



High performance. Delivered.

## Accenture and Software as a Service:

Navigating the Cloud to Maximize  
Business Value



# Is Your Organization Facing Any of These Challenges?

Acute focus on ROI—within months vs. years

Ability to maintain a tactical focus on daily business needs, while building a strategic foundation for future competitiveness

Integrating multiple applications and systems, some on-premises, some SaaS  
—including an ever-expanding range of mobile devices

Determining how current organizations and IT systems will support global expansion and growth.

Creating a more agile, flexible business

Striking the balance between standardization and customization of IT systems

How to effectively integrate social media and collaboration tools across the enterprise and secure ROI

Expanding your cloud approach within your existing ERP systems

If so, then leveraging SaaS and the cloud may be right for your organization.

# Why Are Organizations Turning to SaaS and the Cloud?

Using SaaS and the cloud provides organizations with a fundamentally better model to help them drive change and improve performance—both from a business and IT perspective.

Cloud computing—the dynamic provisioning of IT capabilities, whether hardware, software (SaaS), or services from a third party over the network—is a delivery model that can provide increased operational and financial flexibility and reduced maintenance and support of the technology. When used as an approach to solving business and IT problems, it can bring solutions to both areas, as well as deliver those benefits which are now well-understood, including speed to value, lower total cost of ownership (TCO), increased user adoption and greater employee productivity.

The underlying key advantage of adopting cloud/SaaS is that it lays the foundation for an agile business, enabling the organization to expand and change its capabilities quickly through incremental steps. With this foundation in place, the agile enterprise is better positioned to foster growth, innovation and competitive advantage.

Today, we see leading organizations pushing boundaries to achieve benefits from increased innovation and collaboration, including:

- Extending usability benefits to indirect channels via new SaaS “ecosystems” to collaborate in ways that were not possible before with on-premise technology
- Migrating applications to the cloud in a way that reduces redundancies and achieves economies of scale in run and maintenance costs
- Improving operations and lowering costs by creating new business and IT operating models that incorporate SaaS as part of the overall architecture
- Using the agility of the SaaS model to test and prove a hypothesis for a business case that is fluid—versus one that is set in stone—and achieve more impactful results
- Incorporating social networking SaaS technologies to provide the customer experience and obtain a true 360 degree view of the customer.



# What Makes Accenture a Leader in Delivering SaaS and Cloud Solutions?

When it comes to SaaS, implementation is important. Accenture Services for SaaS is an iterative approach for delivering SaaS and cloud technologies that enables clients with the agile methods and tools needed to help them deliver third-party SaaS solutions—from strategy and architecture to execution and ongoing operations. It is important to think about all three of these areas together—versus sequentially.

Accenture Services for SaaS can be applied to:

- Help organizations assess and plan their SaaS strategies, and integrate SaaS solutions with existing systems in complex, global environments.
- Many computing platforms, across all industries, by department or enterprise-wide.
- Address pressing business issues in human resources, customer service, indirect and direct sales and back-office functions.

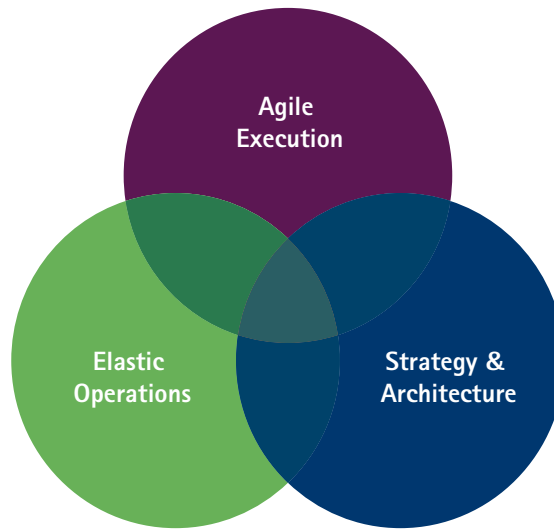
## Strategy & Architecture

- **Application Portfolio Assessment Toolkit:** helps analyze the technical, functional and financial information required to determine which applications are candidates for the cloud, including mapping to vendor solutions, and the different approaches your organization can use to retire, migrate, replatform and retain key applications. Used as key input for an overall application blueprint and roadmap for how to implement the changes.

