

A large, stylized blue chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Accenture Mobility RBS 6 Nations Video

Video Transcript

(00:01) Title - Official Technology Partner of the RBS 6 Nations Championship

(00:04) On-screen text – The world’s oldest rugby competition needed a world-leading mobile app

(00:09) On-screen text-- As the Official Technology Partner, Accenture Mobility delivered

(00:11) On-screen text – Highlight ‘Delivered’

(00:16) Voice-over – “The app basically it’s the Championship in your pocket.”

(00:24) Voice-over - “I suppose you could call it mobile destination number one for any fan who has any interest in the Championship.”

(00:35) – On-screen text – Over 750,000 downloads from over 80 countries

(00:37) Voice-over – “By creating this app and, erm, giving full integration with Twitter, allowing fans to communicate and talk to each other, we really gave RBS 6 Nations the ability to connect with the modern rugby fan.”

(00:49) On-screen text – 4.5 out of 5

stars on the Apple App Store

(00:52) Voice-over - “We knew the company that would help us tie all that together in a very very cohesive manner and deliver for us and that’s why we partnered with Accenture.”

(00:57) On-screen text - #1 sports app in UK & Ireland

(01:03) Voice-Over – “We really need to have someone like Accenture who are at the very top of their game.”

(01:08) On-screen text – Users have said...

(01:08) Voice-over - "What's really needed now it is industrial strength mobile application development and that's what Accenture can do."

(01:14) On-screen text - "brilliant app"

(01:17) On-screen text - "perfect"

(01:19) On-screen text - "great user interface"

(01:21) On-screen text - "everything I needed to know"

(01:23) On-screen text - Bringing Accenture Mobility to the RBS 6 Nations

(01:25) Voice-over - "RBS 6 Nations have a huge audience of rugby followers all over the world.."

(01:29) On-screen text - Olly Benzecry Senior Managing Director UK & I

(01:29) Voice-over -- "not only actually in the 6 Nations.."

(01:33) On-screen text - The challenges

(01:33) Voice-over -- "and they needed to reach these people in different ways. The world has moved on, consumerisation of IT has led to very different expectations of what engagement really means for their audience, er, so they had to be more mobile, they had to be providing greater insight into what people actually were watching, and as such they're a great client for us because we were able to bring to them the mobility, the mobility apps that actually their clients just love as you can see from the feedback and actually add layers of new insight on top of the app in terms of the analytics we were also able to provide, so, we like to think it's really stepped up their game in serving their clients better."

(02:08) On-screen text - Dave Kavanagh, Commercial Manager, RBS 6 Nations

(02:08) Voice-over - "It had to deliver, er, basically everything the fans expect, whether they be online or reading the newspaper and, but you do it in a mobile context, it has to be absolutely best in class to match the status of our event, erm, and I think it's fair to say that Accenture absolutely delivered in spades for us."

(02:23) Voice-over - "The RBS 6 Nations Official App.."

(02:25) On-screen text - Ben Salama Managing Director, Accenture Mobility

(02:25) Voice-over - "Is an app that runs erm, across iOS, Android, and erm, Kindle Fire, it's available in three languages, in English, Italian and French, and it basically provides the rugby fan with absolutely everything they need, um, to follow the tournament, to follow the teams, to follow the individual games, both before the games, during the game and afterwards."

(02:48) On-screen text - Why Accenture?

(02:48) Voice-over - "I think what the RBS 6 Nations needed was a partner that really.."

(02:51) On-screen text - Mark Ryan Country Managing Director Ireland, Accenture

(02:51) Voice-over - "Understood all of the different components that needed to be brought together, I mean traditionally these would have been provided by different suppliers and different people however in Accenture, we understand the implications of the convergence of mobile and internet, we understand analytics, we understand what it

takes to have really sort of seamless mobility and we also understand how social media is a wrap around all of this."

(03:16) Voice-over - "You really need 24/7 support"

(03:18) On-screen text - Shane Whelan RBS 6 Nations Digital Communications Manager

(03:18) Voice-over - "Accenture have been fantastic with that. Their ideas are phenomenal."

(03:26) Voice-over - "Accenture was a perfect supplier for us in terms of the services and the expertise we required. We have expertise requirements across a broad range of areas, they include social media, they include analytics, they include mobile applications. Accenture has dedicated divisions and expertise for each of those particular areas, they're a perfect match in that respect. Also partnering with the brand with the status and gravitas of Accenture also reflects very well on us as an event, it sits alongside some of our other sponsors very well."

(03:51) On-screen text - What we did

(03:51) Voice-over - "Well our approach really in developing this app was really identical to the way we would approach every single app, in other words we start with, um, what is the user trying to achieve and what is the customer trying to achieve, and erm, we model that then we think that through and we create really compelling user experiences, in order to achieve the end result."

(04:10) On-screen text - High Performance. Delivered.

(04:10) Voice-over - "The app was a huge, huge success, I mean we've had more than 750,000 downloads,

the app's been downloaded in more than 80 countries across the world, um, and it's hit sort of, the number one spot for sports apps in um, in the UK and Ireland and a number of other countries during the course of the tournament.”

(04:30) On-screen text – Damian Hopley CEO, The Rugby Players Association

(04:30) Voice-over – “And there's great interactivity and there's lots of fun on there as well and I think again you sort of come at this credibility and this fun piece and it has that in droves. Yeah, you know it's always interesting to see the uptake of these things and I know when it first launched there was er, a bit of nervousness about whether it would take off but, over 750,000 people have downloaded the app. They can't be wrong can they?”

(04:50) Voice-over – “We're really happy with it, I think it's a credit to us and it's a credit to Accenture.”