between the assembly station and an offline computer display of the relevant work instructions. These processes were very inefficient and often resulted in placing lineside staff into poor ergonomic positions. Accenture XR knew the solution to these challenges was the introduction of connected worker technology with Upskill Skylight and smartglasses. Step-by-step instructions for installation of the wire harness assembly were adapted into Skylight, where existing 2D and 3D content could be repurposed for use with smartglasses to provide a more engaging experience with the work instructions. The augmented reality (AR) system allowed technicians to access hands-free instructions at point-of-assembly in real time. A variety of human factors contributed to the need for a better work-instructions system in the harness assembly process. Three individual stations in this process, particularly Station 1 – wire harness install – had long takt times, the average duration between start of assembly at the station and completion. The addition of Skylight technology was shown to dramatically improve the time-to-proficiency of new workers while reducing the total time experienced assembly personnel spent aiding less experienced staff during production, improving the team's efficiency. Overall employee comfort, safety and satisfaction were improved by reducing ergonomic stress from interacting with desktop work instructions. Accenture determined the cost of implementing Skylight and smartglasses could be recovered in less than one year through elimination of expensive legacy work instruction stations and reduction in personnel hours required for training on-station. Reduction of ergonomic stress in allowing line technicians hands-free access to instructions at the point of assembly increased overall employee comfort, safety and satisfaction. Line workers unfamiliar with the harness assembly station appreciated the ease of learning and visual interface to provide them a rapid means of on-the-job training. The proof of concept demonstrated a clear success in leveraging Accenture XR, Skylight and smartglasses to improve the efficiency of a challenging industrial task through AR technology. Creating lasting value across the enterprise with technology innovation. The Accenture Extended Reality practice helps clients deliver innovative XR experiences at scale. =====================

How Kellogg's perfected product placement with VR

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consumer-goods-services/virtual-reality-merchandising-with-kelloggs ----- Challenge What Accenture did Value delivered Meet the team Related capabilities Expands testing reach to diverse locations Improves experience in branded environment Increases dataset for analytics Decreases costs

while improving flexibility Raffaella Camera Marc Carrel-Billiard Consumer goods and services Accenture Extended Reality (XR) Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Kellogg Company (Kellogg's) is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Consumer brands like Kellogg's and retailers invest considerable time and money trying to determine the ideal product placement and assortment on the shelf. But traditional approaches to this kind of market research have limitations. For example, you could build an expensive physical store environment and invite focus groups to "shop" the shelves and then fill out a survey; or, you could create a "virtual" store on a computer screen to replicate the shopping experience; or mail products for consumers to try at home and then ask them questions in an online survey. VR Merchandising Solution with Eye Tracking All of these conventional approaches pose drawbacks, however, and Accenture wanted to find a better way. So, they teamed with Qualcomm as the technology partner and approached Kellogg's and proposed a pilot Virtual Reality (VR) and eye tracking-based solution that transforms how brands and retailers conduct market research. As Kellogg's prepared to launch a new product, Pop Tarts Bites, the company sought market data to determine placement, assortment and promotion in store. Traditional tests—online surveys and in-home user tests—showed that consumers expected to find new products higher up on a shelf. With Kellogg's, Accenture Extended Reality (XR) developed a VR solution based on the Qualcomm reference headset powered by the Snapdragon 845 with embedded eye-tracking that produced a slightly different answer, and the results offer a glimpse at a new reality for brands, retailers and consumer testing. Accenture designed an immersive experience based on Kellogg's real-world need to test the product placement and assortment and pricing strategy for the launch of Pop Tarts Bites. They tested a pilot program of the VR solution in which customers wore VR headsets as they shopped in a "real" store. Mobile VR with eye-tracking helps brands and retailers extend their reach to geographically dispersed participants, performing research faster, more affordably and at larger scale, while providing holistic conclusions. The pilot showed that VR Merchandising, using mobile VR headsets with embedded eye-tracking, provides more holistic data and a faster, lower-cost process. The VR testing revealed that when the Pop Tarts Bites were placed on a lower shelf—rather than higher up where consumers typically expect to find new products—testers paid more attention to other surrounding Pop Tarts products. That stimulated additional sales of Pop Tarts items, with an overall 18 percent brand sales increase during testing. The experience shows VR merchandising pays off in at least four ways: VR headsets can be used in consumers' homes, at stores and during product roadshows. Shoppers walk through a realistic virtual store model, look at shelves, pick up and examine products, and place selections directly into their carts. Brands can gather deeper data in a way that does not interrupt the shopping experience. Easy to test a variety of planogram combinations in a faster, cost-effective manner and reach a holistic conclusion for the product and category. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
=====================

Powering up resilience to mitigate supply chain disruption

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/stocking-up-on-resiliency ----- Call for change When tech meets human ingenuity A valuable difference Meet our lead Related capabilities Supply chain control tower – visibility to value Gabriel Montoya Supply chain & operations Resilient supply chain Consumer goods & services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA When supply chain disruptions strike, grocery shelves go empty. Here's how one company's new system is keeping them full. One of the world's largest food and beverage companies has hundreds of brands under its belt. But amid global supply chain disruption, labor shortages and pandemic-fueled shifts in consumer demand, getting those products onto store shelves was becoming more difficult. The company's service level, measured by Case Fill Rate (CFR), was only reaching about 84%—some 11-12 percentage points below pre-pandemic performance. So, for example, a retailer looking to stock 100 bottles of a product may only receive 84 at the expected time of delivery. With orders delayed or incomplete and shelves empty or understocked, the company was concerned about losing market share—and the trust of consumers. The company needed to rethink how it could effectively and efficiently handle supply chain management. So the company turned to Accenture to help identify the heart of the issue and collaborate on potential solutions. Accenture helped the company build a roadmap to a more resilient system. They implemented a control tower to provide visibility across all operations. A new Sales and Operations Execution (S&OE) team was tapped to handle short-term issues so the supply chain planning team could focus on long-term strategy. The teams found ways to make existing tools and data more useful and responsive, while adding new processes and governance to fill in the gaps. By connecting existing analytics dashboards to an ERP system and other data sources, the S&OE team could create predictive reports. By adding proactive alerts that addressed potential issues up to six weeks out, they could also make short-term adjustments to save valuable time and effort—and to actively plan for disruptions. Learn how you can make your supply chain networks more customer-centric, sustainable and agile With end-to-end visibility, more efficient organization and a set of new routines and best practices to connect disparate teams, supply chain network issues are now much more manageable. The results are evident in the numbers: The company saw its case fill rate pass 90%—a level it had not achieved in more than two years. Soon, it was finishing its month with record volumes. The greater resiliency built into the new system means the company is prepared for what's ahead and can react more efficiently to future supply chain disruption. In reimagining its operations, the company is orchestrating the change it needs to deliver customers what they expect. Now, retailers are more likely to get the products they want, when they want them—keeping shelves full and consumers happy. Reimagining tomorrow's supply networks to positively impact business, society and the planet. Build a secure, responsive supply chain network that anticipates and adapts to disruptions, market changes and customer demands. Welcome to the new era of commerce. Please enable Advertising

Discovery networks: Global digital platform

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/discovery-networks ----- Challenge What Accenture did People and culture Value delivered Related capabilities Communications and media JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Discovery Networks International operates 100 channel websites, 50 premium online video services, 50 online sports destinations, 60 YouTube channels and 300 social touchpoints. Transforming these into the seamless digital experiences that all consumers increasingly expect is both critical for its future as a digital broadcaster and extremely challenging. Digital content creation and distribution at scale – and at the highest quality standards – were foundational for Discovery Networks International's vision. But relatively small teams in each territory meant the business needed a collaborative global partner that understood the digital transformation ahead and had the complete range of expertise and capabilities required to support every step of the journey. Discovery Networks International asked Accenture help create a unified global digital platform – internally named Fusion– driving a robust, scalable solution for its digital content, with a focus on video. The platform needed to provide the most exciting, engrossing, simple and beautiful way possible for consumers to engage with Discovery Networks International's incredible range of content, covering everything from live streaming to mobile applications. To achieve maximum flexibility and responsiveness cost effectively, Accenture migrated all sites and content to the Cloud. Easy to use tools for editing and content creation, along with extensive automation, enables Discovery Networks International's global teams to publish and update huge volumes of content around the clock. And Accenture has put in place specialist teams in Riga, London and New York to harness the power of digital and make sure the business continues to develop and deliver new ways for customers to connect. "To achieve our goals for digital we need to work with a true collaborative partner that understands the journey we are on and brings a commitment to innovation and delivery that can take us where we want to go." Accenture worked closely with Discovery Networks International to deliver a seamless viewing experience, developing the platform for use by more than 100 editors, bringing innovation at scale to achieve a goal of responsive, flexible, agile and cost effective digital capabilities—from a single platform—across all its international markets and channels. Accenture currently supports 67 websites (55 on Fusion) and nine mobile apps for Discovery Networks International. These cover 27 countries and 20 languages. As of April 2014, there were 17 new services in development. During a typical month, the websites that Accenture operates are used by 12 million people who consume, on average, a collective 20 million video streams. Fusion enables Discovery's international arm to roll out new

launches, promotions and special events without requiring intensive technical effort, increasing the speed of new launches to one a week from one per quarter before Fusion. Fusion enables viewers to interact and share their own content though full integration of social media. Integrated analytics in the platform give Discovery Networks International invaluable insights into consumer behavior and preferences – essential to keep digital services and content relevant and appealing. Discovery Network International's online audiences have leaped dramatically, reaching in Q4 2014 73 million visitors each month –an increase of more than 700% year-on-year. As well as transforming the digital services and content offered to consumers today, Fusion is also built with tomorrow's digital world in mind and will support Discovery Networks International as it rolls out new services and continues on its digital journey to the future. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. ========================

Swisscom doubles its environmental ambition

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/swisscom-doubles-environmental-ambition ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY A race to climate neutrality by addressing Scope 4 emissions. 5-MINUTE READ Already recognized for its achievements in sustainability, in 2021, Swisscom wanted to be even more ambitious and generate more impact for the company, the people and the environment. Specifically, Swisscom wanted to become climate neutral as soon as possible and include Scope 4 emissions in those plans. These are emissions that Swisscom can enable its customers to avoid or reduce. Swisscom has the chance to help B2B and B2C customers by a significant percentage through enabling work from home, or powering IoT solutions to optimize everything from personal and business vehicles to buildings, or full electrical grids. View the video By reaching climate neutrality by 2025 and increasing Scope 4 targets significantly, Swisscom continues as a leader for sustainability in the telco industry and shows approaches that make business and environmental sense. Swisscom sought Accenture's help to evaluate its emission reduction targets and create more ambitious targets. Based on Accenture's recommendations, Swisscom increased its goal two-fold – aiming to reduce emissions, together with customers, by 1 million tons of carbon by 2025. This is the equivalent of 2% of Switzerland's greenhouse gas emissions. The recommendations were supported by bottom-up calculations and business cases that showed the goals are realistic and achievable. Accenture also helped Swisscom systematically integrate carbon-related KPIs and parameters into decision making and product development processes to ensure a sustainable product portfolio. Swisscom chose to partner with Accenture because of our belief that technology is an important driver for improving sustainability and our long history in sustainability and decarbonization consulting. Other reasons

included our industry knowledge and understanding of Swisscom through ongoing projects across the company. By addressing Scope 4 emissions, Swisscom is doing something positive for the environment and its bottom line. These efforts will offer B2B and B2C customers a larger number of sustainable and green products and services to choose from to reduce their emissions, thereby extending and boosting Swisscom's business. Alexander Holst Managing Director – Accenture Strategy, Sustainability Maximilian Schneider Consultant – Accenture Strategy, Sustainability Stephan Schneider Managing Director – Communications, Media and Technology Lead for Switzerland © 2024 Accenture. All Rights Reserved.
========================

Leveraging space technology to create a sustainable future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/aerospace-defense/planet-labs-space-technology-sustainable-future ----- Visualizing compliance Precision agriculture with better yields Data drives decision making MEET THE TEAM Current Country: United States CASE STUDY Planet Labs PBC Accenture joins forces with Planet Labs PBC to create value for clients 3-minute read Our planet is fast approaching global tipping points and sustainability remains a top issue that needs cooperation from the public and private sectors. Through a strategic alliance between Accenture, Planet Labs PBC and other international organizations, we are using space technology to create solutions for sustainability challenges. Satellite data has enormous potential to transform lives by providing new insights for key decision-making. For example, by leveraging Planet high frequency satellite imagery data, a dedicated team could identify endangered forests or predict the impact of agricultural practices. Global satellite data has multiple applications across industries, such as agriculture, energy and mining. Enhanced views help with natural resource management, environmental impact assessments and water efficiency. Data gathered from the satellite images helps business and government leaders in a number of ways. Agriculture often is a contributor to pollution and the loss of natural forests. In addition, unregulated logging for raw materials in furniture manufacturing has also led to environmental degradation. Deforestation analysis and biodiversity efforts in some regions are subject to compliance challenges by the European Union Deforestation Regulation (EUDR). EU companies and governments must conduct due diligence to ensure the materials they source are not linked to protected lands that were illegally deforested or degraded. We are excited about leveraging Accenture's sustainability services and expertise alongside Planet's comprehensive Earth data and insights to enhance our clients' sustainability initiatives. Sonya Penn / Vice President of Partnerships, Planet Labs PBC Together, Accenture and Planet can enable precision agriculture — a more efficient, sustainable form of farming. Precision farming can help to sustainably optimize yield, decreasing pressure to expand the number of acres in production. In addition, satellite imagery combined with other data can be used for suitability analysis to analyze what will grow best in a

particular environment. Decisions based on rich data can help farmers determine when and where their crops will grow best, while also preserving the integrity of old-growth forests for future generations. For example, through space technology, we can monitor for crop infestations or help optimize yields, while working with insurance providers to help validate claims, and ensuring supply chain traceability and compliance with importation and exportation regulations. With data-rich satellite imagery leading the way, Planet Labs, Accenture and other partners are improving agricultural practices in compliance with environmental regulations to benefit industry and society for a more sustainable future. Our strategic alliance with Planet helps unlock valuable data and insights, empowering clients to achieve groundbreaking environmental stewardship and resource management. Paul Thomas / Managing Director – Global Space Innovation Lead, Accenture Paul Thomas Managing Director and Global Lead – Space Innovation Technology Kristaps Banga Head of Innovation – Accenture Baltics AJ Rao Tech Practice Builder Manager © 2024 Accenture. All Rights Reserved. =====================

Optimizing middle and back office operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/asset-manager-middle-back-office-operations ----- Challenge Strategy and solution Transformation Related capabilities Capital Markets Asset Management JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Cost-benefit analysis helped a leading asset manager improve its accounting and administration services. A leading asset manager with $1 trillion in assets under management across a mix of retail and institutional funds hired Beacon Consulting Group (now part of Accenture) to help guide a buy-build-outsource decision related to the firm's middle and back offices, including accounting and administration services. At the same time, the firm wanted to design an overall system strategy that would provide optimal support to its clients. The asset manager was operating in a highly manual environment, with a large volume of processes being conducted offline. Its legacy technology platforms were performing well below industry standards and unable to keep pace with product, asset class, and geographical growth. We assessed the firm's current-state accounting operations for funds and portfolios, and reviewed its technology infrastructure to identify gaps and risk points. A SMART time management and productivity study conducted across seven global locations revealed a number of opportunities for improvement in the short and long term. After defining a strategic roadmap to address shortfalls in the current technology, we: Over the course of the engagement, more than 200 system and architectural gaps were identified. Our recommendations covered tactical and strategic improvements, and cost-saving opportunities identified through the SMART time management study. After a cost-benefit analysis revealed that the buy option provided a better return on investment and cultural fit as well as a less disruptive transition, we helped the firm: We help investment banks, asset and wealth managers, and exchanges prepare

A global HR transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/hr-transformation-journey ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY BT Group puts people at the center of change 3-MINUTE READ Investing in the colleague experience As one of the world's leading communications companies, BT Group provides products and services to millions of customers across 180 countries. The company's mission is to connect for good—through the power of technology, it aims to help people live, work and play together better. So, when an opportunity emerged to enhance connectivity within its own operations, BT Group was primed to seize the moment. After making several acquisitions over the years, BT Group had accumulated more than 200 disparate HR systems across its global operations. Recruitment, onboarding and other HR processes were inconsistent and manual, leading to complexity. And without universal mobile access to HR systems, employees were unable to manage their own careers with ease and flexibility. BT Group wanted to better serve its people, from office workers and salespeople in national stores to the field force out on the road. As the lifeblood of the organization, they needed to be as well connected as BT Group customers. Additionally, the scattered HR landscape meant BT Group lacked a global view of its 107,000 colleagues. The company knew, however, that a single source of truth that supplied data for organizational insights would provide an unparalleled opportunity to identify, attract and retain talent. All in all, a single HR system—accessible anytime, anywhere, from any device—would optimize BT Group's HR function and deliver a significantly enhanced employee experience. Simplify, standardize, streamline To improve HR processes, policies and systems, BT Group decided to deploy a global, cloud-based solution. With significant expertise transforming and delivering HR services and capabilities at scale, Accenture was a natural fit to help BT Group implement the solution using SAP SuccessFactors (a suite of tools for human experience management, or HXM). The program operated on an iterative design and delivery approach with close alignment to business outcomes and dependencies. The team created a global template to standardize HR processes across BT Group's operations, adding only essential or legal/statutory variations into the design. They then implemented various SAP SuccessFactors modules to support the processes, including Employee Central (to manage employees and their data in the core HR system), Onboarding (to onboard new hires into the organization) and Recruiting and Recruitment Marketing (to recruit internal and external candidates). In the case of onboarding, for instance, a new hire can now move seamlessly through their required tasks, while HR leaders can instantly check a person's status to ensure timely compliance.

The solution is designed to help people successfully and independently complete HR activities like updating their address and bank details, or in the case of a manager, issuing promotions and accessing headcounts. Additionally, the data within the solution is distributed across the BT Group landscape, underpinning further business-critical processes such as access and identity management. Accenture's myConcerto, a platform designed for technology-led HR transformations, was used to showcase standardized best-practice processes. This delivery approach allowed the team to compress the solution's design and build phase. Finally, the team deployed Qualtrics Employee XM, an experience management platform, which enables BT Group to survey colleagues and create a cycle of continuous improvement. In addition to surveying its workforce throughout the year, BT Group can now tap into individual employee sentiment during key career moments, such as after onboarding or upon returning from maternity or paternity leave. Empowering each employee The team deployed the solution to all 107,000 employees across 44 countries. HR processes are now simplified, streamlined and automated, delivering consistent and positive experiences across the company. With a single HR system that provides regular capability updates, BT Group can flexibly adjust and adopt new functionality and offerings as needed. Thirty legacy systems have already been decommissioned with more to come, providing significant cost savings. On top of that, a 60% consolidation of HR processes is saving colleagues around one million productivity hours per year. With translations across five languages, the new system is easy to use and accessible from any device, which means all colleagues have the tools at their fingertips to manage their own data, teams and careers. And with the system's advanced survey functionalities, people now have a voice and feel connected and supported. Nick Hawkes, People Systems & Data Director, BT Group says: "As technology evolves, so do employee expectations. Now our people can manage their own careers—and voice their wants and needs—with the same kinds of technologies that they use on a daily basis within their personal interactions." The solution also standardizes data sets across the company, facilitating more strategic workforce management. With a clear and total view into the global telecommunications services company, HR can produce comprehensive reporting that informs all levels of decision-making around talent—across all business areas, including back office, engineering, customer experience, retail and field force—ensuring that BT Group has the right people working in the right places at the right times. "The partnership between Accenture and BT Group continues to reach new heights. This project is a shining example of how digital technologies can elevate HR from administrative to performance-enhancing," says Derek Melvin, Communications Industry Lead, UK&I. Looking ahead, BT Group will continue digitizing and streamlining its HR function. Armed with a single data source, the company plans to implement additional SAP SuccessFactors modules to support talent planning, compensation, payroll and more. Now and into the future, BT Group can enable its distributed workforce to be connected, engaged and effective—thus providing its own people with the same level of service as its customers. =====================

Platform-powered IT

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/
accenture-salesforce-work-com ----- Call for change When tech meets human
ingenuity A valuable difference Meet the team Related capabilities Using
technology to help our people return to work The role of change and
adoption Helping you get back to the workplace confidently Global plus local
benefits Boosts to buy-in Customization and collaboration Tech-enabled
scale Greater flexibility Deb Exstrom Arlin Pedrick Lisette Smyrnios Melissa
Summers Sarah Lake Jason Pucker How Accenture does IT Corporate
Services & Sustainability Accenture + Salesforce JOIN US EXPLORE JOBS
WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Using
technology to help businesses reopen safely Technology has been
instrumental in helping organizations weather the pandemic storm. From
enabling remote work, to dovetailing with human ingenuity to provide a
vaccine in a timely way, technology has proven itself to be a catalyst for
change. Now, as organizations emerge from this health and humanitarian
crisis across the world, technology is helping businesses to reopen safely.
What's more, technology is offering an opportunity to discover "why" people
decide to visit the office, not simply "when." Collaborating with our tried
and tested technology partner Salesforce, we've extended its existing
solution Work.com—a purpose-built app to protect employees and customers
with safer workplaces—to meet our specific needs. We wanted to improve
case management, arrange office visits, enhance analytics and records and
make sure that people can collaborate fully while following the correct
health and safety protocols and protecting sensitive and private data. By
aligning with a technology solution that can support our business through
these tough times, we have been able to develop an integrated approach
that can be customized locally to better fit the needs of individual offices.
And we can better ride the wave of a changing landscape as we embrace
demands around testing and vaccine requirements alongside easing the
transition to a new model for the future of work. "Economies across the
world recognize that COVID-19 is going to continue to disrupt our lives for
some time to come. With this platform-powered approach, we're not only
simplifying a return to the office, but also protecting the safety and well-
being of our people." "Economies across the world recognize that COVID-19
is going to continue to disrupt our lives for some time to come. With this
platform-powered approach, we're not only simplifying a return to the office,
but also protecting the safety and well-being of our people." Early in the
pandemic, we developed a detailed plan on office safety protocols. But we
knew we needed to scale that plan for higher volumes of people returning to
offices as the pandemic abated. In particular, we wanted a solution to
support our safety protocols through close contact management, wellness
surveys, managing capacity for an office and supporting vaccination, testing
and upload. We needed to be able to customize the solution by location
across the world. And we had to enable new ways to support our people and
our business in response to the ever-changing nature of the pandemic.
Already teaming with Salesforce in other areas of the business, we decided
to customize its Work.com solution and integrate it with our other tools and
platforms so that it could support the return to office experience. The cloud-
based digital delivery platform consists of six modules: case management,

capacity management, wellness surveys, experience cloud, command center and vaccination tracking. We began by initiating the case management aspect of the app in November 2020 to document and track those exposed to COVID-19 once a case is reported. We customized the standard Work.com solution to introduce the use of case objects, such as service cloud, to support our business needs. Service cloud enabled us to take advantage of features such as case management, queues, email templates, activity tracking and follow-up processes to support the health and safety of our employees. The case management approach was rolled out in just 10 weeks across the majority of our offices worldwide. By March 2021 we were using the solution for additional features including office visits, capacity planning and returning to the client in a limited number of geographies. We needed to take into account all the variables of running our global business—different languages, working styles, cultures, legal and data privacy variations. Here's some of the solution functionality and how it impacts the return to office process: The capacity management module was the biggest deviation from the standard Work.com solution. Based on how we operate, we wanted a capacity-based approach so that employees could request a type of workspace for a given location, date and time. Once this has been initiated, we need to route these requests so that the location geography can review and approve the business needs while meeting local capacity guidelines for that particular office. In this way, we can better plan resource capacity to ensure the maximum capacity isn't exceeded and spread out our workstations. Employee wellness surveys are used throughout the process to support approvals of who can enter the Accenture offices. Every employee and visitor, subject to local guidelines, receives a health survey for every visit; this enables us to address health and safety issues and advise on our standards. We even integrate these surveys with our check-in kiosks to facilitate a smoother, touch-free check-in process. Many countries use the global survey but we are also able to customize the questions and responses at the country level to comply with legal, regulatory and policy specific needs. We also introduced the experience cloud capability in Salesforce to create a central, customized landing page. This page enables Accenture people to make and edit a reservation request, upload vaccine records and test results and search for the status in the majority of Accenture office locations. Our command center provides real-time dashboards to display and aggregate metrics and enable the Accenture leadership to make decisions that are quick and effective. Some of the metrics in the command center include the number of cases reported across regions and aggregated globally and office status (how many people are requesting entry to our facilities and which requests are approved). More recently, we've added vaccination and test tracking that indicates the number of vaccine records and antigen test results uploaded securely in line with country-specific guidelines and where required by local protocols. How it works To create a frictionless experience, Accenture built-in several ways to complete each step in the return to office process. Let's imagine following employee Peter from Chicago, Illinois, United States. He initiates a return to office request which is automatically checked against open cases to ensure compliance, manage test results and vaccination records and is routed for approval and capacity management purposes. He is notified of the return approval and given an approval number. Following the approval email, Peter can click on a link and is directed to an Accenture chat bot which has

prepopulated information to make a room reservation. By integrating with Microsoft Teams, how Peter normally works, he's able to easily make choices around his visit period, the floor and type of space. In locations where required, a wellness survey is sent prior to check-in to ensure compliance with health and safety. Once Peter is within half a mile of the office, he checks in via a mobile app, by email, or using a QR code that is scanned at the office kiosk. Whichever method is selected, the check-in process is automated. The system lets the onsite workplace team know that Peter has checked in, helping to support office safety by confirming who is in the office and when. Accenture takes a people-first approach, inspiring Accenture employees to embrace change, adopt new behaviors and make full use of technology to deliver the best value. This modern change management approach is the foundation of our change and adoption strategy for the return to office program. We focused on stakeholder engagement, making sure that leaders understood their role in sponsoring change in their own country. Marketing and HR teams were tasked with sending clear communications to our people, while all stakeholders were informed about new processes, tools and system enhancements. We adopted an approach where continuous improvement means we can easily adapt to feedback or changes in process requirements. We set up a Yammer community for workplace teams to share feedback on office experiences and track what's happening. And we made sure that our global approach to change and adoption is locally influenced and led. From stakeholder engagement sessions to communications and training, we've tailored global requirements to local needs, making the content more relevant to people's experiences. Technology adoption is only as successful the people who use it. We keep a close eye on the metrics behind the response to our return to office processes and share them with leaders to inform and encourage compliance. By adapting the out-of-the-box Work.com solution we have been able to develop one unified, integrated approach that makes use of our existing standards and tools. For instance, we integrate with Microsoft Teams to provide a chatbot experience that enables our people to make room reservations, integrate with the check-in kiosk application and send wellness surveys to everyone, including visitors, among other activities. All of these functions are easy to initiate on a platform that is secure, scalable and able to grow. We looked at processes that can realize quick wins, such as case management which we have deployed in many locations, to achieve the most value as quickly as possible. In just over a year, we have created a groundbreaking solution that serves multiple business departments. A centralized platform offers a coordinated approach that is closely aligned with our strategy and business objectives—in particular, supporting the safety and well-being of our people. What's more, we've implemented the solution in 40 countries and enabled more than 400 locations with a digital check-in tool. Accenture has evolved the Work.com solution to achieve: We have moved carefully and thoughtfully with global recommendations that can be adapted at a local level to plan and prepare for office visits. Visible leadership buy-in and regular communications have helped to reassure and inform our people quickly. The solution has been adapted to focus on the universal safety of our people, in the office or in remote work environments. We provide enhanced experiences, support and resources for our people across the world. We prioritized functionality based on business need, using our own

methodologies where necessary, to gain value sooner.   Going forward, we are tackling other aspects of the work environment, such as how we support our delivery centers and further automate certain features. Also, we aim to enhance the flexibility of the solution and undertake regular checkpoints to be sure we remain aligned to the overall Accenture strategy. These teams are enabling innovation, growth and business continuity for Accenture. Driven by the power of data, Accenture and Salesforce reimagine human experiences that reunite growth and accelerate the path to value. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Fighting COVID-19 with algorithms

