Putting the cloud to work with Accenture

High performance. Delivered.
Contents

En route to the digital future: Navigating the hybrid world 5
What our clients are doing with cloud computing 6
Hybrid world = A new way of working 7
Accenture cloud offers 8
Cloud Strategy 9
Software-as-a-Service (SaaS) 10
Cloud Application and Platform Services 12
Agile Infrastructure 13
Cloud-based Accenture Software Services 15
Cloud Security 16
Industry-specific Business-Process-as-a-Service (BPaaS) 17
The Accenture Cloud Platform 18
We can help 20
Walking the talk 21
It’s time to change the conversation.

No more a trickle here, a dabble there. It’s time to look at your organization holistically and create a strategy for using cloud computing to your advantage.

In savvy organizations, the cloud is becoming part of the fabric of business, an essential component of achieving a broader strategy. Like the mobility wave that came before it, cloud is ushering in a new way of doing business.

Every business is a digital business—and cloud computing brings you one step closer to the digital future outlined in Accenture’s 2013 Technology Vision.

Cloud computing has fundamentally changed the landscape of technology and business, allowing its adopters to better harness other emerging technologies such as social media, mobility, big data and advanced analytics to transform business. How? By doing things cheaper, faster, with more computing power, and with a level of customization customers previously could not have expected.
The conversation should not be about cloud. It should be about solving your business challenges.

So if you’re still talking about the cloud as something separate from your business rather than talking about solving business problems with the latest technologies, it’s time to change the conversation. Welcome to your digital future.
En route to the digital future: Navigating the hybrid world

While companies are flocking in ever-increasing numbers to cloud’s “everything-as-a-service” promise, a reliance on traditional, in-house IT systems and applications still exists.

What has emerged is a more complex hybrid-technology landscape—one in which multiple emerging technologies must be assimilated with legacy systems.

To transition effectively to and manage in this hybrid world, organizations need deep knowledge, experience and insights into both cloud and legacy technologies. Moreover, they need the know-how, solutions, assets and implementation firepower to take optimal advantage of the unique opportunities that a hybrid model provides.

Rarely do all of these skills and expertise exist in-house.

Enter Accenture.
What our clients are doing with cloud computing

**Infrastructure-as-a-service (IaaS), Platform-as-a-service (PaaS), Software-as-a-service (SaaS), and Business-process-as-a-service (BPaaS) solutions**—individually and collectively—enable companies to significantly reduce large capital investments in IT. More significantly, they play an increasingly important role in driving top-line growth. Specifically, they allow organizations in all industries to:

**Run their businesses better.** As an integral part of an organization’s strategy, cloud computing makes organizations more responsive, flexible, scalable, and ultimately more competitive. It allows business leaders to look at how they can do things differently and more effectively.

**Enable new ways of doing business.** Cloud computing provides the power and capacity to support today’s technology trends—from big data and analytics to social and mobile networking. Cloud solutions are being used to establish entirely new growth strategies, business models, offerings, and methods of engagement and collaboration.

**Create test-and-learn cultures.** To compete in real time, innovation needs to be real time. The cloud promotes an environment that fosters rapid innovation and low-cost, low-risk experimentation. Cloud services have also become drivers for many other technology changes, such as those occurring now in social media and analytics.

**Engage better with customers and other stakeholders.** Cloud solutions open avenues for multiple communication streams that make it easier to meet the needs of key customers and partners.

**Prepare for a digital future.** We believe that in the future, every business will be a digital business. Farsighted organizations understand this and are investing in digital tools, capabilities and the skills they will need to more easily identify, evaluate, analyze, derive insights from, share, manage, and, most importantly, act on useful data. Cloud underpins the capabilities needed to complete the digital transformation.
The world will spend the next decade or more redesigning IT architecture to integrate the cloud and capture its benefits.

On the surface, an organization’s adoption of a hybrid approach may appear to be straightforward. But managing even a relatively simple hybrid environment can be an extraordinarily complex undertaking.

For the IT organization and the business as a whole, hybrid-environment management requires:

**Vision and alignment.** Business leadership, IT and, of course, computing resources—those developed in-house and those provisioned externally—must all be in sync, driven by and supportive of the business’s strategic objectives.

**Vigilance.** Business and IT leaders need to be unrelentingly focused when it comes to IT governance and identifying opportunities for driving greater value from their technology investments. It is a shared responsibility, with both parties continually assessing cloud’s potential value.

