Accenture and SAP build a far-reaching mobility alliance
As part of Accenture’s vision for helping transform our clients’ businesses through mobility, we are working closely with SAP to deploy a range of mobile capabilities underpinned by the SAP Mobile Platform. Our goal is to help clients:

- Run the business better by helping to increase employee productivity and operational efficiency through enhanced visibility and control of asset infrastructures, reduced service operations costs and improved response times.

- Grow the business and revenues by helping to improve customer satisfaction, better enabling sales teams to upsell/cross-sell, and provide more secure mobile payment and loyalty capabilities to better attract/retain customers.

- Transform the business through strategic process enablement, new business model creation and new product development.

By delivering high-value mobile capabilities that are relevant across every industry, every line of business, and every department, we can help our clients transform into higher performing businesses for the digital economy.

Mobile is Real Time. Mobile is Now.
The rise of mobility has changed the expectations of businesses and their employees. Traditional corporate boundaries are being rapidly dismantled or redrawn—we now expect access to information from any device, any location, at any time.

For many of our clients, competition is increasing as new entrants find faster, cheaper, and better ways to deliver products and interact with consumers. Supply chains are lengthening as manufacturing moves to more geographically dispersed markets. Brand loyalty has never been more fickle—consumers have more choices than ever, and if they do not get the level of product or service they expect, they will move, without hesitation, to an alternative.

A recent Accenture survey found that 83 percent of global IT executives believe mobility will impact their business as much, or more than, the web revolution of the late 1990s.¹

A significant opportunity
These challenges provide Accenture with a significant opportunity to help our clients perform at the speed and efficiency the mobile world demands.

Mobility is not just about extending existing business processes to mobile devices, however. It is about challenging and transforming existing work practices. It is about delivering new services and reshaping organizations—inside out.

Accenture and SAP: A solid and field tested foundation for mobile delivery
The collaboration between Accenture and SAP drives business transformation by helping an enterprise to adopt mobile technology more quickly and efficiently. SAP mobile applications help to accelerate the pace of business and bring greater flexibility to the workday. Accenture, SAP’s largest integration partner, has deep experience transforming leading companies’ businesses and deploying SAP mobile applications to thousands of users. Collectively, Accenture and SAP have more than 30 years of alliance experience helping enterprises around the world achieve high performance.
Accenture is uniquely qualified in the SAP mobility space. We have been developing mobile applications since the mid-1990s and have deployed more than 250 applications across a wide variety of industries. Accenture has over 500 people skilled in SAP mobile solutions and our mobile pipeline with SAP is double the size of the next system integrator that SAP works with.

Accenture also has deep experience with Syclo's Mobile Business Suite, which SAP acquired in 2012, — a key component of the SAP Mobile Platform. Accenture is uniquely positioned to run SAP Mobile Platform® and SAP mobile applications projects at scale and across the full life cycle, from strategic development to deployment.

Accenture Innovation Centers for SAP, managed jointly by Accenture and SAP, showcase how clients can deploy mobile solutions in their specific industries. Both Accenture and SAP invest significantly in mobile innovation and application development. Currently, we feature 10 SAP Mobility Day-In-The-Life scenarios with more in development.

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### Accenture SAP Mobility Offering

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<th>CAPABILITY</th>
<th>ACCENTURE SAP MOBILITY OFFERING</th>
<th>DETAILS</th>
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| **Mobile Workforce and Asset Management** | Workforce Management and Sales Force Automation using SAP Mobile Technology | - Over 100,000 field workers mobilized  
- Syclo implementations in utilities, telecom, and oil and gas industries in the U.S., Latin America, U.K., Nordics, and Italy  
- Accenture named Syclo Partner of the Year in 2011 |
| **Productivity Applications** | SAP Fiori® applications using SAP Mobile Platform®                    | - Accenture is the first to implement productivity apps in production  
- "Fiori Factory" already implemented to industrialize Fiori deployments for our clients  
- UI5/HTML5 and Native application development for SAP Mobile Platform and Netweaver Gateway  
- Established demo environment  
- Apple® iOS, Android™ and Windows® Phone support  
- Delivery centers in India, Spain, Philippines, Mexico, U.K., Latvia, and Italy |
| **Mobile Commerce**         | Mobile banking, payments, and loyalty using SAP Mobiliser®            | - Solutions for online banking in developed and emerging countries  
- Solutions for retailers to provide mobile payment and loyalty capabilities for their clients—enhancing the online digital experience. |
About Accenture Mobility
Accenture Mobility, part of Accenture Digital, plans, implements and manages mobility solutions for businesses and public organizations, including developing and implementing enterprise mobility strategies; incorporating applications and managed services; creating and delivering mCommerce solutions; and supplying credible, business-ready Connected Product offerings. Accenture Mobility services are based on deep industry insights and technical expertise that helps clients across all industries achieve growth, efficiency and manage a successful transformation as they adopt the tools of a digital business. Find out more by following @mobilitywise and visiting www.accenture.com/mobility.

About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 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.

About SAP
As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device—SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 248,500 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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