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/colombia-covid-response ----- A country's future at stake Finding solutions hidden in data Science and strategy unite a nation Meet the team Numbers Current Country: United States CASE STUDY COLOMBIA PUBLIC SERVICE How Colombia's high-tech strategy saved lives 5-MINUTE READ Imagine a strategy so effective it could unite a country's government, media and 877 major corporations behind a common goal, revolutionize data modeling and simulations and help guide 50M+ people through a global disaster. That's the reality of what the nation of Colombia achieved with its innovative, tech-driven response to the COVID-19 pandemic. By March 2020, with citizens' lives and economic stability at risk, the Colombian government knew it would have to take unprecedented action. But it needed better information to guide its decisions. So, President Ivan Duque's administration and Colombia's Association of Entrepreneurs (ANDI) joined forces with Accenture. The goal: a suite of tools that combined rich data sources and advanced modeling to predict the progression of the virus, as well as the social and economic results of containment policies. Accenture drew on real-time data sources using APIs and technology platforms to develop predictive algorithms that could simulate how strategies would affect Colombia over a full year. The information informed government decisions about when to shut airports or limit travel, and how to balance lockdowns with economic needs. As scientific research revealed new information about COVID-19 and how it spreads, the team updated the tools to reflect the findings and ensure accuracy. No matter how the data was modeled, the simulations were clear about one thing: wearing face masks would have the greatest impact in slowing the spread of COVID-19. To encourage their use, the team launched a coordinated communications campaign that unified messaging from government institutions, private companies and the media. Meanwhile, monitoring open-source social media discussions helped identify places where additional warning messages about the dangers of COVID-19 could be deployed for maximum impact. 12 Colombia's world ranking for COVID-19 resiliency. 1 Colombia's world ranking for community mobility around COVID-19 Over time, the team found that its simulators were three times more accurate than those of the Colombian National Institute of Health and

other sources. The government used the insights to inform public policy and health strategies, as well as vaccine distribution, while corporations used them to shape their networks, supply chain and logistics strategies. The innovative tools developed during the crisis continue to be useful in new ways: commercial companies are using the simulators to guide their business and community engagement strategies. Today, Colombia is a success story. It has been ranked No. 12 in the world for COVID-19 resiliency, and No. 1 in community mobility, a key indicator of minimized disruption. The credit for the results goes to collaboration: it took a vast ecosystem of people and institutions to develop the solutions, and a full community effort to make them effective. One thing is certain: with innovative technology and community spirit, the country can overcome any crisis. Esteban Guerro Managing Director – LATAM Intelligence Lead Accenture Song LinkedIn Juan Navas Chief Creative Officer – Hispanic South America LinkedIn Aura María Rivera Chief Strategy Officer – Hispanic South America LinkedIn © 2024 Accenture. All Rights Reserved. =======================

Globo: A broadcaster's sequel

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ communications-media/globo-shapes-vision ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States Case Study Transforming into a mediatech company 3-minute read For decades, Globo has been as relevant in Brazil's media landscape as its popular evening soap operas. But new competitors and changing consumer behavior jeopardized its traditional media model. Globoplay, a digital streaming service, was growing, but it lacked the investment and agility to compete at scale. As a massive holding company, Globo didn't have the innovative environment that allowed teams to test and learn from their mistakes. Meanwhile, brands increasingly wanted a multichannel targeted approach to reach audiences and meet business objectives. To become a global digital player, the company needed a fresh direction. Globo teamed up with Accenture to implement its transformation journey, UmaSóGlobo ("Only One Globo"). Globo pursued a new direct-to-consumer (D2C) strategy with an integrated suite of products. New investments in Globoplay created a better user experience and new revenue streams. The team reinvented Globo's operating model, setting it up as a mediatech company with an innovation hub that aims to be the "factory" from which all digital products originate. To support the new model, the company broke down its silos and crafted an environment to "test and learn" from new products in the marketplace. Today, Globo is a D2C organization offering innovative digital products. Whether it's on free-to-air TV, pay TV or digital, Globo can reach audiences and markets in a more targeted way with its advertising business. And in a "cookieless" world, the team developed new opportunities to use data with incremental monetization. Benefiting from streamlined costs and top-line growth initiatives, Globo is accelerating advertising revenues and deploying digital capabilities through its 1,500-person innovation hub. And with its mindset of "learning to learn," the mediatech giant has a legacy it

The chemistry behind Solvay's cost transformation

Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY A formula for growth 3-MINUTE READ Solvay, an €11 billion chemical company, launched an enterprise-wide cost transformation to fuel sustainability and profitability. By the end of 2020, the company had successfully kicked it off with a spend-reduction program—but Solvay also needed systems and processes that support a culture of efficiency and growth, as well as the capabilities for ongoing, optimized and sustainable cost savings. Short-term cuts and efficiency can be good, but an end-to-end cost transformation is better. So, the company partnered with Accenture to help launch a transformation for controlling costs—while preserving Solvay's entrepreneurial spirit and advancing its sustainability goals. In partnership with Accenture, Solvay's cost transformation has been instrumental to unleash resources that enabled us to fuel our sustainable growth agenda for the upcoming years. Jean-Marc Le Gac / Group Transformation Program Director The team unified around Fuel for Growth (F2G), a strategy to create a healthy co-ownership of costs and growth investments for a shared sense of responsibility. The Solvay-Accenture team enabled this using a data-driven approach to identify sustainable savings, applying zero-based principles in everyday decisions and differentiating between "good" and "bad" costs. The team also leveraged the Anaplan Connected Planning Platform to connect the company's financial models with the transformation strategy—and make financial information universally accessible. Gaining acceptance and participation from Solvay's employees was key. Training sessions, virtual workshops, leadership coaching and other efforts helped everyone in the Solvay organization understand and contribute to the transformation. The process was marked by collective intelligence, an owner's mindset and culture, radical transparency and digitally enabled ways of working. Jean-Marc Le Gac / Group Transformation Program Director After 12 months, Solvay had an end-to-end cost transformation in place. Going forward, budgets will work more efficiently and sustainably across the company without infringing on Solvay's entrepreneurial spirit. Even better, Solvay is set to save more than €240 million over the next three years. The team also incorporated spend-to-emissions analytics, which derives the impact of spend across the value chain. In doing so, Accenture empowered Solvay to identify value chain impacts including emission reductions, reduced water consumption and biodiversity impacts. These new systems and ways of working, integrated across the company, allow Solvay to fully unleash growth, proving to be its best formula yet.

MQDC: Bringing wellbeing to the metaverse

A call for change When tech meets human ingenuity A valuable difference Meet the team A new vision for the metaverse Making fantasy a reality A world of good, online and offline Current Country: United States CASE STUDY A virtual universe aims for real-world impact 5-MINUTE READ In the future, the real world and the digital world will blend together, allowing people to live and work seamlessly across physical and virtual spaces. What once seemed like science fiction is quickly coming to life as the metaverse begins to take shape. As companies explore the rapidly evolving possibilities of the technology, some are wondering: Can it be a force for good? That question is at the heart of one company's mission. Real estate developer MQDC has long focused on innovative residential and mixed-use properties that embrace sustainability, smart design and healthy living. With a brand promise of "for all well-being," the Thai company's projects aim to be more than just places to reside—they are spaces that change the way people live, for the better. Now, MQDC is looking to expand those efforts into the metaverse and hopes to use Web3 technology to bridge the divide between online and offline experiences. By connecting the virtual world to its real-world residential properties and retail spaces using data, digital twin and Internet of Things (IoT) innovations, the company will open the door to enhanced lifestyle and business opportunities. Rather than focusing on technology alone, however, MQDC wants to put humanity front and center by creating the first "metta-verse"—that is, a metaverse for good that reflects the Thai word ("metta") for generosity and kindness. To that end, the first experience they set out to create was Idyllias, a fictional land of contentment and creativity where every positive action—big or small, real or virtual—has an impact on the well-being of the living world. But with big ideas come big challenges. For all the imaginative dreams of a world like Idyllias, the project would need to be firmly grounded in reality to succeed. MQDC had collaborated with Accenture on past projects; now, its growing roster of metaverse talent would help MQDC's creative ambitions take off. With Idyllias, MQDC aimed to build an experience that could deliver both social impact and business results. The collaboration included scientists, researchers and creators from around the globe; it also drew on Accenture's capabilities in brand management, business development, digital marketing, data analysis to determine operational and financial models that could power the creative vision and developed strategies for how to best reach their target audience of creators, artists, nature enthusiasts and general "life-lovers." The team focused on establishing Idyllias and the broader MQDC Metaverse as a self-sustaining business. Next was to craft the foundational story and values that would drive the Idyllias landscape, as well as the architecture, branding materials and technology services that would bring it to life. The resulting road map defined the entire ecosystem, including infrastructure, payment system, content development and experience design. Plans for connected places and spaces within Idyllias would link up with events and activities in real life. For example, at The Forestias, a Bangkok residential development with a presence in Idyllias,

people will be able to earn points for behaviors such as recycling and community participation that can then be redeemed to support environmental programs such as coral protection and wildlife initiatives. Featuring a digital twin of the physical property, the Forestias would be the first project that will integrate natural ecosystems with innovative technology for sustainability and combine physical and virtual experiences to enable smart living along with direct-to-avatar commerce and gamification. The MQDC Metaverse launch event introduced Idyllias and gave people their first glimpse of a "metaverse for good" that focuses on happiness, well-being and positive social impact. Driving Idyllias is a rewards system known as CERIS, through which participants are rewarded for good deeds, kindness and valuable contributions. CERIS—the loving energy that fuels our inner and outer world—can't be bought, only earned through behaviors such as Love-to-earn, Change-to-earn, Recycle-to-earn, Learn-to-earn and Support-to-earn. The resulting CERIS rewards will ultimately be redeemable within the metaverse environment, but also could be used to benefit real-world philanthropic and environmental initiatives. Doing good in Idyllias, then, can be magnified into positive results within the metaverse as well as the offline world. In anticipation of the launch, users can now access the website and participate in an "Aurascent Ceremony," in which they answer a series of questions to determine their aura characteristics and become official citizens of Idyllias. With a robust business model in place, the MQDC Metaverse will connect experiences across the physical and digital worlds, while the creative initiative of Idyllias will shape the technology in ways that will have a positive impact on users and society at large. Husin Adam Managing Director – Products LinkedIn Hubert De Nie Senior Manager – Strategy & Consulting LinkedIn Rama C.N. Managing Director – Metaverse Continuum Business Group LinkedIn Graham Williams Senior Manager & Principal Consultant – Metaverse Continuum Business Group LinkedIn Fay Lee Associate Manager & Experience Design – Accenture Song LinkedIn Chantel Jiang Management Consultant LinkedIn © 2024 Accenture. All Rights Reserved.
=====================

Tesmec's template for a connected company

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/automotive/tesmec-template-connected-company ----- A call for change When tech meets human ingenuity A valuable difference Constructing unity from growth A core template for global synergy Carving out a coefficient future Current Country: United States CASE STUDY Implementing a global Dynamics 365 transformation journey to support major acquisition growth 3-MINUTE READ Without a way to quickly harmonize processes, organizations with a portfolio of acquisitions run the risk of losing synergy and harboring unusable data. That's why Tesmec, a worldwide manufacturing leader in the mining diagnostics industry and a technology solutions provider for stringing and railway equipment, knew standardization was critical for sustaining its acquisition growth. Together

with Accenture, Avanade and Microsoft, Tesmec initiated the largest Dynamics 365 (Microsoft's intelligent ERP platform) project for a manufacturer in Italy to date. The project kicked off at Accenture's Modena Industry X Innovation Center where Tesmec had a hands-on environment to test innovation and project possibilities. Following this exploration, the team blueprinted a Dynamics 365 ERP transformation with standardized processes, centralized procurement, an easily replicable core global template, built-in Microsoft security and compliance and web browser accessibility. After three months of blueprinting, the team began implementation, starting at the main parent company. During this first implementation, the team focused on ensuring the template would require minimal personalization once rolled out, rather than have unique modules or processes for each business unit or country. Once stable at the parent company, the solution was implemented across the organization. The new ERP system completely streamlines Tesmec's operations—from inventory to customer management and communications. The system is already adding value, harmonizing processes to enable the following: With the new system, Tesmec can more efficiently share information globally across seven companies in Italy, the US and France. Now, regardless of location, over 500 users have access to reports and production details from across these geographies. Providing its people with standardized and seamless processes allows Tesmec to take a major step towards its goals. While operating as one, unified group, the company can move forward with this technological foundation to grow wherever the market takes it. © 2024 Accenture. All Rights Reserved. ======================

Music makes speech therapy a hit

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/song/ saylists-speech-therapy ----- CALL FOR CHANGE WHEN TECH MEETS HUMAN INGENUITY A VALUABLE DIFFERENCE MEDIA COVERAGE & AWARDS More case studies Social impact with a new rhythm Perfect sounds for problem speech Playlists to lift every voice HUGGIES NETFLIX THE TIMES Connect with us Connect with us Connect with us JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Saylists We've all heard the saying before: Practice makes perfect. Repetition does help us learn and hone our skills. While practice is often considered relevant in pursuits like throwing a ball or memorizing multiplication tables, science says that repetition is also the best way to overcome speech sound disorders (SSD). SSDs make it difficult for some to pronounce sounds (phonemes) like "arr" and "sh". SSDs may (and often do) occur without a cause and are more prevalent than you might expect, affecting one in 12 young people. Those affected face higher risks of bullying from their peers, depression, anxiety and decreased academic achievement. Securing dedicated and personal coaching is expensive and can take months—with tens of thousands of people on waiting lists. So, young people who are struggling with SSDs often practice "problem sounds" over and over again—which isn't just potentially frustrating, it's also flat-out boring. But it doesn't have to be. Today's educators and therapists have a greater appreciation for individuality, different learning styles and the importance of play in inspiring lifelong

learning. The power of music is being explored by innovative educators, too. It's a sound shift. Children are especially wired to forge connections based on song and, it turns out that by the early age of three, children are more fluent in song than in speech. For those with SSDs, that presents a unique opportunity. Thanks to an instrumental partnership between Droga5 (part of Accenture Song), Warner Music Group (WMG) and Apple Music, finding one's true voice is getting easier. For a joint team between Warner Music Ireland and Droga5, music struck a chord as an answer for children with SSDs. The solution was inspired by a team member at Droga5, who shared that their sister, an educator in Ireland, had noticed her student's frustration with the learning materials available for SSDs. The kids found the material babyish and dull. The genius idea: Create a playlist so fine-tuned that children could overcome problem speech patterns by singing along to the songs they love. Several Droga5 staffers who had personally overcome SSDs were instrumental in developing the model further, sharing necessary context and first-person perspective. The team ended up pitching the idea to Warner Music, one of the "big three" recording companies. As part of Warner Music Group's corporate social responsibility, the company supports initiatives in music with positive social impact. Internal research revealed that musicians (including WMG's Ed Sheeran) have long used their art to help with speech sound disorders, so this area was a perfect fit—and had the potential to be a smash hit. The next step was securing distribution, and as big a lyric database as possible. When Apple Music signed on, bringing a music library of more than 70 million songs as well as lyrics for tracks on its streaming service, a powerhouse partnership was born. To assemble the perfect playlists, the team used an original Droga5 algorithm developed to analyze song lyrics for phonemes occurring with a certain frequency, as well as other conditions such as proximity to similar sounds and placement within a sentence. Simply, the algorithm crawled through Apple Music's catalog to pull out the best songs that fit the "rules" for addressing SSDs, keying in on repetition of certain syllables and sounds—'CH', 'D', 'F', 'G', 'K', 'L', 'R', 'S', 'Z' and 'T'. Along the way, the team consulted with a variety of voices from across the speech and language industry, including 14-year NHS speech and language therapist Anna Biavati-Smith, to sense-check the concept, build additional rules into the algorithm and ensure its value to potential patients. Ultimately, this work became the "single largest data analysis of song lyrics ever," and more than 170 songs were selected for their therapeutic benefits. The project at launch was cleverly dubbed "Saylists," and boasted 10 curated playlists, each with 10 to 20 songs. Featured artists include Daft Punk, Kylie Minogue, Rihanna, Black Eyed Peas, Coldplay, Justin Bieber and Adele. More specifically: Dua Lipa's "Don't Start Now" is part of the "D" playlist; Lizzo's "Good as Hell" and Ed Sheeran's "Galway Girl" star in the "G" playlist; David Bowie's "Changes" represents for "CH"; Fatboy Slim's "Right Here, Right Now" features in "R." The playlists are exclusive to Apple Music and available to the service's nearly 80 million subscribers. Music lovers and the media raved about Saylists when it launched in March 2021, receiving 42 million views and more than 150 million impressions in earned media—with zero spent in advertising. Spain's El Mundo newspaper billed Saylists as the "next great invention." WMG and Accenture Song were together recognized by Fast Company as two of the world's "Most Innovative Companies" for bringing Saylists to life. The project was awarded the Grand Prix at Cannes Lions,

too. Most important was the incredible response from the speech and language community. Saylists were immediately recommended by therapists, and it wasn't long before young people were singing and rapping like their favorite MCs in therapy sessions. The Royal College of Speech and Language Therapy expressed its excitement at the project's release, and members of the department of English Language Teaching at Cambridge University have gone so far as to publish lesson plans based on Saylists and how they can be used in classrooms. Due to the enthusiastic universal response, the team is exploring the opportunity to expand the project into other countries around the world, with more tunes and playlists, in new languages. For Saylists, that means that the story is potentially just beginning. And that's music to the ears of young people everywhere affected by SSDs. Accenture Song won the Grand Prix in Creative Data for Saylists, the first of its kind reimagining of therapeutic repetition in speech and language therapy. Warner Music and Accenture Song announced "saylists", new playlists designed to augment the speech therapy experience for young people. Fast Company recognized Warner Music and Accenture Song as one of the 10 most innovative joint ventures of 2022 for 'solving speech sound disorders through songs that slap.' Reimagining a global icon VFX brings imagination to life JFK Unsilenced Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved.
======================

New digital solutions with a human touch

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/digital-partner-human-touch ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Public service Advanced Customer Engagement Building skills for the future JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA How the German Department of Labor used insights to refine, expand and customize the digital experience for citizens. Delivering experiences that citizens need German Bundesagentur für Arbeit (the German Department of Labor) focuses on the people it serves. Beyond helping them find the right job or training, the agency wants to partner citizens throughout their careers, whether dealing with childcare, unemployment or development opportunities. To improve service quality and expand those services, the agency needed an integrated digital foundation. Automated replies to standard inquiries, plus 24/7 online and app availability, lets caseworkers concentrate on supporting all career stages, effectively becoming lifelong career coaches. The German Department of Labor had already digitized processes. However, new digital tools and processes had not been widely adopted; paper-based processes were still widespread. COVID-19 brought higher volumes of traffic and the need for new digital services. Accelerating its digital transformation enabled the agency's people to gain new skills while providing citizens with accessible, user-friendly services. COVID-19 brought higher volumes of traffic and the need for new

digital services. Accelerating its digital transformation enabled the agency's people to gain new skills while providing citizens with accessible, user-friendly services. Insights inform user-friendly digital tools The German Department of Labor was helped by Accenture to create a user-friendly, seamless, personalized digital citizen experience. Accenture brought digital implementation skills and its record of helping public service organizations; it also had a trusted relationship with the agency. External surveys focused on solutions to best support the future workforce. Internal stakeholder insights showed how digital integration could create better employee experiences, increase productivity and gain caseworkers' buy-in. These insights let the project team build accessible mobile and app-based capabilities, including interactive assistants (chatbots). The team also enhanced the agency's virtual labor market platform. A comprehensive communications campaign for both caseworkers and applicants encouraged adoption. This also helped the agency present itself as a lifelong career partner, providing citizens with support throughout their working lives. When speed is part of the success The speed of implementation of digitized services by the German Department of Labor has increased significantly. It took just two weeks to launch a mobile app at the start of the pandemic. With its new digital capabilities, the agency has seen online unemployment applications rise by 300,000 in a year. Inefficient manual processes are replaced with automated solutions that improve the speed and quality of services. When COVID-19 nearly doubled the amount spent to support citizens in 2020, the agency's administrative costs actually came down. The success—and speed—of the project was due to the agency's commitment to improving its digital services and freeing caseworkers to assume "career coaching" roles. Collaboration among agency colleagues and Accenture's experts and resources from service providers delivered the overall digital experience. The agency plans a full transformation of its digital core, so it can operate more efficiently and better equip the future workforce. Empowering public service with innovation and agility to embrace accelerating change. Know your customers. Meet them where they are. Public services exist to help people thrive; both their own employees and the citizens they serve.

======================

Cybersecurity: everyone's concern

Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Michael Bittan Luc Tentillier Fabien Dupré Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Crédit Agricole Consumer Finance mobilizes against cybercrime. Like most organizations, Crédit Agricole Consumer Finance, the consumer credit division of the Crédit Agricole group, faced a dramatic rise in cybercrime threats during the COVID-19 crisis. Phishing attacks targeting Crédit Agricole Consumer Finance increased six to eight times during the March

2020 lockdown. Crédit Agricole Consumer Finance and its information systems security teams knew they would need to respond by increasing employee awareness of new cyber-risks. "Because cybercriminals know how to use social engineering to achieve their goals, the first line of defense is not technology, but people." "Because cybercriminals know how to use social engineering to achieve their goals, the first line of defense is not technology, but people." Faced with evolving cyber threats, Crédit Agricole Consumer Finance, in cooperation with Crédit Agricole Leasing & Factoring, decided to strengthen its cybersecurity policy and reduce human risk. To create a culture of cybersecurity and to support its employees, the company runs security awareness events. Crédit Agricole Consumer Finance called on Accenture to help it organize its first "cyber days". Accenture contributed its experience in conducting cybersecurity projects, its knowledge of the cyber-threat landscape, thanks to its Cyber-Threat Intelligence network, and the ability of its teams to design tailor-made training. In cooperation with their partners, the Crédit Agricole Consumer Finance teams defined six major themes for the workshops: data confidentiality, workstation protection, password security, telework, hacking techniques and phishing techniques. Accenture led the digital and face-to-face workshops. "We must persist to reinforce the daily vigilance of everyone in the company." "We must persist to reinforce the daily vigilance of everyone in the company." The first edition of the "cyber days" was a success. More than 340 Crédit Agricole Consumer Finance and Crédit Agricole Leasing & Factoring employees took part in the workshops in the first two days. On average, each participant attended four workshops. The ability of the speakers, including experts from Accenture, to make complex, technical information more accessible has helped to increase awareness about cybersecurity. The cyber days demonstrated that cybersecurity is not just about technology and that it is not the sole responsibility of IT teams, but that it is an integral part of the company's culture. The Crédit Agricole Consumer Finance teams have launched other communication tools (newsletter, web series, podcast) to anchor the messages shared during the cyber days and make each employee a cybersecurity champion. Crédit Agricole Consumer Finance has produced a new edition of the cyber days. The aim is to multiply the communication media to reach a wider audience and make each Crédit Agricole Consumer Finance employee an actor and a defense vector in cybersecurity. +340 participants 6 themes 4 Start-up partners We're helping banks win in the digital economy and get ready for what's next. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

IT touchless operations

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/it-touchless-operations ----- Call for change A valuable difference Meet the team Related capabilities Pursuing new ways of working and delivering value Rahul Maheshwari Rich Palumbo How Accenture does IT Intelligent automation services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA For Accenture's global IT organization,

operating more than 900 applications for a $50.5 billion global business with 710,000 employees is a mammoth task. More than 200 internal IT Operations teams in our global IT handle this responsibility—a huge and expanding effort that faces more demand than resources. As business needs continue to grow, our global IT needs to achieve more operational and business efficiency and to supplement our IT Operations teams with an intelligent automated workforce. Such a workforce could complement humans and minimize human intervention. In addition, keeping technical infrastructure and data secure is a continual challenge. To retain Accenture's fortified security posture, it is extremely critical to identify and close any gaps between potential security vulnerabilities and time it takes to respond and secure. All these business needs reinforced the imperative for building intelligent automation. To respond, our global IT organization launched and is significantly investing in a Touchless Operations program. It's part of a broader intelligent automation program. The aim is to make Accenture more efficient as a business by supplementing our IT Operations teams with an intelligent automated workforce. We define touchless operations as the combination of intelligent insights, artificial intelligence/ machine learning (AI/ML), and automated orchestration supported by an end-to-end automation architecture, platform-as-a-service (PaaS) offerings, standards, and frameworks.   To get there, we are implementing ways to deploy highly intuitive solutions, use machine learning to predict events and recommend next-best actions, build mature self-learning, and enable self-healing capabilities that minimize human interactions. To develop the assets, we created rapid touchless automation development cells that include automation architects, machine learning developers, data scientists, DevSecOps specialists, and others.   Shifting to standardized frameworks Our Touchless Operations teams are motivating individual application teams to use standardized, enterprise-level automation and orchestration frameworks. These are frameworks that can plug and play an application/business-specific automation. These secure and scalable frameworks orchestrate between various Accenture enterprise platforms and tools, resolving issues without human intervention.   Building on top of the Accenture IT technology stack The teams are creating tools and touchless operations assets on top of the Accenture IT technology stack, allowing automated rollouts at scale, while ensuring seamless maintainability and security and the ability to customize organization-wide. We built an ecosystem over the state-of-the-art Accenture enterprise architecture touchless automation platform that supports cognitive and applied intelligence. Reusing the foundational building blocks enabled necessary connectedness and real-time speed. Our touchless automation assets benefited from the reliability, scalability, security, and maintainability that were established.   Our teams then built self-service-enabled intelligent assets, intelligent bots, and cognitive chat bots with machine predictions and deployed intelligently orchestrated actions. We also enabled an agile, plug-and-play living ecosystem with platforms and frameworks.   Deploying solutions The newly established self-healing and auto-resolving assets involve analysis of millions of tickets, monitoring alerts, service requests and provide recommendations and machine-enabled solutions. These solutions are helping to advance our touchless operations journey while improving speed, accuracy, and keeping our businesses and operations running. Touchless Automation Orchestrator (TAO). The Touchless Automation