**Balance and orchestration.** The IT organization needs not only to manage and coordinate a variety of third-party services and internal IT capabilities, but also to ensure that legacy systems and cloud-enabled services operate in an integrated fashion, seamlessly.

**Entirely new skills.** In many enterprises today, skills are separate and isolated—a cloud team here and an SAP or Oracle team there. A hybrid world demands hybrid skills. This means IT organizations need to strengthen their core capabilities and develop new skills in risk management, service integration and supplier management. They also need to develop better business relationships, stronger governance practices and better collaboration with other functional areas.

Accenture can help ease the transition to the new way of working. With deep insights and extensive experience, we help our clients establish and maintain a thriving IT ecosystem—an ecosystem in which multiple stakeholders and multiple technologies come together seamlessly to drive organizational growth.
Accenture cloud offers

Accenture is uniquely positioned to help organizations navigate cloud opportunities and challenges.

We bring a deep understanding of what is possible when legacy systems and cloud solutions coexist and we have a clear vision of the digital future toward which this hybrid world is leading us. We combine those insights with our industry knowledge to drive innovation and transform complex environments into high-performance engines.

Accenture helps organizations in the areas of:

- Cloud Strategy
- Agile Infrastructure
- Cloud Security
- Software-as-a-Service (SaaS)
- Industry-specific Business-Process-as-a-Service (BPaaS)
- The Accenture Cloud Platform
- Cloud Application and Platform Services
- Cloud-based Accenture Software Services
Cloud Strategy

Accenture is uniquely positioned to help organizations navigate cloud opportunities and challenges. We bring a deep understanding of what is possible when legacy systems and cloud solutions coexist and we have a clear vision of the digital future toward which this hybrid world is leading us. We combine those insights with our industry knowledge to drive innovation and transform complex environments into high-performance engines.

The Accenture Cloud Strategy solution helps senior leadership teams make sense of the cloud in the context of strategic, C-suite-level decision-making. The solution includes five key assets:

- A Cloud Strategy Methodology, which guides organizations in aligning cloud opportunities and business imperatives
- A Cloud Opportunity Assessment Tool, which identifies cloud opportunities and business value
- Cloud Market Insights, which provide timely perspectives on the cloud marketplace
- A cross-industry Cloud Enterprise Architecture, which presents a potential “future state” application and infrastructure architecture
- A Cloud-Enabled IT Operating Model, which details functions, processes, governance practices, roles and organizational models in a cloud environment

These assets help our clients understand the potential business value, cost and business impact of cloud adoption across the enterprise, and various implementation scenarios (including risks and technical implications). With these insights, Accenture helps IT leaders develop and implement roadmaps for creating new, cloud-enabled business models and optimizing existing IT capabilities and business processes.

Cloud Leadership Workshops

Accenture offers results-driven and highly interactive Cloud Leadership Workshops designed to help business and IT executives explore the business value of the cloud for their organizations.

During these workshops—offered at client sites or Accenture offices and facilities—we examine:

- Industry-relevant market trends
- Cloud solutions implemented by industry leaders
- How cloud solutions can help address many business and IT challenges
- Pragmatic and actionable next steps

With these workshops, we demystify the cloud and build client confidence in adopting cloud solutions.

Case Study

Accenture carried out a nine-week cloud-strategy review for a global telecommunications company that was struggling to orchestrate, automate and standardize its IT delivery. Working closely with the client, Accenture quickly identified key cloud opportunities, aligned various departments behind a common cloud vision, and developed a three-year roadmap (and tool set) to guide the organization on its journey to a hybrid IT environment.
Software-as-a-Service (SaaS)

Clients usually turn to SaaS because of its low costs and substantial benefits, including faster application deployment, greater flexibility and improved employee productivity.

In addition to managing significant cost pressures, IT organizations are being asked to integrate multiple applications and systems while striking the right balance between standardization and customization.

Leveraging SaaS and the cloud can provide a fundamentally better model for driving change for both the business and IT, providing benefits from innovations previously not possible with on-premise technology and contributing to higher performance levels.