## Agile Execution

- **SaaS Proof of Value Accelerator:** a pilot approach your organization can use to validate specific metrics prior to scaling for a larger implementation—helping you to deliver proven results faster.

## Accenture Services for SaaS



- **SaaS implementation services:** Project management, process design, configuration, customization, integration, data conversion, testing, deployment, training
- **Accenture Cloud Factory & Global Delivery Network**
- **Iterative application maintenance & enhancements**
- **Elastic A0 services**
- **Integrated SaaS vendor release schedules**
- **Architecture design to support iterative models**
- **Roadmap sequencing**
- **Business case and TCO analysis**
- **Governance & SaaS Operating Model Support**

- **Accenture SaaS Delivery Toolkit:** provides a disciplined approach to deliver SaaS solutions consistently, reducing risk and improving the quality of the solution. It includes a method to estimate, scope, plan and deploy resources for initial and subsequent releases and enhancements.
- **SaaS Global Deployment Accelerator:** helps provide your organization with an efficient and effective way to drive consistency in a global or enterprise deployment—for both the core solution and delivery, while accounting for regional variances in both, such as cultural approaches, regulatory issues and go-to-market channels.
- **Accenture Partner Relationship Management Quick Start Tool:** helps enable your channel programs in as little as four weeks, using pre-defined leading practice processes, business requirements, training, communication templates and job aides, and common business drivers and metrics.
- **Accenture Cloud Application Factory:** an industrialized delivery approach that makes it easier to migrate or build applications on a cloud platform at lower cost using repeatable delivery processes, scalable delivery resources and proven delivery and development tools.

# Critical Capabilities Supporting Accenture SaaS and Cloud Solutions

## Elastic Operations

- **Cloud Application Maintenance:** helps your organization to get the most out of your SaaS solutions, including the structure to maximize the number of releases per year you can achieve, while minimizing costs and amplifying value.
- **Accenture Technology Labs:** Where we cultivate a thorough understanding of the latest SaaS and cloud trends, including the development of pioneering new SaaS and cloud solutions, that can benefit your project.
- **Global Delivery Network:** Having more than 50 facilities staffed by approximately 130,000 professionals allows us to leverage the our pool of dedicated resources with deep functional knowledge, technical expertise and understanding of client needs, trained in the SaaS and cloud solutions you want, at the right time on your project.
- **Industry Business Solutions:** We can tailor SaaS solutions for your specific industry, drawing on industry-specific business processes, pre-designed business solutions, templates, accelerators and best practices learned from our work across 17 industry segments.
- **Network of Alliance Relationships:** Beyond the typical relationship, we work with a broad and deep ecosystem of leading cloud and SaaS providers. Our alliances experienced in SaaS solutions—including Microsoft and Oracle to our pure play cloud and SaaS partners including salesforce.com, Workday, NetSuite and Veeva—enable us to provide an independent view and deliver innovative solutions that best fit our clients' needs.

Accenture helped an open source solutions provider use SaaS to transform its sales force automation approach and achieve impressive results—an approximately 75 percent reduction in errors related to sales orders and the creation of a deal pipeline that routes about 10,000 new leads per month.

# How Can Accenture Help Your Organization Accelerate Value Using SaaS and Cloud Technologies?

Over the last seven years, Accenture has delivered hundreds of large-scale, enterprise SaaS implementations, at more than 100 organizations drawing on over 30 years of systems integration and data management experience. Accenture was also recently recognized as a leader in salesforce.com implementations by an independent research firm.<sup>1</sup> Following are some of the business challenges we have helped our clients address:

**Operating with an aging technology infrastructure with a backlog of projects or a set of new business problems that the current environment doesn't support**

Using the Accenture Cloud Application Factory, we can help you quickly determine which applications in your portfolio or backlog may be right for the cloud and migrate them faster and more cost-effectively using proven delivery and development tools for improved economies of scale and lower IT management and maintenance costs. Accenture moved a number of Fast Retailing's front-end functions, such as mail, portals, and common functions to a cloud environment in order to quickly adapt to business needs. Activities such as expense claims and payment requests were configured on Salesforce.com's Force.com platform.

