



High performance. Delivered.

Enterprise Transformation Transcript

In today's global marketplace, it's harder to make money than ever before. You know that.

Across many industries, the magnitude and speed of disruption is making it ineffective to tackle opportunities one-by-one.

However, taking a broader approach to managing cross-business change is often complex and perilous.

But what if prior to investing you had a blueprint of how changes would come together at the right time to deliver the most important outcomes?

What if you could readily identify on-going projects, no longer aligned to your go-forward business strategies, or realize quick wins to not only help fund transformation program investment, but to show credible outcomes and build momentum?

Many business leaders today are looking to answer these difficult questions. These leaders are looking for a step change in business performance. What they are looking for is...Enterprise Transformation.

Enterprise Transformation is a change program driven by the C-Suite which adapts business models and operating models both within and across existing financial structures in order to drive high performance.

The goal is to define an agenda that provides substantial economic benefit along both revenue and cost dimensions, not just the cost cutting approach that was common in the past.

We see three key transformation scenarios in the marketplace. Certain transformations are driven by significant growth opportunity. Others are initiated to keep up with rapidly changing market forces. And some transformations are started due to performance challenges throughout the business.

Let's now look at one transformation story and how Accenture helped.

A global Fortune 100 company providing critical infrastructure to the growing data center market was seeing significant external disruption. Growth of cloud technologies... and rapidly evolving customer performance requirements were driving the need for immediate business change.

However, addressing this change required answering critical strategic questions, the answers to which are often not clear cut.

Over 16 weeks, Accenture defined a targeted strategic value agenda to drive a transformation program focusing on driving greater integration of business unit operations across the value chain, increasing depth of relationships with large customer accounts, improving regional and vertical market sales strategies, and designing new services to meet evolving customer needs.

The C-suite then selected Accenture as the lead partner to architect the transformation and implement the solution across the business, which is expected to add 1.5 billion dollars in operating profit over the next three to five years.

Enterprise transformations are always complicated and time-consuming. And you already face lots of short-term demands from the business and from your shareholders.

We at Accenture not only help our clients define their vision and strategy, we take pride in partnering with them to enhance the speed and certainty of their transformation journey.

Our methodology is agile enough to adapt to the unforeseen obstacles along the way. We'll facilitate the commitment of your colleagues in the C-suite. We'll work together to define the right change agenda. And then, we'll sign on as your trusted partner, with a deal structure that aligns both of our interests for project success.

Whether you're facing an exciting global growth opportunity, or a tremendous market disruption, contact us to find out more about how we can help.

Enterprise Transformation, the Accenture way.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 275,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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