Accenture helps our clients achieve these benefits with the Accenture SaaS Business Solutions suite, which provides methods and tools that help clients:

- Implement easily scalable SaaS solutions built on all major platforms
- Incorporate SaaS within the overall architecture of new-business and IT operating models
- Accelerate ROI by enabling them to iteratively improve capabilities and adapt to changes in the market
- Lower total cost of ownership, as well as IT redundancies and run/maintain costs

We also offer our clients the Accenture Cloud Application Factory, which provides them with a dedicated offshore implementation team and an industrialized delivery approach.

Specific services include:

**SaaS Strategy.** Helps organizations assess and plan their SaaS strategies, and integrate SaaS solutions with existing systems in complex, global environments. Includes architecture design for iterative models, roadmap sequencing, business case/TCO analysis, governance and SaaS operating model support

**SaaS Implementation.** Build SaaS solutions on and integrate with many computing platforms, across all industries, by department or enterprise-wide. Includes project management, process design, configuration, customization, integration, data conversion, testing and deployment training

**SaaS Operations.** Helps clients address pressing business issues in human resources, customer service, indirect and direct sales and back-office functions. Includes iterative application maintenance and enhancements, elastic application outsourcing and services, integrated SaaS vendor release schedules

These services are provided in support of business/functional solutions including:

- CRM
- Sales Force Automation
- Partner Relationship Management
- Service, Contact & Call Center
- Social Media
- Marketing
- Human Resource Management
- Financial Management

We work with some of the most prominent players in the SaaS space—from leaders such as salesforce.com, Workday and NetSuite to traditional partners who are increasing their SaaS footprint, such as Oracle, Microsoft and SAP. We bring these partnerships and more to your SaaS projects.

Case Study

With Accenture’s help, The Gender Equality Project, a Swiss foundation dedicated to eliminating gender inequality in the workplace, replaced its time-consuming manual process of collecting and analyzing information about gender equality in the workplace with an automated self-assessment solution. Accenture teamed with the foundation to deliver the cloud-based assessment application in just four months—at about half the cost of a traditional solution. The application, which is currently hosted by salesforce.com on its Heroku cloud PaaS, has allowed the foundation to engage more effectively with a larger number of companies, collect more data, and enhance its benchmarking process. It also allows participating companies to upload data and access personalized analyses immediately and confidentially.
Accenture teamed with a Swiss foundation to deliver a cloud-based assessment application in just four months - at about half the cost of a traditional solution.
Cloud Application and Platform Services

Based on what we are seeing in the market and with our clients, we are confident that cloud computing will become the primary platform for application development and management in the next three to five years.

Cloud platforms package all the services necessary to build applications, including database, virtualization, and architecture services—easily and uniformly. They can free organizations from the complexities of building and maintaining application architectures and allow developers to focus on business solutions instead of the technical underpinnings.

Our cloud application-development and platform services help clients take advantage of the growing number of public and private PaaS providers, and prepare for the transition to the cloud.

Accenture can help clients build, replatform and integrate applications on Platform as a Service (PaaS) technologies such as Windows Azure, Heroku, Google and Force, with the following services:

**Cloud-enabled application development.** Leverage the cloud for application development to enable agility, speed-to-market, and cost savings.

**Data management & analytics.** Proper data management can reduce errors, lower operating costs and mitigate risk. Accenture helps organizations approach data management in an integrated way, creating a foundation for analytics, which can improve risk assessment and management, as well as demonstrate compliance with regulatory requirements.

**Custom cloud application development and migration.** Develop custom applications that leverage cloud application infrastructure and migrate legacy applications to cloud architectures. There is not just one formula for cloud application infrastructure. Rather, many architecture styles and available deployment models exist, including public, private and hybrid. Custom applications should be designed and developed to make the most effective use of cloud infrastructure and to derive the greatest benefit from cost reduction, speed to market, elasticity/scalability, and high-performance computing.

**Cloud integration.** As enterprises leverage SaaS solutions and start moving application workloads to public cloud, the need for the integration of the public cloud and on-premise systems grows. This solution leverages cloud-based integration technologies for integrating data regardless of where applications are deployed.

**App store.** This solution applies the app store phenomenon that started in the consumer space to the enterprise, changing the way enterprise applications are provisioned and delivered. In addition to serving as an application catalog, an enterprise app store can provide application management functions, including licensing management, application update management, metric reporting and auditing.

Using proprietary tools such as the Accenture Cloud Computing Assessment Tool (ACCAT), to assess legacy applications for possible migration to a cloud environment, and the Migration Toolkit for PaaS, Accenture helps organizations reap the cost, scalability, speed and capacity benefits of the cloud across the entire software development life cycle.

