



POWER OF PARTNERSHIP

VIDEO TRANSCRIPT

Shelley Bransten: The partnership with Microsoft, Accenture and Avanade is really one like I've never seen in the relationship between a technology company, a consulting company and then a joint venture between the two companies. And it's really rooted in, at the end, successful customer outcomes. And we succeed when our customers succeed, and that's why this partnership is just so incredibly part of our DNA and our pride.

Corine Vives: When I meet a customer and he asks me why Accenture, Avanade and Microsoft partnership, I say it's easy because it's unique that you can see on the market. We have the best industry retail knowledge of Accenture, we have the best knowledge of Microsoft and how to use the Microsoft technology to transform the retailers and the process of the business of these retailers.

Jill Standish: What's so fantastic about this partnership between Avanade, Accenture and Microsoft, and it's really interesting because if you think about Microsoft one of the things they have that brings to life is this intense ability to take technology and translate that into something valuable to a retailer. What we have as a consultancy is actually making sure that tech intensity is adopted by the retailer, and also make sure that the retailer can be self sufficient and they use that for their own competitive advantage. And then Avanade is a wonderful partnership between the two, allows us to implement it at scale.

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