Orchestrator (TAO) proactively prevents system failures and outages. It eliminates manual effort to address service tickets for disk space, server issues, application pools, critical services, databases issues, and server reboots. All identified applications were onboarded to TAO. The platform provides a 360-degree view of all remediation activities and auto-provisions into new applications as they are brought in.   Intelligent Application Security Platform (IASP). Our security team automated vulnerability scans and fixes as part of the continuous integration/continuous deployment (CI/CD) pipeline to make Accenture more secure.   An example is the Intelligent Application Security Platform, one of the program's largest initiatives. The platform performs comprehensive application security scanning that includes millions of lines of source code covering approximately 55% of internal applications to identify and fix security vulnerabilities. Once an application is scanned, the platform generates options on remediations and also reduces false positive detection. In addition, an automated dependency bot, working with evergreen application templates, fixes vulnerabilities it detects caused from using code libraries with outdated versions. These templates automate standardization, manage upgrades and enable compliance that makes applications secure from the start.   Machine Learning (ML) assets. Several teams are building machine learning assets to offer machine-suggested, predictions, solutions, and fixes. One example is ML technology-based solutions to address incidents from Accenture's Time and Expense application, where resolving incidents before the end of each cycle is critical. Incidents are manually tedious to resolve, leading to inconsistencies and high resolution times. Now, several AI-enabled automation solutions prescribe appropriate resolution steps for issue-specific scenarios addressing 60% of the incidents for this key application. Predict and Prevent is an AI-based asset to forecast and prevent outages. It intelligently analyzes the historic patterns generated from different monitoring sources. The asset captures the complex relationships and inter-component dependencies with unusual patterns and short- and long-term trends to forecast outages at granular level. The "prevent" part is invoked after successful predictions and enables auto-prevention of these outages via several remediation flows. The Touchless Operations program is transforming how our internal IT Operations teams provide application support to our people by improving operations productivity, quality, performance, and user experience. The program is providing the required structure, governance, and discipline around automation to achieve the business goals of more operational and business efficiency. Touchless Operations development cells collaborate with IT Operations teams to identify improvements that will make the most impact efficiently and effectively. Results achieved to date from the automation solutions highlighted include: 10%+ resource capacity Touchless operations-centric automation has created additional resource capacity of more than 10% annually with greater workforce agility at scale, bringing opportunities to create capacity catering to new and changing business needs. Infrastructure self-healing The Touchless Automation Orchestrator platform has eliminated a significant amount of work hours through proactive self-healing and auto-resolution. Currently, about 20% of the infrastructures alerts and anomalies are self-healed through the TAO platform. Mean Time to Resolution (MTTR) has decreased from two days to zero. With on-demand infrastructure capabilities and futuristic intelligent preventive assets, the plan is to

proactively self-heal more than 50% of issues spanning 900+ applications in the next two years. Zero touch with machine-enabled solutions With a large IT landscape, considerable time is spent on resolving incidents, service requests, monitoring applications, data correction, vulnerability remediations, and more. Machine-enabled solutions address 15% of all such requests, recommending solutions, auto-resolving, auto-serving requests, proactively fixing and preventing outages. In the next phase, the aim is to expand coverage to 30%, and all this with no human intervention. DevSecOps enabler Automation is one of our critical enablers to achieve our Development, Security, and Operations (DevSecOps) vision, reducing lead time to market, increasing market-centric rollout, improving quality, and being more secure from the start. Automation for a continuous integration, delivery, and deployment pipeline has been adopted for 55% of our application landscape and planned to cover the remaining near term. Proactive vulnerability prevention The Intelligent Application Security Platform is now integrated into Accenture's DevSecOps process. Ninety percent of vulnerabilities are proactively prevented using the platform and a subset auto-resolved using intelligent bots. The rollout of this industry-leading automation has enabled cost savings as well as reducing future security risks and technical debt. The award-winning program is a journey, one that is in progress. Looking ahead, the program is: Considering building machine learning-enabled recommendations for all incidents. Implementing API services to enable touchless automation through multiple platforms. Focusing further on accessibility. Enabling voice-enabled automations. Automating the discovery of new threat vectors and insights to improve our security posture. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. ========================

The making of Accenture Finance digital services

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/finance-digital-services ----- Call for change From pre-digital to post-digital People and culture A valuable difference Meet the team Related capabilities Andrew Inchley Shane Marshall Judith Hayward Carsten Poulsen How Accenture does IT Finance at Accenture JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture Finance has been on a journey of continuous evolution to drive further value for the company, Accenture clients and our people. Guiding Finance initiatives today is a strategy that involves reimagining processes, investing in automation and digitally enabling the business. One area targeted for transformation was business services for Accenture client account and management teams. Before the transformation program, client account teams managed, sold and delivered services to clients using siloed processes and applications that frequently required multiple manual handoffs with support teams. Client account teams performed redundant data entry and made key business decisions using different versions of data. Business units

were managed with different types of reporting and relied on the Finance organization for reports and analysis. This environment caused delayed decision making that was often based on outdated information. The lack of online, end-to-end management processes, reporting and insights was impacting company growth and profitability. It was clear that Accenture was missing the opportunity to better integrate data across applications to drive greater insights and directly assist the business. Accenture Finance joined with Accenture's global IT organization to develop a solution. Accenture Finance partnered with global IT to create digital solutions for several of the key business processes, such as opportunity management, pricing and forecasting. A key foundation for this was ensuring a shared understanding of how all the tools and processes connected. The teams aligned the scope and solutions on a common, end-to-end, user-focused "manage-sell-deliver" framework. The manage-sell-deliver framework provides a structured way to consider everything that an Accenture sales lead, delivery lead, or account and portfolio lead would need from Finance and other corporate functions—whether from teams or technology. Thoroughly understanding process flows across teams and digital applications as well as capturing end-user expectations was crucial for shaping the overall business solution. Finance and IT worked with other corporate functions to build an entire digital business services suite of applications that fundamentally streamlines client account services and business management at Accenture. Our global single-instance SAP S/4HANA® enterprise system is leveraged by all business applications and provides full data integrity and a "single source of the truth." With SAP S/4HANA and the manage-sell-deliver framework as our foundation, Finance and IT were able to then build comprehensive integration and automation solutions that all center around business end-user needs. The breadth of the manage-sell-deliver framework is extensive, and from an IT perspective, it now encompasses 20 applications and a digital "super structure" on top of Accenture's SAP S/4HANA enterprise system. It is the foundation that helps individual applications align across entire processes and integrate effectively without undue manual effort. Finance digital services applications Accenture's core applications developed across the contract life cycle process to simplify and improve how teams perform their work include: Outcomes of the new digital business services are highlighted in the following examples: Manage myBusiness Manage myBusiness is an enterprise-wide business performance management platform that brings together real-time financial and operational data from other digital applications. It allows executives to interact directly with their business data to assess historic and projected future performance. The application aligns business teams and Finance around a common set of metrics and establishes "one source of the truth" for all decisions. Client business projection Client account teams use a new forecasting solution, Client Business Projection, which integrates with Accenture's enterprise applications. It brings sales and revenue data together to facilitate a new online, automated and forward-looking forecasting capability. For Finance and business unit leads, it improves forecast quality and provides instant visibility and consolidation. Automated sales booking Using the manage-sell-deliver framework, Accenture developed a new solution that allows client teams to complete their entire sales booking process without Finance support. Automatic flow of data and system validations eliminate redundant work and provide a holistic, end-to-

end solution without handover between support teams. The booking of new sales and surrounding processes have been reduced from days to a matter of minutes. Automated invoicing A digital automated invoicing solution supports billing production requests for more than half a million client-facing invoices each year in a single, cohesive flow across Accenture platforms. The solution successfully streamlines activities by avoiding non-value-adding handoffs and radically reduces the production time involved. Today, Accenture has reduced the average invoice production cycle from three days to under 10 minutes, achieving significant cost efficiencies and improving the company's cash flow. Manage myPrice The Manage myPrice platform digitally facilitates pricing, drawing on data from integrations with key applications and other data sources. Rather than simply automating a pricing tool, the deployment of Manage myPrice significantly changes the pricing approach from being based on cost-plus and target profitability to instead aligning with competitive market rates and value delivered to Accenture's clients. The creation of digital business services has been truly business-led with Finance, IT and other corporate functions working closely together with business counterparts and continuously aligning direction and priorities with Accenture's top leadership. This approach has supported full business sponsorship and support for global adoption campaigns. The digital business services applications have been a major investment, use leading technologies and provide entirely new ways of working. For busy Accenture client account teams and senior leaders, the new applications meant having to let go of their familiar tools, learn new ways and new practices, and change behaviors. For these reasons, adoption, enablement and learning were important parts of our program. A change team designed and developed a program that drove enablement for a range of people with many different needs to adopt the digital tools and change behaviors. As Accenture people effectively use the tools, they find that they are more efficient, use people's time more strategically and make better decisions to grow Accenture's business. View Transcript The journey to creating digital business services was one of reimagining the way things are done to develop new solutions. The focus was on building holistic solutions based on end-user needs and achieving efficiencies across processes and teams. This approach uncovered significant potential for automation and limited redundant handovers between business and support teams. Digital business services has enabled an operating model where Accenture client teams are supported with efficient business processes, financial management tools and forward-looking insights that integrate across support functions. Client teams and business leads have instant access to real-time data for decision making with a greatly improved user experience. These improvements have driven better commercial awareness across the business as well as significant cost efficiencies. For Accenture Finance, digital business services has transformed the organization away from being report producers and data owners to an organization focused on analyzing and advising the business. "Accenture's digital transformation is breaking down barriers of internal inefficiencies and unleashing the power of digital technologies. By aligning and more effectively integrating our technology and the support our corporate functions provide, our client account and management teams can now better focus on the direction, growth and profitability of Accenture's business." Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our

Towering above: Imperial Logistics for Africa

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/freight-logistics/imperial-logistics-africa-delivers-advanced-scct-capabilities ----- Call for change When tech meets human ingenuity A valuable difference A digital logistics partnership for growth The future-ready supply chain Solutions that drive savings Current Country: United States CASE STUDY Imperial and Accenture partner to deliver advanced supply chain control tower capabilities. 3-Minute read Imperial Logistics, a DP World Company, is the leading logistics supplier in South Africa—and has its sights set on business growth in Africa powered by digital transformation. Imperial's supply chain control tower (SCCT) advisory and execution services were already in high demand. SCCT functionality enables companies to access data from multiple sources (partners, suppliers, service providers and external data providers) in a single platform, gaining full network visibility to better anticipate and respond to demand. This provides the groundwork to make supply chains more customer-centric, sustainable, responsive, resilient and agile—even through disruption. Imperial realized that enhancing its SCCT capabilities would enable the company not only to meet customer expectations, but differentiate its solutions, expand its market and unlock new revenue. To support its transformation and deliver on the new strategy, Imperial set about creating a unique partnership with Accenture. The partnership brings together a local and global network of supply chain advisory and operational expertise to unlock enterprise value. To create this model, Imperial's supply chain advisory team of 50 people has been incorporated into Accenture's supply chain operations in Africa. This team will identify, design, implement, manage and maintain SCCT services for Imperial and its customers. Meanwhile, Accenture's suite of supply chain methodologies and templates will accelerate SCCT customer onboarding. Its SCCT software-as-a-service solutions (including One Network, Blue Yonder and O9) will enable the SCCT team to tailor solutions to customers' specific needs. The enhanced SCCT service created by this partnership will cover scheduling and optimization across everything from planning through fulfillment. Advanced capabilities enhance synchronization between the supply chain and stores through backdoor scheduling and intelligent responses that leverage predictive analytics and automation, minimizing human error and transactional tasks. A dynamic risk assessment capability also uses external data sources and blockchain to provide integrated visibility, ensuring greater oversight and traceability, and enhancing customers' sustainability credentials in the process. The partnership provides a strong foundation for Imperial's digital transformation and growth—and strengthens its leading position as logistics services become increasingly complex and data- and analytics-driven. The model took just six months to deploy, and helped attract significant deals with a financial entity and a major grocery retailer. The latter is the biggest single contract

Imperial has signed. Along with managing the retailer's 2,000-strong fleet of trucks, the Imperial-Accenture offering will help the retailer improve synchronization between its supply chain and stores, reducing driver hours and ultimately the size of its fleet. Intelligent automation will minimize mistakes and routine tasks, while additional blockchain capabilities will increase transparency. The retailer's predicted cost savings will amount to approximately 20% after five years. Together, Imperial and Accenture offer the most cost effective and reliable logistics services across the African continent.
=======================

Canadian bank completes migration to Murex's MX.3

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/capital-markets/canadian-bank-completes-murex-mx3-migration ----- Challenge What Accenture did People and culture Value delivered Current Country: United States CASE STUDY A large Canadian bank found renewed strength and efficiency through improved trading software and more agile ways of working. 3-MINUTE READ Our client, a large Canadian bank, was looking to enhance its trading platform as part of its initiative to increase the efficiency and effectiveness of its front- and back-office trading processes for its capital markets business. However, it didn't have the resources or expertise needed to implement a project at such a large scale. Our client was at a crossroads. It clearly saw where it needed to go, but it needed a partner with the capacity to help it navigate such a complex project within an ambitious timeline. As Murex's sole global partner, Accenture could not only provide the deep Murex experience but also scalable resources and additional tools that would improve how teams operate MX.3, Murex's latest technology platform. We have delivered over 100 Murex programs from implementation to migration to support for more than 20 years, so our experienced team was up to the task of migrating thousands of widgets to Murex MX.3. We joined forces with our client to migrate and consolidate 500 reports and 40 interfaces from the bank's ecosystem to the latest version of the Murex MX.3 platform, which provides financial services firms with software for cross-asset trading, treasury, risk and post-trade operations. This project enabled the client to be ready for regulatory projects such as the Fundamental Review of the Trading Book (FRTB), an initiative of the Basel Committee on Banking Supervision designed to overhaul trading book capital rules. Accenture's involvement included project management, business case development, design, building/testing and post go-live support. We delivered the services using local teams in Montreal as well as teams based within our global delivery network. In addition to migrating our client to MX.3, we deployed Accenture Reformx, a comprehensive configuration management tool that can cut development cycles by up to 20 percent. The scale of this project was significant and with our experienced onshore and offshore resources, we were able to migrate thousands of objects to the new Murex version on time, on budget, and to a high standard of quality and stability expected for a mission critical system.

100 We delivered 100 Murex programs from implementation to migration. 500 We helped migrate and consolidate 500 reports and 40 interfaces from the bank's ecosystem to the latest version of the Murex MX.3 platform. Working in close partnership was the key to success for this project. Our client didn't have the capacity to implement such a large Murex migration. Working together lowered the risk of failure and kept up the momentum needed to complete the migration efficiently. Our goal for working with the client's teams was to help them become self-sufficient by upskilling people and empowering them to work together in a more agile way. This helped us address over 800 processing and reporting issues during the testing and go-live phases in a collaborative, efficient manner. With upgraded skills and experience, our client's development team continues to explore and improve in this area. Our client now has a solid baseline platform to build from. With the new MX.3 cloud enabled, our client can now deliver new MX.3 environments very quickly to its development teams as the demands for trading new products and for complying with regulations keep increasing. Also, the scalability of the cloud enables the bank to cope seamlessly with the growing volume of transactions and business domains managed on MX. 3. Our client clearly sees the benefits of efficient technology and continues to expand its repertoire. Working together was a great experience that helped our client see the value of partnerships while lowering risk and enhancing skills. © 2024 Accenture. All Rights Reserved. =======================

Saving ecosystems and inspiring next-gen gardeners

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/technology/nwf-saving-ecosystems ----- Call for change When tech meets human ingenuity A valuable difference Growing a following Tapping into a $13 billion market Scaling sales to boost wildlife habitats MEET THE TEAM Current Country: United States Case Study Accenture deployed a Salesforce enabled ecommerce platform for the National Wildlife Federation to connect wildlife enthusiasts with native plants. 5-MINUTE READ Garden for Wildlife, part of the nonprofit National Wildlife Federation (NWF), has a community of seven million participants dedicated to helping local wildlife thrive in the United States in the face of habitat loss. The bird population, for example, has plummeted by three billion since the 1970s, in part due to a decline in caterpillars, as well as larger pollution and climate change issues at play. To help counteract problems like this, Garden for Wildlife educates people on the best ways to create habitats with native plants to support wildlife habitats in urban and suburban spaces. The program has proven popular and saw a 50% increase in participation in 2020, which has kept pace, in part because of more people staying home during the pandemic. NWF wanted to build on that momentum and increase participation and engagement, in particular among millennial parents keen on educating their children on environmental issues. NWF sought Accenture's advice on how to reach them. NWF and Accenture brainstormed ideas during a two-day-long Rumble™ innovation workshop facilitated by Accenture Song. It focused on

key priorities for the target audience and ways to increase donations and participation. Design and technology experts from Accenture helped turn ideas into actionable plans. NWF settled on the idea for a new business stream: selling native plant kits to gardening and nature enthusiasts across the country. The new business would inspire a whole new generation of gardeners, while promoting NWF and making a real impact on local wildlife. Individual garden plants could be tailored to the local ecosystem and chosen for their potential to reduce carbon in the atmosphere, and volunteer gardeners could be educated on the best methods for raising them without pesticides. Accenture recommended Salesforce as a partner; Nonprofit Cloud was chosen to deliver the core customer relationship management system (CRM); Experience Cloud to build an interactive website with personalized content and the ability to rapidly launch scalable new experiences; and Marketing Cloud to create a 360-degree view of customers from NWF data to build targeted email, advertising and social marketing campaigns. NWF fully trusted Accenture to develop the new Garden for Wildlife vision because of our unmatched technical expertise and close partnership with Salesforce. Garden for Wildlife quickly identified that selling native plant kits nationally would only be scalable if NWF worked with a network of growers across the country. At the same time, research indicated that demand for native plants was outstripping supply by 14%— the potential market for that unmet demand was worth $13 billion. By building relationships with growers and helping with inventory management, NWF provided an incentive for suppliers to grow often challenging native plants NWF knew would be in demand. Accenture designed the business-to-consumer cloud-based ecommerce platform to connect interested gardeners with local growers, helping fill the 14% gap in the market by delivering a simpler, direct route to supply. In addition, the site sells plants known as keystone native plants that support the greatest number of pollinators and other wildlife. Accenture worked closely with NWF on the brand strategy and design for the new Garden for Wildlife website, social media campaign assets, and paid media planning. We helped NWF identify what was needed for a minimum viable product, which had to be ahead of Earth Day and planting season to deliver maximum impact. The initiative was fully designed during two-week-long sprints with pivots along the way, including a shift to a more mobile responsive site to accommodate millennial users that prefer to access sites on the go. We built the ecommerce function using Shopify and integrated it with the Salesforce Experience Cloud. Garden for Wildlife was implemented in less than 12 weeks, launching in 20 states and the District of Columbia ahead of Earth Day on April 22nd and ready for planting season. Wildlife enthusiasts can now visit the website to easily select the most appropriate garden kits and supplies based on criteria such as motivation, location, and growing conditions. The project aims to go national within two years. To increase engagement, Accenture helped deploy an interactive map on the website to provide updates on the program's impact. As of September 2021, 18,000 plants have been introduced by the Garden for Wildlife community across 3,500 gardens, providing approximately 200,000 sqft of garden habitat. Each garden includes keystone native plants that support approximately 90% of butterfly and moth species in a local area. Combined, Garden for Wildlife plant collections support more than 200 butterfly and bee species and 96% of backyard bird populations. In the future, NWF hopes to harness

further Salesforce tools to launch a citizen science angle to the project. The aspiration is to combine Garden for Wildlife participants' photos with purchasing, image and social media data, to build a real time view of wildlife populations, and even migratory patterns in the US one day. Accenture will continue to support the non-profit as it reaches out to influencers to spread the word and integrate new community engagement channels. Shopify is already fully integrated with Salesforce and manages all customer communications and orders. Accenture is also helping NWF harness Tableau —a visual integrated analytics platform that uses data to solve problems and empowers people and organizations to make the most of their data—to leverage Salesforce data and gain further insights around grower needs and gardener interests. Amit Patel Managing Director - Health & Public Service, Nonprofit Edward Kim Digital Transformation Manager Sean Burke Strategy & Consulting Lead – Nonprofit © 2024 Accenture. All Rights Reserved.
=======================

Reinventing snacking

Becoming an AI leader The impetus for becoming an AI leader Building a clear data and AI strategy A never-ending journey Current Country: United States CASE STUDY Mondelēz International Snacking made right through a data-driven, consumer-centric vision 3-MINUTE READ It's almost impossible to browse the grocery store snack aisle without encountering Mondelēz International's products, whether you know it or not. The company—which empowers people to "snack right" in 150 countries—is behind the widely popular Oreo cookies, Ritz crackers and Toblerone chocolate, to name but a few of their products. To make huge strides towards its goal to be the "leader of snacking," Mondelēz International knew that it needed an even stronger growth strategy to keep up with customer demands. With Accenture's help, the company developed a roadmap for a data-driven transformation to strengthen its digital core, drive growth and optimize operations. In global large-scale enterprises, I've found that there is generally a trigger for change, the key is recognizing it and being able to embrace a new mindset. Javier Polit / Former Chief Information and Digital Officer – Mondelēz International Aware of the enormous potential of the data and AI to help the organization sense market changes, understand and influence its consumers and proactively adapt to emerging technologies, the company had already invested in cloud-enabled capabilities. "The time was right because we had been preparing from a business perspective and from a technology perspective," said Javier Polit, Former Chief Information and Digital Officer, Mondelēz International. "We had the right foundation in place." Javier spoke with Venky Rao, Accenture's North America Consumer Goods and Services industry lead about how Mondelēz International approached their transformation. From the importance of talent and establishing a dynamic learning culture and organization to creating value with velocity to the six pillars of an AI strategy, Javier shared his insights on how Mondelēz International advanced their AI maturity. The company started its journey by studying and understanding its challenges and the opportunities arising

from specific pain points. Then, it built a clear strategy and vision, and joined forces with strategic partners, including Accenture, to help it build the capabilities it needed. As part of its data and AI strategy, the team implemented a central data analytics service to drive a holistic data-driven strategy. The team acts as a steward of data within the enterprise as well as data coming from outside the enterprise from different sources. The team also knew that, for their long-term strategy to be sustainable, it needed people with the right skill sets, expertise and capabilities to create and sustain maximum value from the company's data-science capabilities. Mondelēz International wanted to retain, attract and engage the right talent and provide the skills to drive success. The company didn't want to stop with digital literacy—it wanted to drive digital fluency across the enterprise. Transformation in any large company can only succeed if leadership effectively communicates the strategy throughout the whole organization. Mondelēz International's key message that "data matters" and that the company "will win with data" had the support, first, of the C-Suite. The team then worked with early adopters across the organization to build broader support that others could then get behind. As the company evolved into an AI-focused and data-driven organization with an innovative culture, it also pivoted to become a dynamic learning organization. And the company knows that the transformation journey is always ongoing—especially as new capabilities emerge. "You set a strategy and a vision, and you say, "Okay, it's a three-year horizon," explained Polit. "I always say that after the second year, you start figuring out what your next three-year horizon is going to be. It's something that is just never done." © 2024 Accenture. All Rights Reserved. =====================

Positioning for the future

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/us-federal-government/positioning-future ----- Challenge What Accenture did Value delivered Meet the team Related capabilities Heather Whitlock Vanessa Godshalk Applied Intelligence for federal Digital government transformation Cyber resilience JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Building the Inter-American Development Bank's enterprise resource planning solution The Inter-American Development Bank (IDB) Group is a multilateral financial institution that is the leading source of development finance for Latin America and the Caribbean. IDB provides loans, grants and technical assistance, and conducts extensive research to help accelerate economic and social development. Through financial and technical support for countries working to reduce poverty and inequality, IDB helps improve the lives of people in the region, covering areas such as health and education, and infrastructure. IDB needed to fundamentally transform its corporate functions being supported in outdated, disparate legacy systems into a leading edge, compliant, consolidated web-based system. The new Enterprise Resource Planning (ERP) solution—deployed via the SAP program—is one of the bank's largest programs and is transforming finance, budget, procurement, payroll and human resources management. The program supports institutional modernization objectives, and aims at major

improvements in the way IDB conducts its business and accounts for itself. Even more important, the program aims to create a sustainable culture of continuous improvement and innovation. Once fully deployed, the multi-year transformation will enable stronger oversight and accountability as well as significant efficiencies by retiring redundant IT systems. The central business system standardizes and harmonizes IDB business processes across the organization. The bold ERP reform is enhancing financial transparency, providing cost avoidance through improved efficiencies, and equipping and enabling IDB to achieve its mission of supporting economic and social development in the Caribbean and Latin America. IDB's ability to achieve its mission was hampered by a complex and outdated IT landscape impacting information availability, timeliness, and integrity, and also generating related difficulties in processes and procedures for administration and planning. These issues presented an opportunity to more clearly link donor contributions to measurable results. IDB's aim was to support the bank's institutional reform objectives and achieve major improvements while addressing compliance and minimizing business and audit risks. Given the magnitude and complexity of the transformation, IDB knew it needed help. The bank had started its journey with another integrator but had difficulty progressing with the project. IDB then reached out to Accenture Federal Services based on prior engagements and Accenture's track record with large-scale, complex implementations of enterprise-wide solutions across finance, procurement and human resources. Accenture was selected because of its deep knowledge of the banking industry, its successful track record for executing large-scale global SAP transformations, and its understanding of and experience supporting innovation in similar international development and multilateral development organizations. IDB was confident the collaboration would help provide a better way of working with its clients, both delivering and communicating development results more efficiently and effectively. Beginning in June 2014, Accenture undertook a comprehensive review of IDB's business practices, IT system landscape and existing SAP design. Using its proven delivery methodology, the Accenture team led the design and build of the fully integrated ERP system, tested the solution, converted data, and prepared stakeholders for change. The team used their cross-industry financial management and human resource capabilities to bring leading practices to IDB, including experience from commercial practices and strong knowledge of multilateral, government and commercial industries. The project avoided costly custom-designed solutions by building the program on the foundation of SAP Business Suite. With minimal customization, the COTS solution met financial and systems requirements and fully supported IDB's mission with online, real-time and near real-time transaction capabilities as well as integration across the business units. IDB also collaborated with Accenture to develop a comprehensive Change Management strategy preparing users for the transformation and reduced resistance to change. A series of initiatives confirmed that the workforce was aligned with IDB's new approach to a centralized solution. They included a series of discussions with employees about change, communication outreach and sponsorship, designing and aligning new system roles for re-engineered processes, and developing a tailored approach to training. The project team delivered training to over 4,000 IDB personnel across multiple projects and releases including 49 courses

ranging in length from one hour to 2.5 days and over 380 online documents covering job aids, business procedures, reference materials, and step-by-step help for transactions. With Accenture's help, the program has transformed the way IDB conducts business, providing a finance, procurement, budget and human resource solution that supports IDB's critical missions and stakeholders. With fully integrated real-time data, financial accountability, and transparency, IDB has harnessed the power of an enterprise resource planning solution to streamline and standardize business functions. The SAP Program has provided far-reaching results: Enhanced financial transparency with improved internal controls and accountability, giving employees access to a common real-time ERP solution. Achieved time and cost savings by consolidating core legacy systems as well as standardizing data entry, ending redundancy. Provided access to timely, reliable and accurate information, enabling the ability to share centralized data across systems. Provided access to up-to-date, transparent data and analysis for enhanced planning and decision-making, to improve financial performance. Improved the ability of the bank to implement and utilize KPIs. Improved efficiencies by harmonizing and simplifying disparate business processes as well as replacing redundant IT systems. Automated several manual processes, interfaced with or subsumed 50 corporate interfaces, and decommissioned 13 legacy systems. Trained workforce through a curriculum of 49 courses, delivered in English and Spanish, developed 230 simulations, and 150 job aids. Established self-service portals that allow staff members to manage their human resources activities. Between April 2015-2016, managed over 460,000 transactions, 65,000 payments, and 80,000 invoices in the Production environment. "Together we have developed a strong partnership focused on transforming financial and human resource management at IDB. With a single centralized administrative system, we now have timely and better data to make improved decisions, reduce costs and evaluate performance." "Together we have developed a strong partnership focused on transforming financial and human resource management at IDB. With a single centralized administrative system, we now have timely and better data to make improved decisions, reduce costs and evaluate performance." Learn how we combine the power of Artificial Intelligence (AI), automation, and advanced analytics to help agencies achieve their mission. Our expertise in IT modernization, cloud computing and digital services enables more agile, citizen-centric and secure enterprise operations. Shift to cyber resilience to continuously deliver the intended outcomes despite adverse cyber events. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

