



# ACCENTURE REACH PLATFORM

## VIDEOTRANSSCRIPT

Consumer expectations for digital experiences are now set by commercial products, leading to increased frustration as government agencies fall farther behind.

As we like to say, “Good enough for government is no longer good enough”. Let’s go make it better.

Meet the Accenture Reach Platform, better known simply as “Reach”. Reach offers a frictionless experience to enable digital government services by bringing the principles of human-centered design to life.

Reach’s architecture was made for incremental development. Deployable on-premise, in the cloud or in a serverless model, Reach’s microservice architecture is meant to grow and scale as the needs of agencies change.

Built on open source technology, Reach is a highly flexible, cost-effective solution that integrates with existing technical environments and legacy software ecosystems.

Our platform allows government entities to create an interconnected ecosystem of services to increase their customer adoption.

Combined with a responsive front end, citizens can engage with government through mobile, tablet, and desktop devices, whichever is most convenient for them.

Reach was specifically created for public service clients by public service experts within Accenture Products & Platforms. This approach provides immediate value for projects looking for a jump-start with technology developed using product management, design and engineering standards. Reach codifies our public sector and human services experience in a repeatable model that addresses key client pain points.

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