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# THE NEXT WAVE OF GROWTH FOR SCOTLAND

## VIDEO TRANSCRIPT

This is a really exciting time to be working at Accenture Scotland.

We have Scottish-based people serving Scottish local clients with access to a huge Global Network.

Scotland's at the forefront of something pretty incredible and something that's going to be really game changing.

Accenture Scotland's got a long and successful history.

We started in Aberdeen, but we now have offices in Edinburgh and in Glasgow and that's great to be able to offer support to businesses right across the length and breadth of Scotland.

Local talent understands local business needs and our ability to bring that local talent to be here to help us solve our clients' challenges is a really important part of our Accenture Scotland proposition.

Our clients have big challenges and big challenges need big answers and big solutions, so we're investing in three strategic areas to help solve our clients business needs.

[Music]

Every company now understands the importance of data and AI.

It helps organizations to be effective, relevant, and competitive.

We're helping clients to unlock the value of the data that they have, and doing that in a responsible and ethical way.

One of the ways that we're using data is to help support organizations as they go through Transformations.

Right they can use data to enable behavioral change and cultural change.

We're doing things like looking at and understanding how employees are feeling and thinking about their sentiment.

And adapting things like communication, training, ideas, ways to engage them in order to help transform their organization successfully.

[Music]

Every organization understands that it needs to move to the Cloud and that it needs to do that securely.

The challenge is, how do you get access to the right skills, both within Cloud engineering and security at scale ?

This is all about having the right talent and we're invested in that here in Scotland.

We for example work with Glasgow Caledonian University on their industrial board in terms of drawing up the next sector of degrees to make sure graduates are ready for the workforce.

Also, just very recently we've announced a partnership with Averty and a cyber quarter that the Scottish government have launched in Dundee.

And we've got the right environment here in Accenture Scotland across our offices both in Edinburgh and Glasgow to attract those skills and then nurturing them through their careers as they progress.

I think all that will contribute to some really robust solutions for our clients which should help them on their digital transformations.

Accenture song is the biggest creative-led digital agency in the world.

We combined marketing with cutting-edge technology and digital skills to reimagine experiences for clients.

We know from our research that customers' needs are constantly changing.

Clients that really listen to their customers offering experiences based on their insight are going to thrive and we can help them do that.

In order to do this, we need to find the best talent possible.

We're building some strong relationships, with some of the educational institutions up here like Glasgow School of Art and Dundee University.

And combining the local talent with our global expertise on creativity, marketing, technology we're able to deliver completely reimagined experiences for our clients.

We've been operating in Scotland for more than 30 years but we've never been more focused on growing to help our businesses meet the unique challenges they face right now.

A lot of people are engaged because we're building careers that matter here.

The market is ready for us.

The power of Accenture is behind us.

[Music]