**Expansion into new geographic markets or customer segments with increased flexibility**

One key advantage of the cloud is elasticity. Accenture can help you tap into the right cloud capabilities to quickly enter new markets or launch new products or services in existing markets. As demand grows, they can quickly scale up, or if needed, scale down with a minimum waste of time and capital. Using its agile SaaS methodology, Accenture helped a global high tech organization improve flexibility and sales performance by integrating salesforce.com with critical sales systems around the world—arming the company with a closed-loop marketing process and its sales team with the training and tools needed to help accelerate ROI. Results to date include improving lead churn by approximately seven times globally and a 15-day improvement on the average time to touch a lead.

**Faced with costly changes to global sales solutions or the need to integrate sales tools due to mergers or new acquisitions**

Drawing on the experience of our Sales Transformation practice, Accenture can help you improve how your sales organization operates and when combined with the right mix of on-premise and SaaS applications, can assist you to cost-effectively and quickly deliver results. Accenture worked with a French mobile phone provider, to align sales processes and integrate legacy systems with a new salesforce.com SaaS solution for improved performance, following a recent acquisition. Accenture used its offshore development team to help overcome the complex data migration, cleansing and integration challenges for hundreds of thousands of records stored in data warehouses. The team was able to achieve this within a six-month timeframe, providing a streamlined sales process and the sales team with a user interface that improves efficiency, effectiveness and productivity.

**The need for an HR platform that is more agile and flexible**

Accenture understands how to help you improve the value you get out of your organization, improve business agility and proactively manage the workforce by integrating people and processes with SaaS solutions like Workday—to help you achieve value and rapid ROI. For example, Accenture is helping a global company implement Workday to support over 30,000 employees in 12 countries, including process redesign and call center design.

<sup>1</sup> Source: The Forrester Wave™: Salesforce.com Implementation Q2 2011, Forrester Research, Inc., May 2011.

## Accenture helped a large global hotel chain consolidate their 30+ global HR systems and provided their employees a common set of tools to promote mobility between the various properties, regions, and countries.

Customers demanding more knowledge, faster than the customer service organization can effectively provide

Accenture can help you leverage the cloud to become more nimble and agile, improve employee productivity, reduce the amount of time needed on customer service calls and develop a stronger service strategy. For example, Accenture delivered a new call center system for a US education agency, consolidating select disparate processes into a single application for handling parent inquires, with an initial pilot in seven weeks—using an Oracle On Demand SaaS solution to help improve student service, lower costs and contribute to high performance.

The need to optimize the channel sales organization to drive the most revenue from indirect sales partners

Speed to market, scale, and broad adoption are the three most critical factors for gaining measurable business value in Partner Relationship Management (PRM) programs.

Recognizing the challenges, while appreciating the importance of speed and simplicity, we have developed the Accenture Partner Relationship Management Quick Start Tool. The tool brings the “how-to” guide for channel enablement using SaaS technologies, while offering approximately 50 percent time savings to Partner Relationship Management (PRM) programs. The Accenture PRM Quick Start Tool leverages successfully deployed models that address all aspects of PRM, from business process and technology requirements, to partner programs, training, and adoption.

Accenture understands SaaS and can help you to identify new ways that SaaS and cloud computing can deliver benefits to your organization. To learn more about how we can help accelerate value at your company, contact any member of our SaaS team. Key contacts are listed on the back cover.



## Contact Information

For more information on how Accenture can guide your organization's journey in its cloud and SaaS-enabled future, please contact:

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## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 246,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is [www.accenture.com](http://www.accenture.com).

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