

ACCENTURE, SLACK - EXTERNAL COLLABORATION TRANSCRIPT

VIDEO TRANSCRIPT

00:00:06:09 [Rob Seaman]

If we look at the successful organisations of the future, no organisation is going to work in isolation.

00:00:12:23 [Stephanie Sadowski]

The future of business has to involve an ecosystem of clients, partners and customers.

00:00:19:02 [Rob Seaman]

In any given industry, the value chain is increasingly distributed. If you look at pharmaceuticals, the number of companies that participate in a clinical trial to bring a drug to market is massive. If you look at a device manufacturer, the number of companies required to bring a new phone to market is massive.

00:00:37:23 [Stephanie Sadowski]

The most successful companies in the world, the thing they have in common is they're all ecosystem companies.

00:00:45:06 [Rob Seaman]

To effectively work, these companies need to have the right digital strategy. A strategy that connects their people, that connects their systems and it needs to be enabled by a digital platform. And we call that your Digital HQ.

00:00:58:13 [Stephanie Sadowski]

And what we mean by Digital HQ is about being able to extend your environment to external partners so that they can collaborate in a safe and secure manner. It will drive innovation and value.

00:01:10:17 [Rob Seaman]

Faster time to market for your products and services.

00:01:14:03 [Stephanie Sadowski]

It will foster a closer relationship with your clients, partners and customers.

00:01:18:09 [Rob Seaman]

And you're ultimately going to remove friction from your processes and interactions with all of those relationships.

00:01:24:06 [Stephanie Sadowski]

To successfully collaborate in this complex multiparty environment, it starts with clearly defining the benefits on both sides of this collaboration.

00:01:34:03 [Rob Seaman]

Mutually agree with them on an operating model and how you're going to engage. And then think about how you'll bring your Digital HQ to that participant in the ecosystem in a secure and controlled way. It's easiest to think about this in the context of people, process and platform.

00:01:54:02 [Stephanie Sadowski]

On people, who are the stakeholders that are involved and what level of access will they need?

00:02:02:13 [Rob Seaman]

What are the processes those people are engaged in? And how can you better enable those processes through those connections and automation?



00:02:13:04 [Stephanie Sadowski]
And on platform, how do you do this securely?

00:02:16:08 [Rob Seaman]
We specifically developed Slack to support exactly this type of external collaboration for our customers, their customers and their partners, at their request. We have something we call Slack Connect that allows you to connect with your customers and partners just as you do your internal employees. One of the best examples of this, comes out of the retail and consumer goods industry and getting ad campaigns out the door.

00:02:41:00 [Stephanie Sadowski]
You've got creatives having to work with IT, side by side. And what Slack does is actually kind of bring those two pieces together. Looking to the future, I think it's vital for companies to embrace their ecosystem in order to be able to deliver innovation at pace and certainty that's required for them to thrive.

00:03:01:05 [Rob Seaman]
Digital first is here to stay. People need to embrace the digital first strategy for their ecosystem. We can fundamentally change the way businesses transact in the very way that commerce happens by doing so.

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