**Case Study**

Accenture helped Deutsche Telekom create Tripdiscover, a unique portal that inspires customers with travel ideas and connects them with travel providers around the world. Based on the Google App Engine platform and Google Cloud Storage, the travel portal generates targeted travel recommendations for visitors and is expected to serve up 24 million page impressions each year. The use of cloud technologies makes the solution highly flexible and scalable. And the use of the Google App Engine PaaS ecosystem not only saved significant development costs but also enabled the team to deliver the solution’s first release in just 12 weeks.
Agile Infrastructure

More and more organizations are turning to the cloud to create an agile, scalable and flexible infrastructure. They need compute models that rapidly provide resources across a spectrum of legacy and cloud platforms.

Whether building a full private cloud environment or incorporating targeted public cloud infrastructure services, we help our clients adopt leading technologies across data center, network, workplace and infrastructure operations, putting in place new operating models that help achieve greater operational efficiencies.

Accenture helps our clients with a complete set of services and capabilities, combined with the latest technologies from our cloud ecosystem:

Private Cloud Implementation. Builds Infrastructure-as-a-Service (IaaS) cloud computing solutions aligned to a service catalog with optional service assurance definitions, metering and billing. The IaaS is ready to host both PaaS and SaaS private cloud offerings and can integrate with the Accenture Cloud Platform to provide a hybrid cloud. An industrialized service, this solution can be built from heterogeneous technologies to capitalize on a client’s existing data center and operations investments.

Cloud Migrations. Assessment, structuring, and management of the migration from legacy systems to the cloud help reduce the risk of impact to service.

Service Desk / IT Service Management. Provides clients with Service Desk and IT Service Management capabilities provided by cloud technology solutions. Involves the selection, design, integration and configuration of those services to support enterprise IT in a flexible, as-a-Service model.

Hybrid Cloud / Service Integration. Provides clients with solutions to provide end-to-end operational management and control of their on-premise and off-premise cloud technologies. We provide design, build and run assets to instrument and manage cloud workloads, applications and services; we also apply automation for provisioning and configuration to support dynamic cloud migrations, scaling and bursting. In short, we manage end-to-end service across internal private clouds, off-premise public clouds and legacy environments, providing architecture guidance for brokering and application-programming interface (API) management, and we can implement orchestration and provisioning capabilities.

Workplace-as-a-Service. Many of our clients have an increasingly mobile workforce and they need secure and rapid connectivity. Our services provide scalable and optimized solutions. We can provide virtual desktops to users from a cloud-based infrastructure and provide support in an "as-a-service" model.

Unified Communications as-a-Service. Provides on-premise and cloud-based communications and collaboration solutions and services, enabling people to interact anytime, anywhere and from any device. We help clients select, implement, integrate, and scale communications and collaboration technologies—and can also provide this capability through a managed service model.

Application Assured Platforms. Although pure cloud environments work for many services and applications, some organizations are delaying moving mission-critical applications to the cloud. Accenture’s AAP delivers the benefits of cloud-like agility in these situations. These pre-integrated, pre-tested cloud solutions can deliver an on-premise cloud with specific certified levels of performance and security of applications to meet enterprise service level expectations.

Accenture works with leading cloud technology partners in this space, including Cisco, Hewlett-Packard, VMWare, EMC, NetApp, BMC Software, Microsoft, Riverbed, Red Hat, Citrix, Oracle, ServiceNow and others.

Case Study

Accenture worked closely with Olympus Memory Works Corp. (OMWC) to launch an integrated solution that allows consumers to back up and store their photographs, share their photos with friends, print their favorites, and create digital slideshows and photo albums. Because the new services run within Amazon’s public cloud environment, OMWC is able to easily scale up its capabilities to meet the demands of users looking to manage all their digital-photography needs seamlessly online. The use of the cloud delivered a fivefold reduction in systems integration and development costs. The associated hardware and storage costs were also reduced significantly by transitioning to the cloud environment.
Accenture offers a portfolio of industry software with as-a-service options.
For years, Accenture has used its deep industry experience to build industry-specific software solutions.

