Leverage the power of innovation to improve business performance
For almost a decade, Accenture and Microsoft have been teaming to deliver business and technology solutions on the Microsoft platform, quickly and at scale. The alliance is one of the largest and most significant relationships of its kind for both companies. Together, Accenture and Microsoft founded Avanade, a global IT consultancy dedicated to using the Microsoft platform.

Armed with leading, innovative enterprise solutions and services, as well as a proven track record of success, Accenture, Avanade and Microsoft—working together—are uniquely positioned to deliver business and technology solutions designed to improve the performance of organizations.

Accenture, Avanade and Microsoft together are distinguished in the marketplace by the depth and breadth of our capabilities:

**Accenture** brings industry and technical knowledge, strategic insights, business acumen and extensive implementation experience to help align your business and technology strategies and help you achieve high performance.

**Avanade** provides the deep technical expertise in Microsoft technologies, as well as proven architectures, frameworks, methodologies and a worldwide network of Microsoft-certified consultants to help you define a road map for seamless deployment.

**Microsoft** offers market-leading, enterprise-ready technologies, platforms and services, as well as unmatched product knowledge about its products, to help you maximize your technology investments and achieve your full potential.
Accenture, working closely with Avanade and Microsoft, offers clients in all industries a one-of-a-kind combination of market-leading technologies built on the Microsoft platform, industry capabilities, insights and delivery skills to help clients improve performance and achieve extraordinary business value. For all of our clients, Accenture brings:

- Innovative and game-changing ideas that drive competitive advantage. Accenture’s ability to create new solutions based on Microsoft’s enterprise technologies is due, in large part, to the strong relationships that Accenture and Avanade have forged with Microsoft developers and product groups, our active participation in Microsoft’s early-adopter program and our unparalleled access to Microsoft labs and facilities. We engage in a constant three-way exchange of ideas, brought to life in client locations around the world and through client-facing demonstrations at the:
  - Accenture Technology Labs.
  - Accenture and Avanade Solutions Showcase at the Microsoft Executive Briefing Center in Redmond, Washington.

Many organizations are looking at technology investments to help them achieve their business goals and take advantage of growth, operational and competitive opportunities. They want to improve the effectiveness of their workforce and increase organizational agility. The overall objective? Improved performance. According to Accenture’s ongoing research into the characteristics of high-performance businesses and governments, there are three building blocks of high performance:

- Market focus and position, which results in better decisions.
- Distinctive capabilities, which results in better practices.
- Performance anatomy, which results in better organizational mindsets.

For those organizations looking to improve performance, Microsoft-based solutions can help build distinctive capabilities in critical areas and improve the decision making—and effectiveness—of the workforce.
A delivery excellence approach marked by quality and speed. With proven methodologies, process and tools and 38,000 skilled Microsoft professionals in Accenture and Avanade, we offer the largest combination of Microsoft skills in the market place. Additionally, Avanade consultants hold more than 10,000 Microsoft certifications. Together, Accenture, Avanade and Microsoft have developed more than 110 scalable solutions for users in specific roles and industries. With these proven assets, we accelerate the delivery of solutions to clients with the objective of reduced risk. We serve our clients through multiple delivery options—onshore, offshore, near-shore or any combination thereof—to drive quality solutions, greater efficiencies and cost savings.

A proven record of success. Drawing on our extensive experience across all industries and business functions, we help clients reduce the risks associated with designing and implementing mission-critical solutions. Together, Accenture, Avanade and Microsoft have collaborated on more than 4,500 business and public service projects for more than 1,600 global clients, including MediaCorp, Williams F1, BGE Home, and Inland Revenue Authority of Singapore, to name a few.

A collaborative model that continually strengthens our competitive edge. Accenture and Avanade know firsthand how to use Microsoft technologies for maximum advantage. For example, Accenture and Avanade run their own company-wide business applications on the Microsoft platform. Both companies are able to apply valuable insights from our internal deployments and operations to help clients around the world achieve their business goals. Microsoft also uses Accenture services. Currently, Accenture is managing a range of finance, accounting and procurement functions for Microsoft, as well, under a seven-year outsourcing arrangement.

