



A practical look at how Accenture helps with journey to cloud - pharma, consumer goods, automotive and manufacturing companies

Video Transcript

Intro

The whole world is changing and the driving force behind these changes is technology. One of the technologies with the highest added value is the Cloud. My name is Lenka Madliaková and at Accenture I am responsible for technology projects for our pharma, manufacturing, consumer goods and automotive clients.

The cloud brings value across industries

Cloud is the foundation for a digital transformation of business and is changing how companies operate, compete, and create value for their customers, stakeholders, and employees.

The COVID-19 pandemic demonstrated very clearly what companies need to stay competitive. This is also confirmed by our interviews with many C-suite leaders from various industries, who jointly mention that they would like their company to be more digital and data-driven, to use more automation and artificial intelligence.

They want their company to be more connected to its customers and consumers, to have stronger and more integrated e-commerce solutions, be more agile with virtual collaboration enabled and utilize richer industry ecosystem collaboration.

The cloud is the common ingredient that can help companies to achieve these results and maintain or even improve their position in the market.

Pharmaceutical companies, Automotive and Manufacturing

Transition in the cloud has its specifics in each industry. For example, in pharma, compliance and utilization of the cloud computing power to accelerate and streamline research and development of new drugs as well as clinical trials is very important.

In automotive industry, where the business model changes from product manufacturers to service providers, the use of the cloud for data analytics and ability to transform vast amounts of available data into usable information for new services and products design is crucial.

For manufacturing companies, it is necessary to define very carefully which systems can be moved in the cloud to benefit from the cloud, but at the same time retaining reliability of the production.



Transition in the cloud within Consumer Goods industry

Now I will focus on the path in the cloud typical for consumer goods companies. Architecture of these companies is usually centred around a large-scale central ERP system, in our region mostly SAP, surrounded by cloud-based SaaS applications for front-office, human resources and procurement and a set of legacy on-premise applications supporting, for example, production or logistics.

New digital-native architecture

Within transition in the cloud, this existing architecture is being converted to a digitally native one, encompassing five key streams. The first is move of the ERP in the cloud.

1. Move the ERP in the cloud

Either only the workload of legacy ERP is moved as lift and shift to a cloud, or a transition to a new cloud-based ERP is done including simplification and standardization as much as possible.

2. Cloudify legacy applications

The second stream is the "cloudification" of legacy applications. Either by simply transferring legacy application workload to the cloud, or by modernizing software, where an existing application is modified, re-coded, or even replaced by other software to achieve cost efficiency and seamless integration.

3. Put data at the core

The third stream is to create the foundation for a data-driven company by combining all relevant data from internal corporate and external sources in cloud-based data lakes driving intelligence and process automation as well as decision-making through artificial intelligence and machine learning.

4. Decouple architecture

The fourth stream is the creation of an open architecture that will enable connection with ecosystems outside the company and creation of new business models of cooperation with partners, customers, suppliers, and consumers.

5. Exploit further cloud-based technology

The final stream is to explore other cloud-based technologies, which will enable a fully digital experience to customers, employees, and partners. Cloud providers invest heavily in a wide range of functional components, such as voice analysis, digital assistants, analytics tools, that can be used to efficiently create solutions bringing new value added for your business.



Migration, acceleration and innovation

Until few years ago, the prevailing opinion was that companies should first “get there” and only then start looking at additional functionality enabled by cloud. However, our empirical experience shows that this sequential process slows down and unnecessarily delays the business value realization.

Our recommendation is that the three key steps, namely **MIGRATION** of applications and capabilities in the cloud, their **ACCELERATION**, i.e. supercharging it with automation, predictive insights, and digitalized processes, as well as **INNOVATION**, thus identification of new sources of revenue through the cloud, should be implemented in agile, overlapping approach.

Whether your company is a consumer goods company, or you compete in another industry, the cloud is a very important lever for maintaining your competitive edge.

By engaging Accenture to migrate your infrastructure and transform your business in the cloud, you will acquire a partner who has extensive experience and a strong team of experts with knowledge of both, the cloud, and your business.

We have transformed our many years of cloud migration experience into many so-called accelerators – i.e. ready-made tools, methodologies and job aids that

enable the cloud transition to be implemented with higher efficiency and lower risk.

I believe that through this video I have explained the basics of cloud transformation. Remember that reducing costs is only one part of the benefits that cloud can bring you. The second part is revenue and overall profitability increase, however that requires to leverage on the full transformational potential of journey to cloud.

At Accenture, we can offer you support and services at any stage of the cloud journey. Whether it's strategic planning, migration in the cloud itself, or a related change management concerning corporate culture and operating model that will allow for effective use of the Cloud potential.

So, shall we do this together?

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