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# Modern Data
# Supply Chain

# Modern Data Supply Chain Transcript

**Voiceover:**

Companies in every industry today are looking to unlock the value of big data to:
- Deepen customer relationships
- Boost product development
- And, outmaneuver their competitors

Is your company unleashing the FULL potential of data from inside and outside your enterprise? Are you unlocking new business opportunities and helping that data flow in every part of your company?

Imagine bringing all data relevant to your business—whether it is big or small, external or enterprise—into a modern data supply chain—using new technologies to access, analyze and extract insights from an increasing number of data sources. Applying this new paradigm of a data supply chain – in which each link is optimized to deliver data movement, management, mobilization, and consumption –

Accenture helps to liberate all data so it can move seamlessly through your data supply chain and across your enterprise.

This enables access to insights across your organization in real time,
Insights that can lead to better decision making,
better business outcomes,
and new business opportunities.

Unlocking the business in your data requires the right structure, processes, and configuration of components in your modern data supply chain.

It also requires the right talent and the right technology.

Accenture deploys a global network of:
- More than 28,000+ Digital professionals, including 1,000+ data and management science professionals, serving 4,000+ clients in 49 countries.

As your business goals evolve, so will your data supply chain—and the technologies that enable it.

90% of companies that have completed one or more big data implementations say big data will change the way they do business.

Accenture is cracking the code of analytics and transforming businesses through the mastery of data.

To learn more about how Accenture Analytics can help you unlock the value of your digital supply chain –
to find the business in your data –
Visit Accenture .com/analytics,
Or follow us on Twitter at I Speak Analytics;
hashtag Biz in your data.