



DATA IN THE NEW: INFORMATICA AND ACCENTURE EXECUTIVE CONVERSATION

VIDEO TRANSCRIPT

Sanjeev Vohra

So we are at day one of Informatica world at Las Vegas and it's very exciting it's a very energizing place we just finished the kick off and keynote from Anil and Amit I was there sitting in the audience I totally enjoyed the session it was it was great it was building on the session we did last year which you did last year in San Francisco Moscone Center and I learned a lot actually lots has been going on and you are developing your product to the next level you are getting on to cloud you have now a clear plan of action which is the AI engine a lot of good stuff and I liked your statement Amit, that you mentioned, that data is a critical foundation for digital transformation and you know and we have been in Accenture we have been doing this work for a while we have always believed that without data you cannot move forward I mean and in the last one year we are very clear basically the clients and our

customers and also we are very clear that data actually, not even data, right data is critical for building intelligent enterprise and that's what we're seeing so you cannot actually build intelligent enterprise unless you have right data set which is not about the accuracy and quality of data it's also about completeness of data to your point right and everything else along with it so I just wanted to ask you an element you mentioned about and you also talked about the the alliance with Azure I mean you have now Azure and AWS you know compatibility to your product suite and you're talking about the new things that you were developing can you elaborate a little more about the challenges you see in your role when you talk to the clients and how is Accenture addressing sorry Informatica addressing those challenges as you go along and building your product suite

Anil Chakravarthy

Perfect no first of all thank you for having us here thank



you for sponsoring and it's a partnership that we value between Accenture and Informatica over 20 years and I think we are ready for the next 25 years the way we think about Informatica as you said is we are building that data foundation for digital transformation we call that the intelligent data platform and the idea is that the intelligent data platform working together with you gets implemented for the customer specific to their business needs over time it's not just one thing it covers multiple areas and we call our whole space as enterprise cloud data management many of you know Informatica as the ETL company or the data integration company that's great that we have that partnership and mind share with you but we have expanded well beyond that and our general principle right now is as you said it's the right data it's trusted data and that data is both on-premise as well as in the cloud and cloud means both software as a service and multiple public cloud platforms like Amazon Azure Google etc and our goal is to build the toolset the platform that can help you manage that data consistently whether it's on-premise or in the cloud

Sanjeev Vohra

So with that I let me ask Amit, because Amit shared your vision about data 3.0 And your framework around system thinking so can you just give up like a one minute spiel on what what is new in Informatica what's Informatica what are the new product best of the breed product that you're launching and can you just elaborate a little bit more

Amit Walia

No sure I think we talked about the platform we be mainly focused that we have three pronged product strategy build Best of Breed product because customers have individual projects we also actually took some learnings from as we worked with you with our customers to build some solutions from customers for business users kind of thing but the platform is something that customer is doing by it builds when you start doing individual projects now in that area obviously our portfolio has grown a lot in fact it's hard for me now to do a 30 minute keynote and cover the entire portfolio that's a struggle I have I mean in the old world we had the integration and data quality we have MDM that is still growing like crazy for us then we have cloud big data data catalog and data security four product lines we have added in the last couple of years which is actually more than all the stuff we had before and they're growing basically at a very fast clip I mean you saw some stats about our cloud today runs two and a half trillion transactions a month our Big Data product is run by hundreds and hundreds of customers across the globe in fact companies like France America are running MDM with big data behind it for like more than a billion records a day so those are the areas where we see a whole lot of new use cases new problems you know data governance is a big area where we are seeing obviously massive traction towards growing and solving some of those business problems so that's where we see and when you ask you the question on system thinking I'll just say look our belief is that if you have to think of data as a platform you have to kind of have some attributes like solving for skill security and governance so those are the kind of things that we are focused on



Sanjeev Vohra

oh that's great and that's great and I think I can I can tell you well so let me ask you a very easy question right, so if you want like our executives in Accenture to remember three things what are the three new things they should just go and find more about Informatica

Amit Walia

well I just three things I'll say data catalog, number two is cloud yes and number three is Big Data and I would say data catalog solves a lot of use cases governance is the one that we are collectively engaged in - in governance gdpr - but data catalog solving governance and security use cases cloud and big data are areas will be seeing skyrocketing growth