A deep understanding of technology. We understand the issues that keep executives up at night. We offer practical, insightful solutions that allow you to successfully address your most pressing challenges:

How can I use technology to seize operational and competitive opportunities?
We work with you to create a business case focused on achieving organizational goals, improving performance and generating significant returns on your IT investment. We then work with you to bring the business case to life with proven delivery methods, deep technical skills and pre-configured, tested solutions designed to minimize risk.

How can I use technology to improve revenue, profitability and total return to shareholders?
We deliver scalable, cost-effective Microsoft solutions intended to allow you to position technology as an engine for financial and operating performance improvements. We also apply leading practices, tools and multiple delivery methods to help you reduce ongoing operating costs and deliver the benefits you want faster.

How can I rapidly introduce technology-based business solutions that enable us to improve organizational agility and meet the demands of changing market conditions?
With a deep understanding of the industry challenges you face, coupled with ongoing research and training that enable our teams to deploy solutions quickly, our goal is to deliver the right combination of business and technology solutions to help you become—and stay—more nimble and more competitive.

In short, the synergies that exist among Accenture, Avanade and Microsoft are strong. Our combined experience and knowledge are unmatched. And our collaborative approach, based on a culture of knowledge sharing, is second to none.

BGE Home
Accenture, Avanade and Microsoft helped BGE HOME replace its outdated legacy applications with Microsoft’s Great Plains enterprise resource planning platform, including the Great Plains Service Management software suite and Microsoft Business Solutions CRM software. In addition to streamlining how the company conducted its business, the solution:

• Improved call center customer service, financial reporting and controls.
• Shortened month-end processing from seven to three days.
• Reduced the number of records in the chart of accounts by 84 percent, the number of vendors by 91 percent and journal entries by 53 percent.
• Decreased the time spent retrieving and adding new customers by 25 percent.

Most important, the standardized platform and set of business processes gave BGE HOME a foundation for future growth and high performance.
Cross-industry solutions and capabilities

Regardless of your industry, Accenture and Avanade can help you meet your specific marketplace challenges head on and achieve business value faster. Our horizontal, cross-industry solutions and capabilities include:

**Agent Integrated Desktop.** This solution helps clients to easily integrate the applications and services that will deliver higher-quality information to their contact center agents and customer-facing representatives. The objective of the framework and resulting integration—which significantly reduces effort and increases the effectiveness of customer contact — is to lead to measurable improvements in contact-handling efficiency and cost reductions. The framework is also designed to allow customer contact representatives to spend more time on sales and service, which generates greater customer satisfaction and additional revenue to the bottom line.

**Digital Marketing.** This solution helps clients create satisfying user experiences and relationships via the digital channel. We design, build, run, host and maintain clients’ corporate and brand websites, delivering additional value with re-usable assets, cloning technologies and digital libraries. And we help ensure high-quality results by applying the Accenture Delivery Methods, a common scalable Microsoft platform, and a focus on compliance and governance.

**Enterprise Metrics Management.** For organizations looking to develop consistent, relevant and consolidated metrics, we offer an Enterprise Metrics Management solution based on Microsoft technologies, industry— and domain-specific metric inventories, frameworks and hierarchies, solution aids and leading business intelligence tools. With built-in root cause analysis of metrics performance, what-if modeling capabilities and a repeatable process to capture, define and refine key metrics on an ongoing basis, organizations can gain a quick, enterprisewide view of what they need to improve or maintain performance.

**Enterprise Performance Management.** Successfully managing a business requires a careful balance between today’s business needs and tomorrow’s strategic opportunities. We provide an end-to-end, fully integrated performance management solution designed to deliver a complete view of the business and the business’ performance. Based on Microsoft Office PerformancePoint Server 2007 product, the solution's customizable framework enables a number of critical functions, including value analysis, planning, budgeting and forecasting,
MediaCorp

MediaCorp, Singapore’s largest TV broadcaster, recently teamed with Accenture, Avanade and Microsoft to modernize its TV broadcast operations.

