Accenture and Salesforce
Delivering enterprise cloud solutions that help accelerate business value and enable high performance
Businesses and governments around the world are increasingly adopting—and extracting greater business value from—software-as-a-service (SaaS) solutions. They have seen, first-hand, the advantages of transitioning to dynamic IT provisioning: increased operational and financial flexibility, reduced IT ownership and maintenance costs, and greater employee productivity are just a few. In short, SaaS has shifted the focus from IT to the business that IT is intended to support.
Accenture and Salesforce: A winning combination

Accenture is the go-to provider for companies looking to configure and deploy cloud solutions that enable high performance. We apply proven methodologies and tools to simplify—and accelerate—complex, global Salesforce® implementations. Above all, we help our clients realize the value of cloud in many areas of their business—from sales force automation to customer service and support to supply chain management.

Salesforce is the world leader in customer relationship management software. Its cloud, social and mobile solutions cover sales, service and marketing, workplace collaboration and performance management. Additionally, its Force.com® cloud platform enables businesses to take advantage of platform-as-a-service (PaaS) efficiencies and run complete enterprise resource planning solutions, as well as custom applications.

As market leaders in our respective industries, we have established a strong, dynamic, client-centered partnership that is shaping the future of cloud computing. For nearly 10 years, we have partnered to deliver business value and strategically invested in innovative technology and client-centered alliance initiatives. Along the way, we have helped hundreds of organizations achieve the full potential of enterprise cloud computing.

Non-stop consumers demand non-stop performance

Never have Accenture and Salesforce’s joint capabilities been more relevant. That is because businesses today must be more agile. Their campaigns must deliver value faster. Perhaps most importantly, they must quickly adapt to “non-stop” consumers’ changing behaviors and expectations. Recent Accenture research confirms that customers no longer follow a linear course toward purchase. Rather, they navigate a variety of non-linear, interconnecting pathways that cross many channels and provide easy access to not only more information, but also others’ opinions. The ability to continually re-evaluate their choices and assess how well a brand lives up to its promise has made them much more demanding. They expect to have greater control of the sales and service processes, seamless engagement through multiple—and tightly integrated—channels, and, above all, a differentiated and satisfying experience at every turn and via every device. Companies that fail to meet these demands lose customers.

“Accenture is the leading service provider on many of Salesforce’s largest transformational projects. Accenture understands how to help customers rapidly achieve measurable business value from our technology and has proven its worth in projects across all industries—delivering customer success in terms of operations impact, delivery quality and business value.”

Dan Streetman
SVP, Worldwide Alliances & Channels GTM,
Salesforce

When it comes to implementing stand-alone or integrated Salesforce solutions, Accenture’s capabilities are unmatched. We are regarded by Salesforce as its most strategic and experienced integration partner, with a track record of hundreds of successful deployments across industries. We are increasingly implementing solutions that incorporate multiple Salesforce clouds—Sales Cloud®, Marketing Cloud™, Service Cloud®, Chatter®, Force.com, Data.com® and Heroku™—simultaneously. Forrester Research has recognized us as a leader in these types of implementations and notes that we are particularly well suited to “transformational, complex, or global projects that change the business in a significant way.”

It’s no surprise that we are leading Salesforce’s largest transformational implementations around the world.

One of the reasons our Salesforce implementations are so successful is our focus on delivering meaningful outcomes, regardless of where our clients are in their SaaS maturity. Our solutions fall into three broad categories:

**Strategy & Architecture**
Accenture lays the foundation for the Salesforce journey with assessment tools and roadmaps that help clients not only identify cloud challenges and opportunities, but also achieve their desired end states.

**Agile Execution**
Our rapid implementation methodologies and global delivery capabilities make the delivery of Salesforce solutions more flexible than ever. Each deployment is designed to leverage new approaches, methodologies and commercial models that will deliver on the Salesforce promise of agility and scalability.

**Elastic Operations**
For clients farther along on their Salesforce journeys, we help establish ongoing maintenance and support capabilities. Our services take many forms—from leveraging our Salesforce factory capabilities within our Global Delivery Network to enable elastic capacity to establishing governance models that help clients optimize their release-management processes for Salesforce applications.

With our robust Salesforce capabilities, Accenture delivers real business value in customer relationship management and customer experience management, sales force automation, partner relationship management, customer service, contact center and call center, social media, marketing (including marketing resource management and digital marketing), human resource management, and platform and customer development.

**Industry Solutions**
Accenture has multiple Fullforce certified industry solutions, including in Communications & Media, Financial Services, Retail and Life Sciences and the list is growing.

---

Accenture guides organizations that are considering new investments in Salesforce solutions, as well as those that are looking to scale their current Salesforce footprint. In working with Accenture, these organizations are able to gain a number of benefits, which may include increased efficiency across business and IT operations, and invigorated customer and partner relationship management programs. Other benefits may include:

- Fewer redundancies and greater economies of scale in run/maintenance costs by migrating applications to the cloud.
- Taking advantage of new SaaS ecosystems to collaborate in ways that were not possible with on-premise technology.
- The incorporation of SaaS and Salesforce solutions as part of the overall architecture in new business and IT operating models to help improve operations and lower costs.
- More meaningful results by using the agility of the SaaS model to test and prove a hypothesis for a business case that is fluid—versus one that is carved in stone.
- A true 360-degree view of the customer (and, consequently, better customer experiences) by incorporating social media and Salesforce marketing technologies.

