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High performance. Delivered.

Cloud Market Insight

A classic disruptive technology, cloud computing was first adopted by small- and medium-size companies for simple and low-cost solutions. Larger companies are now seeing its benefits play out in the marketplace; some are scrambling to catch up to their more nimble competitors. These organizations are learning that disruptive technologies wait for no one. They change your business whether you react to them or not.



Organizations planning their journey to the cloud however face many challenges, including the rapid rate of change in the cloud marketplace. At Accenture we recognize this, and understand organizations need access to accurate, relevant and timely information on available cloud services, research and experiences to help them answer fundamental questions:

- What opportunities exist for my industry?
- Who are the most relevant suppliers of cloud services?
- Who should I partner with to deliver maximum value?

Ideally, your executive team would have a comprehensive, dynamic snapshot of the global cloud marketplace before making these decisions.

Enter Accenture's Cloud Market Insight.

Accenture's dedicated Cloud Market Insight team monitors the cloud marketplace, analyst opinion and research as well as Accenture's experience delivering cloud projects. They capture and maintain this information in a centralized knowledge repository to support Accenture's cloud strategy engagements. Our clients benefit,

receiving valuable insight into cloud infrastructure, platform, software and business process as-a-service solutions, as well as supporting tools and technologies.

Benefits

- Reduces delivery time by quickly providing detailed information on cloud solutions and services for specific opportunities identified during a cloud strategy engagement
- Increases the quality of your organization's cloud strategy by employing a specialist team and allowing detailed assessment of cloud solutions and services across a large number of core attributes
- Reduces your research requirements during project delivery by having relevant industry data completed and at hand
- Aligns with other Accenture tools and methodologies, supporting the development of a comprehensive cloud strategy and the delivery of subsequent cloud projects

Whether your team is just beginning to investigate cloud computing or expanding on current cloud initiatives, Cloud Market Insight can streamline your decision process while helping your firm stay ahead



of the cloud learning curve. To discuss your options or for further information, contact a member of the Cloud Market Insight team:

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 244,000 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\$25.5 billion for the fiscal year ended August 31, 2011. Its home page is www.accenture.com.

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