Sanjeev Vohra

do you want to mention that lasts eight weeks of we both working together on a particular problem

Amit Walia

but you made it harder for me you made it six weeks actually so you know we.. I love that actually, you know after we chatted in one of our QBR's Sanjeev I went to your design studio

Sanjeev Vohra

QBR we thee were there

Amit Walia

yeah one of the action we took, and you know I went to meet Sanjeev in their design studio which by the way is a really awesome experience and we said look we're gonna do something very agile I mean if Accenture is a large company I mean we feel like we are large company but they are crazy big and Sanjeev said look let's put something we will run a six week program to launch a new offering and we focused on this whole governance in GDPR offering which is where we are seeing a lot of collective traction in the industry and then six weeks I have to say teams from Accenture and informatica partnered to come up with the right customer backed use case that we are seeing what is the solution collective solution, messaging, and now our goal is basically we're gonna take it out and basically looking at customers that we can bring in and start experimenting with and in second half basically we want to go out there and put it in front of customers

Sanjeev Vohra

and we are thinking about doing once this works and is successful and we are thinking about starting three more but we wanted what I admired with Amit was that let's get one going and take it to the field and make some success stories and then we go and do it for others right maybe a client successful

Anil Chakravarthy

that's exactly it and in the meantime he's mentioned the three things top three things the broader one I would say is anytime you see anything related to data management or integration think of informatica come check with us and if we don't have it we will tell you we've already built that relationship with Accenture



Sanjeev Vohra

I think that's and that's a good golden nugget for anybody so Anil now given that we are working on the new side of the informatica and Accenture and you know we have founded a new data business group which I mentioned to you and we are focusing on new innovative solutions a new book of business on the new right which includes things like governance but governance for the future including data privacy and personal data privacy not the past right which includes the new supply chain on cloud right which includes things like the quality but more completeness and quality not the unstructured data and and which also includes things like you know whether companies have the right data strategy how to monetize data and so forth right so we are building that whole business extending that business it's not building it's not even business but guess what not everybody is aware of what informatica is doing in the new and what new products and solutions are doing and we were talking about that we need to educate everybody scale at scale yeah plus right and we are a pretty big company

Anil Chakravarthy

We are 4000, you are 400000 plus

Sanjeev Vohra

420000 right, 42000 plus right and within that we have many people who are at the client side we're talking to clients every day they manage relationships they actually are helping the same client for the last 15 years, they maybe had the same client for the last 15 years they know exactly what clients want they know what

is their future and their strategy to go forward and we have 20000 data professionals so the idea is and I just wanted you to think about and tell us but we need to scale ourselves and informatica and you know Amit will help in scaling that practice but do you have any view how do we how can informatica help Accenture to ensure that we are able to train our people at at pace at scale and get them ready for the new right any any expectation any feedback

Anil Chakravarthy

Well first of all you have 100% commitment from us Accenture has always been our largest partner for a very long time and we want to because I think the values of the companies the philosophy of the companies match really well we want to make best of great products and solutions but we know that what we provide is only part of this solution it actually becomes a real solution for a customer when we work with you yeah so we understand that really well so that's the first full commitment we have I think in terms of scaling we will take your lead I think as you said you're so much larger you cover pretty much all aspects of a company's big strategy transformation etc what we want to make sure this that we understand how you are going to market and wherever you see the need for broader data management we want to plug in and that's where we've made a lot of things at the back end just available to everybody technical training and so on so forth but we want to work with you and follow your pattern



Sanjeev Vohra

we will need
more support from you want to say something?

Amit Walia

No I agree with Anil, we are happy to be a part of training obviously almost are pretty much free but I think in this initiative we basically got to work directly with each other yeah and our product team was directly working with your team so it was a lot more I think that experiment I liked yeah when we were a lot tighter than a very corporate driven very partner driven initiative this was ground up we got the right people together and that's why in six weeks we were able to take it out

Sanjeev Vohra

so we are looking forward to an exciting future as both the companies work together I think there's a lot to be done in the space you know this so much how our large companies and our customers require from us to ensure that we can help them become an intelligent enterprise and I think there's so much for data to really leverage the power of data that's the future so thank thanks for your time today thanks for this conversation

Anil Chakravarthy

thank you Sanjeev, appreciate it

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