After helping MediaCorp develop a road map for conducting broadcast management in an integrated and efficient way, Accenture worked with Avanade to design and implement the solution. The team leveraged the Avanade Connected Architectures for .NET (ACA.NET) framework for successful and quick implementation on the Microsoft .NET platform. The service-oriented architecture employs the Microsoft Smart Client framework for rich, user-friendly experiences, a rules-based engine for the slotting of ads and an Integrated ePortal for Agencies solution which allows customers to place advertising orders and get current financial information in real time. Finally, Web Services help centrally manage broadcast information and share it across multiple applications.

The new capability allows MediaCorp to extend its sales cycle by selling advertising space closer to the airdate and increase flexibility by reducing overall inter-team dependency. Previously labor intensive and often repetitive transactions, such as mass booking of spots, are now carried out in large volumes more quickly and efficiently.

Collaborative Commerce. For companies wanting to improve their website performance, we offer an innovative approach to designing, building, maintaining and operating e-commerce business infrastructures. This suite of solutions offers a full range of services—from multichannel retail strategy, marketing and merchandising support, usability analysis and design to fulfillment and customer support services. In addition to substantial cost savings, typical benefits can include increased growth and profitability due to deeper customer insights and an enhanced customer shopping experience.

Enterprise Resource Planning and Supply Chain. Companies today face unrelenting pressure to increase productivity, improve operational efficiencies, tighten the supply chain, and integrate business processes.
Our enterprise resource planning and supply chain solutions can help you meet those challenges. Built on the Microsoft Dynamics AX platform, our resource planning solutions link manufacturing, supply chain, finance, customer relationship management, business services and human resources management processes intended to simplify your global operations. Importantly, they are scalable, flexible, cost-effective and designed to boost business productivity and profitability.

**Replatforming.** We apply an established set of methodologies, procedures, pre-built tools and pre-packaged frameworks to help organizations move complex and expensive legacy applications into a services-based Web environment. Specifically, we help migrate large-scale, enterprisewide applications from mainframe, AS/400 and COBOL environments to a Microsoft .NET platform—without significantly changing the programming language or functionality. The objective is greater reusability and openness and reduced costs.

**Workplace.** To address infrastructure weaknesses and high costs associated with managing multiple worksites and software applications, our workplace solutions combine software and process engineering designed to align people, processes and technology to an effective workplace strategy. By bringing together users, devices, infrastructure and services, we help organizations improve individual and workgroup productivity and collaboration, information management, and customer retention and service. At the same time, the solution is intended to decrease communications-related costs, sales cycles and training expenses.

**SAP on Microsoft.** Many organizations have deployed SAP business applications to gain a competitive advantage. Accenture’s alliance with Microsoft helps increase the value of SAP investments by optimizing its integration with a Microsoft infrastructure. Working together, Accenture, Microsoft and Avanade deliver an enterprise-ready solution that is designed to provide reliability, security and scalability. Clients can also realize a greater return on investment through seamless interoperability, simplified application access and proactive operations management.

**Application Development.** We help organizations leverage the power of Microsoft .NET to design and deploy a custom application portfolio. Through our Application Development solutions, we extend the .NET developer tools and architectures with Avanade Connected Architectures for .NET (ACA.NET), designed to accelerate the application development process, provide consistency across applications and reduce long-term operating costs. In addition to assisting with a move to the Microsoft platform, we help improve, integrate or replace existing applications and systems in response to competitive pressure, regulatory compliance and a changing business and technology landscape. We also manage applications and develop innovative software solutions that can improve business agility.

**Business Resilience Services.** This solution helps our clients identify and respond to disturbances of any size—from routine events such as fuel price volatility to rare occurrences such as natural disasters—that could compromise performance. Based on a customized, Web-based system, our solution aims to systematically and continuously monitor early indicators of risks, minimize potential disruptions automatically by coordinating predefined risk-mitigation activities, and provide real-time visibility into cross-organizational actions to help ensure the proper response. Knowing that their business risks (and associated costs) are being kept in check, clients can move toward improved performance with greater confidence.
Accenture Learning BPO Services.
Delivering training to more than a million learners globally each year, Accenture Learning is one of the largest learning outsourcing providers in the world. Our alliance with Microsoft enables us to deliver a broad range of global, scalable outsourcing services, including the management of content authoring and learning systems based on Microsoft technologies. In addition, we offer patented measurement and reporting tools, as well as performance solution technologies. With these assets, we can help clients achieve significant business results, such as a 33 percent reduction in time to proficiency, 16 percent increase in customer satisfaction and a 15 to 30 percent savings from operational efficiencies.

