



# 2020 HIGHLIGHTS

## VIDEO TRANSCRIPT

### **Zahra Bahrololoumi – Accenture**

Welcome to our third Kaleidoscope. We have come together to learn from each other and to do better for our business. It really is about the power of the ecosystem, no one entity has all the answers, so it's about pooling all of that and unleashing that brilliant brain power.

### **Alex King – Google Cloud**

With Accenture together we can drive transformation. We are hoping that today we will be able to demonstrate that and find new opportunities to bring that value to new customers.

### **Ewan Mackay – Accenture**

We want to provide the inspiration for our clients to take action. At the end of today we would love our clients to walk away feeling inspired and informed.

### **Ruth Ormsby – Accenture**

We have all our ecosystem partners here, and they've all got amazing solutions. If we pull them together and start thinking about our client problems and bring those solutions to them, we can create some real value for our clients.

### **Julie Sadler – O2**

The ecosystem for O2, we have multiple technologies and partners. We have to ensure that everything works seamlessly.

### **Omar Johnson – Former CMO Beats**

Experiences are by far the most powerful marketing weapon that I've seen over the last 15 to 20 years.

### **Shaheen Sayed – Accenture**

Today's event has been phenomenal. Great thinking, great speakers, a brilliant view and an understanding of the breath of the ecosystem we have got. Just so super inspiring.

Ignite action now

We are Kaleidoscope

Imagine what we can do together

Accenture

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