On the fast track to success

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/formula1-fast-track-success ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Formula 1® revs up fan engagement. 3-MINUTE READ Formula 1® is the world's most prestigious motor racing

championship, with millions of fans across the globe. While many fans attend races in person, until recently the only other option has been watching the coverage on broadcast TV—giving fans a thrilling experience, but not a personalised one. Formula 1 wanted to let fans get closer to the action. It decided to launch a digital offering that would empower them to tailor their viewing experiences. A digital platform would enable Formula 1 to build direct relationships with fans, gain insights into their behaviour and create a new revenue stream.   With Accenture's support, we've built a whole new F1®TV platform that helps us to reliably and quickly deliver great content to a much higher number of fans. Ross Brawn / Managing Director, Motorsports at Formula 1 Formula 1 partnered with Accenture Industry X to relaunch F1® TV, a cloud-based multi-platform video experience. Based on Accenture Video Solution, the new F1 TV service lets viewers tailor their experience by seamlessly switching between live streams from track-side and on-board cameras. The intelligent platform features AI-generated, real-time subtitles in multiple languages, supporting the global fanbase. We delivered the solution in partnership with Amazon Web Services. A cloud-first approach enables global video distribution at scale and supports peaks in demand on race weekends. Following a successful launch, our global team will operate the platform continuously for three years. The new F1 TV service brings fans across the globe into the heart of the action. Outstripping subscriber expectations nearly threefold. The platform is helping Formula 1 build closer relationships with existing fans while attracting a younger and more diverse audience. Over time, it will deliver deep insights into viewing behaviour, which Formula 1 can harness as it evolves the platform. The new F1 TV service is a real gamechanger: it's opened up a new business model and revenue stream to help keep this historic competition thriving long into the future. Disclaimer: The F1 logo, FORMULA 1, F1, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.   © 2024 Accenture. All Rights Reserved. =====================

Reinventing the client journey

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/digitizing-sales ----- Call for change A valuable difference Meet the team Related capabilities Lee Balan Olga Gonzalez Shane Marshall Stephen Nicolls Sara Porter Stephanie Elliott How Accenture does IT Accenture + Salesforce JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Like all successful businesses, Accenture strives to establish strong, long-lasting relationships with our clients so that we can better serve their needs. A robust cloud-based IT strategy enabled us to introduce a single digital, data-driven platform that rejuvenates how we work with clients and helps us realize better business outcomes. Over a period of years, Accenture had accumulated a number disconnected online and offline tools for the various processes involved in any customer journey. The business knew it needed one solution to better enhance and integrate that journey. Collaborating with our global IT organization, our Global Sales and Pricing Excellence team developed a vision for a new solution known as Manage mySales, based on Salesforce.com. The solution focused on

digitizing how Accenture sells by moving the entire sales process online and improving overall efficiency. As the improved integration and automation of Manage mySales began to demonstrate greater efficiencies, the Marketing and Communications (M+C) organization migrated to the new solution to share contact and campaign information—and their use continues to expand. Before long, two additional areas of our business—Quality and Ecosystems— also adopted Manage mySales. Now, with shared access to the same client data, our people can not only benefit from the richer insights of a "single source of the truth" but also enjoy the powerful advantage of being a data-driven organization. "In the past, our customer relationship journey relied on systems that were disconnected and inconsistently used. Today, by integrating our leading practices into Manage mySales, our teams are better able to share data and use it effectively." Here are some of the milestones in developing and launching Manage mySales: Implement the foundation Manage mySales is based on the Salesforce platform using standard capabilities with customized enhancements. Implementation of the "base" Manage mySales solution involved bringing together sales data across numerous applications to streamline, simplify and integrate the sales management processes. Using a new cloud-based infrastructure, the solution has full mobility and can be used anywhere, anytime. Actively encourage adoption The initial introduction of Manage mySales affected around 30,000 account team users. To help this large number of users to become familiar with the new solution quickly, we developed extensive training using job aids and videos and social media tools to offer learning tips—giving account teams the right level of support and information they needed, when they needed it. Enable insights Laying an application foundation and building comprehensive integration and automation created new opportunities to transform business processes and make previously unattainable insights available to account teams—all of which is now leading to new, post-digital value. We built a new business management application that provides a comprehensive view of an opportunity and enables online, real-time approval decisions. We implemented enriched core analytics to make opportunity comparisons against key metrics to see what's happened, what's changed and what's projected in the future. Drive intelligent decision making Initially, we launched analytic sales capabilities to drive operational efficiencies. Now, we are equipping our teams with predictive analytics to help us make better business decisions. We aim to empower account teams to move from insights to actions more quickly and intelligently. For example, Einstein Analytics, a product of Salesforce, enabled us to develop indicators, such as our Win Probability Predictor, to help to predict the potential for deal success, and enable sales teams to take strategic actions to increase win probabilities. The model accurately predicts the ability to win an opportunity with 97% accuracy—in less than three seconds. A single source of truth Manage mySales has taken the standard features of Salesforce beyond a customer relationship management solution to provide data that is a single source of truth across our core business functions. And these capabilities are easily expanded. In addition to our sales account teams, areas of the business taking advantage of Manage mySales include: Marketing In 2011, the Marketing organization consolidated more than 50 different databases into one using Salesforce.com for all its contact and campaign management. In 2015, Marketing began sharing contact data from its instance with Manage mySales and fully migrated in 2017, enabling

us to see the entire client experience—from prospective client to loyal customer. This 360-degree visibility enables client account teams to be predictive and agile in their response to clients' changing needs. We have also introduced a data quality initiative, to make sure that contact information is complete and accurate, built an index to measure key fields and created a central team to support data management. Around 71% of all new contacts are created as Good or Pass as a result of the data quality initiative and 78% of contacts are rated as Good or Pass in the Contact Data Quality Index. Marketing continues to expand Manage mySales' capabilities through integrations: Oracle Eloqua, offering marketing automation; Cvent, an enterprise event management platform; internally developed Integrated Planning & Campaign Tool to automate the creation of marketing campaigns in Manage mySales; Smart Rooms which provides secure rooms for clients or for use by larger communities, as well as custom objects developed to meet specific Marketing and Communications business requirements, such as a Client Nomination functionality for events. This robust data set feeds standard reporting and dashboards as well as Tableau CRM Analytics Studio dashboards. Quality/Client Satisfaction As with the other areas of our business, historically our client satisfaction activities were undertaken in a standalone application. Prior to Manage mySales, extensive housekeeping was required to keep account and client information current across multiple applications. The quality and sales team understood the synergies of using a common contact repository where account and client contact changes are maintained centrally and available in real time. Additional synergies included storing the outcomes at the account and client contact level in Manage mySales and making them easily accessible to sales, quality and account team members—bringing the voice of the customer into view. While keeping data entry at a minimum, Accenture is able to share data and outcomes more easily and efficiently and gain deeper and more robust insights. Ecosystems Another area that has benefited from the client lifecycle data available from Manage mySales is our ecosystem team. Responsible for all partnerships outside of Accenture (from our longstanding relationships with SAP and Microsoft, to cloud partners and providers), the ecosystems team works with these partners to build and bring to market tailored solutions for clients. For example, take our living workplace solution that brings together technology (software and hardware) with human ingenuity around the employee experience to make sure that the workforce has the right solutions to deliver the right outcomes—from hire to retire. By drawing on the data collected by Manage mySales—input from areas such as Sales, Quality/Customer Satisfaction and Account Planning—the ecosystem team is able to generate predictive analytic insights that help to inform where we target our next ecosystem solutions to clients. Having one enterprise store enables better applied intelligence and improves the success of our campaigns—resulting in more tailored solutions, improved client targeting and higher conversion rates. This data analytic approach has contributed to 38% growth rate in ecosystem-related business. Accenture's mission is to deliver on the promise of technology and human ingenuity. And we match the technology innovations of our ecosystem partners with smart Accenture people to help clients reinvent their business. We do this at scale, since we have hundreds of partners who specialize in all manner of solutions that meet the needs of a changing future. So much of our sales opportunities are about timing and suitability. With a common data

store in the cloud, we can see what's happening and not only make better decisions for our own organization, but also improve outcomes for clients. Manage mySales delivers a "single version of the truth" to meet the needs of our sales, marketing, quality/customer satisfaction and ecosystem teams via one platform. Five key areas made the solution possible: bold leadership and governance, strong partnerships with cloud providers, continuous innovation and rapid releases, a dedicated engagement model for our account teams and strategic business and IT collaboration within Accenture. Our customer relationship management is more robust and digitized. We've introduced streamlined opportunity forms, online qualification and win strategy tools and automated new business meeting materials. And our account management has enhanced intelligence. For example, account plan analytics provide predictive insights into how to achieve our sales plans. In turn, business opportunities are undertaken more efficiently and effectively, and analytics capabilities offer insights that help drive decisions and, ultimately, lead to better business outcomes. Highlights of Accenture's Manage mySales solution include: 42K Users across 50 countries with Wave Analytics access. 8K Account teams collaborating across global and local clients. 98% Adoption rate by marketers assigned to named accounts using prescriptive approach for strategy, segmentation, execution and reporting insights. 72% Decrease in data management support as a result of streamlining to a single Salesforce organization. 3x Win rate on pursuits with strong versus moderate deal qualification checklist scores. 95% Accuracy using win probability predictor (non-win, withdraw or loss). Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

Digital transformation through SAP SuccessFactors

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/digital-transformation-through-sap-success-factors ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Functionality Decentralization Transformation Digitalization Intelligent Talent & HR with SAP Cloud & infrastructure Accenture and SAP in Energy JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Based in Buenos Aires, Argentina, Compañía MEGA began operating in 2001, producing ethane, propane, butane and gasoline from natural gas. As Compañía MEGA grew, it sought to separate its IT organization and take advantage of the latest technology to support its growth plans. In particular, Compañía MEGA wanted to perform a greenfield installation of SAP SuccessFactors to support its HR processes. Compañía MEGA asked Accenture to help it deliver this new technology landscape and modernize its core HR processes. Compañía MEGA and Accenture worked to install SAP SuccessFactors, transition the company to the new solution on the cloud and redesign manual processes to take advantage of the new system. The two companies implemented SAP SuccessFactors Employee

Central, which provides a core system of record for employee information, along with employee HR self-service capabilities. They also implemented various SAP SuccessFactors modules to support a range of HR processes, including compensation, performance and goal management, succession planning, career development and e-learning. The team used Agile development methods to work through a number of rapid iterations and quickly incorporate user feedback into the solution. Essential to this effort was Accenture myConcerto, which helped validate processes and ensure that the solution adhered to standard business processes and best practices. With the new SAP SuccessFactors solution, Compañía MEGA is seeing benefits in several areas: Compañía MEGA now has the full range of modern HR tools and processes it needs to manage its workforce effectively. With its self-service capabilities, the solution enables a decentralized approach to HR that is fast and efficient. The company has reduced the number of manual and paper-based HR processes. The move to the cloud has brought large reductions in overall IT support. What's more, Compañía MEGA now has its own, independent HR platform—one tailored to its needs—which can help it manage the workforce effectively to achieve growth well into the future. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

New future-ready digital infrastructure

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/generali-vitality ----- A call for change When tech meets human ingenuity Generali Vitality rewards experience A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Generali Vitality's success formula meets an innovative cloud solution. 5-MINUTE READ Turning to a new future-ready digital infrastructure In the competitive digital economy, a user's experience can mean everything. Generali Vitality knew as much when it launched an innovative platform to promote the mantra "Know your health, improve your health, enjoy your rewards." Customers in Germany, Austria and France were offered encouragement, rewards and lowered insurance premiums for taking simple steps toward a healthy lifestyle, such as getting regular checkups and staying physically active. But Generali Vitality wanted to grow its base beyond these markets and become a lifetime health partner to members. The company realized that if it could introduce a best-in-class user experience uniformly across all user journeys and channels with a unique and fresh product feel, it could increase user engagement and retention. The challenge? Optimizing and introducing new features continuously without the need for lengthy product development and release cycles. Consistent global customer experience is best achieved when teams in design and IT work effectively together at scale, across the organization. A new solution that could meet Generali Vitality's ambitious goals would need to scale to ten-thousands of users, integrate multiple rewards partners, and be localizable for multiple markets and languages. Generali Vitality needed to collaborate with a partner that

could enable these capabilities with a tailor-made solution, so users could benefit from the updates as soon as possible. So, the company partnered with Accenture to collaborate in strategically relevant areas - user experience and cloud computing - and to unify the design approach between business units and across geographic boundaries. With cloud you get a "Lego bricks" style approach that combines cloud services with custom software components to create high quality solutions in a very short amount of time. Nils Müller-sheffer / Managing Director, Accenture Creative, custom, cloud collaboration Accenture combined design expertise with custom software engineering and cloud capabilities to help create a holistic solution for Generali Vitality and its members. In just a few months, the team tailored a cloud native application with world-class user experience (UX), push-button deployments and all the adaptability and flexibility required to bring the Generali Vitality rewards experience into different European markets. See how Accenture delivered the competitive edge for Generali. We now have a platform that enables us to be much faster, more flexible, and constantly evolve the product. We are more relevant to our members creating true impact for their health and wellbeing. Tamara Pagel UX and Marketing / Generali Vitality Achieving a more sustainable, healthier world Generali Vitality is scheduled to roll out to more and more European countries. Its product can undergo a continuous cycle of improvement and new features can easily be added. As a result, the range of premium brands available as benefit partners can increase with customer demand and preferences. All of these new capabilities were enabled by design, choice of platforms and cloud technology. These benefits of the implemented solution fit with Generali Vitality's goals for a more sustainable, healthier world for its members. By using AWS, Generali Vitality made a substantial step towards Generali's CO_2 emission reduction targets driven by higher efficiency of cloud computing. An indication of this are the results of a study by 451 Research[1] which shows that AWS infrastructure is 3.6 times more energy efficient than the median of the surveyed data centers. Nils Müller-Sheffer Application Engineering Lead – EMEA Market Thomas Mueller Managing Director – Fjord, part of Accenture Song Jörg Weissleder Lead Business Analyst / Project Manager, Germany Jens Eickmeyer Lead – Fullstack Engineering, DACH Rex D. Cortez DevOps Senior Manager, Philippines
=======================

Fueling transportation innovation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/energy/fueling-transportation-innovation ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY YPF built a data-driven, digital foundation to automate and optimize transportation logistics and supply customers with the fuel they need every day. 3-MINUTE READ In the Oil and Gas industry, transportation is crucial to ensuring the consistent flow of petroleum products that supply gas stations and essential services. This is especially true for Argentine energy company YPF, which has to reach thousands of fuel stations and clients each day. Timely transportation of its products is

vital and complex, especially given the additional imperatives of minimizing its carbon footprint, ensuring the safe planning of each trip, and being more efficient. The company needed to make the planning and scheduling of downstream transportation faster and more efficient. YPF knew that a strong, data-driven, digital foundation would be essential to achieving this ambition—powered by a platform that would deliver greater information, insights and decision making. The Accenture and YPF team first collaborated to define what a cutting-edge logistics planning capability could look like. The team then collected all the information to model YPF's supply chain. Finally, the team leveraged a suite of technologies, including Microsoft's Azure Cloud Platform, to ensure the logistics planning solution could solve complex routing problems and consider multiple variables. YPF's new digital solution uses data to optimize daily, monthly and annual logistics planning. In addition to system integration, the main advantage that the solution offers is the optimizer, which uses inventory routing, heuristics and metaheuristics to generate the most efficient routes. The optimizer can project when gas stations will run out of fuel and need to be re-supplied by pulling data from thousands of variables and delivering insights within minutes. With this new solution, YPF is supplying customers with the fuel they need to keep their lives and businesses running. By automating transportation logistics, YPF can now anticipate demand and react accordingly. YPF provides a better experience for employees, too. The company's associates can now quickly generate possible scenarios and analyze the results. And the initiative is fueling a larger digital transformation, with YPF operating in the Azure cloud and associates accessing and sharing data at a volume never seen before. With the new solution, YPF has significantly reduced stockouts and brought down its carbon footprint by 20%. What's more, drivers are benefitting from safer routes and a more effective delivery process. While it's certainly an impressive feat, it's just a first step on YPF's journey to ensuring everyone—from gas stations to hospitals to industries and people—have the fuel they need, every day.
=====================

Putting blockchain to work bean by bean

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/agrotoken-stablecoin ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Agrotoken wanted to convert soybean crops to a commodity-backed stablecoin—but first it had to lay a strong foundation of best practices. 5-Minute read Imagine you have your finger on the pulse of an industry with trillions of dollars in tangible assets. You have a vision for incorporating cutting-edge technology to revolutionize its financial viability. The snag? Right now, the idea is just a hill of beans. Argentina-based start-up Agrotoken wanted to bring new financial options to the multi-trillion-dollar agribusiness sector by letting farmers convert tons of soybean crops into a commodity-backed stablecoin that could be spent with merchants and

investors. The company wanted to expand from small start-up to dynamic player, requiring a solid business model and a foundation of reliable processes and methodologies. So Agrotoken turned to Accenture to lay the groundwork for expanding its team and ambitions at scale, without restricting innovation or agility. With expertise in management and foundational best practices, plus a network of innovators and technologists, Accenture set about co-designing Agrotoken's business model, operational structure and practices. First, Agrotoken established its intent to become a well-oiled machine. Via interviews with its founders and dynamic design-thinking workshops, Accenture's team learned about where Agrotoken wanted to be, what hurdles it was facing and which technical questions loomed on the horizon. Accenture then tapped its Global Services Network of hundreds of thousands of experts to build a technology team across four countries. Their job was to advise Agrotoken on best practices and industry context, so that the company could make well-informed decisions as it developed its tokenization platform and applications. Together they were able to prioritize multiple goals into a roadmap that would help Agrotoken's product grow to support Argentina's agriculture industry. Since launching its tokenization platform, Agrotoken has scaled from 1,000 tons of soy to 30,000 in just a few months. It hopes a new unit dedicated to tokenization as a service (TAAS) will position it to expand beyond grains and into additional commodities—and beyond Argentina's borders, with an eye on Brazil. Today, with a foundation of market best practices, Agrotoken is a blockchain company ready to grow. Agrotoken's new unit dedicated to TAAS aims to provide expertise to other businesses looking to utilize tokenization to disrupt their industries. With its early and projected growth has come new partnerships and conversations around expanding the type of stakeholders involved along the tokenization chain; for example, working with a major bank on the development of a token-collateralized loan system that would allow farmers easy, fluid access to a new system of credit at competitive rates. © 2024 Accenture. All Rights Reserved.
=====================

Shaping responsible leadership

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/ sustainability/shaping-responsible-leadership ----- A new generation of responsible leadership Combining theory and practice to develop next-gen leaders Responsible leaders "walk the talk" on sustainability MEET THE TEAM Current Country: United States CASE STUDY World Economic Forum Developing the leaders and organizations we need for sustainable impact 5-MINUTE READ Solving the world's most pressing challenges calls for a new generation of leaders: people who combine intelligence with empathy, have the vision and drive to change the way we do things, and spread their energy and enthusiasm to others. To help nurture this brand of leadership, Accenture and the World Economic Forum developed a multiyear Responsible Leadership Program that involved extensive research, hands-on learning and team challenges. Participants were drawn from two communities born out of the Forum: Meeting the challenges of today and anticipating those of tomorrow requires a new brand of leadership—with

compassion, equity, sustainability. Equipping next-gen leaders is an investment in our future. Ellyn Shook / Chief Leadership and Human Resources Officer, Accenture The Seeking New Leadership research identified five elements of responsible leadership: stakeholder inclusion, emotion and intuition, mission and purpose, technology and innovation, and intellect and insight. The team then developed learning pathways to guide participants to maturity across each of the elements. The second piece of research, Activating Responsible Leadership, explored how YGLs and the GSC draw on the elements to improve decision-making and build more inclusive organizations. This was followed by an award-winning challenge that helped 700 young leaders learn about behavioural change, share knowledge and extend their networks. Finally, the Shaping the Sustainable Organization report introduced Sustainability DNA—21 practices that high-performance companies draw on to embed sustainability into their business. The Global Shapers and YGL teams have benefitted greatly from Accenture's leadership. It´s a true partnership where strengths of both our organizations are helping elevate to a more sustainable future. Olivier Schwab / Managing Director, World Economic Forum The Responsible Leadership Program has successfully translated research insights into tangible actions, creating a framework for transformation. In total, we engaged with approximately 600 YGLs and 1500 Global Shapers. The program became the cornerstone of a three-year YGL experience, featuring practical research and programs to enhance and strengthen personal leadership growth. Participants came out with concrete advancements on their projects, which helped make the program a shining success. Together, Accenture and the Forum have built a foundation to foster collaboration and responsible leadership. As the business landscape continues to evolve, Accenture and the Forum will advance sustainable and responsible leaders who can ensure the UN's Sustainable Development Goals are met this decade. Cyrus Suntook Senior Manager – Strategy & Consulting, Sustainability Andlib Shah Manager – Strategy & Consulting © 2024 Accenture. All Rights Reserved.
=======================

Strengthening Accenture's digital core to accelerate reinvention

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/transforming-it ----- Building a strong digital core Engaging the right partners Preparing the workforce Current Country: United States CASE STUDY ACCENTURE How our interconnected foundation of cloud, data and AI is enabling advanced technologies such as generative AI to help our business reach new levels of performance. 5-MINUTE READ What would it mean for your business if leaders could base decisions on data and insights with a view of the entire enterprise instead of being limited to the systems in their functional area? Imagine how advanced technologies like machine learning and generative AI could improve how you operate your business. And what if your IT infrastructure not only allowed new capabilities to be added easily, but also in a cost-effective way to support the immediate needs of your business and clients? At Accenture, we have made all this possible

by creating an interconnected foundation of cloud, data and AI—what we call the "digital core." We moved from a complicated on-site technology landscape to a "composable IT architecture" that is now 95% in the cloud. This means that we can plug and play the best software as a service (SaaS) applications for our business and just use what we need, getting richer functionality and more speed all at a lower cost. It also means that we can integrate data from across our core systems including SAP, Workday and Salesforce so that everyone is working from the same integrated data from across the enterprise—all in one place and in real time. Now, our leaders can use our 360° Value Navigator to see how our business is performing at any given moment and easily drill into specific areas, such as bookings projections in a particular market, to better understand what's happening and why. We've also been able to add cognitive and AI capabilities so leaders can do scenario planning to see, for example, the impact an acquisition might have on profitability, which can lead to smarter decisions and even course-correction when necessary. What's more, our strong digital core allows us to add more advanced technologies such as generative AI to take our productivity and creativity to new levels. For example, we deployed Copilot for Microsoft 365, and our people who are using it report saving up to three hours of time per day and an improvement in the quality of their work. Throughout this journey of reinvention, our partner ecosystem has played an important role in helping Accenture and our clients use generative AI to drive business efficiency, cost optimization, innovation and talent change as part of a modern, global and forward-looking IT organization. Together with our partners, we built an integrated generative AI hub, a Center of Excellence that allows Accenture to strategically align on use cases, prioritize skill building and overall strategy for delivering generative AI solutions for ourselves and our clients. From improving security through our Identity Trust Engine—which helps us measure the risk associated to the digital identities operating in Accenture—to integrating data and analytics through SAP's finance solutions—which allows us to run advanced scenario simulations— our technology partners help to build new capabilities that drive value for our business. But it's not just about the technology—it's also about the people who use it and building their skills. We recognize that generative AI will transform the workforce, which is why we are actively preparing our people for these changes. We provide extensive training to our top leaders so they can understand the technology and tap into its endless possibilities. And by the end of 2024, we aim to equip over 250,000 of our people with new skills to use emerging and exciting AI tools responsibly through innovative learning courses, such as data literacy programs, our Digital Transformation Academy and our Technology Quotient program. And as we take an early leadership position in generative AI, we expect to increase the speed, agility, quality and consistency of our work while improving the experience for our people. In fact, we are already seeing this come to fruition across our organization; for example, in Sales we're using generative AI to create draft and update proposals, which has increased productivity by 35%. These are just a few examples of how our strong digital core is enabling us to continuously reinvent every part of our business and embrace new ways of working. Breaking down silos, changing the way we work and introducing advanced tools is providing more value to the business, with 30% of our outcomes driven by data, analytics or AI- and generative AI-led initiatives. By

leveraging the power of generative AI on top of our interconnected digital core, we are increasing our agility and resilience, while achieving new levels of performance and helping our clients navigate their own reinvention journeys. © 2024 Accenture. All Rights Reserved.
=======================

