

UNLEASH THE POWER WITHIN

BOOST YOUR BUSINESS POTENTIAL WITH INTELLIGENT BUSINESS SERVICES

Anoop Sagoo

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.

What is the Accenture approach?

Well we always like to take an end to end view of all of these types of things. In fact, I like to call it looking at feasibility to results and so what we want to do is to work with our clients, deliver those broad business outcomes using the entire breadth of the Accenture service capability, ranging from our strategy and consulting capability all the way through to using technology operations and digital in order to implement those outcomes within our clients.

We also have a strong innovation architecture now that is deployed across everything that we do and innovation is very much at the core of what Accenture is about.

So that is a strong theme that we use and deploy across every aspect of the work that we're providing to our clients in order to make sure that every point in that chain we are thinking about how do we really change the way the work is done end to end.

And then, finally, we like to make sure that we blend all of our capabilities together. I mean our clients nowadays want a little bit of everything in order to deliver that outcome. For example, in the actual shared services model itself we're getting very creative around how to create true co-create environments with our clients because actually when you look at GBS models the best practice involves typically creating centres of scale, centres of excellence and actually re-engineering everything that gets left behind.

So in order to achieve that you need outsourced capability, you need co-creative capability, you need consulting as well as many other enabling elements in order to make sure that the real transformational result is delivered back.

What are the key indicators of success?

Firstly, and most importantly, it's really maintaining that focus on the real business outcome. Too often when you go down the shared services route the real business outcome is actually lost in translation when it gets into implementation and you have to relentlessly focus on what those real business outcomes are.

The second thing is around governance. These models typically require very strong governance, top to bottom, there's a lot of change management required to move away from entrenched and legacy processes and also encourage the business culturally to change itself because there's no point implementing shared services, moving some work from A to B and actually everybody else in the organisation behaves the same way as if they did before. The whole point of the model is to try and encourage a different culture and mindset across the organisation.

And then the third most important point is really around this sort of collaboration and strategic partnering mindset. In our experience this takes a little bit of a different approach. Strategic partnering really means you move away from a very traditional customer/supplier behaviour where the supplier is typically doing what it says on the tin and then staying happy if that is the case, to an environment where there's a lot of skin in the game between the two parties and in our experiences that means you've got to really make sure there's regular top to top alignment; you've got to make sure the interests and culture of the organisations are aligned and you've actually got to transparently trust each other and recognise that you're trying to create a win/win environment.

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