

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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IT Insights: Defining the Digital Enterprise with CIO Andrew Wilson

Video Transcript

Andrew Wilson: We hear a lot these days about what is called the “digital enterprise.” But what does this kind of enterprise actually look like in practice? It looks just like you, your colleagues, your clients me. We all exist in digital enterprises. And one of the distinguishing characteristics of the digital enterprise is its ability to use the power of digital technology to bring people together, regardless of location. Take videoconferencing as an example. At Accenture, video has become the new “voice” – ubiquitous and increasingly indispensable to our global operation, linking us with colleagues and clients 24/7, 365 days a year.

Thanks to digital, video is reinventing the way business is done, enabling our people and our clients to exchange ideas face-to-face anywhere and at any time.

Social collaboration is another way we’re connecting across Accenture on the digital platform. Our Enterprise Social Collaboration capabilities include: the Accenture Portal, providing an entryway for all Accenture people to access the news and information they need daily. The Stream, Accenture’s version of Twitter, enabling our people to quickly post updates, find assets, and ask questions of

colleagues around the world, the Knowledge Exchange, our one-stop shop for content and knowledge that enables everyone to access the best thinking across Accenture.

Leveraging these and our many other innovative social collaboration tools is integral to driving inventive solutioning. How precisely does an enterprise go “digital?” Well, it is always helpful to start with a plan. Here is a snapshot of Accenture’s digital agenda today. It begins to show how the CIO Organization is helping to drive Accenture’s digital agenda in the coming year.

We begin with a firm foundation, making sure that Accenture has the flexible and secure IT we need. An important part of that involves leveraging the wider technology ecosystem... collaborating with others who are also working on the leading edge of innovation. With that firm foundation in place, now we are ready to create new digital capabilities... for example, by digitizing our relationships with clients, and by using the power of digital to empower our people, in areas you just saw such as videoconferencing and social collaboration.

From there, we can fully exploit our immensely valuable information capital. We can develop new digital products and services, as well as agile and integrated business capabilities. It all adds up to a different kind of global enterprise... constantly advancing as technology enables greater capabilities... agile and quick to respond to opportunities or attacks... and heavily committed to data-based, analytics-driven decision-making. Accenture isn't the only enterprise striving to become more digital every day. Virtually all our clients are on the exact same journey of discovery and transformation, and we are delighted to be supporting them every step of the way. Thank you.