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High performance. Delivered.

Technology

Accenture IT Service Excellence

• Consulting • Technology • Outsourcing



With industry-leading tools and methodologies, Accenture helps clients identify, design, introduce, run and improve information-based, technology-enabled services that help organizations achieve their desired business outcomes.

The Accenture High Performance Business research initiative has revealed that one of the ways top companies distinguish themselves is by positioning information-based, technology-enabled services as a strategic asset. In this paradigm, IT investments must be integrated with the overarching business imperatives and the modern CIO is under increasing pressure to run IT as a service-oriented business responsible for helping create true business value.

The shift from IT value-capture to IT value-creation is, in many respects, the culmination of a series of advances that have been changing the nature of corporate IT over the past few years. Service-oriented architectures, software-as-a-service, network convergence, mobility and other trends have sparked noticeable improvements in IT flexibility, processing power, storage capacity and cost variability. New sourcing models, as well as the acceptance of cloud computing as a viable and secure platform for IT service delivery, have also set the stage for even faster, more responsive and more cost-effective IT capabilities.

Together, these advances require CIOs to build service organizations that can choreograph IT services to respond to business threats and opportunities and drive the enterprise forward. Accenture IT Service Excellence helps CIOs achieve this dual imperative.

Charting a course to IT service excellence

Any effort to achieve IT service excellence must begin with the adoption of a service mindset and a clear understanding of what customers most value. The art of strategic service management is to gain a deep understanding of the desired business outcomes of each distinct customer group, and demonstrate how IT supports these outcomes--rather than focusing on the technology itself.

Because the desired outcomes for distinct customer groups differ from organization to organization, no two journeys to IT service excellence are the same. Regardless of the service ultimately delivered, IT organizations need to be able to manage, monitor and report on IT's contribution to business outcomes. Accenture IT Service Excellence helps clients master each stage of the service lifecycle--from strategy and design to transition, operation and continual improvement. In addition to providing a real-time assessment of the capability at each lifecycle stage, Accenture IT Service

Excellence helps clients ensure that service levels are optimized and service costs are transparent to key stakeholders.

Our Service Excellence methodology is based on three key pillars that span each phase of the service lifecycle:

- **Service transformation.** This pillar includes guidance on how to design, develop and implement service management as a strategic asset. It also can help client organizations fulfill the desired business outcomes associated with their service portfolios such as, cost reduction, operational effectiveness and distinctive performance. Service transformation includes key areas of cultural adoption, such as experiential learning, training, development and career paths (e.g. – IT learning academies), team and individual objectives, recognition and reward schemes, communications and other activities to win hearts and minds.

- **Process excellence.** This pillar includes providing capabilities for process design, workflow simulation, procedural guides, job aids and ongoing process improvement (continual and episodic). Process excellence also includes designing, implementing and monitoring key internal metrics and process performance measures, delivering and assessing process training and defining key roles and responsibilities.

- **Tool enablement.** This pillar includes providing capabilities for implementing commercial off-the-shelf service management tools and products, automating processes, establishing data and knowledge repositories and creating an integrated service excellence tools architecture.

High performance delivered



Accenture IT Service Excellence can help CIOs achieve their goals of creating value for the business. For example:

