



ACCELERATING VALUE AND DRIVING INNOVATION WITH GOOGLE CLOUD AND ACCENTURE (APRIL 2021) VIDEO TRANSCRIPT

Migrating to the cloud is a business imperative. Hear Accenture's Tom Stuermer, Karthik Narain along with Kevin Ichhpurani from Google Cloud share their insights on how we are helping our clients accelerate value and drive innovation on Google Cloud.

Tom Stuermer:

Hi I'm Tom Stuermer and I'm the global lead of the Google business group for Accenture.

Kevin Ichhpurani:

Hi I'm Kevin Ichhpurani and I lead the global ecosystem for Google Cloud

Karthik Narain:

Hi I'm Karthik Narain and I lead Accenture Cloud First

Tom Stuermer:

So today we're going to talk about the Accenture Google business group and the effect it has in driving journey to cloud, innovation and massive transformation for our clients.

Karthik Narain:

Covid suddenly put a brake on most organizations and made them notice that they are not ready for a sudden drastic change that a pandemic or an event like that could bring to their business and hence now organizations are completely revisiting their cloud agenda.

Kevin Ichhpurani:

The digital divide has become even more pronounced. Those companies we saw in the pandemic that were highly digitized have done much better than those companies that were not and fundamentally companies are using cloud to drive that innovation and create new business models and the need for agility has never been higher. You know, if you're a streaming media company, if you're an essential retailer, you need tremendous elasticities and that's very challenging to do in the current environment.

Tom Stuermer:

Kevin, I completely agree. The other thing I'm seeing is a above that level the ability to really have data about what's happening across the operations has become an even more important accelerator in a differentiator for those that are to have elasticity if they didn't have that data they really didn't know what was going on in the economy and the dynamics and markets were changing so fast those that had that data and had that ability to drive their organizations around



that information were the ones that really adapted quickly.

Karthik Narain: Two things that happened fundamentally - One is the speed at which organizations are moving to cloud is increased and we're seeing that path from around 20% in the cloud to at least having a vision to becoming 80% in the cloud. And number 2, all of this is a holistic journey and prioritization as we uplift it from just a CIO agenda to an entire C-suite agenda.

Tom Stuermer:

I agree and in fact the discussions I've had even recently a number of let's just say non-technical executives, often times ask questions like why did it matter where I run in my applications which is an interesting maybe indictment of the way they're thinking about cloud as simply a place for applications from and it's really a place where applications and data have much more agility and flexibility to be able to utilize them in very good ways to drive innovation to do new things to create new businesses and to interact with customers in different ways and I think having that shift in thinking around what cloud can be is one of the more important things and I'm seeing in executives that I talk with.

Karthik Narain: I think Accenture has always been very close to our ecosystem partners, but with cloud first we've actually doubled down with the level of partnership that we are creating with Google Cloud.

Kevin Ichhpurani:

Now let's just take an example of a call center. One of the big challenges call centers have right now is a huge volume of calls and you can't even get people into, the business continuity issue, you can't even get people into the call center and when you look at a, let's just say, a telecom that might get hundreds of millions of calls per

year we've been helping clients like telecoms and banks and others use virtual agents to be able to address those calls. You call an 800 number, you get a virtual agent, it can literally, instead of in the past when you look at traditional IVR systems, it may be worth 40 percent of the time and we're all used to hitting 0 and pounding out we can contain 80 to 90 percent of those calls and that's a very unique innovation. We've built industry business intent libraries for you know all the major industries but what Accenture has really done is brought the secret sauce to the table of how does the stitching to a much bigger omni channel story for the customer? How does the customer look at all of their digital channels and quite frankly offline channels and understand how do I use this data across the silos to do better up selling cross selling to actually increase the revenues while decreasing the cost as well as a lot of the change management that is required for customers and all of the integration in the system of record CRM systems ERP systems to make this a reality? And that's really how the 2 companies together forge an end offering for Customers.

Tom Stuermer:

In my experience in the marketplace and working with Google is that 1st and foremost I mean Google is a data company. Right it's ability to build out infrastructure and manage scale exabytes of data is unparalleled and the ability to leverage that in really large scale solutions as well as in cross cloud solutions is truly different and truly unique when we do deep analyses around this when clients ask us to do so we're often stunned quite frankly in the amount of differentiation.

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