



USING TECHNOLOGY TO OUTMANEUVER UNCERTAINTY (SHORT CONVERSATION)

VIDEO TRANSCRIPT

Ramnath [00:00:05] What do you think Accenture did right, pre covid, not during the covid but pre covid to be able to manage effectively through this crisis?

Penelope [00:00:15] So I think there were two core foundational things we had in place that really allowed us to move rapidly during the period.

Penelope [00:00:22] And the first one is the elastic digital work force structure that we had put in place for Accenture as a whole. And in case anyone hasn't read about the elastic digital workforce, please check it out on [Accenture.com](https://www.accenture.com), some pretty compelling reading. But our ability to get the entire company collaborating on a Microsoft centric suite powered up by Teams in fairly short order was absolutely essential to preventing business disruptions for ourselves and our clients. And just to demonstrate the power that we consume almost a billion minutes, a month of audio conferencing in pursuit of the work that we do for clients. It's quite a challenge. The second thing that I would put out there is a core foundational capability is cloud and platforms. I think, you know, but we had Accenture or ninety five percent in the cloud now. And all of our major business processes are backboned on core platform solution. That level of cloud-based activity allows us to be incredibly nimble and flexible as business circumstances change and we can respond with a speed that simply wasn't possible in the on prem world.

Ramnath [00:01:33] Those are really some big, impressive numbers. The changing volumes, it was it wasn't over a long period of time, it pretty much shifted overnight. So, it's been it's been impressive. Now, one of the things that you spoke about was ninety five percent of the cloud. And Cloud provides us with a lot of flexibility, getting a little bit of light on what does it do to our commercial construct with a shift from CapEx to OpEx?

Penelope [00:01:58] Sure. I think the greatest gift a CIO can give her company is the gift of optionality, the ability to respond on a dime to what's happening in the market and to shift things internally to pursue new markets. Through our cloud-based architecture, backed by platforms and moving into the dev sec ops and micro services world, we're able to do that for Accenture, and it's a real competitive differentiator, Ramnath.

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