in this episode we will talk about how enterprises can drive sustainable growth using data led transformation. i am sandeep gupta, i am managing director and i lead the accenture google business group for asia middle east and africa. judy sweet our ceo says and i agree that cloud is the enabler data is a driver and ai is a differentiator. in this era of compressed transformation, it is very very important for enterprises to drive value out of the data that they have.
in this episode we will specifically talk about some of the challenges some of the approaches some of the client examples and how accenture and google are coming together to help some of the enterprises in overcoming this challenge
to address this and more with me i have subhash gupta who's with google and he leads the technology practice for data management at google welcome subash thank you sandeep happy to be here and thanks for having me being a data-led company has become a board group conversation and a c-level priority the data that is produced by man machine the iot devices and from different ecosystem partners there is printables of data that is being generated bytes of data that has been generated and it's been very challenging for the enterprises to figure out how to you know really extract the value from that data yeah and this is a question we are getting constantly asked by our enterprise customers clients to say how do we bring this data together and how we derive value what are you seeing in your interaction with the clients as to how they see the value of data and how do they extract the value of the data thanks sandeep and i think i'll just kind of touch back on the initial conversation you talked about cloud being the enabler for data rate transformation all of our customers really agree with us and they also know that data is very critical to gain competitive advantage but they're also having data challenges that they are having to deal with there are three specific things that our customers are telling us the first is not only do they have to deal with increasing volumes of data but they're also dealing with data that is multi-format in nature right and when
i say multi-format what i mean by that is data address streaming data structured unstructured semi-structured kind of data that's the first thing the second thing they're telling us is that they want to process data using tools beyond the sql programming language they want to use machine learning frameworks they want to use real-time stream processing and various programming languages as well and the final piece which i think is very important in today's world is how do i make data accessible to everyone whether it's my own internal customers my partners or my suppliers so so these are some of the challenges that our customers are telling us and the challenges arise primarily because they have created data silos over a period of time there are multiple copies of data which obviously leads to security and compliance risks they have to do constant capacity planning on prem and spend a lot of money and that's really where google cloud comes in with this concept of a limitless data cloud where we want to provide a customers with access to limitless data the ability to run any kind of workload and of course make access to information and insights in a universal manner so that's really what we are hearing and what we are offering our customers and great i think very recently we jointly worked on um a customer scenario in uh in australia with marvel stadium right where marvel stadium was trying to give a great experience to a viewer or an audience who was going to buy a ticket and come to the stadium and so we worked with google and telstra of course telstra because telstra brings the 5g capability so we really have to bring data that is in the stadium data that is coming from the
the consumer or the audience
also the data of the ecosystem of
everybody who's in the stadium
as well and provide that way finding
solution so that the experience from the
time
the user buys a ticket till the time
even after they've finished the the
event they're able to leverage um to buy
the drinks to go to the restroom to find
their friends to order a coffee where
they're sitting all of that and that is
only possible because you can bring all
of these data together and really drive
the outcome for the uh for the end
customer and absolutely that's a great
story i think and this exactly goes back
to my point about the multi-format data
we talked about various types of data
and that's exactly what google offers to
our customers as well
sandeep in my earlier
section we talked about
the fact that customers have created
data silos because they've acquired data
over a period of time in different
systems as well and that's one of the
challenges they are facing and you also
mentioned that cloud is the backbone for
data-lit conversations and data
transformations
how do you see customers thinking about
building out a cloud-led data strategy
and
give an example of a customer who's done
that as well yeah so very recently uh
original energy out of australia you
know they had a system that was uh being
used to code for a solar roof for a
consumer yeah and that took a while uh
in terms of weeks before they could
produce a court now by the use of google
technologies
which is google earth and also looking
at the weather patterns they're able to
come up with us with a solar layout on a
roof and deliver a code within days now
this is all come together because of
data
and keeping that in mind it is important to in some ways use a framework and accenture has a framework called seven c's which goes all the way from collect to capture to conform uh to consume to to connect uh that really brings the whole data life cycle together and in fact when we look at that there are a few considerations that every enterprise have to think when they're thinking of a data transformation or a platform that they create one of course is security you know different personas in the business will need different kind of access and different kind of security to access their data second is governance because some of it is sensitive some of it is restricted and how do you manage this data coming from different sources into one place and the last piece is the foundation which is the architecture has to be something that can scale and cloud of course bring you the flexibility and agility on one hand but also gives you the security and access and the governance that is required so it's really bringing all of this together.

