Building Future Systems

with Accenture and Google Cloud

The technology you choose today will determine your company’s destiny tomorrow.
EXECUTIVE SUMMARY

$20 Billion.

That’s how much companies will leave on the table if they fail to optimize their technology, according to Accenture Research.

Analyzing the past performance of lagging companies vs. those taking full advantage of their technology spend, researchers projected the leaders will grow revenue **twice as fast** for the next three years. The reason is straightforward: They’re successfully scaling and fully exploiting their technology by building what Accenture calls **Future Systems**.
INTRODUCTION

$2.3 Trillion.

That’s the estimated global investment in digital transformation by 2023, according to International Data Corporation.

This enormous spend represents equally tremendous hope: That for the first time in history, technology will be able to keep up with human imagination; that technology can help companies navigate unforeseen challenges; and, critically, that the full value and promise of technology will bear fruit.

Accenture believes this can happen – but only for organizations that invest to become:

BOUNDARYLESS, ADAPTABLE & RADICALLY HUMAN.

These pillars represent the path to Future Systems.
of companies say technology is starting to help them break down the boundaries between data, infrastructure and applications; humans and machines; partners; and even competing organizations.

This is good news because a boundaryless foundation is a necessary first step to becoming a leader. While it is a launchpad, Boundaryless also brings its own benefits:

- Partnerships bloom.
- Problems become opportunities.
- Innovation ignites.
- Cooperation becomes easier.
- People, data and machines become closer.
- Technology draws a more direct line to business strategy and business execution, fueling growth.
It starts with Cloud

Accenture’s Enterprise Cloud Services built on Google Cloud can help you break through the cloud ceiling. But cloud isn’t the finish line. It’s the starting point. It’s how you begin to design for disruption and insulate against change by leveraging flexible architectures and interoperable systems.

Boundaryless is also about decoupling the entire IT stack – not necessarily all at once, but methodically and efficiently, extracting all possible value from legacy. As the encumbrances of legacy fall away, you are now free to explore new, unconventional business models, exploiting change while modernizing and migrating workloads and infrastructure to the cloud.

Next Gen App Dev (NGAD) is Accenture’s driving force for modernizing, migrating, and building these enterprise systems leveraging Google’s cloud-native technologies, architecture, engineering and operations. Ultimately, these boundaryless capabilities accelerate deployment of customer-pleasing services and products, while also refreshing applications with cloud-native APIs, microservices and containers.

CASE STUDY:
What Boundaryless can do in the here and now

UPC Poland, one of the largest Liberty Global’s telecom operations in Central and Eastern Europe (measured in revenue), needed a more flexible, agile and scalable platform to improve time to market for new products and services. In other words, it needed Boundaryless.

It all started with a hybrid cloud environment. This enabled UPC Poland to develop applications using cloud-native tools that can be deployed on premise or in the cloud, thus increasing the efficiency and productivity of IT teams, developers and administrators.

Accenture teamed with Google Cloud to design and build a highly scalable platform employing Anthos as a key component. Thanks to this Boundaryless approach, UPC Poland reduced application deployment time from days to seconds.

But the boundaryless benefits extend beyond UPC Poland:

An Australian Telecom experienced a 35% revenue increase, with problem resolution time down by 25x;

A North American Telecom saved $250 million in operating costs;

And a Global Insurance Company reduced query execution time from 8 hours to 3 minutes –

all thanks to Accenture-implemented services enabled by boundaryless Google Cloud-based solutions.
Adaptable

Change is the only constant

80%

of corporate leaders agree that decoupling the entire IT stack is a key step toward adaptable systems.

The upshot: It’s time to stage an architectural intervention, letting the old ways fade, identifying the biggest friction points and putting technologies like AI, blockchain and microservices to work.

Modernizing systems brings scalability and efficiency, driving flow while accelerating results. This flexible technology architecture helps organizations respond rapidly and even autonomously to continuously changing business needs, identifying opportunities to increase sales via digitally enhanced interactions throughout the customer journey.
An essential enabler

Adaptable systems adjust to business and technology change through flexible, living architectures, in part because they enable new ways to extract value from data while also protecting it.

In Future Systems, good data is an essential enabler. It starts with modernizing and organizing this information with Accenture’s Data Modernization services built on Google Cloud, so that it can bring the organization closer to the hearts, minds and needs of customers.

Data can increase revenue, enhance compliance and security, integrate with open technologies, and operationalize insights. Accenture’s Smart Analytics solution built on Google Cloud accelerates the deployment of new products and services.

While becoming data-driven, organizations can leverage Accenture’s SAP on Google Cloud offerings to knit together vast amounts of information, extending capabilities of and breathing new life into legacy systems through artificial intelligence and machine learning. Find new opportunities to increase sales and enhance the customer journey through Accenture’s AI Conversational Experience starting with the contact center.

CASE STUDY:

Adaptable in the here and now

Now more than ever, it’s clear that retail must constantly reinvent itself. That is the very definition of Adaptable, which seeks to take advantage of cloud and to put data at the center of retailers’ quest to deliver the best possible shopping experiences with the right products at the right time.

Sainsbury’s, one of Britain’s best-known supermarkets, is a good example. Though it has been in operation for more than 150 years, Sainsbury’s continues to keep itself Adaptable, using Future Systems principles to maintain the trust and business of its customers by making their lives easier and offering great quality and service at fair prices.

