



Accenture and Globo

Jorge Nóbrega, Globo CEO

Accenture's contribution for the Uma Só Globo Program was huge, since we needed someone to help us further develop in detail the vision we already had. But, beyond that, to help build that vision along with us.

And that's exactly what Accenture brought to the table. It brought us the ability to look to the future, the ability to build things, and the ability to help us learn and "learn to learn".

So, this contribution was fundamentally important because it left us a legacy we'll never lose.

Accenture has delivered more value than I expected from the beginning. Based on all metrics we used to measure results, the value we can see from this contribution is enormous, if we measure that value in financial terms.

But there's also an intangible value, a value that goes beyond financial figures and is related to this company's long-term sustainability, that is: our ability to keep changing, and our ability to continue keeping this company strong. And that's the legacy Accenture left us.

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