



ACCELERATE MISSION OUTCOMES FASTER

VIDEO TRANSCRIPT

Keith Runtz ([00:05](#)):

Accenture brings a differentiated approach to our defense customers. Too often these organizations have to choose between a defense contractor who understands their mission, a system implementation partner who understands the technology, or a more strategic innovative commercial provider.

With our Accenture Federal approach, we bring that all together for our defense customers. What we're able to do is we harness the power of Accenture, looking at the ways we've developed similar innovative solutions for our global customers, and we marry that up with our deep defense expertise and senior defense leaders who've joined our organization, and technical experts. And when we bring that all together, we're able to tailor these solutions and innovations for our defense customers.

John Burnham ([00:47](#)):

I served 28 years active duty in special operations.

Portia Crowe ([00:51](#)):

I have been an Army Civilian for 20 years.

Andrew Tash ([00:55](#)):

I spent 17 years as a Navy Civilian.

George Franz ([00:58](#)):

Defending the nation is still in my DNA. I'm able to bring my experiences as an Army veteran, my experience as a senior commander and operator, in a way that we can deliver value to the defense mission, but in a very practical, systematic way.

Mary Lou Hall ([01:13](#)):

And we have the depth and breadth and variety of skills that can really take on some of the most complex and difficult problems that the department faces.

Bill Marion ([01:23](#)):

I've certainly recognized since I've exited from DOD, that the value, the depth of experience, the interaction with industry is absolutely critical to really seaming together the industry and DOD work.

Ron Moody ([01:37](#)):

When I was in uniform, I was often worried about the next three or four months. What I know now is I need a partner to be with me, help me to think about the next three or four chess moves in the game.



Keith Runtz ([01:48](#)):

Emerging technologies and the opportunity for innovative mission solutions are evolving faster than they ever have before. The digital and business modernization opportunities that we're seeing are relevant from the mission at the tip of the spear, all the way to the overall enterprise level for our defense customers. Successfully innovating all the way through that spectrum means better support for the war fighter and better support for our veterans. And that makes innovation at speed even more critical to our customers and more critical to each of us personally.

Howard Weitzner ([02:21](#)):

The process for continuous innovation really is a recognition that what is new today is going to be old tomorrow. It's about that speed, it's about that acceleration of new threats and new technology. What's really exciting about Accenture's approach is we look at innovation as a capability, not just as a technology.

Lauren Oliver ([02:40](#)):

I would actually say a big piece of innovating is framing the problem in the right way. And so when you take the time to do the research to understand the stakeholders, the systems, you are so much better positioned to solve for problems downstream and to come up with solutions that people actually want and will use.

Bill Marion ([03:00](#)):

I think human-centered design is a fundamental tenant here at Accenture. Putting the people first, putting the outcomes first, and really understanding what that journey looks like, that drives success in programs.

John Burnham ([03:12](#)):

There's a caricature out there that the government and the military is slow and ponderous. We found that not to be the case. They want to be pushed. They know they need to change, and they're ready to accelerate. What they need is a partner that can push with them.

George Franz ([03:30](#)):

You've got to have good operations at the lower edge where you're developing tools literally by the minute, by the day, because in cyberspace, you are responding to minute-by-minute threats. At the same time, as you employ those capabilities, you've got to be able to manage them, to govern them, to understand how they fit into a strategic global operation.

Portia Crowe ([03:48](#)):

I've worked with all the services over my career, and I believe that understanding the data landscape and the data science issues that we have today, that we have to push the envelope forward.



Albrecht Powell (04:02):

Whoever has the best insights at speed and can make those split-second decisions, all of the tactical and strategic information around them, they're the ones that are going to prevail. And that's why data, analytics, AI, and machine learning are so incredibly important right now.

Mary Lou Hall (04:22):

I think there's a war for talent, as we all know, within DOD and within the private sector. And that's really a differentiator that Accenture Federal Services brings is talent, especially for applied intelligence problems. We have an applied research team, and this is a team of PhDs, but they're unique in that they work really right on the cutting edge between being researchers and being practitioners.

Keith Runtz (04:49):

Having someone to partner with you who understands your mission, your environment, and the challenges you're trying to solve. Someone who can help you explore the possibilities so you can change fast while creating better outcomes, now that's innovation.

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