you know companies like origin are able to really drive outcomes which are much more faster cheaper and to the point uh compared to what they were doing before now the power of ai is huge right and the power ai only can be leveraged when you have a very robust platform and set of technologies and i would love to understand a little bit more from you as to what google technologies and platforms that exist uh that can that can really accelerate and really help create that foundation that i was talking about yeah absolutely sandeep i think the way we see data and
ai are very intricately linked together
we see data and ai as a continuum really
and as all of us know creating ai models
machine learning models really need a
lot of data so we have a very complete
data platform that allows us to do that
and let me give you a few examples right
so if you're building a transactional
system which kind of runs your business
today we have a transactional database
called spanner which is a globally
distributed database with strong
external consistency right so that
really opens up a new class of
applications if you're looking at
analytics bigquery is the heart of our
analytics system and this is really
where customers use bigquery for various
use cases they not only use it within
google cloud but also in a multi-cloud
environment
with bigquery omni and you can also do
machine learning in the data using the
data sitting inside bigquery as well and
then finally if you want to build a do
deep learning or build mlaps pipelines
we have a service called vertex ai which
helps our customers build uh ai and
machine learning models and just kind of
also address your question about some
industry
how do they use some of these ai models
i'll just take a couple of them right if
you look at telcos for example uh
network anomaly detection is a very
common use case that telcos kind of use
ml models for and if you look at fsi uh
real-time fraud detection given we are
living in a completely online world
today that becomes extremely critical
for our customers to handle so some
examples and some of the google
technologies that our customers use
to really get value out of ai sandeep
really valuable i think some of the
platform components and the industry
kind of scenarios
are really helpful for our audience to
understand the power of data and ai
i think it might be useful for our viewers to kind of understand how google and accenture together as partners are helping our customers maximize value out of data and ai. can you talk a little bit about what accenture is doing in that space? sure. i think in the beginning of the conversation i talked about the accenture google business group, right? so that's a long term partnership between both of us. accenture and google and really become the foundation for creating very unique solutions for our clients. in terms of data and ai we recently launched a joint initiative called the agda which is the accenture google data accelerator and under that we've created a few pillars. one is to make sure we and we engage with a certain number of customers together and really understand their problem set and their industry challenges that they're focusing which can be addressed by data and ai. second is to really create solutions solutions in the form of framework in the form of assets and accelerators that can help them get to this journey faster. third one is capabilities. capabilities is key. and that's where the google certifications uh come in and and the fourth point is the point of view this is the point of view where we're create kind of problems this is the potential solutions and approaches uh that we can take so really we are we're really taking this initiative to focus on in the market and really help our clients drive that digital or the data led transformation journey in a very effective and efficient manner. absolutely right and from a google perspective what we bring to the
partnership obviously is a technology in the data platform for one and second is we have created a set of design patterns that our customers can use to kind of solve their challenges using the capabilities we provide and then certifications right we have created learning paths and the google certifications both in data as well as in aiml are extremely popular and well sought out in the industry as well and and we do have a lot of industry expertise but we really work with accenture very closely because accenture brings a lot of industry value to our joint engagements as well so absolutely i think this partnership is very very symbiotic and we are really serving our customers very bad thank you so much it was a great conversation and really enjoyed thanks for sharing your views i’m sure our viewers will find it very very interesting thank you sandeep again for having me here and very happy to participate so there are a few takeaways from this discussion uh data led transformation is becoming a board room conversation and a c-level priority and for this you need the right set of data foundation and the right side of architecture that’s driven by modern technology cloud for sure is a place where data gains scale agility flexibility and really helps drive reinvention and transformation and finally google and accenture together are really partnering to drive some of this data led transformation where google is bringing their innovative technologies and platforms and accenture is bringing their industry expertise and scale hope you found this valuable thanks for being with us today and please follow us on linkedin and
13:13 provide us your comments thoughts
13:16 and questions
13:17 look forward to hearing from you till
13:19 the next time thank you