Innovation

Strategy & Vision

Our purpose is to deliver on the promise of technology and human ingenuity with the goal of helping our clients embody change for the common good. This purpose serves as our North Star and brings our strategy to life: Delivering 360° value by embracing change. That is, value for clients while benefiting all stakeholders.

Therefore, it is abundantly clear that Accenture thrives on innovation and that this is a topic of the utmost importance for us. This document aims to formalize a strategy aligned with Accenture’s purpose, brand and vision, as well as the local reality, with the goal of generating maximum value for all stakeholders.

Accenture is recognized worldwide as an innovative company. Creating value and solving business and societal problems through technology is at our core.
Continuous evolution

The world is changing faster and faster, and Accenture is also constantly evolving to keep relevant actions and in the right direction. In this sense, the strategy is not something definitive or that limits innovation activities, but a tool that guides the organization in a common direction. It will be flexible and revised annually or whenever justified as a result of the outputs and indicators of the system itself and innovation activities, as well as the constant vigilance on the evolution of the surrounding context.

Strong skills in information analysis and structuring, and projection of trends based on this analysis, are among Accenture’s most important global assets. Reports such as Tech Vision or Fjord Trends serve as a reference and guide for the largest organizations worldwide, but also represent work of great relevance for Accenture itself, a foundation for defining our strategy.

Accenture Portugal plays an active role in this analysis, promoting the participation of their people in the global forums for the development of these reports.

Global Resources

Accenture has leading-edge skills and resources globally that support continuous innovation. Our more than 624,000 Accenture people, serving around 6,000 clients in more than 120 countries and a robust innovation architecture that covers all phases of the innovation process are a continuous source of value creation for our clients, employees, shareholders, partners, and communities.

And we keep building capabilities, having recently announced the creation of Accenture Cloud First, a new multi-service group of 70,000 global cloud professionals that brings together the full power and breadth of our industry and technology capabilities, with an investment of $3 billion over the next three years.

Also relevant to this continuous flow of innovation is the acquisition of innovative companies with strong core competencies. Accenture has been acquiring dozens of companies annually, having recently incorporated companies such as Imaginea, Happen or, at the Iberian level, Enimbos and Arca, just to name a few.

This strategy has been bearing fruit and generating innovation in a systematic way, contributing to the more than 8,200 patents and patents pending worldwide up to date.

200 cities with Accenture locations and operations centers

624,000 Accenture people

120 countries

6,000 clients

8,200 patents and patents pending
Accenture Portugal

It is in this ecosystem that Accenture Portugal, part of Accenture Iberia, is inserted. We have been in the Portuguese market for more than 30 years, working side by side with clients and the community to leverage the best that Accenture has to offer in terms of innovation at a global level, with a deep knowledge of the Portuguese market and national industries.

On the other hand, Accenture Portugal works continuously to feed this ecosystem, working closely with Universities, the national startup ecosystem, and other relevant partners, carrying out specific initiatives tailored to the needs of the national market, to promote innovation in key industries or cutting edge technologies.

Both the capitalization and application of Accenture’s existing resources, and the generation of innovation itself, are only possible through the best people. This is our greatest asset. Accenture Portugal can be proud of gathering the best human capital, attracting the best talent from the best universities, namely those with a higher technological component, developing relevant skills externally and, above all, internally, providing a wide range of resources for its support and continuous nurturing.

Support Structure

An Innovation Management System management team is defined to ensure dedication to planning, management, monitoring, and improvement of the system.

This team has the responsibility of maintaining the system and has the sponsorship of functions at the highest organizational level, in Portugal and Iberia, in terms of innovation, as well as the organization as a whole.
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Roadmap

In line with the global strategy and the vision of the national market, Accenture continues to strengthen its focus on Applied Intelligence, Blockchain, Cloud, IoT, 5G, Extended Reality, Edge Computing, Quantum Computing, among others.

In the coming years, the current context of European aid is expected to be particularly relevant, which includes excellent opportunities for financing transformational and innovative projects with high socio-economic impact.

At Accenture Portugal, we are aware of the importance of this moment. From Horizon 2020 to Horizon Europe 2021-2027, the strong focus on innovation of these initiatives, namely those that aim to respond to the socio-economic effects of the pandemic (European Union Recovery and Resilience Plan), promote sustainability and energy transition (European Green Pact) and digitalization (Digital Europe Program), represents a great opportunity for Accenture and its stakeholders. Accenture Portugal has a public aid technical office, aiming to capture public investment for Accenture and its clients.

We are committed at the highest level to support our clients and partners in exploring these opportunities to leverage innovation so that together we can create value for society and help Portugal and Europe overcome this situation and come out of it even stronger.

To this end, we will continue to invest to be an increasingly efficient and effective company in the systematic generation of innovative solutions and products, for our clients, our people, shareholders, partners, and communities.

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José Gonçalves
President & Country Managing Director of Accenture Portugal