

A large, stylized blue chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

# Accenture and SAP Making One Plus One Equal Three

## Video Transcript

Speakers: Global Managing Director, SAP Business, Accenture—Mark Willford and Executive Vice President, Strategy and Business Development, SAP—Chakib Bouhdary

Right now there's opportunity to innovate like never before to help companies drive breakthrough innovations and breakthrough results. Our customers expect a lot from Accenture and SAP. They're very demanding and they will become even more demanding and they should.

### Mark Willford

Well, what makes the Accenture and SAP relationship unique is that we really both see the world the same way. We're both laser-focused on customer value. Accenture focuses on helping companies become high performance businesses. SAP helps companies become best run businesses. So you can see the similarities, and how we do that is that we both focus on technology as a key enabler of business change.

So when we think about customer value, we think about things like how can we really use technology to help our clients create competitive advantage, increase their shareholder value, change markets, change the way that they ultimately do

business? We believe that we're better together in terms of that focus between Accenture and SAP and we like to do what we call make one plus one equal three between our two companies.

### Chakib Bouhdary

Accenture is one of the best companies in terms of total leadership and in terms of understanding business trends and understanding best practice. So it's completely complementing our offering. So the two of us, if you look at our customers, our joint customers, they tell you they can't do their business without one of us. They need both.

The combination of our two companies is absolutely the ultimate answer for those

companies because they're not simple, they're complex. They need very sophisticated solutions, but they also need consulting to understand how do you adopt best practice?

### **Collaborating in the Accenture Innovation Center for SAP network**

The Accenture Innovation Centers for SAP that we're doing jointly with SAP are really an exciting innovation between our two companies. The Innovation Centers are focused on helping companies drive industry specific business solutions based on the emerging SAP technologies like HANA, mobility and cloud.

The impact that we're seeing with our customers is it gives them a real opportunity to understand how they can use these emerging technologies to drive business change. There's a lot of questions. Where do I start? Should I start with mobility? Should I start with HANA?

In the innovation centers, these are the questions that we tackle. And what makes them unique is it's a combination of having the best experts from Accenture and the best experts from SAP, along with our customers in an immersive session working through the problems.

### **Accenture and SAP: Mapping the Future**

I think for the next several years, our partnership is going to be even more critical than ever in the past for our customers because the art of possible and what can be done is going to be so unique now by customer.

So our job to be successful is going to be to take our thinking or focus on the customer value even more than ever and tailor it to the need to every customer. When I think of the opportunities over the next five years, it's a combination of

the enterprise solutions, as well as the emerging technologies. Those that have invested in getting a common business process, common application, common data and common infrastructure, will be rewarded with the opportunity to take advantage of the emerging technologies, to really drive game changing value for their company.

Technologies like HANA, like mobility, like cloud, to drive innovative analytics type solutions. So I expect that the Accenture and SAP relationship will get stronger and ultimately that will be measured by the customers in terms of the amount of value that we can add together.

### **Accenture and SAP: Making One Plus One Equal Three**