Turning a wealth of information into action for patients

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/ccs-turning-wealth-information-action-for-patients ----- Reinventing the approach to patient care The gateway to a world of data and insights From actionable data to healthier patients MEET THE TEAM Current Country: United States CASE STUDY CCS CCS uses predictive AI to deliver comprehensive diabetes care 3-MINUTE READ CCS and Accenture are revolutionizing patient care through PropheSee™, an AI-powered predictive model that provides a holistic view of each patient, facilitates more informed decision making and drives effective patient management. To date, the solution has achieved: 50% Improved adherence in targeted, high-risk patient cohorts 85% Accuracy predicting patient behavior almost 3 months in advance1 $2,200 Savings of up to this amount per patient per year CCS, a leading chronic care management company providing clinical solutions and home-delivered medical supplies for those living with chronic conditions—particularly diabetes—had retained their proprietary customer data for over 30 years. Now, they sought a solution that would make their data actionable while addressing a core commitment: reinforcing holistic health and the prevention of co-morbidities so often seen in diabetes patients. Just as importantly, the solution would be a core resource in their journey to reinvent from a medical equipment supplier to a proactive chronic care management organization. To transform their approach to patient care as well as their personalized outreach strategy, CCS joined forces with Accenture to develop a Customer Analytics Record (CAR), essential for providing insights into customer needs and preferences, and an AI-powered predictive model using advanced analytics. This advanced analytics program, PropheSee™, has been a success—helping to improve adherence among targeted, high-risk patient cohorts by as much as 50%. The CCS and Accenture team started by analyzing over two decades of the company's proprietary data. The team combined CCS's internal data and social determinants of health information, effectively integrating them to create a longitudinal view of patients and ultimately building the CAR. The team then created and evaluated multiple predictive models, with the 'winning' model achieving an impressive 85% accuracy in predicting patient behavior almost three months in advance1 and integrating seamlessly into CCS's existing Azure Data Lake environment. PropheSee™ has proven its value by enabling specific customer outreach programs, using CAR data to generate intervention messages that encourage patients to stay on track with their treatment plans. The solution can not only enhance patient engagement but is expected to take patients preferred communication methods into account in the future including when, what and how they want to be contacted. The

launch of PropheSee™ reinforces our commitment at CCS to deliver a smarter, more personalized approach to keeping people on therapy—resulting in healthier members and lower cost for the healthcare ecosystem. Richard Mackey / CTO, CCS CCS has realized a solution providing a holistic view of each patient and facilitating more informed decision-making and effective patient management, ultimately helping retain customers and drive adherence to essential treatments. With its ability to track patient behavior, link the impact of patient characteristics to adherence and predict compliance with treatments, weeks in advance, PropheSee™ delivers intervention programs which keep patients on track, and reduce overall costs. In addition to improved clinical outcomes, health plans and risk-bearing providers can also realize savings of up to US$2,200 per patient per year from an increase in continuous glucose monitoring (CGM) adherence and better glycemic control as well as waste avoidance in CGM setup costs. CCS has made strides in understanding customer needs, enhancing patient care, and proactively identifying and engaging high-risk individuals before adherence issues escalate. This not only delivers better patient outcomes—it emphasizes CCS's dedication to a holistic health approach that helps prevent ER visits and hospitalization and keeps diabetes patients under the best possible care. [1] based on the predictive power of the model in a 30-day ordering cycle. Chinmoy Barua Managing Director – Data & AI Parth Shah Senior Manager Anand Acharya Senior Manager Gunasheel Krishnamuti Senior Manager © 2024 Accenture. All Rights Reserved.
========================

Optimal planning with AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/artificial-intelligence/using-ai-improve-marketing-spend ----- Call for change When tech meets human ingenuity A valuable difference The results were significant. Current Country: United States Case study How a leading US retailer used AI to improve marketing spend. 3-minute read Every year, a top American retailer sees some $14-15 billion in marketing-driven sales, which means decisions on how to allocate marketing dollars—and specifically, media spend—aren't taken lightly. But using historical data to decide where to spend among the dozens of channels available—from traditional TV to Tik Tok—isn't easy. The data is often stale by the time it's available to analyze, and the number of new channels and platforms grows all the time. With so much money at stake and the difficulty in getting quick answers, increased speed and agility were at the top of the retailer's wish list, and the company issued a challenge to Accenture: To get more specific, actionable insights faster. Accenture partnered with the retailer to design an AI-powered solution that would enable faster and better data collection and more precise modeling to optimize media spend. The first task was speeding up the existing data flow process, then aggregating and processing all the data from media channels, sales and spend that fed the measurement model. By customizing AIP+, Accenture's pre-integrated AI services and capabilities, to do the data aggregation, we helped cut the existing process by 80% using automation to accelerate processing and validation. With data flow addressed, the team looked next to alter the underlying model that

produced the measurement. Previously, these models were hypothesis-driven, i.e., people would painstakingly hypothesize every possible interdependency between different channels. New machine learning was introduced to the process, helping to proactively identify those interdependencies between channels that potentially drive sales. With the new monthly cadence, the team could refresh the models every month, iterating from the previous month's model instead of starting from scratch. By hosting deep-dive training sessions for employees on the modeling methodology, the team offered them transparency that earned buy-in and trust in the solution. The solution shortened the lag between the measurement period and performance insights from five months to five weeks, opening up a 10 and a half month planning runway for the same period the following year. Also, going from one annual measurement (where performance was expressed as an average) to monthly measurements meant that insights were more nuanced, so the team could see how one channel or another might vary in performance throughout the year. Even more concretely, the team estimates that $300 million in media buying opportunities and value creation was unlocked by implementing the new tool. This meant the team could spend the same amount on media and generate an additional $300 million in sales. © 2024 Accenture. All Rights Reserved. =====================

Unearthing the past with artificial intelligence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/arolsen-archives ----- Call for change When tech meets human ingenuity A valuable difference The long recording of history Quickly making names available Putting names to the numbers MEET THE TEAM Current Country: United States CASE STUDY Accenture is using AI to expand the world's collective memory of the Holocaust and preserve the names and experiences of those who were persecuted. 10-MINUTE READ The horrific events of the Holocaust impacted millions of people during the Second World War and for generations to come. The systematic genocide of people because of their race, ethnicity and political and ideological beliefs must never be forgotten, even as we look toward the future. That's why the work of the Arolsen Archives, an international research effort, is so vital. Founded to clarify fates of individuals and look for missing persons, the Archives has spent decades compiling the world's largest archives related to Nazi persecution with the hopes of not only providing documents to victims and their families, but also of serving as a warning for future generations. There are more than 110 million digital objects that make up the Archives, a portion of which are part of UNESCO's Memory of the World, a designation for society's most significant documents. At a time when the Arolsen Archives was hoping to make its documents universally accessible online, it was facing a timeline of decades—if not longer—to digitize everything. And yet, the long, manual process of translating, reading, transcribing, cataloging and validating these documents had been an incredibly difficult task. For example, one single document required four people to review it—

three crowdsourced volunteers and one member of the Archives—before it could be certified. Ian Lever, an Accenture employee, began organizing volunteering events through his leadership in Accenture's Jewish Employee Resource group. The purpose of these events was to bring communities together to preserve the names and stories within the Archives. However, Lever and his colleagues quickly realized how tedious the process was and knew there was a more efficient way of processing the information. In addition to the innovative crowdsourcing efforts, Lever and his colleagues saw an opportunity to further automate the tedious document-cataloging process using artificial intelligence (AI). Specifically, AI could be leveraged to analyze a wide range of files—from prisoner and death camp transfers to tracing requests and beyond. Lever brought his idea to the Solutions.AI team with the goal of accelerating the document-indexing process, which ushered in the next stage of evolution for this organization. The Archives was already working on the #everynamecounts initiative that aims to build a digital memorial to the victims of Nazi persecution. However, as Lever and team realized, some documents in the Archives had become too difficult to read due to weathering, illegible entries, inaccuracies—the list goes on. And so, the team turned its attention to two distinct subsets of documents. The first were original documents from the Nazis themselves—including prisoner lists, transfer lists and concentration camp registrations. The second subset was from the Arolsen Archives (formerly named the International Tracing Service), where for the past 80 years people have submitted inquiries about the locations and fates of family members and loved ones. There are an estimated 2.7 million inquiries in the Arolsen Archives alone. An AI solution was the ideal tool to index these documents. Bolstered by Accenture's AI-powered automation solution, a cutting-edge use case was created that leverages cloud-based technologies, optical character recognition (OCR) solutions and the latest AI and machine learning (ML) techniques. Here's how it works: The AI solution is shown documents from the Archives, and a "confidence" level is assigned to each field (e.g., last name, religion, region, etc.). The documents that can be read easily are awarded a high level of confidence. Human feedback from these documents is then fed into documents with lower levels of confidence so the AI can better interpret them. The result is a process of continuous innovation where the AI learns from volunteer and historian feedback, improving the accuracy and speed in which documents are preserved. As word of the project spread at Accenture, it quickly became a multidisciplinary, global push—a feat made possible thanks to Accenture's history of developing AI and ML solutions for its clients. A community of Accenture volunteers came together and worked with the AI solution as a communal engine, feeding it new inputs and insights in a truly human + machine way. Accenture employees are enabling the Arolsen Archives to rapidly digitize and preserve the memories of their relatives and others to create a living memorial. Prior to the new solution, an Arolsen Archives volunteer needed roughly 15 minutes to extract and upload each document. With the new AI-based approach, it takes less than 20 seconds. Since the implementation of the solution, more than 160,000 names have been indexed, more than 18,000 documents have been extracted, and more than 63,000 documents have been clustered, meaning that similar documents have been grouped together for easier and more accurate readings. On average, it takes less than one second per document to cluster, and it will only get faster over time as the AI continues to learn.

Despite AI's being able to do roughly 95% of the work, there still needs to be a human element in the validation of documents. By bringing humans and machines together, a single volunteer (instead of 10) can now get through roughly 41 documents each hour. Freeing up time for the other volunteers to do the same, Arolsen has seen a 40-fold increase in productivity. As for the AI's confidence, it's steadily rising. For instance, within the field of "mother's last name," the AI has gradually improved its confidence by 10% thanks to inputs from volunteers. When it comes to "religion," the AI is operating at 99% confidence. There have been other welcome surprises. For instance, despite there only being three documented Holocaust survivors in Ireland, Accenture saw 36 people at one of its volunteering events to update the archives. Today, there are 950+ Accenture volunteers participating across 70+ cities and six continents. This level of willing human participation, bolstered by cloud and AI technologies, will add even more momentum to Arolsen's mission over the long term. The hope is that by learning how people on the edge of society struggled in the past, future generations will be more open to the harsh realities many still face today. However, the numbers only tell part of the story. They don't fully capture what it feels like to discover where a long-lost loved one is buried, or to learn that you have a distant cousin who was just born in Belgium. Only a name provides that feeling of connection—and represents the next step on the Arolsen-Accenture journey. Accenture will continue to work with the Archives to make information more easily accessible and available to the public, keeping the memory of those who died in the Holocaust alive and well for future generations by standing against hate to ensure that their names are never forgotten. David Metnick Managing Director – Education, Health and Public Service Ian Lever Management Consultant – Strategy and Consulting Public Service, North America =====================

Snack giant unlocks savings to fuel growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/multinational-food-and-beverage-company ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Order to cash Source to pay Procurement Finance BPS Operations JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Companies are redoubling their efforts to give customers what they want when they want it in this highly competitive industry. A fast-growing multinational food and beverage company wanted to become the global leader in the snack food market, but its fragmented finance and procurement processes meant it couldn't keep up with changing customer demands or the company's rapid growth. Employees worked in silos and the company's operating margins were lower than its peers. Procurement, which was spending more than US $18 billion with suppliers annually, didn't have visibility into spending and payments were often delayed and duplicative, posing an unnecessary risk. To grow and meet customer demand, the company leaders knew they had to transform the core order to

cash (OTC) and source-to-pay (STP) processes. The business saw shared services as an integral way of attaining greater efficiency, market responsiveness, improve productivity, grow the bottom line and meet customer demands. Using SynOps, Accenture's platform that connects intelligent technologies, talent and data and analytics, to move their OTC and PTP operations to an intelligent operating model would help to drive efficiency, accelerate business growth and help the company safeguard its financial health. $217 million in working capital freed up due to improvements in process efficiencies, up by 34%. Enhanced productivity, analytics and automation helped strengthen management of customer payments. The procurement team has implemented new technologies, analytics and ways of working have generated $23 million in identified savings. Using SynOps to accelerate its move to intelligent operations, the company operates faster and more efficiently and generated more than US $550 million in savings. The company can invest these savings in new products and better customer and supplier experiences. $217M in working capital savings due to new sustainable OTC processes that have improved efficiencies. $55M addition in cash flow, due to improvements in days payable outstanding (DPO) 73% increase in correct customer invoices through touchless cash applications that automatically match payments. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Bank uses intelligent procurement to cut risk

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/bank-uses-intelligent-procurement ----- Call for change When tech meets human ingenuity A valuable difference Related capabilities Procurement Business Process... Supply Chain Business Process... Energy management JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Following a period of growth generated through mergers and acquisitions, this leading global financial institution wanted to consolidate a fragmented procurement function. A dynamic market environment that included increasing cost pressure and growing uncertainty, led the company to have a laser focus on improving its compliance. Regulatory changes meant that it needed to verify its procurement processes. Additionally, an explosion in digital banking capabilities was creating new risks. The sophistication of financial crime and greater number of criminal activities afforded by digitalization, meant the institution needed to upgrade its anti-fraud protections. The financial institution needed to move away from manual processes to intelligent, digital procurement operations. The company moved to a new digital procurement function by using SynOps to bring together data insights, digital technologies and human talent to deliver breakthrough value. A blend of offshore, nearshore and onshore resources handle over 250,000 purchase orders and nearly 600,000 invoices every year, which streamlined processes from requisitions through to payments. Customer Service Desk chatbot

helps employees and suppliers to get answers faster to common queries, based on a deep analysis of the type and frequency of past agent interactions. 64% of invoice fields are captured with 98% accuracy by using optical character recognition to automatically process and validate invoices. This new operating model has transformed annual spend under management in the following ways: 80% reduction in cost per invoice. 80% decrease of invoice receipt cycle time. 58% of invoices are touchless e-invoices (up from none). 90% invoices paid on time. 98% capture of early payment discount. 90% spend captured via purchase orders. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

A European bank gains over 40% in productivity

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/bank-boosts-productivity ----- Call for change A valuable difference Related capabilities The value multiplier Banking BPS Intelligent finance operations Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA European banks must manage a variety of challenges like volatility, high customer expectations, complex regulations, and new competitors. Plus, fixed cost structures make profitability tougher to achieve. One bank knew overcoming these big challenges meant rethinking core banking operations. Its leaders wanted Accenture to help them create an intelligent operating model. Powered by data, intelligent technologies, and appropriately skilled talent, this innovative operating model would allow the bank to make operations more efficient while freeing employees to pursue new revenue-generating opportunities, while meeting and exceeding customer expectations. Strengthen competitiveness, better serve customers and drive profitability were the key objectives for the European bank. A robust future-ready operating model was required. Bank employees can better solve complex problems by making use of analytics and data-based insights. They can also predict what customers will want more accurately. These new abilities will boost the bank's competitiveness in the years ahead.   The managed services arrangement with Accenture is continually expanding. As it does, the bank's confidence in its intelligent operating model grows. And as the new model enhances the agility and responsiveness of the business, it helps the bank withstand the industry's volatility and grow business value. <40% productivity gains across multiple processes. 70% boost in productivity using touchless and technology-enabled conformity-checks. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Your wish at your command

Challenge What Accenture did Value delivered Related capabilities Travel consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With brands like Paradisus Resorts, ME, Innside and Sol Hotels & Resorts, Meliá Hotels believes in providing guests with a memorable experience. So when they decided to launch a new digital experience for their customers, it had to be something special. Personalization was rapidly seen as a strategic lever to improve customer experience and differentiate Meliá Hotels' direct channels offering from its main competitors. Accenture helped design and implement a new comprehensive digital marketing strategy, delivered a full range of digital customer capabilities, digitized the loyalty program and implemented a digital content management system, all to now make direct sales channels a core component of their business. Analytics helped uncover insights that improve the customer experience, from providing trip planning recommendations to offering exclusive experiences to loyal members. With a growing number of customers coming through digital channels, Meliá Hotels International knew that implementing a full customer-centric digital strategy would be critical to their long-term success. As the company expanded globally, it sought a new strategy to enhance its activity through digital channels and call centers; improve customer satisfaction, loyalty and sales; gain greater customer insights; and reinforce its digital marketing capabilities. By 2018, Meliá Hotels intends for 40 percent of total company profits to come from direct sales channels, particularly from MeliáRewards loyalty program members. Accenture helped Meliá Hotels International implement a new digital transformation strategy that sets customer personalization as a top priority for all digital sales channels. The updated strategy touches every stage of a customer's experience—from booking to staying with the hotel group and beyond. Through the partnership with Meliá Hotels, Accenture creatively utilized the data to deliver relevant interactions between Meliá and its users at each step of the customer journey: "We are achieving outstanding results. Accenture has assisted us with digital content production, marketing campaign management services and advanced customer analytics, all integral to building strong one-on-one relationships and nurturing loyalty." Customers get personalized content to build stronger one-on-one relationships, nurture loyalty and drive an increase in direct sales at every digital touchpoint. In just one year, direct sales channels, like Meliá and the Meliá app, increased 27 percent, and this trend is being maintained over time. The loyalty program has added more than a million new members, and the Meliá Rewards program now accounts for 80 percent of total direct sales. 200M Communications created to support an annual new customer segmentation strategy. 1000+ New landing pages custom designed to each customer's individual preferences. 25% Increase in ROI as a result of the personalized programmatic marketing strategy. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

Shopping for cloud transformation

Call for change When tech meets human ingenuity A valuable difference Meet our lead Related capabilities Bhupinder Chagotra Intelligent Platform Services Oracle Retail Consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA On a digital journey A leading retail and hospitality conglomerate, operating over 900 outlets and covering 30 million square feet of retail across 21 countries, wanted to improve their capabilities. With the aim of boosting their agility and flexibility through digital, the company began an IT transformation journey toward a more cost-effective, customer-centric operation. Accenture was brought in to help the company decide which approach to take. An agnostic view Accenture took an agnostic view of the digital options for the retail company. During a month-long assessment, they designed a multi-platform cloud approach, including Oracle Cloud Infrastructure, that would give the company maximum flexibility and responsiveness at the lowest cost. In the bargain, the company would reduce their IT footprint and enjoy a much more resilient infrastructure. The two companies cocreated a dedicated program staffed with experts from both Accenture and Oracle. In parallel, the company leveraged Accenture's cloud advisory services, optimizing operating expenses and unlocking the true value of cloud. The teams leveraged Accenture's Center of Excellence for Oracle and the Oracle Migration Factory. Their aim: reduce costs by 27% and realize payback within 16 months. Resilience and flexibility for the future The project achieved a mountain of milestones: In just a year's time, 80% of critical applications migrated to cloud along with more than 1,000 stores and 12,000 users. System stabilization was achieved after just two months. By migrating to the cloud, the retail company is much more flexible when it comes to moving to other cloud platforms, giving it even greater agility to compete now and in the future. The approach enables the company to have a single view of inventory, product data and transaction details and retail users have the data needed to do their jobs more effectively and easily. Now the company enjoys a smaller IT footprint, at less cost and has recouped its initial investment as planned. The company achieved its cost savings target of 27%. This is just the start of their journey. Now with their cloud foundation set, they will continue to gain even more flexibility and reduce operating expenses, positioning them for future growth. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
========================

Memorable personalized experiences

Challenge

Strategy and solution Transformation MEET THE TEAM Current Country: United States CASE STUDY Finding the perfect blend for the digital customer experience 5-MINUTE READ illycaffè, the premium Italian coffee brand, offers a unique taste and aroma that's recognized by coffee lovers around the world. Leveraging its 80 years of coffee-making heritage and expertise, the company sells its products and services to consumers and trade customers in 140 different countries. Looking to capitalize on its success at home and expand its growth internationally, illycaffè decided to embark on a radical reimagination of its digital customer experience. Combining the power of digital with a customer-centric mindset, illycaffè wanted to offer truly memorable personalized experiences on both B2B and B2C channels. The ultimate goal? To delight and engage its customers, bringing them ever closer to the brand—and fueling new growth for the illycaffè business. Leveraging knowledge from across Accenture—in strategy, technology, digital experiences and more—we're helping illycaffè every step of the way as it drives its transformation forward. Beginning with a digital transformation roadmap, we're setting the business on a path to transform customer experience in everything from the website to the contact center: Rebuilding illycaffè's website, with a refreshed front end fully integrated with e-commerce, producer and training channels Reimagining the digital B2B channel, emphasizing a "consumer-style" buying experience Helping illycaffè create, manage and optimize its social media and other online content Co-innovating a completely new approach to digital content management, building new streamlined workflows and ways of working Developing new ways to engage with customers, supporting enhanced customer analytics and new campaigns to grow brand awareness and generate a larger pipeline of new leads Implementing a new system for customer care at illycaffè's contact center, putting a customer-centric mindset at the core We're 18 months into our collaboration, and we've already started what we call our "DIGITAL TRANSFORM-ACTION" approach by allowing illycaffè to evolve its relationships with customers. The business is developing a much deeper understanding of customer lifetime value and customer segmentation—important components in supporting truly personalized customer experiences. Our work together has already improved revenues on illycaffè's site from SEO activities by 24 percent. We'll also soon launch an entirely redesigned site that reflects illycaffe's new approach to the commerce experience. Our data-driven, comprehensive and consistent social media strategy is optimizing the creative effort, ensuring premium content with that unique "illycaffè" blend reaches the right audience at the right time on the right channel. Social media activities have increased engagement and reach by 15 percent. The transformation is underpinned by a deep commitment to shared working, with illycaffè and Accenture collaborating to create a truly digital culture throughout the illycaffè business. Just 18 months into our work together, we're already seeing the benefits. FROM… Product focus Complexity One size fits all Digital aspirations TO… Customer focus Convenience Memorable personal experiences Digital reinvention 15% Increase in social media reach and engagement 24% Improvement in site revenues from SEO activities Stefania Filippone Managing Director – Accenture Alex Diana Managing Director – Accenture Song © 2024 Accenture. All Rights Reserved.
=====================

Lion's transformation into a digital organization

The path to digital transformation Revolutionizing operations in the cloud Cheers to sustainable growth An award-winning transformation Lion's SAP-powered solutions Current Country: United States Case study Lion A data-led journey that leads to growth and entry to new markets. Lion, one of Australia and New Zealand's leading beverage companies, wanted to continue growing and expanding into new markets. It also had plans for taking an industry leadership role on sustainability best practices. Demand in the market, however, tended to shift often as consumers chased new beverage trends. Lion needed to increase its responsiveness to dynamic consumer preferences and operate more efficiently. So, the company embarked on an ambitious transformational journey to create a next-generation digital enterprise with the consumer at the center. Lion chose SAP S/4HANA® for its new enterprise system and Amazon Web Services (AWS) as its cloud platform but needed a partner that could help guide Lion through their transformation. Lion partnered with Accenture to create a lean and efficient digital organization. The team created an intelligent finance operating model connecting tech, talent, and data and analytics to provide Lion's leadership with real-time insights. Manual processes within payables, general accounting and collections were automated—streamlining processes and freeing talented people for more meaningful work. Designing a new enterprise foundation using SAP software gave Lion a unique opportunity to identify new and complementary solutions that would help increase agility and growth. The migration to AWS was no less ambitious. Working together, Lion and Accenture migrated more than 400 workloads housed on 115 servers to AWS and decommissioned 113 servers and apps that were no longer needed. 1. Lion's SAP IBP solution received SAP's 2020 Best Run Award in the Digital Supply Chain category. 2. For its success navigating the COVID-19 pandemic, Lion won the Shared Services & Outsourcing Network's (SSON) Australasian Business Resilience Impact Award in 2021. The implementation of SAP S/4HANA and migration to AWS bring new capabilities to all parts of the organization. And, reduced carbon emissions from the public cloud puts Lion on its path to becoming the first large-scale, carbon-neutral brewer in Australia. With the new SAP B2B ecommerce portal, more than two-thirds of all orders are now placed through the self-service channel. This reduced call volumes to the contact center by more than 50%. Intelligent operations also helped lessen aged debt, cut the time to close the books from five days to two, and reduced customer set-up time from seven days to 24 hours. Whether it's integrating new acquisitions or launching new products, Lion now has a continuously innovating digital capability across its business to support its growth for years. 1. A new business-to-business (B2B) ecommerce portal powered by SAP C/4HANA makes it easier for customers to place orders, download invoices and learn about new product launches. 2. Global batch traceability, enabled by SAP S/4HANA on AWS, gives insights into the manufacturing process, helping Lion improve sustainability and solve supply chain issues quickly. 3. SAP Integrated Business Planning for Supply Chain (SAP IBP)

enables Lion's planners to analyze huge data sets to identify patterns and set more accurate forecasts. © 2024 Accenture. All Rights Reserved. =======================

Using technology to drive environmental excellence

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/salesforce-net-zero-cloud ----- Strengthening a sustainable digital core Measurable environmental excellence Current Country: United States Case Study Why we chose Salesforce Net Zero Cloud to help us measure our environmental performance—and meet our goals 5-MINUTE READ It's one thing for a company to have environmental sustainability goals; it's another to achieve them. Accenture has been setting and achieving ambitious environmental sustainability goals for over a decade, and we're not slowing down anytime soon. As we work towards our goals of 100% renewable electricity by the end of 2023 and eliminating single use plastic items like straws, cups and utensils from our offices, the technology and analytics we implement today will help accelerate us toward even more ambitious goals tomorrow. Salesforce Net Zero Cloud is a leading environmental accounting solution that helps organizations collect data, calculate emissions, and measure environmental footprints. The system allows us to capture and measure environmental data for use in reporting to outside stakeholders according to data disclosure requirements. Measurement capabilities within Salesforce Net Zero Cloud are important enablers in helping us meet our goals. After all, you won't know if your efforts are working unless you measure them. And it helps to have one of the top environmental accounting platforms to ensure accuracy. Our environmental sustainability goals include: Salesforce Net Zero Cloud is helping us evolve data management capabilities in line with the latest technology available, delivering a single place for internal stakeholders to record environmental impact. A solid digital core serves as the centerpiece of Total Enterprise Reinvention — our deliberate strategy that aims to set a new performance frontier for companies — and provides a sole source of truth to accelerate business outcomes and achieve goals with greater accountability. This also applies to our goals for sustainability. To strengthen our digital core, we used accessible cloud storage and AI to become a more agile and data-driven organization. Our 'composable architecture' is now 95% in the cloud. This means we can plug and play the best SaaS applications for our business, helping us stay ahead of the fast pace of technology. We also developed entirely new capabilities to collect, analyze, and report on our sustainability data. With the proper data and information more easily accessible through a sole source, Accenture can better understand its carbon footprint and make more sustainable business decisions. Accenture thinks every business must be a sustainable business, as customers, employees, partners, regulators, and communities demand more progress and greater transparency. With the power of Salesforce Net Zero Cloud, we will measure and calculate our carbon emissions generated across the entire operation. Looking ahead with a new system in place, we

underscore our commitment to reporting and delivering on financial and sustainability performance through our comprehensive 360° Value Reporting. Our environmental performance will be disclosed based on data gathered and analyzed through Salesforce Net Zero Cloud to help us track our progress on many of our environmental goals. © 2024 Accenture. All Rights Reserved. =======================

