Since 2011, VELUX has leveraged Accenture Innovation Centers for SAP.

The program is enabling VELUX to make rapid, confident decisions and understand its customers better.

Anders Reinhardt, Global Head of Business Intelligence, VELUX

Continuous innovation at VELUX

We use the SAP Innovation Centers at Accenture to work on continuous innovation for us, and it’s really important for us to cover three main areas. One is a long-term strategy. And today, it’s kind of maybe ridiculous to talk about a long-term strategy because within the area of BI, it’s moving so fast and rapidly. So it becomes very important for us to discuss what our strategies in maybe short- and medium-term, long-term, if possible, and adapt whenever our surroundings change, and that happens very frequently. So it’s for us, it’s extremely important to go in and work with that. And Accenture has an expertise knowledge area that is so broad, but no matter what happens within the area of BI, we kind of always are able to point to all the strategy or solution or a roadmap, and that’s something we work on.

Secondly, we also use the area of pure innovation, getting fresh ideas, meeting new partners, seeing examples from other companies, other clients that Accenture’s worked with, what are they doing – and can we learn something from that? That’s also something we focus a lot on. So the pure innovation thing is really interesting.

And also, a POC, we do a lot of proof of concept with the Innovation Centers on specific topics and areas, and we can really see how this can accelerate our ability to deliver something to the business and make a difference, compared to trying to huddle up some kind of test environment yourself – and it is really a game changer for us being able to deliver so fast to those three important areas.

Why Accenture?

We’re using the Innovation Centers to drive our strategic agenda and also because the area of BI moves so fast and rapidly. So for us, it’s really an enabler of making sure we have the right BI strategy for our users in the group, and we’ve also seen a huge trend in our users becoming a new generation of users, a younger generation, a generation that’s used to having data at their fingertips, and this, for us, it poses a problem just to understand how this next generation of employees are going to use data, are going to want to use data, and we kind of view those users and our customers, so it’s similar to understanding your customers. And Accenture helps us drive that agenda and gives us great examples of what they’ve been doing with other customers and clients, and we are trying to learn from that.

Growth and expansion goals

We’ve been working with the Innovation Centers for SAP for a couple of years now, strategically since 2011, actually, starting with a one-year visit, but now ramping that up to twice a year, and we are considering continuing this going forward and also expanding it to other areas. Within BI, the software and the hardware components are moving so fast, so we definitely need to look at a more strategic point of view a couple of times a year, and what I also think new opportunities happen so fast, so for us, it’s extremely important to tap into that, so as soon as we see an opportunity that we can pick up on, we immediately put that on agenda for our meetings with the Innovation Centers.

Anders Reinhardt, Global Head of Business Intelligence, VELUX

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 293,000 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 August 31, 2013. See www.accenture.com for more information.