

UNLEASH THE POWER WITHIN

BOOST YOUR BUSINESS POTENTIAL WITH INTELLIGENT BUSINESS SERVICES

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Thank you for taking the time to listen to this GBS 2.0 introduction. If you'd like to learn more please get in contact with us; we'd be happy to engage.

The market trends and how Intelligent Business Services is relevant.

Let's start by talking about the market trends. Right now we're seeing many of our clients looking at restructuring their business, and this restructuring is really being driven from a need in order to get fitter, to drive better performance and scalability within their organisations.

Most of those organisations are looking towards Global Business Services, or GBS, as a tool to enable that restructuring.

But also what we're starting to see is GBS can be a wonderful vehicle to drive innovation across the organisation and deployment of new leading practices. We're also seeing our clients increasingly come to organisations like Accenture to create new and innovative, strategic relationships that are founded on a lot more top to top alignment across the organisation with innovation at the heart and a lot of co-creation embedded within the way the relationship works.

And it's for those reasons we feel there's another generation of the GBS model emerging that is much more focused on driving those business outcomes, accelerated innovation and doing things in a very, very different way from before, targeting a total outcome for the client.

What are the benefits of the Intelligent Business Services model?

Let's talk about the benefits of adopting a radically different approach to deploying shared services across your organisation.

Well, firstly, time is one. In the traditional model of shared services there's a fairly sequential journey which most organisations have taken five or ten years, maybe even longer to try and reach some level of maturity in their operating model. In the world today many of our clients don't have five to ten years; many of them are looking to drive transformational results in less than two years, and in some cases achieve a radical change in their organisation within a 12 month period. So you need to do something different to achieve that level of outcome.

Talking about outcomes, there's an element of really focusing on the real business results as well. Real business results are things that drive direct impact to the way that the business works, whether it's on the top line in driving revenue, whether it's improving costs of goods sold, or it's more traditionally focused on optimising SGNA. But those are the real outcomes that need to be driven through these models and less so traditional metrics like timing and accuracy. That, when you actually look at them don't really represent the real business results. So business outcomes are very, very fundamental to a new and evolved approach. There's also innovation. In the world today we have many new tools and capabilities that really define what world class is today. Five years ago world class was defined by efficiency and effectiveness. In the world today it's not defined by that, it's defined by using automation, analytics, digital capabilities to completely change the context of how processes work and, in fact, we're moving away from a process ownership environment to very much an experience ownership environment where there's a lot more focus on the end user and how they interact with what they're doing.

Finally, there's a total cost environment that you have to operate within. I mean often within a shared services model the focus around the cost model is on the actual element of the process that moves into the shared services but too many of our clients have actually been down that route and have realised that they have

trapped value sitting within functions like FPNA and management reporting that actually need re-engineering or transformation in order to capture that and, actually, simply creating a shared services model often doesn't release the entire trapped value that is sitting there within some of these traditional functions.

So when you look at it from a total cost perspective, you know, nowadays in the environment that we're in, the sort of cost outcomes that organisations should be looking to achieve are way beyond traditional. It's not anymore 10%, 20% of trapped value, it's more like 50%. You know, how do you achieve a radical change to the way that these functions work, at the same time as deploying capabilities that will enable the rest of the organisation to digitise and delivering those business outcomes, and in our view that is what GBS 2.0 needs to deliver.

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