



CLIENT SUCCESS STORY

VIDEO TRANSCRIPT

[Antoinette] I was in the advertising industry for about 11 to 12 years. During this time, I had a panic attack because of the workload that we were experiencing at that time. I was pretty fortunate I had a boss that spot the signs early and she was the one that actually guided me on- “how do I find a therapist?”, “what's the pricing”, but there were still a lot of questions left unanswered “where are all the therapists?” because a lot of them didn't have a website or any kind of online presence. We decided, why not we bridge this gap? Can we create an app or a platform that could help to make things easier in looking for a therapist and finding a good pool of therapists out there. Some of the challenges that we are facing today as a young company is the nature of our industry. So the mental health tech industry is actually growing at a rapid pace and to be honest, sometimes we feel that we can't keep up.

[Lynette] So how I came to learn about CTO-as-a-Service was actually through a friend. We were having lunch together and I was talking about how we could digitalize our business, the challenges that we are facing. So she told me about Accenture CTO-as-a-Service where they provide consultations for startups and SMEs that's also covered with a grant by IMDA. There are a lot of aspects of digitalization for business. As a startup, the challenge is deciding which area to address first. Working with Accenture was very professional and the consultants were very patient in guiding us through the process of identifying which aspect of our business to digitalize first. When we identified them, they then brought in the relevant cybersecurity experts to allow us to evaluate different solutions that are available in the market that are most suited for our business.

[Antoinette] We have definitely had quite a bit of milestones for Safe Space in the last 12 months. One, we were very happy to achieve our ISO 27001 certification.

[Lynette] This was made possible through the work with Accenture in helping us implement an endpoint security solution. With this ISO certification, it now makes that it so much easier to work with government and large corporate clients. It has shortened our procurement and security clearance process with these companies from a few months to a few weeks.

[Antoinette] We are now starting to be across multiple enterprises, so we started off with the B2B enterprise in 2021 and we are now servicing over 100 clients across 16 countries. So for us that's really a big milestone and we are now setting up our second satellite office in Indonesia.

[Lynette] We want to further enhance the cybersecurity and data privacy capabilities of the team. What we're looking to next is enhancing our sales and marketing automation to further scale business.

[Antoinette] I'm really proud of the accomplishments that my team has done, a lot of our clients have actually gotten better. A lot of them wanted to donate back to Safe Space and to actually pay it forward for somebody else that could not afford counseling sessions. So what we've decided to do was to set up a non-profit arm where we could separate the two businesses and we're launching that in October this year.

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