INFORMATICA WORLD 2018 – LEADING THE CONVERSATION ON DATA IN THE NEW

VIDEO TRANSCRIPT

Hi, this is Albert Powell and this is Harsh Sharma. We are live here today from Informatica World 2018 in Las Vegas and we wanted to share with you some of our thoughts and insights on Accenture's point of view around data and also some of the exciting things we're hearing from informatica.

Albrecht Powell:
Harsh do you want to start off and share a little bit about this whole Data in the New concept that we have at Accenture?

Harsh Sharma:
Sure, Albert. So, as we are looking at how our clients are looking to become a Data Powered Enterprise and rotate to the new in Data. They are looking at how they can monetize their data being produced from their machines, from their business processes etc. and what's most exciting about the Data in the New is that they have to be compliant to various regulations they are subject to but at the same time being able to market, look at newer markets for their customers, products etc.

So, we are looking at how do they derive data intelligence from their capabilities and be able to monetize their data but at the same time make sure that they trust their data and also subject to the regulation they're also able to meet their regulatory obligations.

Albrecht Powell:
One of the things that we're seeing with informatica is it's really one of the only platforms out there that provides an end-to-end solution for data and we're really excited about that and a lot of the capabilities that were launched last year in Informatica World last year - things like Secure@Source, some of the new enhancements to MDM 360, EDC, some of these capabilities, they're all mainstream now and we're seeing client stories here where people are being wildly successful with this.

So, you know, one of the things that I heard today Harsh is that we launched one of our new offerings.

Harsh Sharma:
Yes, we are really excited about the compliance.. machine-led compliance offering we have launched together and what's exciting about this is.. instead of doing manual discovery of their data and figure out manual processes on how should they become compliance to the GDPR regulation, that's a major burden for many of our clients. So, our approach about the machine-led compliance and be able to govern that data, have their data protection officer being able to do their job much more effectively and demonstrate to the regulators the evidence that they have a repeatable process in place. But what's exciting to me is we're changing the conversation from GDPR being a burden to benefit.

Albrecht Powell: Aah! that's awesome!

Harsh Sharma: What I mean by that is, while they are investing into this technology and processes for GDPR compliance, they're also seeing other benefits. For example, they are simplifying their data and technology infrastructure. In some cases they are also using the same technique and Accenture's approach for machine-led compliance for other regulations they have to comply with.

Albrecht Powell: And this is just one of, you know, over a dozen, you know core offerings that we either have already with informatica that we've developed during our 20-25 year relationship with them and we have more that are coming in our joint labs that we're developing together.