Accenture Is A Leader Among SAP Services Providers Vendors
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ACCENTURE IS A LEADER AMONG SAP SERVICES PROVIDERS VENDORS

Accenture has long been a powerhouse in the SAP services space (with nearly 40,000 SAP practitioners today) and works closely with SAP to collaborate on newer solutions like Hana, mobility, and cloud. Accenture has one of the deepest and broadest industry approaches to its SAP work, with hundreds of industry-specific assets and solutions. Accenture is one of the largest and longest-standing partners for technologies such as hybris, Ariba, and SuccessFactors, where it had built up capabilities long before those solutions became part of SAP. On the downside, Accenture commands premium pricing and is less well-suited toward smaller projects.

See below for more information on Accenture’s current offering, strategy, and market presence.
## Accenture Evaluation Overview

### CURRENT OFFERING

<table>
<thead>
<tr>
<th><strong>Client satisfaction</strong></th>
<th>Accenture received the highest overall client reference feedback in this evaluation. However, value for money was rated slightly lower than overall satisfaction and ability to deliver business outcomes.</th>
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</thead>
<tbody>
<tr>
<td><strong>Advisory and process consulting</strong></td>
<td>Accenture is a world-class provider of advisory and consulting services related to SAP, with breadth and depth on a global, cross-industry scale.</td>
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<tr>
<td><strong>Maintenance and ongoing support services</strong></td>
<td>Accenture has strong &quot;run&quot; capabilities for SAP where it supports clients in a variety of models targeted at driving both operational efficiency and business improvement.</td>
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<tr>
<td><strong>Cloud hosting models for SAP</strong></td>
<td>Accenture provides a variety of cloud models for running SAP — public, private, or hybrid. Accenture’s cloud capabilities span most leading technology areas — SAP, Hana, SAP SaaS, Cisco, NetApp, EMC, VCE, VMware, and Red Hat. This means Accenture can transparently migrate a client’s SAP environments to a managed, private cloud infrastructure. (Accenture does not have its own IaaS solution.) Accenture recently announced a more than $400 million investment in overall cloud capabilities over the next three years. Accenture was recognized in the 2013 Pinnacle Awards for cloud co-innovation partner of the year.</td>
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<td><strong>Experience with next generation SAP products</strong></td>
<td>Accenture is an early mover in newer SAP technology areas, including Hana and mobile, which are already working with clients to understand opportunities and derive business value from these solutions.</td>
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<tr>
<td><strong>Global delivery</strong></td>
<td>Accenture has world-class global delivery capabilities that are specific to SAP.</td>
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<td><strong>Prebuilt IP</strong></td>
<td>Accenture is a leader in developing prebuilt IP that drives business outcomes. As a firm, Accenture invests more than half a billion per year on solution development. Examples include:  - AAES industry solutions for chemicals, mining, metals, energy upstream, energy downstream, utilities, beverage, fashion, retail, life sciences, industrial equipment, automotive, defense, O&amp;M, EHT, communications, media and entertainment, and financial services.  - Accenture’s Reusable Technology Library (ARTL) with more than 1,000+ entries. Note: Accenture has functional assets that span areas that include, but not limited to, GRC and security, business intelligence, human capital management, supply chain management/fulfillment, supply chain management — planning and service management, product development, manufacturing and PLM, supply chain management/SRM and procurement, supply chain management/solutions planning, application management, upgrades, complex deployment, value realization, and data management.</td>
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</tbody>
</table>
Accenture Evaluation Overview

STRATEGY

SAP alliance
Accenture holds the highest status of Global Services Partner with SAP and is one of the oldest and largest SAP practices in the world. Accenture and SAP are jointly focused on driving key strategic programs like analytics, Hana, mobility, and cloud, which includes both the Accenture Private Cloud for SAP as well as cloud/SaaS (SuccessFactors, ByDesign, Hybris, Fiori, and Ariba). SAP is also actively working with Accenture's BPO business to provide the solutions, platform, and services that enable Accenture to support its clients' business processes and deliver the newest technologies. Accenture has recently signed a global value-added reseller (GVAR) announcement.

Co-innovation
Accenture is a leader in co-innovation with SAP. The provider’s innovation success has been recognized with numerous accolades, including 25 SAP Pinnacle Awards. Innovation centers for SAP are in San Jose, Chicago, New York, Toronto, Bangalore, Sophia Antipolis, Beijing, Tokyo, Melbourne, Singapore, and Johannesburg. Key areas of recent investments to drive innovation are in newer technology areas that clients are gravitating to because of their potential to transform business, such as Hana.

Vision
Accenture’s vision and plan for SAP business are aligned with its core mission — to help clients create their future. As the SAP market continues to evolve, this will mean something different for every customer. Elements include:
• Digital enterprise road maps.
• Advanced IS landscape — for mature SAP customers.
• Industry solutions that address clients’ critical business needs.
• Market-specific offerings.
• Continued focus on industrialization.

Pricing strategy
Accenture offers multiple flavors of pricing, including outcome-based, subscription, and traditional T&M or fixed fee — in line with what buyers are seeking. In addition to traditional pricing approaches and solutions, Accenture is now offering two new innovative pricing models. The first approach brings bundled solutions to clients with a supporting pricing model, which has preconfigured templates, SAP licenses, hosting, and AMS bundled together for a monthly cost or testing-as-a-service or BPaaS (business-process-as-a-service). The second model is a risk-sharing solution where Accenture will team up with clients to manage the overall project budget. Accenture incurs penalties for exceeding budget numbers and a bonus for coming in under budget.

Marketing
Accenture’s marketing for SAP is heavily focused on business outcomes. Accenture ties marketing into:
• Understanding the challenges of clients and prospects through numerous research initiatives.
• Walking in clients’ shoes every day, with a real-world lab of approximately 275,000 people, including 38,000+ SAP specialists.
• Nurturing its relationship with SAP and affording early insights.
• Pushing the boundaries of technology, with technology labs and Innovation Centers for SAP that have scientists and researchers who are developing assets that give faster access to the benefits of new and emerging technologies.
Accenture also runs an SAP Leadership Forum for some of its marquee SAP clients, wherein they can hear not only from Accenture and SAP but also from global peers.
Accenture Evaluation Overview

MARKET PRESENCE

<table>
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<tr>
<th>Client base and engagements</th>
<th>Accenture has one of the largest SAP practices in the world. In terms of number of clients, Accenture targets larger, global, and complex SAP deployments and also works with a smaller number of clients versus other SAP partners.</th>
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<tbody>
<tr>
<td>Financials</td>
<td>Accenture is one of the largest SAP practices in the world; Accenture did not disclose growth rates.</td>
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WHY READ THIS REPORT

FROM THE FORRESTER WAVE™: SAP SERVICES PROVIDERS, Q1 2014

In Forrester’s 31-criteria evaluation of large, global SAP services providers, we identified the top nine largest, global SAP services practices — Accenture, Atos, Capgemini, Deloitte, HP, IBM, Infosys, NTT Data, and SAP Services — in the category and researched, analyzed, and scored them. This report details our findings about how well each provider delivers SAP-related services relevant in an environment where customer needs dramatically change the requirements of ERP systems: from transformation services and digital services to skills on new technologies such as Hana, SAP Mobility Platform, or SAP software-as-a-service (SaaS) products. This report evaluates these nine large providers on our criteria and shows how they stack up to help sourcing professionals identify and select the right partners for their future SAP services needs.