Building better business with data and AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/software-platforms/building-better-business-with-data-ai ----- Seizing an ad opportunity Expanding team and capabilities Tech meets touch Rapid growth and improved experience Current Country: United States CASE STUDY Revolutionizing e-commerce advertising through people and technology 5-MINUTE READ Imagine you're a small business owner using a huge e-commerce platform to sell your products. The platform provides access to a much wider audience than you could reach on your own—but how do you break through the noise to reach your customers? An e-commerce giant wanted to help its small and medium-sized business (SMB) sellers answer this question and reach a wider audience. Many of the merchants on the platform were unfamiliar with the processes and benefits of targeted advertising—so the company's existing self-service portal wasn't making the requisite impact. Together, Accenture and the company created the technical infrastructure, tools and a team necessary to bring its advertising business to new heights. Blending personalized support and advanced technology solutions, including generative AI (gen AI), brought impressive results. Vendors have seen exponential growth in return on ad spends and an increase in overall revenues. At the beginning of their engagement, most of the e-commerce company's sellers were spending little to nothing on advertising. So, the company set out to fix the issue by upgrading their self-service ad portal. With help from Accenture, they made the portal more user-friendly and educated sellers about leveraging advertising to grow their business. Designed for the e-commerce sector, the new solution taps into the power of data, AI and gen AI to provide real-time, customizable strategies for advertising optimization and seller interactions. Targeted advertising suggestions are regularly sent to sellers to help maximize returns on ad spending. Sellers also have access to a suite of tools to boost confidence in advertising investments, while AI and gen AI initiatives offer post-call summaries and real-time campaign insights. We also deployed One CRM and OneGlass solutions to help the ad team seamlessly manage conversations, activities and follow-ups with the accounts. By strategically automating emails, campaign recommendations and WhatsApp messaging, the ad team could easily send personalized communications to sellers. But the solution isn't all tech. It's the human touch that makes the real difference: Regular interactions with agents build trust, and multi-channel connectivity keeps everyone engaged. With Accenture's help, they built out and trained a dedicated team, including campaign strategists, media managers, data analysts and agents for daily

support. The team was equipped with sales acceleration playbooks and predictive modeling resources so they could provide top quality service to merchants. The new advertising initiative has proven popular with sellers and profitable for the company. The partnership with Accenture has resulted in more than 30% year-over-year growth in ad spending, and a significant number of zero-spenders have been converted into active advertisers. These outcomes demonstrate the value AI, analytics and automation can bring to e-commerce. Sellers are reaching their end customers with ease and insight, and the company has found a solid and steady source of revenue that will continue to grow. Most importantly, the program has empowered thousands of small and medium businesses to get maximum value, helping ensure more significant growth and prosperity. Learn more about how Accenture is empowering platforms to support small to medium businesses and reinventing ad sales and marketing to boost revenues. © 2024 Accenture. All Rights Reserved. =====================

Consumer goods giant realizes $1B in savings

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/reinventing-procurement-function ----- Challenge What Accenture did People and culture Value delivered Related capabilities Source-to-Pay E-tendering Automated bots Procurement BPS Finance & accounting BPS Supply chain BPS JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA With new competitor brands continuously emerging to claim market share, a key challenge for established consumer goods companies is to stay relevant for customers, or risk becoming quickly obsolete. The company set out to digitize its procurement organization and leverage untapped data resources to better focus on the needs of its customers and enhance its ability to respond at the right time with efficient manufacturing at scale. The international scale of the business, combined with years of global and regional acquisitions, had left the procurement function fragmented and inefficient – particularly in sourcing and contract management. The company also lacked the global integration it needed to support business growth. It knew it needed an experienced partner to help transform procurement on a global scale. The company teamed with Accenture to move to an intelligent procurement function – tapping into Accenture's Synops platform to orchestrate the optimal combination of human + machine talent, driven by data and insights. Simplified and standardized processes in key sourcing functions across the business, delivering operational excellence. Implemented e-sourcing and e-tendering, vendor master management, catalog management, which delivered more than $1B in savings. Developed a series of process automations, including 22 robotic process automation (RPA) bots and 15 mini-bots which led to increased efficiency. Embedding automation has made a significant positive impact on the client's workforce. Employees have been able to shift their focus from transactional work and take on roles that deliver more value for the business. This has helped create an environment of continuous innovation as the team dedicate time to strategic thinking, further process

enhancements and future growth. $1B In savings delivered through e-tendering and are ready to be invested in technology-led growth across the business over a three-year period. 2 Days contract cycle time (down from 15 days) increases the speed at which the business realizes value. 99% Inputs (up from 7%). "Right first time" contract inputs increased dramatically from just 7% when the engagement started. 100% Digital signatures have been fully implemented – with around 60% of all suppliers now signing contracts digitally, speeding up the contracting phase. 99% Consistent business buyer satisfaction scores. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

A new chapter of interactive audience engagement

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/communications-media/disney ----- Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Accenture helped Disney Studios' StudioLAB build and pilot a scalable platform to deliver an interactive movie poster content experience. 3-MINUTE READ Looking to explore new ways for movie fans to engage and interact with its rich catalogue of stories and characters, Disney Studios' StudioLAB worked with Accenture to develop a new kind of flagship audience experience. The concept? An interactive digital movie poster that offers a range of fun and engaging experiences designed around the unique characteristics of Disney movies. Having delighted audiences with a prototype built for the release of Dumbo, the studio knew the concept was a winner and had potential. After the first prototype built for Dumbo, the next step was to scale up and get the interactive posters in front of a live audience at Disney's 2021 Black Widow and Jungle Cruise premieres. View the video Bringing together a range of cross functional talent from Accenture and the StudioLAB, the team set about building a platform that could deliver this new form of interactive content experience in the pilot phase. With a cloud-based backend powered by Microsoft Azure, the platform covers everything from the physical hardware and connection to the cloud to the experience design. It also provides a valuable new source of insights into Disney's audience, plus analytics for iterating and enhancing the quality of the experience. Drawing on Accenture's breadth and depth of user experience expertise, the platform included a gesture-based interface, providing an intuitive, human-centered and COVID-secure means of engaging with the interactive poster platform. Unveiled at the 2021 Black Widow and Jungle Cruise premieres, selected movie fans had their first taste of this exciting new engagement medium. Moviegoers interacted with the platform, putting themselves into the picture, posting to social media, and having fun before and after the show. In fact, there's a full content roadmap for the rest of the pilot phase. And because the platform has been designed for extensibility, the interactive screens can easily be brought to a variety of locations. John Peters Managing Director Garry Chien Manager – Strategy & Consulting, Communications & Media, North America Amanda Seale Senior

Elevating value with Accenture's integrated ESG reporting

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/esg-reporting ----- A call for change When tech meets human ingenuity A valuable difference Started with reporting strategy, leadership and culture Built on a strong ESG foundation Raised the bar on data assurance and quality Applied technology Designed a new reporting experience MEET THE TEAM Current Country: United States CASE STUDY Affirming our commitment to transparency and accountability to our ESG goals and progress. 5-MINUTE READ Organizations around the world are waking up to the opportunities that sustainability offers. Years ago, sustainability was viewed as a compliance issue, then as a corporate responsibility. Today, we believe that sustainability is about competitiveness and one of the most important drivers of growth for the coming decade. It is no longer a "nice-to-have," but a "must-have" for all stakeholders. The Accenture Sustainability Value Promise is to embed sustainability into everything we do, with everyone we work with, creating both business value and sustainable impact, enabled by technology and human ingenuity. Our approach is grounded in science, economics and data by design—it is built into our business strategy, not "bolted on." We have set ambitious sustainability goals—for climate action, net-zero emissions, workforce equality and other priorities—and we continue to build on the momentum that emerged from COP26 to combat climate change and achieve the United Nations Sustainable Development Goals. To do this, we have implemented targeted actions for all our goals to drive change across our business and for our clients. But we knew we needed to do more—not only to meet the evolving needs of all our stakeholders, but to truly embed sustainability across our business. To create 360° Value for all our stakeholders, we also had to measure and share our progress across multiple dimensions of value—including sustainability and financial performance—and do so in a way that's not only data-driven, transparent and clear but connected and integrated with our business strategy. Accenture defines "360° Value" as delivering the financial business case and unique value a client may be seeking, along with striving to partner with our clients to achieve greater progress across these additional dimensions: Client, Talent, Inclusion & Diversity, Experience, Sustainability and Financial. Accenture applies these same categories of value to how we operate our business. There is now an opportunity for organizations to gather comprehensive ESG data that can help transform how they do business—building accountability across the organization, achieving global sustainability goals and ultimately creating greater business value. Julie Sweet / Chair and CEO of Accenture We launched our 360° Value Reporting Experience with our fiscal year 2021 results to demonstrate the multiple ways we create, drive and measure value, both in serving our clients and operating our business. The Reporting Experience brings together, for the first time, all our financial and environmental, social

and governance (ESG) metrics, progress and performance in one place. Integrating our ESG and financial reporting required a true partnership across Accenture and with key ecosystem partners. It also required fundamental changes to our core business processes and data-gathering and analytics. The Reporting Experience involved an unprecedented collaboration across our organization. Functional Accenture teams—including Finance, Investor Relations, Legal, Sustainability, Corporate Citizenship, Human Resources, Global IT, Corporate Services & Sustainability, Marketing and the business—worked together to build the Accenture 360° Value Reporting Experience—a holistic, integrated and interactive digital hub. The Reporting Experience itself is innovative, in addition to the content and approach. We transformed our approach to reporting by focusing on the information needs of all our stakeholders—our clients, people, shareholders, partners and communities. At the same time, we addressed the needs of compliance—to provide clear and transparent disclosure across the various ESG frameworks, demonstrating how we create value for all our stakeholders. Here's how we did it: We began with the fundamentals—securing clear direction from our Chair and CEO Julie Sweet and obtaining Accenture board and leadership commitment on our reporting strategy. We also created a consistent, integrated message about how we deliver 360° Value to our stakeholders. We established a governance model to create a culture of shared success and a steering committee to execute on our reporting strategy. Additionally, we defined key roles and responsibilities across the organization and created a dedicated ESG team to work across the company. Among the team's many activities, they collaborated to confirm our reporting experience met the needs of all our stakeholders. As a long-standing partner of the United Nations Global Compact (UNGC), we had an opportunity to build on our foundation of ESG reporting. Using our ESG priorities and relevant issues for all our key stakeholders, we advanced our goals and commitments and are implementing targeted actions with enhanced, transparent reporting. In addition to our ongoing comprehensive United Nations Global Compact: Communication on Progress ESG report, we expanded our ESG reporting for fiscal year 2021 with three additional frameworks: the Sustainability Accounting Standards Board (SASB); the Task Force on Climate-related Financial Disclosures (TCFD); and the World Economic Forum International Business Council (WEF IBC) metrics. At the same time, we continued to report against the Global Reporting Initiative (GRI) Standards, the United Nations Global Compact's (UNGC) Ten Principles and the Carbon Disclosure Project (CDP). Ultimately, our goal is to create 360° Value for all our stakeholders. We measure our success by how well we are achieving this goal. Because sustainability is a business priority, we consider sustainability metrics as important as financial data. We leveraged the rigor and discipline of our Controllership function to evaluate our data governance over policies, systems, internal controls and assurance. We also aligned data-gathering and reporting timelines and established an integrated and unified reporting experience. Technology not only enables transformation, it allows companies to facilitate reliable, real-time reporting. At Accenture, we leverage our centralized core systems, including a single global instance of SAP and a single global instance of Workday. We know that "one source of truth" is critical. This single instance best practice enables us to gather data efficiently and it ensures that the data is captured systematically, accurately

and in a repeatable way. Looking ahead, we're assessing how technology can help better capture workflows and data across multiple sources in a more timely and accurate manner. We're considering automation of data flows as well as calculation engines for analytics and dashboarding around our priorities, key goals and commitments. To help address our needs, we plan to look to some of our ecosystem partners, including Microsoft, Salesforce and SAP, for solutions. Our team led the creation of the new Accenture 360° Value Reporting Experience, uniquely designed to demonstrate comprehensively the value Accenture is delivering. The launch of this digital reporting hub achieved clear, consistent messaging around all our reporting, heightened the user experience and streamlined the creation and sharing of key data across all our reporting. This new, modular approach to reporting is designed to evolve and grow with Accenture's business strategy and the transforming global environment for ESG standards. Our new integrated reporting delivers transparency and accountability—the hallmarks, we believe, of good governance and essential to the trust we have earned with our clients, people, shareholders, partners and communities. Our objective is to continually measure our performance and report how well we are achieving our goal to create 360° Value for all our stakeholders. But reporting is just the beginning. Accenture continues to build sustainability into our business, making it one of our greatest responsibilities, with a goal of embedding it by design into everything we do and for everyone we work with: our clients, people, shareholders, partners and communities. Leaders have a real opportunity to drive a new era of performance by making the best use of technology and new ways of collaborating to bring the right ESG data to stakeholders, while contributing to a company's competitiveness in the marketplace. Richard Clark Chief Transformation Officer, Business Enablement Angie Park Managing Director – Investor Relations Carmelina Pagliero Managing Director – Controllership Ambrose Shannon Managing Director – Sustainability Services Jill Huntley Managing Director – Global Corporate Citizenship Lucy Murdoch Managing Director – Global Corporate Citizenship Elizabeth Daggett Managing Director – Marketing + Communications Margaret Smith Senior Managing Director and Executive Director – Corporate Services & Sustainability and Business Operations Scott Wilson Managing Director – Corporate Services & Sustainability, Director of Operations Mike Nicholus Director – Corporate Services & Sustainability, Environment & Sustainability © 2024 Accenture. All Rights Reserved. =====================

Driving reinvention with data & generative AI

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/data-ai/data-generative-ai-client-stories ----- Latest gen AI announcements Reinvent with generative AI ESPN: Scores with generative AI BBVA: Banking on happy customers BMW: Generative AI in the driver's seat Bricorama: Getting expert DIY advice from gen AI SDAIA: Reimagining Saudi Arabia's economy DG MARE: Harnessing AI to safeguard fisheries Current Country: United States CASE STUDIES Reach new levels of

productivity and growth Accenture and Fortune transformed the iconic Fortune 500® list into an AI-driven platform that gives business leaders access to insights like never before. Fortune Analytics™ is an intuitive, user-friendly, generative AI-powered platform that provides access to insights from the Fortune 500 ranking, other annual Fortune rankings, print and online articles, and online video transcripts. Through the power of gen AI, ESPN is scaling the creation and distribution of content to fans across a wider variety of sports games and moments, delivering more content and experiences that individual fans want. BBVA worked with Accenture to become one of the world's most customer-centric banks. Using digital technology to reach people where they are has helped them see massive growth. The result? Nearly 50 million customers now interact with the bank through digital channels, and seven out of 10 sales are made digitally. Accenture and BMW teamed up to create a new platform that uses generative AI to drive decisions across North America, accelerating productivity and experiences. Turning enterprise data into knowledge takes days, weeks or even months. But thanks to the power of generative AI, we're now able to shorten the time frame, going from data to knowledge to real-time insights in just minutes. productivity surge using gen AI French do-it-yourself retailer Bricorama is using gen AI to give customers expert advice on their painting projects. Named pAInt, this gen AI shopping assistant saves time, effort and money. Customers can simply describe their project and the platform will suggest paint colors, quantities and more. Saudi Data & AI Authority (SDAIA) has been working to deploy innovative data and AI solutions in the Kingdom of Saudi Arabia. This has included defining strategies for integrating data and AI into key domains and assisting in the launch of the National Data Management Office to establish foundational, national data and AI regulations. Gen AI is helping DG MARE increase its productivity as it migrates its IT applications to the cloud. Their IT applications handle a wide range of data, such as fishing vessel locations and fish catch declarations submitted by the 27 European Union member states as well as "non-member third party countries". Working in collaboration with Accenture, the company's new platform will help their brands stay a step ahead of rapidly changing consumer tastes and interests. Accenture has expanded its strategic partnership with Unilever to simplify its digital core and apply generative AI to drive efficiencies and improved business agility. S&P Global and Accenture have established a strategic collaboration to drive innovation and harness the full capabilities of generative AI across the financial services sector, enhancing both customer and employee experiences. Bath & Body Works and Accenture are collaborating to modernize and transform the retailer's digital and technology platforms, leveraging AI and generative AI to drive growth and elevate the brand. Currys, a leading global tech retailer, has partnered with Accenture and Microsoft to implement core cloud infrastructure, leveraging AI to optimize operations, enhance shopping experiences, and benefit its 25,000 employees. AWS, Accenture and Anthropic join forces to help District of Columbia Dept. of Health develop custom AI solutions responsibly. Reinventing with gen AI is an ongoing effort that demands a strong and secure digital core, safe and responsible AI use and balanced investments in both technology and people.
=====================

Finland breaks through with multicloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/cloud/ finland-multicloud ----- A call for change When tech meets human ingenuity A valuable difference In an on-demand world, every second counts Two clouds are better than one New capabilities for crisis management Current Country: United States CASE STUDY State Treasury responds to crises with refreshed digital core. 3-minute read Today, Finland is widely regarded as one of the most innovative countries in the world. Its reputation is well deserved—and one largely built on the use of technology to enable transformation during a period of unprecedented disruption. Perhaps most notably, over the past few years, Finland's breakthrough impact has been realized by the public sector rather than its startup tech scene. As early as 2016, when Finnish cloud-based startups began popping up all over the map, Finland's State Treasury was already considering its own cloud transformation. The Treasury's public sector vision for full cloud operations involved better managing cybersecurity threats and expediting digital development cycles. During this period, its first dedicated cloud push centered around its public benefits system. Partnering with Accenture, the Treasury migrated its paper-based system for managing individual claims— including travel insurance, work accidents and compensations for disabled veterans—into Microsoft's Azure cloud. A meaningful shift in culture ensued. By the start of 2020, nearly 50% of the Treasury department's operations were hosted in the cloud, up significantly from its mostly on-premise infrastructure a few years prior. Then the pandemic hit. And Finland's government announced a new form of financial aid for companies in distress. In its first iteration, up to €300 million was reserved to directly support thousands of businesses that were struggling to manage fixed costs, including rent and payroll. And government officials tasked the State Treasury with processing the applications, determining eligibility and issuing payments—a completely new endeavor for the agency. Overseeing this new workflow wasn't the only priority. The State Treasury needed to train personnel and launch a system to disburse the funds as soon as the law was approved. And it had just six weeks to do it. The Treasury, backed by its improved digital core, was better prepared than ever to step up and tackle unprecedented challenges. While the pandemic continued, the joint team seized the opportunity to develop and add a second cloud to its tech stack. The Treasury's existing Microsoft Azure cloud platform served as an effective self-service portal for citizens, but its claims handling and payment disbursement system was still running on-premises in a third-party data center. To streamline operations and better protect sensitive business and personal data (including protected characteristics and bank account numbers), the State Treasury ported the system's backbone to Oracle Cloud Infrastructure (OCI). Together, the two cloud platforms enabled the Treasury to establish a base for continuous innovation and helped the Treasury better link its robust suite of existing Microsoft and Oracle apps. Throughout the journey of moving on-prem environments to the multicloud system, Treasury staff across IT and business teams alike earned certifications in both Azure and Oracle cloud fundamentals. A focus on fundamentals may sound simple

—but because cloud is an ongoing capability rather than a one-time project, training talent is critical to ensuring long-term adoption and success. Seeing the shared vision for the future, Oracle supplemented the team of developers with dedicated engineers to expedite the migration and eliminate any potential roadblocks. With claims handling operational in the Treasury's cloud-native application, it became easier for developers to code, deploy and integrate new automations and features into the system. To save additional time, the joint team repurposed technology from suomi.fi, an existing e-identification service, to continue authenticating applications from businesses and business owners. And integration with Finland's tax administration meant verifying eligibility and grant totals—up to €500k per company—could be done faster and more accurately than ever before. In addition, DevSecOps performed checks at every stage of the development process to reduce testing and repair time, as well as ensure data security. For the Treasury, specifically, the move to a multicloud platform based on Microsoft Azure and Oracle Cloud Infrastructure was a first for Nordic public sector organizations. And it reduced the cost of platform and infrastructure ownership by 50-70% (which translates to hundreds of thousands of Euros), compared to on-premise costs. And the backend migration to Oracle Cloud Infrastructure (OCI) offers the State Treasury one of the strongest security measures; all customer data is stored safely and securely, while all operations are securely logged, audited and analyzed. The payment service remains to date one of the most advanced digital reforms in Finland—and, with systems in place for ongoing rounds of support, almost certainly helped the country buoy its economy better than the rest of the Euro region. It even won three awards, including the 2020 Most Valuable Act of the Year and the Finnish Customer Experience Award 2020. After the initial service, State Treasury developed five other services to support different businesses during the crisis. So far, more than 40,000 companies have applied for support and State Treasury has granted more than one billion euros in cost support. Recently, the State Treasury has prepared a new compensation service to respond to the European energy crisis. It grants subsidies to professional agricultural and aquaculture farmers for both electricity and increasingly expensive fertilizer costs. The service launched June 1, 2023 with very positive feedback from the customers. During the first week, 3,000 customers applied for support and got a decision within an average of 23 hours, thanks to advanced automation. Public service is always a work in progress. And for Finland's fearless and innovative leaders, the reinvention never stops. =====================

Avis Budget Group HR transformation

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/travel/avis-budget-group-builds-future-workforce ----- Challenge What Accenture did Value delivered Related capabilities HR info at their fingertips Travel consulting JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA As the vehicle rental and car sharing

industry faces competition from disruptive new entrants and advances in technology, Avis Budget Group needed the right human resources (HR) tools to gain greater agility and innovation. It teamed with Accenture on an end-to-end Workday-powered solution to take HR service delivery farther, faster. The mobility solutions market is evolving at pace, with new entrants and advances in technology and innovation shaking up the car rental business. How could Avis Budget Group develop an organization and culture to capitalize on this disruption and respond rapidly to changing market forces? Leadership recognized that employees would need to play a pivotal role in helping to steer the company toward its destination—to be a leading global provider of mobility solutions. The company launched a vast HR transformation program—its first truly global initiative—including a new HR system that would serve as the program's linchpin. This called for streamlining and simplification; Avis Budget Group had a very fragmented HR technology landscape across its eight brands and two regions. To gain a clear, consolidated view of its workforce, Avis Budget Group collaborated with Accenture to deploy the global cloud technology solution, Workday, to approximately 30,000 employees across 27 countries. With Avis Budget Group, Accenture consolidated 35 different HR systems into a single source across all brands and in-scope countries. The Workday system covers core HR, talent, benefits, absence management and compensation functions. The team created a global core Workday template with common business processes that it adapted in nearly half the countries to accommodate local operational and regulatory constraints. Best-in-class governance model and program management tools enabled the team to move at a quick pace and with predictability despite the project's complexity. The implementation spanned the entire delivery lifecycle from design and program management to deployment and production support. Avis Budget Group has a large number of employees in the field, such as sales agents and other car rental location employees, who previously had little access to HR systems. With Workday's self-service and mobile capabilities, employees have the tools and frameworks to take control of their career; they can access up-to-date HR information and execute any employee query such as giving feedback on performance, creating goals or updating personal details. Managers can also access insights, such as performance or compensation data, about direct reports. Avis Budget Group now has a simple but smart HR system that delivers insight and innovation to everyone in the business. The new system supports, rewards, develops and informs employees, helping to improve the employee experience and build the workforce of the future. Avis Budget Group employees have best-in-class digital capabilities to enhance productivity and efficiency in the field. Thanks to mobile access, adoption is high in the field. The new solution is helping Avis Budget Group achieve its goal of bringing continuous HR innovation to the company. The cloud-based system delivers new capabilities, functionalities and regulatory updates automatically. Avis Budget Group now has visibility into key employee data across businesses and regions to inform decision making. With this global understanding of talent, Avis Budget Group can see how best to manage its people across brands and countries to be more competitive. And the road ahead? Greater agility and innovation in a rapidly transforming industry. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. © 2024 Accenture. All Rights Reserved. =====================

Flight path

Call for change When tech meets human ingenuity A valuable difference An Airline with a clear vision for the future A blueprint for a truly cloud-first organization Current Country: United States CASE STUDY A North American Airline takes their call center to the cloud. 5-Minute read Throughout its nearly 100-year history, this North American Airline has continually improved its services, fleets and technical innovations, serving nearly 12 million passengers each year. Most recently, the Airline turned its attention to upgrading one of its interactive voice recognition (IVR) systems. The legacy system, which handled calls for multiple functions—from baggage claims to crew scheduling and employee support—was reaching the end of its life. It was difficult to maintain and it was even more difficult to enhance. Critically, the old system was also becoming increasingly unstable. This not only affected operational efficiency, but the extended downtimes also negatively impacted customer and employee experiences. After reviewing its options, the Airline selected Amazon Connect running on Amazon Web Services (AWS) cloud infrastructure as the new omnichannel for its proven resilience and high degree of flexibility. For help with setting up the new system, the Airline turned to Accenture to architect and implement it. This aligned with the Airline's "cloud-first" strategy, and ensured scalability and access to native cloud features such as analytics, AI and machine learning. This North American Airline and Accenture quickly migrated seven contact centers to the Amazon Connect solution. Because Amazon Connect runs on AWS, the team was able to take advantage of several native AWS capabilities such as S3 storage, disaster recovery and Lambda automated computing during the solution's design, build and test phases. Agile methods were employed to enable the team to quickly configure the new solution to meet users' needs. New callback features, a customizable contact control panel, and new call-recording functionality were just some of the enhancements made. Throughout the engagement, the team shared knowledge, know-how and system documentation with approximately 200 system users and system administrators. Training sessions for trainers and end users further ensured that the Airlines' people could easily navigate the new system and that there would be no business disruption when the new system went live. In just eight weeks, the Airline was ready to transition from an unstable, on-premise IVR system to a robust, resilient and highly secure cloud-based contact center solution. Customers and employees now have a stable and reliable means of communicating with the Airline across multiple channels. The improved audio quality of the Amazon Connect system is particularly noteworthy. That translates into more efficient service and better customer and employee experiences. From an operational perspective, AWS' disaster recovery processes and three availability zones help ensure the system will stay up and running even during outages. For employees, the dashboards provide real-time insights and metrics into call volumes and contact center performance, allowing administrators to continually optimize staffing levels and service delivery. While this North American Airline monitors the performance of its new system, which Accenture now runs, it expects to use this rapid deployment as a model for additional cloud modernization

programs. In that regard, the Amazon Connect deployment provides a valuable blueprint for building a truly cloud-first organization. Our relationship with Accenture is quite strong. They know our business, systems and day-to-day stresses. Accenture was committed to working with us, side-by-side, to transform our contact center experiences. © 2024 Accenture. All Rights Reserved. ======================