Accenture Software is a single dedicated business committed to helping our clients solve their businesses challenges with cloud-based software. Our portfolio of industry-leading software includes as-a-service options across seven industries and multiple business process domains:

**Property and Casualty (P&C) Insurance.** Our P&C software suite, comprised of Accenture Duck Creek and Accenture Claim Components, offers multiple SaaS solutions including: a deployable product configuration, policy administration and rating capability; and an end-to-end claims-management solution that supports all P&C claims functions for all lines of business, including a standardized, high-capacity First Notice of Loss application.

**Life Insurance.** As part of our Accenture Life Insurance Platform suite of products, our policy administration and new business and underwriting applications offer transaction-based billing, which lowers total cost. These capabilities minimize procurement/vendor risk, decrease implementation time, and minimize in-house IT infrastructure and maintenance expenses.

**Consumer Goods.** The Accenture CAS software suite offers highly flexible SaaS solutions. From retail execution and trade promotion management to digital merchandising and distribution management, our SaaS-enabled software products help consumer goods companies reduce costs and increase sales.

**Freight and Logistics.** The Accenture Freight and Logistics Software solutions offer air cargo carriers a comprehensive SaaS option with out-of-the-box capabilities, providing a fast entry point for small carriers that need faster ROI and a scalable solution.

**Digital Services.** The “over-the-top” TV (OTT) Accenture Video Solution provides a pre-integrated solution that helps companies deliver broadband and broadcast content to consumers anytime, anywhere, on any device. The solution enables companies to launch new OTTV services quickly and economically while reducing the initial IT-setup costs.

**Travel Services.** Accenture Fare Management software offers a Ticketing-as-a-Service solution to support the management of commercial and operational back-office processes. It can be implemented in a transit environment with minimal customization and is available through transaction-based billing.

**Life Sciences.** With the recent acquisition of Octagon Research Solutions, we now offer Accenture Quantum, a SaaS solution that delivers a comprehensive and cost-effective way for companies to integrate their clinical data management and regulatory processes.
As companies move forward with their cloud strategies, an effective and integrated security strategy is essential. We address security across all of our services and solutions.

Collaboration is at the heart of our approach. We work with our clients to identify the holistic set of security requirements that their cloud strategy, industry and geographic regulatory environment requires. Our security services generally fall into four categories:

**Security strategy and risk services.** We help clients assess their security and risk tolerance, determine the right level of security for their cloud ambitions, and design a comprehensive strategy and architecture that supports their business goals.

**Application and infrastructure security.** Our infrastructure security solutions start by getting foundation security services right across the extended enterprise and cloud ecosystem. Our application security solutions help clients design, develop and deploy secure cloud-based applications.

**Identity and access management.** We implement processes and tools that centralize and streamline access to cloud and enterprise services and applications. By enhancing our clients’ identification, verification and access management capabilities, we help them pursue business opportunities with speed and confidence.

**Data protection/active defense.** Our data protection solutions determine the right data to migrate. They provide balanced, protective measures required to enable business growth, in any cloud model, while keeping within established risk tolerances. Our active defense solutions offer proactive analysis and predictive measures for clients seeking the most innovative cloud security solutions. These services span exploratory security analytics and advanced data loss prevention to optimize security event prediction and response in, and for, the cloud.

**Case Study**

Recently, we helped a North American government agency deploy a clear and targeted security strategy that aligned with agency objectives, as well as federal standards. The solution—which introduced new security frameworks, approaches, policies and practices—strengthened the confidence that senior leaders had in cloud solutions and played a critical role in securing approvals for the agency’s cloud-adoption roadmap. The solution is expected to lower the agency’s operating costs, as well as its costs to serve.
Industry-specific Business-Process-as-a-Service (BPaaS)

Accenture’s BPaaS solutions provide answers for companies looking to externally provision the services, technologies and integration points associated with managing business processes. Our solutions are:

**Comprehensive.** We provide end-to-end process support, covering not just software but also business processes such as customer call handling. In addition, we advise companies on the proper design of their business models based on multiple service providers. And we help them harness the potential innovations that can arise when these providers interact.

**Informed.** In developing our BPaaS offers, we draw on our extensive business process outsourcing (BPO) experience, as well as our deep understanding of industry objectives and challenges.

**Open.** Our solutions provide a common, one-to-many platform for automating highly standardized processes. Unlike traditional BPO, which, in many cases, requires the service provider to take over an existing software installation, our BPaaS solutions can be used by many organizations within a given industry and can be paid for on a transaction basis.