Outsourcing. Accenture is a recognized leader in delivering application outsourcing, infrastructure outsourcing and business process outsourcing solutions designed to improve productivity and efficiencies across an organization. Drawing on our alliance with Microsoft, Accenture is unmatched when it comes to incorporating Microsoft technologies into an outsourcing strategy that can help you achieve high performance.

Business Process Outsourcing: For example, Navitaire, a wholly owned subsidiary of Accenture, provides technology and business solutions on an outsourced basis to more than 85 airlines worldwide. One of Asia’s leading low-fare carriers recently converted to Navitaire’s New Skies hosted reservation services, which provide Internet booking, call center, real-time reporting, ancillary revenue generation and airport check-in capabilities. The airline also implemented Navitaire’s SkyPrice revenue management system, which is designed specifically to help low-fare airlines make better inventory allocation decisions and maximize revenue. Both the reservation and revenue management systems run on the Microsoft .NET platform.

Inland Revenue Authority of Singapore
The alliance helped the Inland Revenue Authority of Singapore (IRAS) develop an effective and efficient core tax administration system that uses Microsoft .NET as the application platform. The customer-centric system comprises three main technical components: a simple, browser-based front end, a robust back-end database, and a middle-tier layer on which every back-end application runs. A major component of the new system is a personalized Internet portal, through which 84 percent of individual taxpayers filed their taxes by the deadline.

In addition to improving the experience of taxpayers, the new system reduced collection costs, provided greater tax record accuracy and security, increased job satisfaction for IRAS staff, and improved workflow and record tracking. The new tax administration system has contributed to IRAS’ reputation as one of the most efficient and effective tax administrators in the world. A 2008 study by the World Bank and PricewaterhouseCoopers ranks Singapore first overall in Asia for ease of tax payment. Managing Information Strategies (MIS), Asia’s leading IT management magazine, awarded IRAS its 2007 IT Excellence Award, while the Public Sector Technology and Management magazine awarded IRAS the Technology Leadership Category Award in the Asia Government Technology Awards 2007.
Industry-specific solutions and capabilities

We provide a comprehensive portfolio of industry-specific solutions designed to help you use Microsoft technologies to improve business performance. Across all industry segments, we have developed industry-specific, pre-integrated solutions built on Microsoft technologies. Some of our industry-specific solutions and capabilities include:

**Enterprise CRM for Consumer Packaged Goods.** For consumer goods companies striving to improve retailers’ satisfaction and sales effectiveness, we offer a flexible, end-to-end and easily integrated customer relationship management (CRM) solution that aims not only to drive a successful sales cycle, but also to deliver a rapid and proven return on investment. The solution is based on Microsoft Dynamics CRM, uses the familiar Microsoft Outlook interface and works seamlessly with other Microsoft Office applications. It provides detailed analytical, collaborative and operational tools that can allow clients to gain valuable insights into relationships with retailers, understand store-level order history and forecasts, and carry out audits, capture competitor information and process orders in-store. The objective is a more satisfying retailer experience and improved customer loyalty.

**Production Optimization for Energy.** We offer a packaged Production Optimization solution that helps optimize the performance of critical production assets for companies in the oil and gas sectors. The cornerstone of the solution is a customizable Web-based portal developed on Microsoft technology, which provides a single and integrated source for tools, services, knowledge and real-time data to help increase the assets’ productivity, reduce their production losses and improve the management of their performance. With this solution, oil and gas companies can automate data-gathering activities, improve monitoring capabilities, standardize processes and collaborate more effectively. Above all, the solution provides centralized access to higher-quality data, which enables better and faster decisions that can not only optimize an asset’s production capability, but also keep production costs in check. Working with Avanade and Microsoft, Accenture customizes the portal to in a way that is designed to meet our upstream client’s specific requirements.
Insurance Solution Suite. We offer a suite of solutions designed to significantly improve the performance of insurance providers.

