



KPN - TAKING BOLD ACTION TO POWER INNOVATION

VIDEO TRANSCRIPT

or those of you who've been here for the della session now, we're talking about another great, great client for us and great partner, KPN. We add in the Netherlands, I think more than one person out of two is watching TV on your buffer. And this guy, and this guy is the guy that leads TV in the Netherlands. So I'm very happy here and thank you for being part of this. Thank you for inviting me. Sure, sure. We want to create three other every day. So it's, it's like rock music at a basket of sociali e much better than India, right? So you want to introduce yourself? eah, I'm like stated here, working within KPN, a company that's the national heritage, I think, telco side, so we're ready to increment operator already transformed herself the last 5 years significantly from its telephony partner to broadbands with a large amount of fiber, we have to be rewarded. It's quite recently as having the best mobile network in the world after quite a lot of hard work. And also our media has grown the last couple of the ten years. So we transforms already much more to transform in the next years. And we're going to talk specifically on TV site where you're doing so that I get very good. And I'm, you know, alassi, I'm part of Accenture products and platforms. That is a group inside Accenture that beats commercial products, commercial software platforms. And we work, of course, together with the other Accenture entities like constant media consulting team, technology, outsourcing song to create these important transformation progress. So the way we like to work is with clients like Kavya and that have an ambition that

wants to grow and give us a challenge for us for, so we don't like, what did I just give the people and say, okay, we want you to develop this, but we want really to embrace this kind of challenges from our clients. And I think there was one of the best examples in the last year for me. I think some of you been already here in the previous session, but I want to just recap what we see in the industry, especially on the Telco and cable companies. We see that many, many of these companies are positioning themselves as an aggregator. I think these, especially in Europe, I think at the difference between KB and say the European Telcos and the S companies in the Telco edia Space is that the level of scale that Europe is much more limited. So also the level of investments in terms of content production is limited. And so the telcos are really creating a large ecosystem of content and third-party services. And that's exactly the case of AP . We're doing this in a perfect way to to create customer engagement and to get the data, the data. I think what I've seen really the big change in the last , months, especially under pandemic is these ambition of start thinking about how can I collect the data. We recently had some clients that asked us to be also introduced into the advertising market, telcos. So think about how much data a telco has and what are the opportunities they have to monetie this data. And if they play as an aggregator, this isn't even a chance more because when you aggregate multiple services, you can, you can discover everything.



you can discover how many people are in the family, what time are they getting back home or leaving the home. And which subscriptions your kids have. Do they have all KPN or they have also competitors, right? So without even knowing that the identity, so in full respect of GDPR compliancy. So it's really the third criterion can increase the addressable market by playing as an aggregator. And this data can be used to monetize more depth traditional products. So as I said before, you have on the right side this digital products. You can even give for free, right? The Telco can give it for free to gather data and use the data to sell more fiber or to sell more mobile subscriptions or broadband and mobile phones, right? Because that's kind of exchange between the digital products and the traditional products is I think, I believe is what can make telcos growing like AP. That's another important element we've seen before we tell us, but also KPN Kiviy and built a very important engineering capability. So the data client of ours since. So in the last maybe eight years, nearly nothing. They're ready. They're really embrace that files many years ago. I think it was probably one of the most brilliant example in Europe was for some period, really an example for other telcos. The way you embrace the child. Working with data to drive engineering. I think we have been and we try to become that again. So that's more or less the journey. We're not really having engineering people looking at not only how many lines of codes and delivering, but thinking about what is my productivity. So how many story points I delivered last sprint and how can improve that? And what is the business outcome I created? Not just delivering in line of codes, but how did they impact the KPIs of my business in the value stream, right? That's something that the business appreciates into the technology and the technology should strive to call, to connect with the business. Having different roles in the same squad, but all of them thinking about the same KPIs. These, that's why we introducing Hebbian since the beginning of value three. So really why how you're getting your revenues from where? So which products are you're driving? You're sharing reduction, you derive your customer engagement. All these KPIs are observed by the product managers.

And the product managers think about an hypothesis saying, I want to influence much better the charge on this segment, I make an hypothesis. I stopped developing software, and I connect these with my value three. And at the end when I wrote and when I roll out this feature Introduction, I can check if this is happening. It's just not happening. I just shut it down and move to the next type of disease. This is what we call fail fast. And I think we're really enjoying life. We keep you in working this way and that's very, very interested. And I mentioned, I think it's also the other way around. I think the current situation. We come back to AP. I think more specifically a couple of seconds. I think working with a lot of engineers on our side, but also on the side of Accenture because you at the end are delivering us the basic products We do integrated, I think, also has a negative thing maybe in it that's also find that r should be so more steering on it or shouldn't you add the prioritization and the cooperation on what you have to move fast. You also have to decide where to invest on and where to really focus on. And that means also that's combining two cultures, that Accenture culture which is quite focused on delivery and on home time, everything being checks and the AP culture being more like, let's try it and let, let's get started. I think that is a culmination and also we decided to embark on once more last year to really bring that together. And I'm saying that because I think engineers, I'm also an engineer originally. I think there are two basic people really creating the show, but some steering is also needed. Some project management and delivery is also needed. Next to the technology integration, I think also the way of working. And sometimes it feels like a clash even within Teams, but it's also needed to create something new, to create a new setup and also has been the reason the last year to really say now let's embark on a new era, on a new journey together for a couple of years at least. And then the agony I fully, because there was a lot needed to come to this, to this trend, to tackle



EBS instance Accenture video solution instance.
Both IPTV, OTT, how many customers you make
data more than two millions, millions. I'm not
going to mention the real numbers. I'm not
allowed to say that. The face tool will make
another step in with deploying the new release of
ABS by increasing this time to go live.

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