Integrated big data, mobile and social solutions delivered when and where the customer desires.... That's the promise of digital businesses today.

Making that promise a reality requires adoption of cloud-enabled technology and an integrated IT framework to enable project and development teams to mobilize rapidly.

With the right tools, development teams can reduce software development times and costs significantly, without compromising environment design and innovation. This may sound complex; but in fact it can be simple....using the Accenture Cloud Platform

The Accenture Cloud Platform provides you with a pre-configured, secure environment for robust application development and deployment.

Accessing these services in the cloud can vastly reduce project set up time and cuts out the need for costly user licensing and software updates. You can scale usage based on the size, scope and stage of the development lifecycle and provision access from any location allowing you to get going in hours and not days. This is the foundation for shorter turnaround times and the acceleration of value.

For instance, mobile retailers, transacting in a highly competitive landscape are using cloud to mobilize their business in new geographies. They are able to use the Accenture Cloud Platform's pre-configured development tools to accelerate project start up with the confidence that best practice standards will be applied ensuring continuous delivery with secure version controls.

Teams now have immediate access to pre-integrated tools such as a lightweight platform for Java, testing using IBM Rational and HP Application Lifecycle Management software tools, all designed to support industrialized development environments.

These services have the flexibility to meet varying client needs with an open architecture that supports various programming languages and meets enterprise-grade standards. This standardization is a key enabler for rapidly-growing digital businesses, as in the case of mobile phone retailers

So, as in the case of mobile retailers, getting to market faster and spending less money encourages more innovation and promotes growth.

All the while, with the online portal, you can continue to oversee operations and manage project costs with centralized metering and billing which ensure governance and control.

The end result – You can shift your focus to innovation and let your customers reap the rewards.