To help Sainsbury’s achieve this goal, its Commercial and Technology teams, in partnership with Accenture, have built machine learning solutions on Google Cloud to provide new insights on food and customer trends. It is using Google Cloud’s powerful analytics tools to ingest, clean and classify that data, and a custom-built front-end interface for internal users to seamlessly navigate through a variety of filters and categories. This gives Sainsbury’s advanced insights in real time.

The result of this work by Accenture and Google is Product Hunter, a smart – and adaptable – food trend analytics tool that guides product development, buying and merchandising decisions. It harnesses millions of curated data points from around the world and provides actionable information on the trends driving customer’s eating habits. It cleans and classifies data to reduce unnecessary ‘noise’ and ensures insights stay relevant and GDPR compliant – thus closing the gap on Adaptable.

But the adaptable benefits extend beyond Sainsbury’s:

A US Telecom projected a 30% cost reduction through diverting more calls to virtual agents;

a major Social Media Platform experienced a 40-50% improvement in lead conversion cycle time with an incremental annualized ad revenue up $25-30 million;

and a South American Utility Firm had 60% less manual work to review documents

– all thanks to Accenture-implemented services enabled by adaptable Google Cloud-based solutions.
of leaders say they are extremely effective at working with cross-department teams that combine IT and business to create customer-centric solutions. They need to create advantage through systems that truly work for and with people. In other words, they’re seeking Radically Human.

Google Cloud puts it this way: “If you aren’t aligned with a human need, you’re just going to build a very powerful system to address a very small or perhaps non-existent problem.”

Radically Human is the opposite of “Rise of the Machines.” In this case, humans are empowered. We interact with smart machines through natural conversation and simple touches; the machines do what we say. As this becomes more common, we will enter a post-digital era, enabling organizations to adopt a more humanistic approach to solving problems and encouraging innovation through open discourse and cooperation.
Mastering Radically Human

It’s important to work toward human-centric development, which puts people at the center of design. The underlying key is to recognize that data and technology alone aren’t enough – that every problem and every opportunity, as Google said, must be approached from the viewpoint of building systems to conform to what people want, as opposed to asking people to conform to what systems can do.

Companies must also work to break down organizational and cultural barriers, which hinder speed and accountability. Accenture’s Workforce Productivity solution built on Google Cloud allows for next-level collaboration and intelligent productivity using G Suite. This solution instills an end-to-end ownership culture, from initial idea to user experience.

Delivering best-in-class connected experiences requires personalization and brand affinity. Accenture’s Customer Data Architecture solution built on Google Cloud and Accenture’s portfolio of Digital Sales Transformation offerings do just that – reimagine relationships and aggregate one view of the customer to create seamless, almost serendipitous interactions, all while focusing on the customers’ right to privacy and trust.

Bottom line: Simply get going. Experiment early. Find the best ways to start socializing and imagining the commercial possibilities of emerging technologies to support Radically Human.

CASE STUDY: How Radically Human works in the here and now

For L’Oréal, a global cosmetics company, the need was simple but not easy: Build a centralized and streamlined approach to monitor searches across seven key brands, factoring in hair care, skin care, anti-aging and sun care.

It was also important to be able to monitor competitors’ presence in the highly competitive and potentially expensive paid search landscape. This would enable the client to detect and act on the optimum keyword opportunities for each brand and type of search – and to then build the right content and launch highly tuned media strategies.

Accenture built a solution that collects data from Google Cloud-enabled sources such as Google Search Console, Google AdWords, Google Analytics, SEMRush, with that data automatically classified into Google BigQuery, which reports the data into Google Data Studio. This solution enabled the company to create templates that can be easily replicated across 50 countries, enhancing workforce productivity and saving months of work and associated costs.

As a result, the company enjoys a far deeper view of the customer journey, enabling the client to develop competitive analysis and track results in real time at a global level.

Bottom line: This is how the principles of Future Systems and Radically Human combine to empower best-of-breed digital marketing programs.

But the radically human benefits extend beyond L’Oréal:

An Indian E-commerce Company experienced a 50% growth in new customers;

a Global Retailer increased orders by 40% with incremental sales up $300 million;

and a Large US Real Estate Firm grew user satisfaction by 90% – all thanks to Accenture-implemented services enabled by radically human Google Cloud-based solutions.
How To Get Started

Register for a Go Transform Workshop:
Ready to test Accenture + Google innovation? Bring your biggest and boldest ideas to our innovation centers to create a new reality with Future Systems. Simply register. We’ll help you identify your priorities & challenges and create a roadmap for the future.

Browse our Materials:
• Accenture Future Systems Research
• Explore Accenture and Google Cloud Solutions
• Email

Reach out to the team with any questions:
• AGBG NA Market Lead: Sven Loberg (Sven.G.Loberg@accenture.com)
• AGBG Future Systems SME: Sivan Fraiman (Sivan.Fraiman@accenture.com)

About Accenture Google Business Group (AGBG)
Let’s build a better world with Accenture and Google Cloud. By combining the best of Google human-centric design and innovation with Accenture Intelligence, our partnership allows clients to imagine innovative digital cloud transformations. As the Industry Solutions 2019 Partner of the Year and the #1 partner in Google AI Services per HFS Research, Accenture is uniquely positioned to help clients realize the value of Google Cloud across all industries. With over 5,000 practitioners trained on Google Cloud globally and our market-leading cloud methodology, Accenture is here to help you to migrate, modernize and innovate on Google Cloud.

Click the links to learn more:
> Accenture report: How to scale innovation and achieve full value with Future Systems.