The Cloud in High Tech – a practical look

Video Transcript

Intro

Technologies are already an essential part of our lives. Moreover, since last year they have been helping us to overcome the pandemic. And now, they continue to define not only the way we work, but also how we live and interact. Companies from the high-tech sector are often the drivers of key technological changes, and the cloud is an integral part of their businesses.

My name is Renata Vetýšková, and I am responsible at Accenture for clients in the high-tech, media, and telecommunications sectors.

The cloud is key to digital transformation

In recent years, massive digitalization has brought about key trends that global players are adapting to create a better future. Seventy-seven percent of leaders say that technology architecture is becoming critical to the overall success of their businesses. Companies that have historically been digitally prepared are today more successful, better in handling crises, and face new challenges with greater ease.

The cloud is key to digital transformation, and we at Accenture are an example that this approach works. We have been through this transformation ourselves, and 96 percent of our internal applications run in the cloud. This allows us to look together with our clients to a future being determined by technological trends already today.

The cloud is not just for the biggest giants. If you develop or deliver products in a digital environment, you will feel its benefits whatever the size of your company. Let's take a closer look at the benefits of digital transformation with Accenture.

Benefits of the digital transformation

A key benefit that the cloud brings to companies in high-tech is access to a new ecosystem. This enables the choosing of new providers or partners and to take advantage of a plethora of applications, the numbers of which are constantly growing.

More than 70 percent of strategic partners claim that they have a better choice of technology providers today than they had 3 years ago. You can be one of them and follow the lead of Google, which provides its maps to automobile makers. Volvo and BMW, for instance, use Google's apps instead of developing their own navigation systems.

Companies in the technology segment must also focus increasingly on creating new value for customers, taking advantage of market opportunities, and growing their turnover. They continuously need to modernize, expand their industry boundaries, reinvent their portfolios, transform themselves, and build resilient supply chains.

The cloud can help with all this. The cloud makes it easier to plan costs and to respond flexibly to the needs of customers – and to the moves taken by your competitors. The speed of introducing services to the market is enormous with cloud solutions.

The cloud shortens development cycles and accelerates the release of upgrades and patches. Working with data and collaboration take place in real time, and development teams can focus solely on new products. They need not deal at the same time with building and managing infrastructure, developing environments, and addressing security needs. In the cloud, these necessities are consumed as a service. The environment is automated and adjusts minute to minute.

Working in the cloud enables companies to build up entirely new business models that open up global markets for them. And all of this is moving forward within an environment that meets the highest security standards.

Practical approach

The company Inversis is a good example. It provides outsourcing and technology solutions to financial institutions. Thanks to its transformation to the cloud, it has grown from a local player into a multinational company. Today, Inversis offers its products to banks and financial companies all over the world.

In the beginning, this Spanish company asked us to transfer its product development to the cloud. The solution we are developing together will help financial institutions facing regulatory pressures and low margins to replace fixed cost structures with flexible models and ultimately to save money.

Our shared ambition is to triple the value of Inversis within 7 years, increase the accessibility of applications to end customers, reduce operational risks, and improve security standards. Moreover, in working with Accenture, Inversis has become part of an ecosystem of globally provided applications for the financial sector.

Future of the cloud

The cloud is absolutely essential in helping high-tech companies to prepare for the future. But it's not just for the financial and software world. We estimate that within 5 years, as many as 80 percent of companies will be in the cloud. The technologies are – and will be – an inseparable part of every industry, and it doesn't matter whether you

are thinking about 5G networks, artificial intelligence, democratization of technologies, or the use of digital doppelgangers.

We believe that success awaits those who embark early on this digital transformation. If you want to be among these companies, we at Accenture are here to work with you.

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Development in the cloud accelerates product introductions, offers new partnerships, and opens access to global markets.

Another Teaser

Within the cloud, companies can create entirely new business models allowing them to access global markets. All this marches forward in an environment characterized by maximum flexibility and meeting the highest security standards.