The benefits of our BPaaS solutions include greater business agility, scalability and reliability, as well as cost savings through transaction-based pricing.

**Case Study**

Accenture helped the airline industry take full advantage of the online distribution channel with the creation of Navitaire. Based on proprietary software, the BPaaS solution positioned the Internet “cloud” as a primary sales channel. Today, hundreds of millions of travelers book their reservations through Navitaire. In fact, more than 90 percent of the bookings of multiple Navitaire clients are made online.
The Accenture Cloud Platform

Accenture helps mitigate the challenges associated with cloud integration, governance and service delivery by providing a platform that accelerates the successful adoption and integration of cloud services—without compromising quality, standards or security.

The platform aggregates, integrates, automates and manages cloud services. The Accenture Cloud Platform can be accessed in an on-demand fashion or as an asset for on-premise deployments.

Through a centralized storefront and service catalog, organizations can deploy and manage Accenture’s growing suite of cloud computing services, and integrate them with services offered by other providers. The platform itself enables service automation and orchestration, consumption-based metering and billing, and centralized governance.

Clients benefit from our unbiased knowledge and experience on all aspects of the cloud ecosystem, our unwavering focus on security, our deep skills at commercializing cloud opportunities, and the insights we’ve gained by successfully deploying platform solutions for ourselves and clients around the world. The solution delivers benefits in three main areas:
In addition to offering on-demand and on-premise deployment options for any type of organization looking to move to the cloud, Accenture offers the Accenture Cloud Platform, specifically designed for service providers. This solution enables telecommunications companies to provide their customers with a service catalog of on-demand cloud services.

**Simplicity of oversight and stronger governance**

The Accenture Cloud Platform serves as a one-stop shop, mediating service delivery across multiple services and providers. It provides real-time visibility into usage, availability, and performance. Together, these aspects enable clients to achieve the true benefits of the cloud—innovation, cost reduction and speed to market.

**Increased business agility**

The platform allows clients to access capacity and services quickly when they are needed. It also provides clients access to pre-integrated services from the catalog, or use of our cloud platform and tools to accelerate the creation of entirely new services.

**Reduced total cost of ownership**

With metered and pay-as-you-go services, the platform shifts costs from capital to operating expenditures. And with the scalability of its management services, the platform does not require long-term IT staff commitments.

Among the services offered on the Accenture Cloud Platform are:

**Big Data Analytics**

Utilizing the Big Data Platform, the ACP Big Data Analytics as a Service application can be utilized by clients to make real-time decisions regarding infrastructure investments, service management, network policies and premium offerings, quickly and cost effectively. The Big Data Platform can handle large amounts of structured and unstructured data in the cloud. The Big Data Analytics service delivers better, deeper data analysis and thus a better understanding of customers, enabling our clients to drive more targeted marketing strategies that help increase sales and loyalty.

**Data Decommissioning**

Many applications become redundant, outdated, or too costly to operate for the benefit that they provide. However, the application data frequently contain compliance, regulatory or otherwise valuable information. Data Decommissioning provides a simple, cost-effective solution for retaining critical data that can be accessed and queried as needed, in the cloud environment, as organizations retire applications.

**Infrastructure as a Service Provisioning and Management**

The service provides on-demand, scalable, pay-as-you-go compute capacity in the cloud environment through a simple Web interface. The service comes with an integrated 24/7 Accenture service desk for support, and provides additional cloud management services for managing cloud environments including operating system (OS) administration, OS patch management, antivirus management, infrastructure and application monitoring, as well as backup and recovery services.

**Testing-as-a-Service (TaaS)**

The deployment of cloud-based applications alongside legacy, custom and packaged systems has introduced new testing challenges for clients. Lengthy lead times for environment provisioning, outdated or unsupported test tools and platforms, costly license fees and the lack of rich, current test data are also adding to the burdens of today’s IT leaders. Our TaaS solution enables Accenture’s unique testing services in real time with a self-managed, on-demand suite of pre-integrated and enriched testing tools for leading software suites, coupled with processes and templates from our extensive testing knowledge and experience.

**Windows Azure**

The Microsoft Windows Azure solution lets customers build, deploy and manage applications quickly across a global network of Microsoft-managed data centers. Windows Azure integrates with existing IT environments and provides automatic OS and service patching, built-in network load balancing and resiliency to hardware failure. It enables users to upgrade applications without downtime.