• Accenture Claims Components, built on Microsoft’s .NET framework, provides a leading-edge claims-handling engine and powerful and customizable tools that can help insurers optimize all their claims-processing activities, achieve greater control over costs and improve customer satisfaction.

• Accenture Insurance Configuration Components offers a rules-management utility that can help insurers quickly extract and centralize business rules housed in legacy applications. With centralized data access and rules management, insurers can improve their core transaction-processing capabilities, create consistent product and data definitions, achieve easier integration across disparate legacy applications, and apply IT resources to focus on new product development and greater throughput.

• Accenture Underwriting Components offers robust, comprehensive and highly configurable software components that can help support better, more consistent underwriting decisions and greater process efficiency. Based on Microsoft Windows .NET platform, the solution helps insurers carry out all key underwriting functions, enhances collaboration among key stakeholders, and helps improve loss and expense ratios that can lead to a four to six point bottom-line improvement.

eGovernment Accelerator. The Accenture eGovernment Accelerator, integrated with the Microsoft Office 2007 platform, delivers the next generation in electronic forms processing and automated workflow for public-service organizations. The cornerstone of the solution is an intelligent portal, built on Microsoft SharePoint Server 2007, which can seamlessly connect users with the online forms and business processes they need to work more efficiently. The highly customizable portal, designed for easy integration and scalability, enables the rapid creation of forms and facilitates greater end-to-end collaboration by capturing and organizing forms in a meaningful way. Other features include centralized forms administration and control, customized workflows and business process automation.

Hosted Messaging & Collaboration for Telecommunications. This solution provides hosting providers with the tools and guidance intended to easily deploy revenue-generating services to the underserved small- and mid-sized business market. It includes enterprise-class e-mail, calendaring, contacts and real-time collaboration through video, voice, shared documents and applications. Our solution leverages Accenture’s knowledge of the broadband service provider industry, Avanade’s experience in delivering Microsoft-based solutions, and Microsoft’s enterprise products such as Exchange and SharePoint Servers, Office Communications Server and Connected Services Framework.

Fleet Performance for Utilities. A key component of the Accenture High Performance Power Supply model, this solution—which is based on Microsoft SharePoint Server 2007—helps power generators optimize current equipment performance and reliability, while providing a scalable platform for future growth. Fleet Performance is designed to allow companies to compare their current processes and tools to leading practices. It also provides a fully integrated set of capabilities to help enable predictive analysis, as well as the monitoring of fleet processes, conditions and performance. Generators applying this solution are armed with valuable insights that, in turn, can help them reduce asset downtime and maintenance costs, improve efficiencies and asset reliability, optimize capital spending, increase employee effectiveness and collaboration, and improve decision-making.

Williams F1
Accenture, Avanade and Microsoft helped Williams F1—one of the world’s leading manufacturers of Formula One racing cars—supercharge its brand and bolster constituent support with an entirely new, scalable and highly reliable website on the Microsoft .NET platform for the 2006 Formula One season. Using several key Microsoft technologies, including Microsoft Commerce Server, Microsoft SQL Server and Microsoft Content Management Server, the team needed just seven weeks to create distinct website sections for fans, corporate partners and the media. The new site, which averaged 86,000 visits a month during the racing season, enabled easy and near real-time content updates and a branded consumer experience, was key to building fan, sponsor and media support.
“The relationship between Accenture and Avanade was seamless, and their expertise in extracting the rich functionality of Microsoft tools resulted in us having a website that was cutting edge.”

— Scott Garrett, Director of Marketing, Williams F1
About Accenture
Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 180,000 people in 49 countries, the company generated net revenues of US$19.70 billion for the fiscal year ended Aug. 31, 2007. Its home page is www.accenture.com.

About Avanade
Avanade is a global IT consultancy dedicated to using the Microsoft platform to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs and reinvest in innovation to gain competitive advantage. Avanade consultants deliver value according to each customer’s requirements, timeline and budget by combining insight, innovation and the talent of our global workforce. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft. Avanade has more than 8,000 professionals serving customers in 22 countries worldwide. Additional information can be found at www.avanade.com.

About Microsoft
Founded in 1975, Microsoft (Nasdaq “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Visit www.microsoft.com.

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