



ACCENTURE & WALGREENS: PUTTING DATA AT THE CORE OF BUSINESS CHANGE

VIDEO TRANSCRIPT

Mike Maresca [00:00:05] One of the things that we were obsessed about here at the is our customers and increasingly engaging those customers as we digitize organization, Walgreen's is really three business units, a retail pharmacy, and we can digitize and connect those businesses together. We think that we can actually serve our customers, our patients better. We do really believe that data is at the core of our of our go forward business strategy. It is really all about the data driving, business growth, new opportunities, value creation and a really kind of the core tenants of that is the investments that we're already making.

Joe Depa [00:00:46] We often talk about a dual velocity approach, right. When you're talking about data driven transformation. And what we mean by that is there's this fund foundational items that you have to get right. A lot of that's actually powered by cloud and getting the cloud data and I as a foundational enabler. And that's sort of the first velocity. But in parallel, you need to figure out how to do that while delivering value. And so how do you deliver value, whether it's around delivering value on customer experience and that revenue increase you're going to see we're delivering value on deploying capital expense dollars more effectively or delivering value and helping to innovate around new products and services. That WCT approach is really important to to gain the momentum across our organization.

Mike Maresca [00:01:26] What we've learned is part of this early journey that we're on is that sometimes innovating with the basics is what the business needs. And so the descriptive reporting, which is oftentimes required to run a large supply chain like the WPA has, is important. In many times that data was not automated, locked in silos and not available to people that are making decisions.

Joe Depa [00:01:52] What I think is cool about working at Walgreens or working with Walgreens is that your purpose statement is to help people across the world lead happier and healthier lives. Right. So when you combine this amazing access to the data combined with with strong leadership and then the purpose of helping to create happier and healthier lives, I think it's a it's a good recipe for success.

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