



Interview

Jan & Piotr

Video Transcript

Intro

Jan: The Accenture Salesforce Business Group is the trusted leader in designing, implementing, and driving transformational experiences using Salesforce solutions. We are truly happy to be the largest and biggest Salesforce global partner, focusing primarily on the enterprise level segment.

My name is Jan Malý and I'm Accenture Salesforce lead for Central Europe. It is my great honor to welcome in Accenture Series Piotr Faderski, Regional Vice President of Sales for CEE Region at Salesforce. Welcome Piotr.

Piotr: Good morning Jan, it's great to be here.

Questions

Jan: First of all, how do you see cooperation with Accenture from your point of view? What is the basis of a relationship?

Piotr: Salesforce is not only CRM number one in the world, but also a platform for any type of connections and interactions between enterprises and their customers. And as you said, Accenture is the largest partner worldwide, that is doing implementation, consulting our customers on Salesforce. That's why I believe this is a great base for cooperation and for building success for our joint customers.

Jan: Piotr, what are current trends, how are businesses reacting to current turbulent situation?

Piotr: In the last two years the world has changed, and the enterprises have changed. So we see this on the market. Businesses have changed to digital-first. First interactions between enterprises and their customers are not happening anymore in brick and mortar shops but by a web and mobile. So as we see this we react to this and work with our customers to make sure that they are able to work with their customers in the new way. It's also important to mention that the same as enterprises have changed their communication of their customers, it's also employees' work in different ways in the last two years.

Jan: How is Salesforce reacting to current changing demand on the CEE market?

Piotr: Every business is different, and the solutions must fit to the industry. „One fits all“ doesn't work anymore. That's why we bring to the market new clouds that are responding to this market requests. For example, Sustainability cloud or Health Cloud. We are also seeing a high interest in Slack, that is our digital HQ.



Jan: I confirm from Accenture point of view, I see Financial Services Cloud, Consumer Goods Cloud, Salesforce for Industries but also Manufacturing cloud as very important... Piotr, do you see any deeper structural change in demand for Salesforce products and services?

Piotr: All Salesforce products and solutions are driving digital transformation of our customers. Due to the fact that the market has changed, and traditional brick and mortar business is not there anymore, we see a great interest in Marketing Cloud. More and more of our customers have Omnichannel strategy. They are changing the ways of how they want to communicate and interact with their customers. This is where Marketing Cloud is heading in and helping them driving this strategy.

Jan: One of the recent topics is sustainability. How is Salesforce addressing this, Piotr?

Piotr: Thank you Jan for asking this question, because this is very important for Salesforce and for the world. I just wanted to mention that Salesforce Clouds are carbon neutral, so CO2 neutral and we have recently put on the market a Sustainability Cloud. A cloud, a solution that is helping our customers to measure and be compliant with the CO2 regulations. As Accenture was supporting building of the Sustainability Cloud, I believe that our companies should jointly go to the market with this solution and help make a world a bit better.

Jan: Piotr, thanks for a very nice interview today and thanks for coming.

Piotr: Jan, thank you very much for having me here and thank you to all the current and future customers of Salesforce and Accenture.

Jan: And I would like to invite you for other videos focused on our mutual Accenture and Salesforce cooperation. Thanks all.

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