



# MICROSOFT IGNITE

## VIDEO TRANSCRIPT

**April Edwards** – Senior Content Engineer - Microsoft  
Hey, Christina.

**Christina Demetriades** – Global Sales & Delivery, Legal - Accenture  
Hi, April. How are you?

**April Edwards**  
Doin' great. Thank you for joining us today. So, can you tell us more about the focus on legal transformation?

**Christina Demetriades**  
100%. So, contracts are really the foundational lifeblood of our business and doing business with clients. And we really saw an opportunity to transform the way we handled our process of contracting with clients as a function to a more data driven experience that could help us deliver better results for our sales team and clients.

And to do that we just needed a more modern contracting platform, one that allows us to centralize, industrialize and meet the needs of today. And when we selected Icertis, it was because we really believed that the company's vision around bringing intelligence into the contracting process was going to be integral to our success.

And the fact that the platform was built on Azure gave us an enormous amount of confidence about the future journey to integrate with things like Teams and Word that were just so essential to the way in which our team operated. And considering our team of about 3000

professionals, making sure that we could do that effectively and efficiently, but also transform the experience of working with us as a team was really critical.

**April Edwards**  
And what was the functionality that primarily drove Accenture's decision?

**Christina Demetriades**  
Well, when we heard from our sales and client account teams, what they told us was a pain point was really the fact that they couldn't, even though they might do hundreds of contracts a year, keep track of where contracts were in the process. I call that the transparency point, being able for them to see into where we were, for that to be integrated into tools we use, like Salesforce, was really incredibly important.

And so knowing that we could also then with workflow, from an efficiency standpoint, allocate to the right skill, the right location, and get that done as quickly as possible to enable speed to close was incredible.

And then for our delivery, you know, once we've signed the contract, know that we can see the contract families, and therefore understand very clearly in delivery, what our obligations and commitments were, were incredibly important as well.

So really key functionality that would really allow legal to change the experience of working with us.



**April Edwards**

So Christina, tell me, what does the future hold for Accenture and Icertis?

**Christina Demetriades**

I think now, and not only as a customer, but as a partner, we can really focus on that journey to intelligence, how we can transform the contract digitization efforts, not just for Accenture, but for our clients as well, I think is incredibly important on our journey.

**April Edwards**

Thank you, Christina, so much for joining us today.

**Christina Demetriades**

Thank you

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