

## Accenture:

Workplace Technology and Collaboration  
Delivers Greater Value while Reducing Costs



High performance. Delivered.



## Client profile

Accenture's internal IT organization is charged with driving the company's digital agenda. Building on the legacy of a notable IT transformation, the CIO group is focused on three key roles: aligning IT with business priorities, enabling a digital Accenture and driving down the cost of IT. Accenture must put in place the technologies that provide its more than 300,000 employees with access to the information and capabilities to be a high performing business.

## Opportunity

As Accenture began accelerating its investment in computer technology, the organization found itself facing numerous challenges in maximizing the value of its purchases. It needed to upgrade the legacy laptop computers provided to employees, align computer repair and warranty coverages with the actual number of claims being made by employees, and determine which computer products would best serve the needs and demands of its digital workforce.

Determining employees' future computer needs requires a detailed understanding of how technology is put to use within the organization. The results of a workforce initiative analysis of employee computer usage patterns revealed a reliance on (and decided preference for) consumer technology versus the capabilities offered through company-provided computer products. Identifying those preferences and their significance was critical in enabling Accenture to provide employees with computer laptops that were market relevant and similar, if not superior to, consumer models in weight, features and performance, but more affordable to the enterprise.

## Solution

Accenture's Workplace Technology and Collaboration team launched a four-year, metrics-based review of the enterprise's computer procurement process, evaluating every facet of the IT ecosystem. The result was an advanced protocol for purchasing employee laptop computers. From computer usage and negotiation guidelines, to build specifications and capability standards, the goal was to deliver greater value by being smarter about every dollar spent.

"Using past expenditures as a baseline, our review revealed some surprising data," says William Hub, Global Director of Workplace Technology and Collaboration. "Elements like expenses for damage and warranty coverage were considerably less than anticipated prompting us to identify a more appropriate degree of coverage to provide protection at the lowest possible cost."

Collaborating with Accenture's CIO Organization, the team devised a new model for making laptop computers more market relevant. An analysis of the buying process led to better data with which to negotiate when meeting with preferred personal computer manufacturers. Adjustments made to the scope of repair coverages and deductibles allowed employee claims to be estimated more accurately. Quantifiable improvements in computer speed, durability, and performance resulted from a shift to solid-state computer drives from optical hard drives.

Applying employee data to business problems led Accenture to identify and implement effective IT solutions more rapidly than ever before. This 'opportunistic intelligence' allowed for greater value from technology purchases, and the ability for Accenture to operate its global business at increased levels of scale. Understanding employees' future technology needs across the organization remains a key element of new negotiation and buying strategies that are fundamental to the digitizing of Accenture.

## Results

In just four years, the workforce initiative resulted in a remarkable 50 percent decrease in the price of upgraded employee laptop computers, and IT spending that was lower than the industry standard for computer equipment of significantly higher build quality and performance.

### Disruptive Changes to Drive Down Prices & Increase Capability, Quality, and Commercial



### Results Achieved:

- Cut Price in Half
- Doubled RAM
- Shifted to Solid State Drives
- Commitment on quality and delivery
- Improved screen resolution

"Our role is to power the digital Accenture by making sure our employees have the latest technologies at hand," says Andrew Wilson, Accenture Chief Information Officer. "We are improving our overall employee experience by integrating the technology they rely on in their personal lives—and we're doing so in ways that are cost effective and efficient."

Savings generated by these buying efficiencies allow Accenture to continue funding new computer features and upgrades, resulting in better machines specifically configured to meet employees' needs. Compared to previous company-provided models, double the random-access memory (RAM) is now the new standard in each laptop. New microprocessors boost computer speed and performance capabilities. Screen resolution is visibly superior on every laptop delivered.

"We must continue to derive value for the price we are paying and keep our costs to deliver premium computer products as affordable as possible," says William Hub. "The more accurate the computer usage and negotiation data we collect, the more targeted our buying decisions for digital technology will become in the future."

Other benefits of the laptop computer initiative included:

- Commitments to improved quality and delivery standards are being met globally
- Laptops equipped with newer, lighter-weight, solid-state drives offer faster start-ups and higher mechanical reliability
- Accenture is working directly with manufacturers to increase the performance and improve the capabilities of all laptop devices
- Successful negotiations continue to lower costs on laptops configured without unnecessary hardware, software and add-ons

The analysis of computer usage data has enabled Accenture to transform the way it invests in technology across the enterprise. This metrics-based approach to quantifying the user experience is shaping how IT buying decisions will be made in the future. It further illustrates how innovative ideas, successfully tested and implemented in the marketplace, can facilitate our role as a digital disrupter.

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 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\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is [www.accenture.com](http://www.accenture.com).

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