**A focus on service providers**

In addition to offering on-demand and on-premise deployment options for any type of organization looking to move to the cloud, Accenture offers the Accenture Cloud Platform, specifically designed for service providers. This solution enables telecommunications companies to provide their customers with a service catalog of on-demand cloud services.
Accenture's ability to deliver groundbreaking cloud solutions is rooted in personal experience.

As one of the industry's earliest cloud adopters, we have implemented a number of cloud solutions to meet the needs of our 259,000 employees and to drive growth, agility and high performance. Today:

- All Accenture e-mail accounts and shared services sites are hosted in the cloud.
- Accenture's IT and business process support groups around the world utilize a cloud-based IP call center and telephony solution.
- Employees manage their PC backups through a network-based cloud service.
- Employee candidate identification, recruiting and tracking take place in the cloud.
- Compensation planning and administration is delivered through a cloud software provider.
- IaaS is used to support application-processing requirements.
- Accenture's Business Process Outsourcing (BPO) business provides SaaS procurement, analytics, recruiting and learning solutions for clients around the world.

We continue to look for cloud opportunities we can pursue to improve our employees' ability to collaborate. And we use our real-time experience to continually adjust our strategies, investments, sales approaches and operating models to help clients realize the greatest value from cloud technologies.

Check out Accenture cloud at www.accenture.com/cloud
We recognize that organizations are at different points in their journey with the cloud. Regardless of where they are, they need to be thinking about how to use the cloud to better their business – because it is not just about IT.

Our clients choose to team with us on the journey for a variety of reasons, including:

**What we know**
We have an abundance of cloud-related skills and insights, covering all aspects of an organization’s transition to an environment in which legacy systems and cloud services co-exist. We understand our clients’ business realities, ambitions and challenges. And our deep industry and business process knowledge, in combination with our technology knowledge and experience, allows us to help our clients navigate their options successfully.

**What we do**
We have helped thousands of organizations, including many of the Global 2000, generate meaningful business value from their IaaS, PaaS, SaaS and BPaaS investments. We have worked with more than 60 percent of the Fortune 100 on cloud projects and have brought cloud computing to clients in more than 50 countries. We offer help in identifying the business breakthroughs that the cloud can bring, as well as the guidance needed to integrate, migrate, manage and optimize hybrid models.

**What we have built**
Over the years, we have established a vast ecosystem of cloud providers and technology alliance partners, with whom we collaborate to deliver cutting-edge solutions. Our proprietary tools, assets, offerings and methodologies have been tested and honed through real-world experience on thousands of client projects. And our roadmaps, implementation frameworks, and industrialized approaches to solution delivery help our clients minimize risk, optimize costs and take full advantage of the cloud-based applications and development platforms at their disposal.

**What we stand for**
Clients trust us because we have an independent and unbiased perspective when it comes to helping them develop cloud solutions that drive agility, speed to market, and business growth. We bring objectivity to the vendor-selection process to help ensure that the services and solutions our clients implement fit their unique needs.
Every organization can use cloud computing now to support other technologies and bolster business processes.

Cloud computing helps organizations achieve much of what they need to achieve—and it has the potential to deliver much more in the years to come.

As more organizations move to harness the low costs, elastic processing power, and high flexibility of cloud computing services and as more organizations face the challenges of managing a hybrid cloud environment, they will need the help of a trusted and highly skilled cloud player. That player is Accenture.

For more information on how Accenture can help you navigate the hybrid world of cloud computing, please visit (cloud pages on Accenture.com, Accenture.com/cloudstrategy, info on client strat workshops).
To take a cloud opportunity assessment, visit: www.accenture.com/cloudstrategy
Follow us on Twitter: @AccentureCloud
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.

About Accenture Cloud

Accenture is uniquely positioned to help organizations use the cloud for competitive advantage within a complex digital marketplace. With a full range of cloud services, from strategy and implementation to migration and a cloud brokerage, we help clients plan for, integrate and manage in a hybrid world where cloud and legacy systems co-exist. We combine those insights with our industry knowledge, delivery experience and diverse ecosystem to drive innovation and transform complex environments into high-performing digital businesses.

Accenture has worked on more than 6,000 cloud computing projects for clients, including more than 60 percent of the Fortune Global 100, and has more than 8,500 professionals trained in cloud computing.