Centres of Excellence and Innovation Centres
**Voiceover:** At Accenture Innovation goes beyond the Conventional Definition. Innovation is just not about technology, business processes, tools or new ways of doing things. At Accenture Innovation is the cornerstone of our business. It is all about client-centricity. It is all about driving specialization by bringing right blend of resources, skills, tools, processes and assets to our clients and structuring engagement in a manner, where clients can leverage Accenture for achieving high performance.

As a global Leader in Consulting, Technology and Outsourcing Accenture has been driving Innovation through its Industry and Technology Centers of Excellence and Innovation.

**Keith Haviland:** Our Industry and Technology Centers of Excellence and Innovation provide a real center-of-gravity for demonstrating thought leadership and value to clients, both pertaining to sales and delivery.

Already we are very active in India and in other offshore and inshore locations. They bring together a whole host of things which include thought leadership, assets – assets around industry, assets around technology. They bring together work for clients, across AO and SI space. They bring together best practices, process knowledge and our people.

Overall, this growing network of locations really does demonstrate true leadership in the marketplace.

**Voiceover:** Accenture’s Delivery Center for Technology in India, which is a strategic node within Accenture’s Global Delivery Network, is today deemed as the hub of Innovation and Centers of Excellence. It is very uniquely poised with its numerous Industry and Technology Centers of Excellence and Innovation.

**Sandeep Arora:** Offshoring has evolved significantly over the past decade. In the early days, offshoring trend was powered by good technical talent at attractive price. Following that, clients looked for dependable delivery with industrialized processes – such as CMMi.

Over the past 12-18 months, the game has changed. Our clients are increasingly looking for business outcomes. They are looking for people that go beyond technology and delivery … they are looking for a partner that understands their industry and their business.

This is where our Industry Centers of Excellence come into play. With the scale and maturity of our centers and co-location of a large number of clients … India has become a hub of innovation for Accenture. We have created over a dozen COEs across industries such as Banking, Insurance, Health Care, Automotive, Chemical & Natural Resources … and the list goes on.

These Centers of Excellence house our assets – both technology assets and industry specific process models. These centers are live environments where our clients have an opportunity to explore the latest trends and the industry best practices … and engage with our industry experts to create business solutions for their needs.

These centers of excellence bring the best of Accenture in terms of our Global Delivery Network, our technology and delivery capability; our deep expertise in an industry … to deliver business outcomes to our clients.

**Voiceover:** Our Industry and Technology Centers of Excellence and Innovation not only focus on developing tools, Intellectual property, assets, technology and industry best practices but also aid project delivery. They provide a state-of-the-art collaborative work environment and experienced subject matter experts, who can provide industry expertise and technology innovation to deliver applied solutions to solve critical business problem. These centers work at defining best-in-class
business processes and incorporating process excellence into our primary offerings. At our Centers of Excellence we embed process-centric delivery concepts into our training, tools and methods, thereby enabling all employees to deliver process excellence.

Now let us look at the marquee Centers of Excellence and Innovation Centers that we have established at the Delivery Centers for Technology in India.

**Prasad Sankaran:** Through our Centers of Excellence in the areas of Banking, Insurance and Capital Markets, we bring together our assets, insights and capabilities to deliver value to our clients. We are building Industry Domain Capabilities and Asset based competencies in India. For instance, our teams in India are undertaking joint product development work with SAP in the banking & insurance industry. In the insurance space, we are involved in maintenance and enhancement of Accenture’s Insurance, Claims Component and Underwriting Solution. We are also developing assets around key technology trends relevant to capital markets, such as the BPN & Financial XML toolkit and MiFID POV.

**James M. Ehrhart:** At the Products Operating Group in India, we operate Centers of Excellence across all Products industries: Health & Life Sciences, Automotive & Industrial Equipment, Consumer Goods & Services, Retail, and Travel & Transportation Services. These Centers of Excellence develop and maintain assets associated with the Products Industry Foundation Offerings and Process Models. They also focus on Industry Capability Development through a comprehensive Industry Certification Program. Some of the Assets being developed and maintained out of India include the Accenture Global Manufacturing Business Solution (AGMBS), Accenture Sales & Marketing Transformation (ASMT) Solution, and the Accenture Retail Business Solution for SAP.