Routing to resilient and sustainable supply chain

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/supply-chain-operations/risk-management-supply-chain-resilience ----- Call for change When tech meets human ingenuity A valuable difference Supercharging supply and profits The muscle to mitigate risk From reactive to resilient MEET THE TEAM Current Country: United States Case study The power of proactive risk management 3-minute read Microchips—the "brains" behind smart technology—are essential to manufacturing countless products, including cars. But when demand for new vehicles first plummeted, and then rebounded, during the pandemic, microchip supply chains struggled to keep up. Like many others in the industry, one global technology company saw that its lack of supply chain resiliency was putting both its profit margin and market valuation at risk. Company leaders were determined to find a solution and brought in Accenture to help. The joint team first performed a maturity assessment and saw an opportunity for more advanced, proactive risk management. The team developed a "heat map" to identify high risk suppliers and components and recommend mitigating actions. To perform the analysis and understand revenue impacts, the team created a "supply chain digital twin," a virtual replica of the company's global supply chain. Finally, Accenture performed a stress test, which subjects the digital twin to pre-defined, disruptive scenarios and provides an overall resiliency score. Accenture then transferred the knowledge to the company's internal Supply Chain Resilience team so it could take the wheel. In just six months, Accenture and the company created a foundation for a more resilient, relevant and sustainable supply chain. The company's ability to mitigate ongoing disruptions has contributed to reducing its revenue at risk by several hundred million dollars. These advanced capabilities also position the company for increased commercial success—proving to its customers that it is well prepared to navigate future upheavals. With Accenture's help, the company now has the technology, talent and capabilities to continue building an advanced supply chain that's ready for anything. Stéphane Crosnier Managing Director – Strategy & Consulting, Supply Chain & Operations, Resilience Global Lead Jens Nackmayr Managing Director – Strategy & Consulting, Supply Chain & Operations Jose A. Gonzalez Managing Director – Industrial Products, UKI © 2024 Accenture. All Rights Reserved. =====================

A dream come true for Make-A-Wish

Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY Granting wishes faster for children in need. 3-MINUTE READ Make-A-Wish® has granted more than 500,000 wishes worldwide to children with critical illnesses since its inception in 1980. With 59 chapters each operating different IT systems, the nonprofit decided to undergo a complete digital transformation and replace disparate processes and 60 databases with one holistic approach. Greater data consistency would enable timely, informed decision-making to help each chapter grant wishes more quickly. The nonprofit partnered with Accenture to identify and implement the best Enterprise Resource Planning (ERP) solution for the job, to ensure Make-A-Wish technology would work as hard to support its mission as its dedicated workforce. Accenture and Make-A-Wish detailed essential processes and requirements and ranked priorities according to importance. Cloud-based Oracle NetSuite was chosen because of its superior user interface, customization options, and the fact it provides a 360-degree solution across ERP, Financials, and more. Make-A-Wish began with Financials and aspired to gain funding oversight with a uniform chart of accounts and streamlined reporting. Process changes were necessary, to track spending between chapters. Accenture integrated NetSuite with existing software solutions, configured it according to key priorities, and trained more than 500 people across all chapters virtually, after the pandemic struck. Realizing wish-granting goals The solution went live across all chapters in time for the new fiscal year and is helping 500+ workers more efficiently grant wishes. All 60 databases were consolidated into one system, enabling: improved insights to inform decision-making; improved efficiency, thanks to reduced manual processes; improved speed in closing books; and improved transparency to aid cost allocation across chapters. Accenture provides the nonprofit with NetSuite support and is working on a Salesforce Customer Relationship Management solution to track donors. Make-A-Wish is on its way to gaining a 360-degree view of its organization, funding, donors and more, to help it grant wishes to more children in need quickly. Amit Patel Managing Director - Health & Public Service, Nonprofit © 2024 Accenture. All Rights Reserved.
======================

Reimagining Saudi Arabia's economy

Driving a national transformation with data and AI From strategy to infrastructure to talent A data/AI transformation that governments around the world can

CASE STUDY Saudi Data and Artificial Intelligence Authority How Saudi Data & AI Authority (SDAIA) is accelerating adoption of innovative data and AI solutions in the Kingdom of Saudi Arabia. 3-minute read In 2016, Saudi Arabia unveiled its Vision 2030, an ambitious plan to build a more diversified, innovative nation that empowers its people to thrive. The Government views the nation's digital transformation as a key enabler of Vision 2030. In 2019, the Saudi Data & AI Authority (SDAIA) was established to help the Kingdom of Saudi Arabia become a global leader in responsible AI and create a world-class AI ecosystem of government and private sector entities. Building a data- and AI-driven economy is a significant undertaking. It requires a bold vision, strong leadership, carefully crafted strategies, a regulatory framework conducive to digital transformation, and enabling technology infrastructure. It's also crucial to have a collaborative ecosystem of government and private sector entities that build talent, deploy AI technologies, and drive adoption. SDAIA has been working to deploy innovative data and AI solutions in the Kingdom of Saudi Arabia. This has included defining strategies for integrating data and AI into key domains and assisting SDAIA in the launch of the National Data Management Office to establish foundational, national data and AI regulations. In conjunction with Accenture, SDAIA established the national cloud infrastructure as well as the National Data Bank, which enables secure, efficient data sharing among government entities. Accenture assisted SDAIA with AI research and development for the strategy of an Arabic natural language processing (NLP) mobile app. To build talent and capacity in data and AI, SDAIA has collaborated with leading international academic institutions to establish training programs and scholarships. These initiatives have trained more than 45,000 professionals to elevate their data and AI skills. There are plans to train over 25,000 women over the next five years. SDAIA is continuing to make strides in boosting the Kingdom's transformation to a data-driven economy. We welcome Accenture's partnership to support cutting-edge research and promote digital innovation. H.E. Dr. Abdullah AlGhamdi / President of SDAIA In just five years, SDAIA has built a strong foundation for Saudi Arabia to become a globally competitive, data- and AI-driven economy. With a cohesive national strategy, regulatory frameworks, and a national digital infrastructure, it is empowering diverse industries to adopt and innovate data and AI technologies and extend more economic opportunities to millions of Saudis. It has an operating Arabic NLP app, with potential to serve the educational, professional, and business needs of hundreds of millions of people across the Arab world. Throughout the journey, SDAIA has promoted security, privacy, and ethics while taking tangible steps to drive economic development. Today the National Data Bank is connected to more than 200 key government systems and has catalyzed the establishment of Estishraf, a national insights and analytics platform that supports data-driven decision making and planning. In 2023, more than 85 government entities benefited from Estishraf's services, resulting in an estimated 50 Billion SAR in value. SDAIA's comprehensive approach to pivoting to a data- and AI-driven nation —and its remarkable progress over the last five years—sets a great example for governments around the world. Julie Sweet / Accenture CEO and Chairman Raymond Makhoul Client Account Lead & Managing Director – Strategy & Consulting LinkedIn Abir Habbal Managing Director – Data & AI

======================

Agricultural excellence through Azure cloud

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/corteva-agriculture-excellence-azure-cloud ----- Challenge What Accenture did People and culture Value delivered Related capabilities Engaging key stakeholders Providing training Infusing ownership Developing guideline documents DuPont finds a formula for success in Azure cloud Accessibility: Transformation: Run & maintain support: Vendor support: A 'like-to-like' migration approach: Cross layer integration: Cloud services Microsoft Business Group Future-ready applications JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA In 2017, chemicals manufacturing giants Dow and DuPont merged to become "DowDuPont." This new company would be the launching pad for the formation of three independent entities—Corteva, DuPont and Dow. In order to operate as a separate company, Corteva needed to migrate its existing manufacturing execution system and enterprise resource planning systems from Dow's on-premise infrastructure platform to its own on-premise and Azure cloud-based platform. One of the key components of this migration would be its quality systems. This would involve placing its core laboratory information management system (LIMS) in the cloud, moving an integrated ecosystem of related systems and performing a complex migration—all without interrupting its business activities. Corteva joined forces with Accenture to build the foundation for a sustainable and independent organization through the establishment of an integrated LIMS application system in Azure cloud. Accenture and its alliance partner, Avanade, began by conducting parallel studies, running and testing the LIMS solution on both the on-premise and cloud platforms. Once the core LIMS system was operating on Corteva's Azure cloud platform, the two companies began migrating 10 related laboratory systems. This effort involved approximately 30 plants spread across 11 locations, with often diverse architectures. Corteva and Accenture approached this through a staged, site-by-site migration. The companies "bridged both worlds" during the effort, and carefully managed the cross-domain integration of systems so that these systems could all continue to operate together seamlessly while the migration was in process. Throughout the effort, Accenture worked closely with a range of Corteva stakeholders to help ensure that the migration remained focused on the needs of the business.Accenture also provided training to the Corteva system-support team so that they could manage the cloud-based system effectively going forward. Key change management efforts included: Connecting managers, site subject matter experts and Corteva's application user community through weekly touchpoints and workshops. Training SMEs and Corteva's user community through working sessions and hands-on training. Instilling an ownership thought process among Corteva's team so they could lead after the project's conclusion. Producing and sharing ad-hoc and formalized guideline

documents with the end-user community to ensure their alignment with the migration. Corteva has successfully migrated its laboratory systems to the cloud. The cloud platform eliminates a large proportion of capital expenses related to setting up hardware infrastructure and enhances the overall management of applications deployed in Azure. It also boosts agility and scalability in support of future business growth. Finally, it allows seamless integration between the applications deployed in Azure without sacrificing any security or performance. With its own quality systems now in place, supporting more than 1,200 users and critical business work processes, Corteva is well positioned to stand up on its own, re-energize future growth and continue to support its mission of helping farmers around the world. As an independent entity, Corteva will have laboratory systems with: Systems that are accessible from any part of a plant. Code updates to manage applications seamlessly. Facilitation of knowledge transfer workshops with Corteva's Run & Maintain team and site SMEs. Licenses and annual support (Level four). The retention of all key business work processes, ensuring its user experience will be enhanced compared to its Dow experience. Integration between Azure LIMS and ecosystem applications, enabling transparency through secure data exchange protocols and role-based security. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =======================

Soaring to superior sales & production with AWS

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/chemicals/superior-chemical-sales-production-aws ----- Challenge What Accenture did People and culture Value delivered Related capabilities An eOrdering website A weight and truck scale system A revised barcode scanning system Cloud services Industry X Amazon Web Services JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA To stay ahead of the competition, today's chemical companies are embracing new innovations. As strong product demand places more strain on their operations, these companies are looking to new technology solutions that will help them efficiently serve customers and manage costs, all while producing the high-quality supplies the market demands. One major chemical company saw new innovations as the key to modernizing its order-to-manufacturing process, boosting productivity and enhancing the customer experience. Its manufacturing function wanted a real-time view of inventory and stock to help plan and schedule priorities. And its sales activities demanded a solution to energize the customer experience through fast quotations and accurate delivery times. The company and Accenture launched a business process transformation project that would streamline the sales ordering process and improve the efficiency and complexity of manufacturing operations through the implementation of IoT technology. This collaboration resulted in the design, development and deployment of three key products: This platform, built on Amazon Web Services (AWS),

facilitates tracking and accountability in the company's end-to-end manufacturing process. This drive-on pad system weighs trucks leaving the factory, feeds data to SAP in real time and ensures the right stock level is sent to customers. This system allows stock to be scanned and data sent back to SAP in real time. It also keeps operators informed about current stock levels. To quickly and effectively implement these solutions, the team leveraged a combination of cloud native computing capabilities on AWS, DevOps delivery methodology and SAP infrastructure on cloud. AWS was especially important to the deployment of the company's new technologies. The Accenture AWS Business Group helped conduct an initial proof-of-value to develop the IoT and cloud native systems quickly and demonstrate that a platform could be built and work on AWS. Together, we achieved operational efficiency and the goal of lowering costs through a foundation of mutual trust, collaboration and an innovation mindset. Agile values went hand in hand with consistent collaboration, elevating what started as a promising transformation to a change-adaptive culture upgrade. The company's IT team overcame the mental barriers of adopting DevOps and cloud technologies, a change that is preparing them to remain solution-minded and affording them better visibility to make data-based decisions. Delivered in just half the expected time, using modern cloud technologies and DevOps practices, this initiative is making work in production lines and warehouses faster, more consistent and efficient. The company can now schedule manufacturing activities based on a close to real-time view of inventory. The company can also generate fast and accurate customer quotations, with the quotation time dropping from an average of eight days to almost real time. In addition, sales are improving through reducing the ordering process from weeks to just hours. Finally, through DevOps and cloud native application development methods, the company can implement changes to its applications securely and in a fraction of the time. By redefining its manufacturing and sales model, the company is positioning itself as an agile and resilient industry leader in the fast-paced global chemicals market. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. =====================

ICBC: Digital innovation in business banking

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/banking/icbc-digital-innovation-banking ----- Challenge What Accenture did People and culture Value delivered Our leaders Related capabilities Matías Arturo Marcelo Scarlato Florencia Gigante Damián Rodriguez Fracchia Yanina Defayz Juan Pablo Santi Banking JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Redesigning a business banking portal to improve customer experience and add product value. Within a cash-based economy, Argentina's banking services required a radical overhaul to offer customers a 21st-century experience.   Rising to the challenge, the Industrial and Commercial Bank of China (ICBC) in Argentina set about transforming its existing platforms – ICBC Multipay and

Connection Banking – into a single entity that boasted more services and greater transactional capacity alongside faster connectivity and a vastly improved user experience (UX) for its Argentine commercial customers. "Accenture is one of the main partners that supports us in the search for innovative and quality solutions." "Accenture is one of the main partners that supports us in the search for innovative and quality solutions." ICBC engaged Accenture as its digital partner to develop this new version of its platform. Accenture then brought in Fjord – the design and innovation agency that's part of Accenture Interactive – to conduct the discovery, design and development stages of the project.   Once the first stage was complete, a new platform encompassing several new ICBC Argentina areas was co-designed, with Accenture playing a key role managing the project—and its 70+ people—to ensure smooth collaboration between external providers and other stakeholders and contributors. The teams went on to build the platform using the structural and dynamic framework, Angular. A modern experience to suit the new-age customer was realized. By partnering with ICBC Argentina, and by bringing in our colleagues from Fjord, the teams developed a proactive platform that helps users perform tasks in ways that are intuitive, consistent and user-friendly to both technophiles and technophobes – providing a democratic service to all who use it.   And with so many more day-to-day operations handled by the new and improved digital interface, the bank's teams have more time to focus on developing more personalized client experiences. The new ICBC Multipay site has dramatically modernized ICBC Argentina's electronic offering, thanks to the teams' decision to add functionality that allows corporate customers to operate digitally. For instance, they can make fixed-term deposits – half of all new deposits now come through the site. As for overall use, market penetration rose by 25 percentage points within one year of the site being launched.   Our brief was to consolidate ICBC Argentina's position as having the number one corporate banking site in Argentina for user experience, thereby strengthening and cementing its role as the corporate bank of choice. By combining our regional consultancy experience, and Fjord's progressive approaches to service design and UX, our teams delivered a platform unparalleled in the region. The new ICBC Multipay site has dramatically modernized ICBC Argentina's electronic offering, thanks to the teams' decision to add functionality that allows corporate customers to operate digitally. For instance, they can make fixed-term deposits – half of all new deposits now come through the site. As for overall use, market penetration rose by 25 percentage points within one year of the site being launched.   Our brief was to consolidate ICBC Argentina's position as having the number one corporate banking site in Argentina for user experience, thereby strengthening and cementing its role as the corporate bank of choice. By combining our regional consultancy experience, and Fjord's progressive approaches to service design and UX, our teams delivered a platform unparalleled in the region. We're helping banks win in the digital economy and get ready for what's next. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings.
=====================

DBS: Helping Asian investors make better decisions

A call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY DBS Bank takes relationship management to the next level with a pioneering client investment platform. 5-MINUTE READ The world of investing is growing more and more complex. For even the most savvy of investors, keeping up with the latest financial instruments, derivatives and multi-asset class funds can be a daunting and time-consuming process. Step forward relationship managers. Armed with the knowledge required to help clients make informed decisions that generate returns and grow portfolios, the best relationship managers enjoy a challenging role that combines personal experience and insight with artificial intelligence and reporting software.. DBS, a leading financial services group in Asia, has long been at the forefront of intelligent investing, working hard to diversify its investment products while mitigating risk. But with so much investment opportunity on offer, the bank needed a single client investment platform that could house a diverse portfolio exposure, return analytics and generate portfolio reports on demand. Such a platform would drive efficiency, boost transparency, make compliance more straightforward and increase the level of engagement between DBS and its clients – all the while generating greater returns for clients. The bank needed a single client investment platform that could house a diverse portfolio exposure, return analytics and generate portfolio reports on demand. In April 2019, DBS engaged investment software specialists Edgelab – whose risk engine technology helps banks measure market risks – and Accenture Wealth Management to develop and deliver such a platform, all within a six-month timeframe. Alongside Edgelab, teams from Orbium, an Accenture company acquired in 2019, began by examining the bank's existing wealth advisory offering, paying close attention to its comprehensive portfolio and reporting methods. It quickly emerged that the diversity of the product coverage and the accuracy of the risk methodology were extremely important to the bank, and any new solution would need to both support and enhance these elements. As a result, the teams paid particular interest to assessing the overall impact of derivatives, structured products and multi-asset class funds on client portfolios. The new solution would need to bring together these diverse products and integrate them with the bank's core banking platform, Avaloq. With our proven project delivery capabilities and exhaustive Avaloq knowledge, Accenture was the natural partner for the project and appointed as system integrator – responsible for building the end-to-end interface between the bank's Avaloq system and Edgelab's new advisory solution. A cross-functional team of subject matter advisors, business analysts and platform specialists was brought in to work with DBS and Edgelab to successfully design the new solution. Within this challenge our teams worked hard to improve the existing client reporting with more comprehensive risk information. To do so our subject matter advisors, business analysts and platform specialists worked with DBS and Edgelab to successfully deliver functional validation,

solution design, configuration, quality review and solution delivery. From compliance through to customer service, the bank's new solution is already making an impact on the wealth management that DBS offers clients. At one end of the spectrum – and largely unseen by clients – are regulations such as MiFID II that financial organizations must increasingly adhere to. By having a precise risk classification at both the portfolio and product level, and across all asset classes and currencies, the bank's client funds can be invested in a reassuringly compliant manner. With so much new software and functionality in place, one might expect the need for significant onboarding or even retraining, but thankfully, this hasn't been the case. By keeping the platform cloud-based and integrated into the bank's Avaloq platform through an API, the existing user experience is protected with minimal need for any 'new' input from relationship managers and other users. And with minimal onboarding required, relationship managers are already leveraging the new technology to make better investment decisions. Managers can now generate bespoke investment proposals and engage clients with enhanced reports and insights personalized to that client's unique objectives and preferences. New risk metrics can be analyzed and viewed in seconds, so that clients can be served faster and more efficiently. Relationship managers can better understand what drives risk of the portfolio and measure its impact across any dimension – granular or aggregated. DBS can then use this data to trigger immediate actions and optimize portfolios. This was the first of its kind in Asia. As a result, DBS can now deliver the insights that relationship managers and clients need to make informed decisions based on real risk and performance drivers. An enhanced reporting of a client's portfolio can be generated in less than five minutes, using just one-fifth of the time it takes to compile it manually. © 2024 Accenture. All Rights Reserved. =====================

Finance retools for growth

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/operations/stanley-black-decker-finance ----- Call for change When tech meets human ingenuity A valuable difference Current Country: United States CASE STUDY Stanley Black & Decker optimizes finance operations for competitive agility. 5-minute read Industrial giant Stanley Black & Decker (SBD) has grown through constant innovation and a growth mindset. Its enviable market share is a byproduct of its ability to place the right bets —not only on new products and ways of working, but also on various growth platforms including strategic M&A transactions. Most recently, SBD placed its bet on digital technologies. Achieving digital transformation and various growth initiatives —posed a challenge. The objectives were closely linked since a strong digital foundation was necessary to facilitate faster and smoother integration of acquired businesses. The company needed a unified, standardized approach to unlock the full potential of its various growth initiatives. Finance was one of their key areas of focus. Rapid growth in previous years had resulted in a fragmented finance operating model that was difficult to navigate and impacting the speed of and agility required to compete in a volatile and competitive market. Today, Accenture IT infrastructure runs in the hybrid cloud and is costing significantly less than

our legacy delivery models. Our strategy was to be secure from the start, reframing our security in terms of cloud capabilities, which has helped us to see how our cloud solutions can support every element of security needed within the business. Stanley Black & Decker and Accenture worked together to create a finance operating model that was agile, resilient and able to support their acquisition strategy. Procure to Pay (PTP), Order to Cash (OTC) and Record to Report (RTR) processes, as well as master data management and even customer service processes, were consolidated and standardized in new managed service centers—and supported by a new SAP S/4 HANA platform. In the area of Business Analysis and Reporting, the team implemented a new data strategy and data governance rules, a new system (based on Hyperion and SAP technologies) to harmonize data, and a Center of Excellence to strengthen analytics. Today, the team is using SynOps—Accenture's AI-powered automation platform—to identify opportunities to further streamline and accelerate tasks with automation and artificial intelligence. Stanley Black & Decker has established a strong and robust digital core and a finance operating model that centralized accounting processes, improved accounting efficiencies, created touchless transactional processes, and generated up to $70 million in business value. 80% Accounting processes centralized 47% Improvements in accounting efficiencies 50% Touchless transactional processes facilitated 70M Business value generated © 2024 Accenture. All Rights Reserved.
=====================

Shaping responsible leadership

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/consulting/shaping-responsible-leadership ----- A new generation of responsible leadership Combining theory and practice to develop next-gen leaders Responsible leaders "walk the talk" on sustainability MEET THE TEAM Current Country: United States CASE STUDY World Economic Forum Developing the leaders and organizations we need for sustainable impact 5-MINUTE READ Solving the world's most pressing challenges calls for a new generation of leaders: people who combine intelligence with empathy, have the vision and drive to change the way we do things, and spread their energy and enthusiasm to others. To help nurture this brand of leadership, Accenture and the World Economic Forum developed a multiyear Responsible Leadership Program that involved extensive research, hands-on learning and team challenges. Participants were drawn from two communities born out of the Forum: Meeting the challenges of today and anticipating those of tomorrow requires a new brand of leadership—with compassion, equity, sustainability. Equipping next-gen leaders is an investment in our future. Ellyn Shook / Chief Leadership and Human Resources Officer, Accenture The Seeking New Leadership research identified five elements of responsible leadership: stakeholder inclusion, emotion and intuition, mission and purpose, technology and innovation, and intellect and insight. The team then developed learning pathways to guide participants to maturity across each of the elements. The second piece of research, Activating Responsible Leadership, explored how YGLs and the GSC draw on the elements to improve decision-making and build more

inclusive organizations. This was followed by an award-winning challenge that helped 700 young leaders learn about behavioural change, share knowledge and extend their networks. Finally, the Shaping the Sustainable Organization report introduced Sustainability DNA—21 practices that high-performance companies draw on to embed sustainability into their business. The Global Shapers and YGL teams have benefitted greatly from Accenture's leadership. It´s a true partnership where strengths of both our organizations are helping elevate to a more sustainable future. Olivier Schwab / Managing Director, World Economic Forum The Responsible Leadership Program has successfully translated research insights into tangible actions, creating a framework for transformation. In total, we engaged with approximately 600 YGLs and 1500 Global Shapers. The program became the cornerstone of a three-year YGL experience, featuring practical research and programs to enhance and strengthen personal leadership growth. Participants came out with concrete advancements on their projects, which helped make the program a shining success. Together, Accenture and the Forum have built a foundation to foster collaboration and responsible leadership. As the business landscape continues to evolve, Accenture and the Forum will advance sustainable and responsible leaders who can ensure the UN's Sustainable Development Goals are met this decade. Cyrus Suntook Senior Manager – Strategy & Consulting, Sustainability Andlib Shah Manager – Strategy & Consulting © 2024 Accenture. All Rights Reserved. =====================

WPI amps up its technology with Workday Student

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/public-service/wpi-amps-up-technology-with-workday-student ----- Call for change When tech meets human ingenuity A valuable difference Advice to Higher Education CIOs from WPI WPI finds success during COVID-19 WPI realizes efficiencies and automation Meet the team Related capabilities VIDEO VIDEO VIDEO Timothy Rogers Ryan Gaetz Jackie Ruder Robyn Wilson Workday Education & Government Intelligent Platform Services Talent & Organization JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Modernizing matriculation Worcester Polytechnic Institute (WPI) offers comprehensive project-based degree programs across more than 50 centers and six continents for 6,500 students, with an emphasis on technical expertise, science, and engineering. Yet the institution operated on a complex, 30-year-old legacy student system, with custom-built processes and multiple integrations. WPI wanted a more advanced system to match its world-class technology-focused education programs, improve the student, faculty, and staff user experience, maximize reporting efficiencies, and clean up existing data to make it more useful and transparent. Workday Student presented the perfect alternative. Accenture was the ideal deployment partner, having successfully deployed Workday HCM, Finance and Payroll at WPI on time and on budget. "…it's important to have the right partners to work with. Our Accenture project manager and consultants were with us every step of the way." "…it's important to have

the right partners to work with. Our Accenture project manager and consultants were with us every step of the way." Tracking the transformation Accenture worked closely with WPI to identify all key requirements of a new Workday Student system and the redundant business practices to be eliminated. Together with WPI's dedicated data conversion team we mapped all existing legacy data and translated it into a standardized format. When building the prototype, the teams recorded 60 legacy processes WPI wanted to maintain that Workday did not yet have functionality for. We helped the WPI team identify workarounds, reducing the list to less than 15. WPI's testing program was supported by Accenture's Project Portal (TAPP), which logged all activities. TAPP enabled greater project transparency during remote delivery after the COVID-19 pandemic struck. Streamlining student strategies Workday Student was deployed on schedule, with Accenture successfully loading 1.5 million transactions from 23 files to Workday with a 99.9% success rate and performing more than 100 integrations. Manual, paper-based processes are now automated and online. WPI is leveraging Prism to seamlessly integrate historical data with current operational data, saving WPI workers time and eliminating the need for training and maintenance of other tools. Workday is also integrated with WPI's COVID testing system and processes an average of 2,000 tests per day to support workers and students. Since going live, WPI has successfully completed Fall 2021 and Spring 2022 registrations, with more than 4,500 unique students registered and 19,000 registrations each session. During the first registration time frame, 900 sophomore students registered for nearly 4,000 course sections in just one minute. Advice to Higher Education CIOs from WPI WPI finds success during COVID-19 WPI realizes efficiencies and automation 1.5M Workday Student was deployed on schedule with 1.5 million transactions from 23 files successfully loaded to Workday. 99.9% Transactions were uploaded to Workday with a 99.9% success rate, performing more than 100 integrations. 19K More than 19,000 registrations were completed for both Fall 2021 and Spring 2022 students. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=======================

