MOMENTS THAT BUILD TRUST
Trust is rapidly gaining importance to digital businesses. In the past year, both Microsoft and Google have released statements on trust and the cloud. Companies including Box, CipherCloud and Salesforce have established Chief Trust Officer roles.¹ And, recent research shows that more than three-fourths of executives consider trust in the use of the cloud an important or leading priority.²
For each of us, trust is a key component in how much information we share, how often we share and for what purpose, and it has real impact on the way we perceive and use scaled platforms.

In fact, 69 percent of Americans have chosen to not use or not create an account with an online service because of concerns regarding how personal information will be used.³ Our level of trust in a company is a key determinant of whether or not we will use its platform.

Trust is increasingly based on a composite of needs that underpin how we understand and manage the exchange of our information across many different experiences.

Sixty-nine percent of Americans have chosen to not use or not create an account with an online service because of concerns regarding how personal information will be used.

We expect companies to provide us with:

- **Confidence** that our data is used in ways we know, understand, control and identify with
- **Integrity** that our identity and experiences are maintained, unaltered and in perpetuity
- **Security** by making sure the most up to date security provisions are included to prevent fraud and identity theft
- **Assurance** against unwanted association of our data with illegal or illicit content
- **Mobility** to take our data with us when desired
- **Transparency** where it is necessary for safety of our communities and the governance of communities; allow for appropriate government engagement
Beyond data integrity, there are other elements that enter the trust equation for users. Public perception of a company often translates to trust. As companies have encountered issues around inclusion and diversity, accessibility, and sustainability, they have seen reductions in user bases and, ultimately, the value of their companies. “Trusting” a company means more than just data; it means how you treat people within your company and around the world.

For platform companies, establishing trust requires building consumer and advertiser confidence that their best interests will be prioritized. Trust is a personalized relationship that has high economic benefit and carries significant risk if not addressed. Failure to meet expectations may result in a reverse network effect—stimulating users to switch to similar services with an expectation that they can take the data they want with them.

"Nearly 60 percent of consumers expect services customized to their preferences. The same percentage will switch services if expectations are not met and, therefore, trust is broken."

THE URGENCY OF EARNING TRUST

Trust-related activity is putting pressure on the backbone of many digital businesses. There are currently more than 2.5 million requests per year to comply with law enforcement and content take-down requirements and this number is growing annually at a double-digit rate. Regulations such as the EU’s General Data Privacy Regulations (GDPR) are more pervasive, more consequential and more complex and skilled labor is in short supply. Between 200,000 and 1,000,000 jobs are unfilled in security and privacy and job postings for these positions are up 74 percent in the last five years.4

Customer data is a source of competitive advantage and gaining consumers’ confidence is key. Nearly 60% of consumers expect services customized to their preferences. The same percentage will switch services if expectations are not met and, therefore, trust is broken.5 Caught in labor-intensive processes, digital businesses often put trust at risk and miss out on opportunities to drive greater competitive advantage from highly personalized, trusting customer relationships. They also miss out on automation and other operational efficiencies that can be applied to data privacy, incident response, and compliance spaces.
ACCENTURE SERVICES FOR ENSURING TRUST

Accenture provides a range of advisory services to help companies across the trust spectrum.

**USER TRUST**
- Empowering a Trusted Brand
- Turning Risk to Reward
- Trust Score

**FRAUD, SECURITY, AND PRIVACY**
- Assuring Entitlements & IP Protections
- Platform Security
- Policy Enforcement & Online Security

**INCLUSION, DIVERSITY, ACCESSIBILITY, SUSTAINABILITY**
- User & Employee Assessments
- Action Plans
- Remediation Services

**COMPLIANCE**
- Strategy & Assessments
- Issue/Incident Management
- Regulatory Frameworks Readiness

We help digital companies address the pain points that are hindering their growth. This may include building and maintaining customer trust and confidence, addressing massive data complexity, managing the escalating cost to secure data and comply with regulatory expectations, handling dynamic global policies and controls, and managing incidents with cloud partners and platform issues that create increasing brand risk.

Companies are able to identify and correct content and service risks, reduce escalations and keep pace with rapidly changing global regulations. Therefore they can protect the brand and build personalized relationships with customers that drive their satisfaction and loyalty. Ultimately, through the company’s attention to trust-related services, consumers trust that their content is confidential, available and personalized in the hands of a provider with the utmost integrity.

**User Trust.** We provide insight into how platforms are trusted by users worldwide. We can help companies change the trust equation into a positive network effect leading to higher user bases.

**Fraud, Security and Privacy.** Our fraud, security, and privacy services include strategy and risk, cyber defense, digital identity, application security and managed security services.