**Abhay Kelkar:** Within the Communications and Hi-tech Operating Group at India, we have set up Centers of Excellence focused on convergence. From this Center of Excellence we do maintenance and development of Assets such as Accenture Communication Solutions, Accenture Product Software Solutions and Digital End-to-End Program. We provide Subject Matter Expert support for projects, support training and competency development of our employees. Apart from this the Center of Excellence is involved in driving thought leadership and developing Intellectual property. To name an example, we have filed US patent for Number Inventory and Intelligent Clipboard Functionality. Some of other achievements of this group include successfully integrating MSTV, Mobile applications and Customer Portal with SDP Application.

**Ajit Kumar:** Within the Resources Operating Group we have set up Centers of Excellence for Energy, Utilities and Chemicals and Natural Resources. Our Centers of Excellence have been created to harvest and share the in-depth domain knowledge that each Industry vertical within the Resources groups brings with it. This helps our Centers of Excellence to understand the elements of best practices and then implement them as standard, across all our client engagement. These practices raise the organization bar through constant research and innovation. In addition to developing domain knowledge, today we are developing and maintaining several assets for the Resource group globally.

**Alok Khandelwal:** Avanade is dedicated to delivering solutions for clients on the Microsoft platform. In India, the Avanade Technology Group has set up Centres of Excellence in the areas of Business Intelligence, Digital Collaboration, Application Renewal, Commerce Server, Axapta and CRM. Our Centers of Excellence enable delivery of high quality solutions for clients, leveraging the best people, practices and assets. Subject matter experts from these Centres engage in the sales process by helping in client visits, estimation and technical architecture. We have also setup the Avanade Solutions Showcase at India, which is the only 2nd of its kind after Redmond in the US. At this facility we demonstrate the solutions developed at our Center of Excellence to our visiting clients in a workshop format.
**Sanjeev Vohra:** The Accenture Innovation Center for SAP at Bangalore, which is second such center for Accenture worldwide would primarily focus on learning, modeling, simulating and prototyping new and emerging SAP applications. We would leverage our Technical Architects and Subject Matter Experts, who have a strong understanding of emerging areas within SAP like Mobile and Enterprise SOA to develop assets, reusable component and Point of Views around the SAP technology.

**Ranjana Narawane:** The Oracle Center of Excellence has been set up as part of an ongoing effort to help clients drive value from their Oracle solutions and make full use of the service-oriented architecture concept. The Center of Excellence in India is focused on developing assets including tools, accelerators, and diagnostics for Oracle’s application software. The center also develops solutions based on Oracle’s Fusion middleware, as well as integration, business intelligence, collaboration and content management services. The Center offers industry-specific solutions using Oracle’s Retek product suite for retail and energy companies among others.

**Soumendra Mohanty:** At the Accenture Innovation Center for Information Management in India, we are working with our technology partners such as EMC, Cognos, Business Objects, SAS, Teradata to develop joint solutions and offerings. At this Center, organizations see first hand how Accenture and its alliance partners combine their expertise to build innovative and sustaining solutions to effectively manage data in all its disparate forms. This Innovation Center showcases solutions and methodologies that gather and analyze the right data so that organizations have the information they need to make the right business decisions to drive high performance.

**Sanjeev Domingo:** The Accenture Innovation Center for Sun solutions at Bangalore is dedicated to the creation of custom solutions for clients as well as the development of industrialized, repeatable and secure Identity-enabled SOA-based solutions utilizing Sun’s software suite and high-performance Solaris(TM) Operating System. Through this Innovation Center, Accenture and Sun drive opportunities, sales and successful delivery of projects.

**James M. Ehrhart:** Industry and Technology Centers of Excellence and Innovation based in the Delivery Centers for Technology in India create a unique competitive advantage for Accenture. These centers not only make Innovation a demonstrable concept, they illustrate how we convert best practices into high performance solutions for our customers. Supporting both sales and solution delivery, they are establishing an impressive track record of client value creation. Center of Excellence credentials that speak to our unmatched technology skills, and industry and process knowledge are a significant differentiator for us in the marketplace.

The Centers of Excellence show that the era of global sourcing of specialized skills, tools, asset, knowledge, processes and best practices has arrived. These centers will continue to grow as the innovations they generate enable our promise of delivering high performance for our global customers.