Accenture's journey to Microsoft 365

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-journey-microsoft-365 ----- Call for change When tech meets human ingenuity A valuable difference Meet the team Related capabilities Forging future value Lessons learned Karen Odegaard Tony Leraris Grant Gengelbach Chad Sylwester How Accenture does IT Accenture runs on Microsoft JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Enabling our global workforce of hundreds of thousands of employees around the world to be fully empowered to work seamlessly is crucial to the services we at Accenture deliver. Our people need leading capabilities to unleash their ingenuity to help clients harness

change with technology. And, we need to be conscious of our impact on the environment as we do it. To address this need, our global IT organization has been implementing a program of enabling employees with cloud-based capabilities, leading applications and tools, collaboration capabilities and mobile apps that provide expanded options to work from anywhere on any device with consistent functionality and experiences. At the core of our program is Microsoft 365 including Office applications, Teams, OneDrive for Business, Exchange and SharePoint, supported by several security products. These products and services keep our organization productive anywhere, whether working remotely at home or at client sites. Getting to this point involved migrating from legacy on-premise environments, moving to the cloud and building new capabilities on our foundation. Enabling Microsoft 365 for any company is a unique process. For Accenture, typically an early adopter, our journey was based on embracing leading technology to transform how we work. We moved to the cloud at a time when cloud-based offerings were just emerging, optimized for scale and speed, and focused on employee productivity.   Once in the cloud, we put the fundamental capabilities in place. As Microsoft services matured, we implemented a series of subsequent transformations that supported our digital worker vision and elastic workplace strategy. These included projects that achieved Accenture-wide scale and speed as well as the adoption of new security features.   A key enabler of our digital worker vision is OneDrive for Business. Cloud storage lets employees access files regardless of the device they are using. Access is available through company-provided PCs and personal devices, including tablets and mobile phones using Microsoft's Intune mobile application management (MAM) solution. OneDrive also played a role in our innovative In-Place Upgrade tool that accelerated Accenture's deployment of Windows 10 at scale.   Accenture employees now take advantage of capabilities that include Teams, OneDrive for Business, Power BI, Planner, Power Apps, Power Automate and others as they are released. These capabilities support Accenture's digital worker vision of providing capabilities that are integrated and seamless, increase productivity and enable employees to work from anywhere, anytime, and do it sustainably. "As companies, including Accenture, face change in our world, it creates an opportunity to reimagine their organizations with Microsoft technologies to transform how people work." "As companies, including Accenture, face change in our world, it creates an opportunity to reimagine their organizations with Microsoft technologies to transform how people work." Today, we are building on the foundational Microsoft 365 capabilities we have put in place and driving further value from our investments by adding new capabilities and enhancing the digital experience. We have pivoted to performing ongoing releases versus implementing major upgrades.   Initiatives we are undertaking include: Expanding Teams as a platform. We are expanding Teams from a chat and conferencing tool to a digital cockpit where work gets done by bringing more custom and third-party application integrations directly into Teams. For example, our people can embed Power BI reports and Planner to-do's in Teams. They can use custom apps, such as CALM (CAL + Machine) that delivers in-context insights, such as financial filings or Twitter news, to our Client Account Leads (CALS). Another app is Accenture Pilot for quickly looking up Accenture people. We have rolled out 30 apps to date, with more planned. We are also planning to launch a full AI-driven support experience that

handles all employee support requests via our ServiceNow integration. We're also integrating Salesforce into Teams to enable stronger collaboration with clients and provide customer insights. And, we have published apps and starter kits for our new Human Capital Management platform, Workday. In short, our aim with Teams is to create a single, consolidated place to work. Developing a bots ecosystem. We are empowering Accenture teams to develop custom bots to provide relevant information at the time of need without leaving Teams while at the same time establishing the necessary governance to protect and improve the end-user experience. Our Ask @Accenture bot, for example, is an Accenture universal bot pinned of all employees' left navigation bar in Teams. This bot launched with a rich Q&A experience, but quickly evolved to be an employee's digital twin that can start to assist them with rich context on topics at point of need. Our COVID-19 Response Bot was used to automatically check in daily with more than 90,000 employees who had quickly pivoted to working from home. It checked on their technology enablement status and initiated assistance for laptop, internet connection or other technology issues. Enabling citizen app development. To help meet the growing demand for app-based solutions, we are putting more power in the hands of users by deploying low/no-code platforms such as Power Apps and Power Automate and establishing the required governance. This option is intended to reduce shadow IT, accelerate time to market and increase the productivity of individuals and teams. Non-IT Accenture "citizen developers" will have the freedom to develop their own applications with no or minimal writing of code while remaining in compliance with legal and security requirements. Analytics. As these tools become a greater part of how employees get work done, analytics hold the potential to provide insights to the individual (e.g., "MyAnalytics"). Analytics can help shed light in knowing what ways of working are most effective, where to focus change and adoption efforts, and how to identify and address potential burnout through wellness initiatives. Artificial intelligence (AI)/machine learning (ML). We are taking advantage of the power of Microsoft Graph combined with AI and ML to make employees more productive through capabilities like surfacing key documents at time of need, automating workflows through intelligent content processing, and enhancing search capabilities by using tools like Delve and SharePoint Syntex. Security. Microsoft 365 provides a single, integrated platform to enable a more holistic approach to security. We are using multiple security products including Microsoft Defender for Endpoint, Microsoft Defender for O365, Data Loss Protection (DLP), and Advanced Threat Analytics, among others. These tools help protect Accenture from malicious attacks, provide advanced monitoring and analytics to identify and investigate potential threats, and provide end-to-end visibility and controls across the full suite of Microsoft 365 products. They minimize the need for individual third-party security tools that are typically limited to individual products (e.g., email). Environmental Sustainability. A key benefit of working with the Microsoft 365 product suite is the opportunity it presents to run our business sustainably. Through central policies and product features, we are able to limit data growth and in turn minimize energy consumption from the hardware storing our data. Furthermore, as this data is stored in the cloud, we can rely on Microsoft's commitment to using renewable energy and increased efficiency in its data centers to support our commitments to reduce our environmental footprint. Through our

experiences in deploying Microsoft, we have captured a few critical components an organization should have in place to manage the Microsoft 365 service effectively. These include: Accenture is experiencing the value of Microsoft 365 in many ways. Most notably, Microsoft 365 offers leading ways of working, enabling Accenture people to do their jobs efficiently and effectively—all at massive enterprise scale. In addition, a cloud-based approach enables easy activation of new capabilities and internet-based Office connectivity. OneDrive for Business gives our people new productivity features they want, improves our security posture, reduces our environmental footprint and enables cost savings. By positioning Accenture in the cloud, we have been able to seamlessly scale and be secure at the same time—with no concerns about infrastructure capacity. This was the case as Accenture doubled in headcount with the addition of 250,000 employees over several years and did not experience any scale issues. This transformation has allowed us to grow our business, be more productive and confirm that we can still meet our ambitious environmental commitments. It was also the case when the COVID-19 pandemic unfolded. We were able to swiftly respond and transition our business to one where our people work from home. Already among the world's largest users of Teams, Accenture's Teams volume grew four-fold. And, it happened for the most part seamlessly without disruption. As with most IT initiatives today, our efforts are ongoing. We continue to enhance services that add value and further enable Accenture's digital worker vision that Microsoft 365 enables. Microsoft 365 outcomes as of December 2020: 25% Savings on Exchange and SharePoint costs, a combination of infrastructure and operations savings 45% Savings per user moving to lower-cost software profiles with browser-based versions of Office 538K Workstations deployed 2.9B Files stored in OneDrive for Business 10PB Of data in OneDrive for Business 108M Teams video minutes/month 537K Mailboxes 10.1K SharePoint sites Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved. =====================

Accenture's acquisitions advantage

----- Arcticle source ----- https://www.accenture.com/us-en/case-studies/about/accenture-acquisitions ----- How we add value and fuel growth Well-honed, from start to finish Building a vision for the future MEET THE TEAM Current Country: United States Case Study Accenture Accenture's seasoned approach adds value and fuels growth 5-minute read Rapid advancements in technology along with disruption across global industries are driving a need for reinvention. At Accenture, we have identified five key forces of change that are essential to success in the next decade: total enterprise reinvention, talent, sustainability, the metaverse continuum and the ongoing technology revolution. But capturing the power of these forces requires that we add new, innovative offerings and expand the boundaries of our digital capabilities. To help us make these shifts quickly, we used a tried-and-true tool: Mergers and Acquisitions (M&A). In recent years, we've gone from

making just a few acquisitions a year to more than 140 deals in the last four years alone. Along the way to becoming a successful serial acquirer, we have moved from being a small corporate development group to a robust, agile environment where M&A knowledge is institutionalized across our business leadership with a structured framework through all phases of the M&A lifecycle such as a common approval framework across the globe and a lookback process stage to track success three years post-acquisition. This enables us to focus on our strategic priorities, execute with speed and implement an integration plan with confidence that leverages our experiences across more than 300 acquisitions worldwide. To reach this state, we industrialized our approach end-to-end. We focused on proactively identifying the right acquisition targets to further our corporate strategic goals. To maximize the value from each deal, we developed a world-class capability to successfully integrate companies and maintain post-integration momentum, allowing us to respond swiftly to our client's needs while having an eye on the future. To make the most of each deal, we strengthened our processes for integrating companies and, equally important, maintaining post-integration momentum. This means we can respond swiftly and strategically to new opportunities, with an eye to future growth. Accenture has built a reputation among small businesses and their advisers as being a good acquirer. They value our brand, our channel, our "culture of cultures," and our ability to be good stewards for their people and for their clients. Two factors make our corporate development team's M&A capability distinctive: the breadth and depth of the collective knowledge of our people, and our close collaboration across all internal teams. We have developed a formalized M&A process that allows us to act on today's wave of strategic priorities and deliver results across the four phases of the M&A life cycle— origination, transaction, integration and delivery. Origination made strategic We have a defined approach and clear criteria for how we evaluate target companies. Accenture's M&A has three key objectives: 1) scaling our business in areas of opportunity, 2) deepening industry and functional expertise and 3) adding new skills and capabilities. We manage the origination process using a cloud-based pipeline and workflow management tool, which enables us to work with "one version of the truth" across the whole company. Transaction made smooth Our M&A framework is formalized end-to-end and supported by accountability from senior leadership and overall governance from our C-suite. As a result, we are disciplined about putting an offer on the table. We stand out in our speed and certainty to close, qualities that are attractive to sellers, founders and management. Key to our success has been our reputation as a good acquirer: Many companies we target are interested in becoming a part of Accenture and value our brand, channels, and ability to be good stewards for their people and clients. Integration made seamless We are obsessed with integration. Why? Because it is fundamental to realizing value. Acquisitions of services companies are about people, clients and relationships, so integration is a critical stage of the process. We have a deeply skilled strong post-merger integration team dedicated to helping companies assimilate into Accenture while preserving the unique characteristics that led us to acquire them in the first place. We aim to make the experience as positive as possible for the acquired workforce, to ensure we retain and attract talent. Value made continuous Initial integration is only the beginning: Maintaining momentum long-term is key to maximizing

results. To do this, we look beyond the integration phase into ongoing operations. This includes holding sponsors accountable for the business cases they've provided, conducting regular status reporting to our Investment Committee for three years and monitoring overall status of the acquisition portfolio over time using a performance dashboard. To ensure we are continuously improving the way we handle all stages of the process, we emphasize knowledge sharing and deploy a portfolio of methods, tools and technologies to share learnings across the organization. Today, Accenture is a leader in using mergers and acquisitions as a mechanism to drive future growth in new and emerging strategic priorities—essentially organic growth through inorganic acquisitions. Our world-class corporate development team has achieved an annual investment of, on average, over $2 billion in acquisitions over the past five years. As part of our capital allocation strategy, we aim to invest around 20-25% of operating cashflow each year and through the business cycles. Our view is that acquisitions are not a strategy in and of themselves. Rather, our corporate development team works with our business teams to help realize an independently developed business strategy, with acquisitions as just one tool used to achieve that strategy. We took this approach with developing Accenture Song. More than a decade ago, our marketing services group had a vision for a new way to provide digital marketing services to corporations. Today, through dozens of key acquisitions such as Droga5, as well as organic growth and internal capabilities, the venture has grown into one of the largest digital agency networks in the world. The creation and development of Accenture Song showed that strategic acquisitions could speed growth and creativity in powerful ways. It is a model for our ongoing moves into Industry X, where manufacturing and technology converge. To prepare for future needs in data-powered digital engineering and manufacturing, we are proactively integrating companies with future-focused skills and technologies, such as umlaut, which added 4,200+ industry-leading experts across 17 countries to our Industry X services. Our M&A journey will not stop here. As companies seek to harness the five forces of growth, their needs will continue to evolve. By continuing to focus on M&A strategies that boost our capabilities in total enterprise reinvention, talent, sustainability, the metaverse continuum and the ongoing technology revolution, Accenture is prepared to evolve with them at an ambitious pace. Accenture has a world-class corporate development team that has pivoted Accenture to the realm of new technologies and driven significant growth. Stuart Nicoll Global Lead – Corporate Development Julie Hickey Managing Director – Global Strategy & Enablement John Coltsmann Managing Director – North America Corporate Development Aidan Cowhig Managing Director – EMEA Corporate Development Masao Ueno Managing Director – Growth Markets Corporate Development Jeff Doyle Managing Director – Global Technology Corporate Development Chris LeBoutillier Managing Director – North America Post Merger Integration Delphine Mathieu Managing Director – EMEA Post Merger Integration Lynne Storey Managing Director – Growth Markets Post Merger Integration Shailza Gupta Managing Director – Global Finance Due Diligence Sambit Roy Managing Director – Global Market Due Diligence Marion McCormick Director – Global Operations and Capabilities © 2024 Accenture. All Rights Reserved. =====================

Being a value driver

Call for change When tech meets human ingenuity Finance DNA A valuable difference Outcomes Meet the team Related capabilities How we shaped a value-led finance transformation Focus on fundamentals Digital enablement Innovation Insightful solutions Agile business partners Dynamic talent and culture Richard Clark Melissa Burgum Andrew Inchley Carsten Poulsen Finance at Accenture How Accenture does IT Helping CFOs be future-ready JOIN US EXPLORE JOBS WHO WE ARE HOW WE'RE ORGANIZED IN THE U.S. USA Accenture today is a $44 billion company operating in 120 countries. With more than 500,000 people, the company is growing both organically and inorganically through an ambitious focus on strategic acquisitions. Accenture Finance has been a key player in this growth and is part of our overall vision to drive further value for Accenture, our clients and our people. We began our journey to reimagine the Finance function by establishing an independent Finance structure, a single global system instance of SAP and centralized key processes. A strong partnership with our global IT organization and SAP-enabled standardization brought increased rigor to underlying financial processes and transactions. This foundation has been critical, setting the stage for two decades of ongoing improvement. As Accenture's business faces growing scale and complexity, our Finance organization continues to transform to meet tomorrow's demands—focusing on delivering value, developing our people and becoming even more effective advisers to the business. "As a finance organization, we are continuously reimagining and rethinking how we work to drive value for Accenture." View transcript Our vision, to drive new value for Accenture, involves the application of innovation and digital technologies and investing in Finance people, such that we: A further important part of the Accenture Finance strategy is to think outside traditional functional boundaries—enabling better collaboration within Finance and with other corporate functions, and putting the business and Finance user experience at the heart of process change. We have built global shared services that have helped drive leading practices and innovation within core processes. We have introduced self-service digital solutions that have freed up capacity to develop better business advisory capabilities. And, we have enhanced core competencies, process excellence and collaboration tools. For example, in Treasury, centralization has enabled improved control of cash globally and enhanced treasury solutions to optimize cash positions and mitigate counterparty risk. We now take less time to close the books—five days globally, four days locally and six days to deliver final management reporting. And, we perform 67% of finance activities in shared services locations.   Today, our Accenture Finance journey is still anchored to this same foundation—relentlessly pursuing value everywhere, unleashing human+ potential in everyone and everything Finance does, and always delivering the right service. Although the focus on value is enduring, our strategy now reflects the needs of a growing and increasingly complex Accenture organization that is prepared to handle the pressures of an ever-changing regulatory environment. Six elements—in effect, our "DNA"—characterize how Accenture Finance works today. These elements remain critical as Finance transforms into the

function of tomorrow. Maintain an unwavering focus on service, compliance, process excellence, risk management, cost and efficiency. Use existing and new digital technologies as key enablers to streamline service and free up Finance professionals to focus on higher-value work. Apply innovative thinking across the finance realm in advising the business, enhancing employee engagement and improving operational performance. Apply expertise, analytics and solutions to drive new business reporting, tools and insights into business performance. Move away from recording and reporting on results to working alongside the business in new ways to add new value. Create a dynamic workforce and culture by moving from a focus on accounting and controlling to learning and supporting the business as key advisers. Accenture Finance has set long-term targets across the organization to help monitor and manage progress toward our vision. We have developed an integrated road map of high-impact strategic programs that complement other major projects and local initiatives. We have launched a communications program that shares our Finance story across the world and encourages innovation within local teams. Finally, our organization has established a strong governance structure to sustain momentum and adapt the strategy as needed. The Accenture Finance transformation has already contributed to a reduction in Accenture's overall general and administrative costs from 9.8% to 6.4% of revenues since fiscal year 2005, leading to more than $1.5 billion in annual savings in fiscal year 2020. Using one financial system of record—a single global instance of SAP —we can operate better, faster and more cost-effectively. For example, we are able to process annually $900 million expense payments, 135,000 contractual records and more than 618,000 client invoices. Benefits are broader than the impact on Finance's cost to serve. As Accenture Finance continues to evolve from traditional finance activities to an intelligent finance operation, we drive further value, insight and risk management across Accenture as a whole, enabled by new processes, technologies and a digital workforce. Accenture Finance continues to identify and target areas of new value across the business. As our strategy evolves further to help position Accenture as a leader, we support an economic engine that continues to increase stakeholder value by driving: Highlights of Accenture Finance achievements include: Investing in the skills of our Finance and business practitioners to drive profitable growth. Implemented SAP S/4 HANA and BW on HANA in the cloud. Industrialized mergers and acquisitions capability. Expanded adoption of digital tools and dashboards, accessible on demand. Perform 67% of Finance activities in shared services locations. Became early adopter of automation. Enable continuous auditing and risk assessment by analytics and technology. Implemented analytics-driven time and expense controls. Deployed a centralized, secure digital repository for financial contract documentation. The journey to Finance transformation is a multi-stage, multi-year program. But if it is innovation-led, builds on a robust and enduring foundation and is tailored to the specific needs of the organization, it can not only reimagine the Finance function, but also be a value driver for the business. Please enable Advertising and Social Media Cookies to be able to see this content. Click here to update your cookie settings. Visit our Subscription and Preference Center © 2024 Accenture. All Rights Reserved.
=====================

A passwordless enterprise journey

Call for change When tech meets human ingenuity A valuable difference MEET THE TEAM Current Country: United States CASE STUDY How to improve user experiences through identity and access management. 5-MINUTE READ Despite the pace of technological change, the use of passwords has remained the same since the earliest days of computing. And yet there is strong evidence that passwords not only present a significant security risk, but also create a financial burden. Today, there are more than 300 billion passwords being used by humans and machines worldwide, with 83% of data breaches attributed to password compromises. Along with this volume and scale, the administrative costs of password maintenance are unsurprisingly high—averaging around US$1M in annual costs per business. Costs include staff and infrastructure management, as well as passwords resets. Globally, these costs contribute to an estimated US$6T in annual cybercrime damage. While authentication technologies, such as traditional multi-factor authentication (MFA), add layers of security and usability to the authentication process, they are not as sophisticated as passwordless technologies, such as Windows Hello for Business, Microsoft Authenticator App or FIDO2 tokens. Passwordless technology alters the fundamental security model by moving the verification onto the device rather than passing credentials through an online connection. Aside from helping enable organizations to operate in a more robust and resilient manner, the passwordless journey can offer an enhanced user experience—reducing the need for passwords and easing access. Over the past decade, Accenture has been undertaking a multi-phased passwordless journey. We aim to remove our dependency on passwords from all applications and identity platforms, as well as help enable our people to experience a passwordless process that evolves from good to great. Eliminating passwords from the user experience involves technical and cultural change. In the future, people will look back and wonder why we ever used passwords. Simon Gooch / Director, Global IT Enterprise Technology, Security, Accenture Accenture introduced a single sign-on process as early as 2001. But passwords are susceptible to phishing and other remote attacks. Also, the Accenture policy of requiring password renewal every 75 days often meant a poor user experience for our people—there is growing evidence that password rotations are already obsolete and should be reconsidered. A decade on, we moved to MFA which has been part of our security protocols since inception. In 2019, we began our passwordless journey with our longstanding ecosystem partner, Microsoft. Microsoft is a forerunner in passwordless authentication. The partnership meant we were well-positioned to not only accelerate our journey, but also to embrace a game-changing shift in our security model. Passwordless solutions fundamentally change the security model by localizing authentication at the device level, which prevents remote attacks. Hackers must have access to both the passwordless unlock method (such as PIN or biometrics) and the physical device to gain access to company's resources. To move toward a passwordless environment, we reevaluated the identity platform for our devices and applications in our existing environment. Our strategy was based on moving our apps to Azure Active Directory (Azure AD) as part of

the Accenture cloud-first, cloud-only vision. We then chose passwordless authentication solutions that met our device and application needs which include: Windows Hello for Business (HfB) Windows Hello for Business replaces passwords with strong two-factor authentication on devices. Since HfB is supported by all Windows workstations deployed by Accenture, any user of these devices can enroll in the program and start authenticating to their device and applications with a PIN or biometrics. Passwordless sign-in with the Microsoft Authenticator app This solution enables Accenture employees to use their phones to complete two-factor authentication, without the need for dedicated physical devices. Simply by completing a number match, a user can authenticate to any application on multiple devices. FIDO2 token A FIDO2 token is a separate physical device that typically resembles a familiar USB thumb drive. The tokens can be used to complete device and application sign-in on any Accenture workstation. Temporary Access Passcode (TAP) Without passwords, it can be difficult to initially enroll a user in any of the above solutions. Temporary Access Passcodes enable Accenture to securely overcome this complexity. A time-limited passcode is given to a verified user to help enable them to register passwordless methods and recover access to their account without the need for a password. Discovering all applications and audiences being used within an organization is challenging, especially without a directory to serve as a "source of truth." We decided to move to Azure AD and use Azure's passwordless options to find all apps and begin phasing out the use of passwords. For apps without passwordless options or the ability to move to Azure AD, we considered alternatives to adapt them, implemented technology to transform them or took the decision to decommission the app. A cultural shift As with any change program, it's important to not only enable adoption throughout the whole organization, but also engage the hearts and minds of our individual users. But to play their part, users needed to understand what was being asked of them. This involved: A targeted communications approach that customized messages by type, role and situation and identified the actions required. We also took a regional approach to stakeholder engagement, asking local leaders for support in promoting the change, helping the global effort to feel more personal. A map of the full journey was created from our foundational steps of simply identifying passwordless options, all the way to our end goal of working in a completely passwordless environment. We used an easy-to-understand infographic from our digital experience team in sharing this journey. A keen focus on specific stakeholders included embedding the new process and tools in the onboarding process for new joiners and offering a "white glove" approach to our senior leaders. A partnership with the provider using the latest tools, such as the Microsoft Authenticator app's "Nudge" functionality, and leading practices, such as sentiment tracking. Above all, we made it clear that password and passwordless actions are likely to co-exist for a period of time. And we encouraged a change of mindset—in short, we stressed the idea that passwordless means safer and easier business operations. Today, we've reached a stage in our multi-phase passwordless journey where we have removed the requirement for password authentication from the user experience. With 774,000 employees provisioned, managed and maintained, it's in our best interests to make security and identity management as simple—and automated—as possible. We've proven the benefits. The adoption of passwordless has led to faster

login times, more reliable experience, fewer failed authentications and improved overall security posture. Ongoing, we expect to help accelerate the login experience further and help reduce IT support costs related to all password maintenance activities. By demonstrating the improvement in our global deployment of passwordless security, Accenture aims to be one of the first large-scale enterprises operating a pure passwordless model. Today, reducing passwords from all user authentications remains a goal—in part because the technology is still being developed to make it a reality. However, we have made excellent progress and learned along the way: Compatibility takes time Verifying application compatibility can be time-intensive. Planning is required to help ensure all applications and Accenture devices support passwordless solutions. Finding applications is challenging A rigorous effort is required to identify all applications that continue to use a password prompt. This is especially challenging with the vast number of applications in the Accenture environment. It helps to develop a strategy for "outliers" Not all legacy solutions will be compatible with passwordless; it is critical to identify outlying use cases and develop clear remediation paths. Be multi-device compatible Users often log into the same application on different devices (for example, a laptop versus mobile device). Adopt passwordless solutions that are compatible with multiple devices for a smoother transition. Communication counts Communicating with users throughout the journey is critical to improvement. Focus on user benefits, value across the organization and highlight the differences in operating in a passwordless model. 535K Users enabled for Windows Hello for Business 208K Registered employees using the Microsoft Authenticator App for passwordless sign-in 25.4M Azure AD authentications per day 70% Of Windows device sign-ins occur with a passwordless method 16.5K Active passwordless applications Simon Gooch Managing Director – Global IT, Enterprise Technology, Security Xander Cinjee Director – Global IT, Security & Identity Joe Kaplan Director – Global IT, Security & Identity Amanda Clevey Brown Senior Manager – Global IT, Technology Vision & Strategy Jason Pucker Director – Global IT, Corporate Technology, Journey & Change Management Lisa Wang Senior Manager – Global IT, Journey & Change Management © 2024 Accenture. All Rights Reserved.
=====================