**Inclusion, Diversity, Accessibility, Sustainability.** We provide services to assess how companies score across the inclusion and diversity and sustainability spectrums with their own employees, and how accessible their product is to its users.

**Compliance.** We help companies achieve their regulatory obligations worldwide by assessing readiness and providing response and scaled operations services such as for GDPR data erasure and other requirement-fulfillment services.
THE EXPERIENCE AND ASSETS TO POWER TRUST

Accenture helps many companies operate trust-related services at scale (see “Laying the Foundation for Trust”). Through this experience we have developed a wealth of pre-built assets that accelerate the implementation and scaling of new trust-related capabilities. For example, our scalable Platform-as-a-Service enables customers to enact content quality at many levels or to transform operations through a content quality roadmap, advanced analytics and engineering capability assets. We bring to bear the breadth of Accenture’s capabilities including our expansive global operations footprint, advanced analytics, automation, centers of excellence and deep industry and process understanding.

Whether you need a product or service strategy, rapid mobilization, a means to break your current cost to serve trajectory or to outsource components of a process, Accenture can help.

Staffing Excellence. We staff and operate global Trust Services with trained, highly skilled resources focused on the systems and business operations that drive some of the most prominent Webscale companies on the planet. Based in Southeast Asia, Accenture runs global Compliance Operations as a Service that handles potential internal and external fraud.

Analytics. Accenture brings the latest thinking in applied analytics and generation of business value to end customers. We have technology to moderate live video feeds, discern adherence to certain content policies and to match that video content to advertisement bids for content within policy.

Process Excellence. Accenture leverages the experience and insights gained over decades of delivering some of the largest and most sophisticated Operations Teams in the industry with rigorous attention to improving quality, deploying technology to make every delivery agent better, and unrelenting focus on absolute customer delight. Accenture operates with well over 100,000 professionals in delivery centers worldwide and every year advances individual productivity by more than 10%.

Tools. From workflow to machine learning algorithms, Accenture creates and deploys tooling to increase accuracy and improve throughput. We have developed and deployed intelligent insight algorithms into work queues that provide agents with the ability to batch process actions based on matching against previous cases to improve throughput with very high accuracy.

Thought Leadership. Accenture continuously harvests industry-leading advancements from our Labs, Industry Innovation Centers, and capability Centers of Excellence. We bring the best to deliver the best.

Scale at Speed. We leverage our scale, technology and industry-leading workforce to deliver at scale for our clients. We have mobilized teams of hundreds of skilled resources in under two months to support new product operations for Webscale clients.
LAYING THE FOUNDATION FOR TRUST

Accenture has delivered trust-related services for many platform businesses, including:

Helping with law enforcement requests. Accenture streamlined the intake channel, and provides request processing and support in eleven languages across four continents.

Executing data privacy requests. Meeting “forget me” requests from many legacy systems and internal repositories created difficult challenges for one of our clients. By joining multiple schema in a reliable, consistent pattern Accenture was able to apply big data analytics to increase throughput and accuracy of these requests and provide evidence for future compliance assessments.

Addressing feature and service proliferation. A large online store creates and releases thousands of features and services to production several times a year. Our clients’ Services Security function was unable to keep up demand for assurance evaluations especially during ramp-up to quarterly major releases. Accenture transformed Services Security operations from an ad hoc unstructured process to a managed service capability with risk-based metrics and clear accountabilities.

Scaling network deployment. A large platform service provider was challenged with scale and complexity of network deployments with over 400 legacy configurations. Accenture brought in a team of experienced Network Engineers to structure and execute rapid deployment across thousands of other platform product team servers. We rapidly established service reliability services for newly on-boarded customers and are driving adoption of new versions of the product with modern service reliability engineering services coupled with automated self-deployment capabilities for new products.

Assuring platform security. A platform information security team was challenged with massive data, hybrid infrastructure complexity and a lack of predictive analytics. These challenges caused intrusion investigations to range from a few hours for simple investigations to tens of hours for complex issues. As time-to-data is critical for active pursuits of security issues, Accenture applied the client’s proprietary big data and advanced analytics tools to create a set of patterns and practices that could be applied rapidly to diagnose and inform Next Best Actions following an intrusion detection.
FOR MORE INFORMATION ON HOW ACCENTURE CAN HELP YOU WITH YOUR ORGANIZATIONS’ DIGITAL TRUST CHALLENGES, CONTACT:

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NOTES

1 “Chief Trust Officer,” TechTarget, http://searchcio.techtarget.com/definition/chief-trust-officer


ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 459,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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