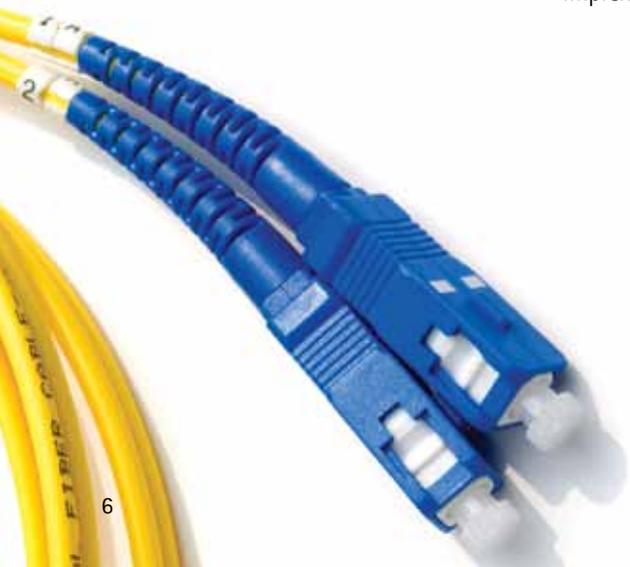
- Accenture helped one client re-engineer the way service performance was reported – through working with the business, a CIO Service Performance Dashboard was created to improve the ways the business and IT discussed service performance.
- An end-to-end service management transformation can streamline processes, improve the customer experience, achieve license compliance and reduce operating costs by as much as 30 percent each year.
- The Accenture Service Excellence Maturity Model has been used in a number of organizations to determine the key strategic and tactical initiatives required to reduce service costs up to 30 percent while improving the quality of service performance.

- Accenture helped one client define and catalogue key information-based technology-enabled services in terms that the business understood and created a supporting catalogue of standard service requests to improve the customer experience and achieve business productivity savings.
- Our strategic sourcing and IT procurement service can reduce non-labor IT costs by 15 to 20 percent.

Why Accenture?

Accenture is uniquely positioned to help clients achieve high performance with IT service excellence. We offer what other providers can't:

- A business focus. We understand that our clients are seeking to differentiate based on the services they offer. We focus on the business outcomes of these customer assets through maximizing the enabling resources and capabilities required by the service provider.
- Extensive knowledge and experience. With more than 19 years of experience in helping clients transform their IT service organization, we have hundreds of certified practitioners helping clients around the world achieve service excellence. Our rigorous recruiting and training processes demonstrate that our people have the customer focus and the technical acumen needed to deliver high performance. Additionally, Accenture has deep know-how and co-authored the ITIL® Service Strategy Book which provides the blueprint to help CIOs move beyond operational efficiency to strategic service management.
- Global reach. Accenture is a truly global organization. By collaborating with our network of service management professionals and alliance partners, we can make our global talent available to address your business problems locally.
- Vendor independence. Accenture is the world's largest technology-independent strategy and IT solutions provider. With strong and long-standing relationships with a number of technology providers, we have experience implementing all major service management tools and solutions. By remaining vendor and tool agnostic, we help clients make decisions based on their needs – not ours.
- A holistic approach. We combine service transformation, process excellence and tool enablement to achieve high performance. By combining our distinctive consulting, technology and outsourcing capabilities, we offer solutions for all phases of the IT service lifecycle.
- A robust set of delivery assets. We apply an industrialized approach so that our work is carried out consistently around the world and with less risk. In addition to the Service Excellence Methodology, we offer field tested tools and assets to help drive IT success. These include Accenture's Service Portfolio and Service Reporting assets, a maturity model for Service Excellence Assessments, Service Design modules and Service Asset and Configuration Management capabilities.
- Scalable sourcing models. By leveraging our extensive outsourcing experience, we know what it takes to be a high performing service provider and provide guidance on how to implement the right sourcing model.



Next steps

With a relentless focus on helping clients achieve desired business outcomes and our deep industry knowledge, Accenture helps CIOs orchestrate high performing IT service organizations. To find out how Accenture can help you achieve IT service excellence, contact: ATC_Infraconsulting@accenture.com.

Case Study: Large Consumer Products Company

Accenture helped a Fortune 200 consumer products company renegotiate technology contracts and implement new technology solutions to have a more cost-effective infrastructure. We also helped them deploy a range of IT service management solutions like Incident Management and Asset Management-interrelated activities to bolster consistency, provide more visibility into the IT process and improve performance. The company has achieved savings of more than \$9 million through technology infrastructure improvements within the first seven months, such as server consolidation—reducing the company's server requirements in one area of the business by 39%.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 215,000 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\$21.6 billion for the fiscal year ended Aug. 31, 2010. Its home page is www.accenture.com.