“Accenture is helping organizations push the boundaries of how they use Salesforce to drive transformational change across industries.”

Saideep Raj
Global Managing Director, Emerging Platforms and SaaS, Accenture

Accenture's delivery assets, tools and methodology helps speed migration to the cloud and help organizations achieve business results faster.

Our tools include:

- Accenture Delivery Methods for SaaS
- Accenture SaaS Delivery Toolkit for Salesforce
- Accenture Foundation Platform for Salesforce
- Accenture Reusable Technical Library for Salesforce
- Accenture PRM Quick Start Tool for Salesforce
- Accenture Quick Start Tool for Salesforce Service Cloud
- Accenture System Diagnostics for Salesforce
Whether clients are looking for a stand-alone Salesforce implementation or a multi-cloud solution, Accenture is prepared to help. We can offer:

**Cloud innovation and leadership**

Our experience and breadth of coverage in SaaS solution delivery is unmatched. With more than 8,000 SaaS professionals around the world, we bring business acumen, deep industry expertise and customer relationship management leadership to clients that have chosen cloud-computing solutions. To date, we have worked on more than 13,000 cloud projects in 67 countries, including those of 58 of the Fortune 100, and have led hundreds of successful enterprise SaaS implementations.

**Market-leading Salesforce capabilities**

With the largest Salesforce practice in the world, Accenture is recognized as Salesforce's most strategic and experienced implementation partner. Our rapidly growing team of Salesforce professionals, more than 6,000 strong, located strategically around the world, include more than 2,700 that are Salesforce certified. That is more than twice as many as any other provider. We deliver up to 50,000 hours of training each year, including in our SaaS Methodology Academy.

Accenture is part of the Salesforce Fullforce Masters Program, achieving six certifications for our recognized expertise in delivering large-scale, enterprise-wide Salesforce solutions that help companies better connect with their customers.

**Global reach**

Accenture delivers high-quality, cost-effective solutions because we harness deep delivery capabilities. Our vast Global Delivery Network—which makes up the largest and most diversified group of management consulting, technology and business process outsourcing professionals in the world—offers competitive delivery approaches and an unparalleled global footprint. This means our resources are where you need them—locally, within our seven Accenture Cloud Centers of Excellence, or in the world's leading talent hubs.

**World-class tools**

Accenture applies proven methodologies, reusable methods, accelerators and other proprietary assets to accelerate Salesforce implementations and mitigate delivery risk. With our powerful set of intelligent and agile tools (see sidebar on page 4), we help organizations gain deeper insight into the existing application landscape, simplify migration to the cloud, and deploy resources for future SaaS releases. All tools support global and enterprise-wide deployments.
High performance delivered

Together, Accenture and Salesforce are ushering a new age of SaaS value and helping our clients become non-stop businesses. Through our partnership, we are extending the benefits of Salesforce solutions more widely across the enterprise, and helping organizations foster growth, innovation and improve their competitive advantage. Consider the following:

- Teamed with a global specialist in energy management to design, implement and deploy a unique Salesforce CRM solution for more than 25,000 users in more than 100 countries within 20 months.
- Helped a European not-for-profit foundation automate its assessment methodology for gender equality in the workplace. Harnessing the power of cloud computing and the Salesforce Heroku platform-as-a-service (PaaS), we delivered an interactive Web application at about half the cost of a traditional solution, with minimal ongoing hosting and run costs.
- Enabled a large global pharmaceutical company to achieve high performance through a new cloud-based call center leveraging the Salesforce Service Cloud platform. The solution has allowed the client to reduce costs, increase efficiencies, and improve its ability to respond to its customers’ needs using data from the call center.
- Helped a global telecommunications provider apply social media tools to engage employees, harness innovation and enhance productivity. The Salesforce Chatter platform is enabling employees around the world to collaborate to solve problems, share resources and documentation, and pursue opportunities more quickly than ever before.
- Worked with a high-tech organization to transform the way its pre-sales organization shared information and used internal services to improve effectiveness. By leveraging Service Cloud and Chatter to support organizational and business process changes, the client has improved the productivity of the pre-sales systems engineers and service teams, has enhanced overall collaboration and best-practice sharing across multiple organizations, and is well-positioned to scale for future growth.
- Helped a large retailer reinvent its customer service capabilities by implementing the Salesforce Service Cloud® to create the flexibility to keep up with the demands of its customer base and provide a stronger customer and agent experience.
- Helped a global leader in unified communications undergo a sales transformation via a Salesforce® implementation that launched a new, unified and more agile sales platform featuring streamlined sales processes and a 360 degree view of customers and allies, thus providing stronger, more accurate data for customer service and sales opportunities.
- Worked with a leading vision provider to millions worldwide to develop a global customer view across disparate lines of business while cultivating rapid organizational change and greater cross-line-of-business collaboration. This multi-phase global Salesforce CRM deployment helped the client drive measurable improvements by streamlining sales, services, and operations processes across the organization. Accenture’s SaaS methodology and experience operationalizing Salesforce from an organizational and enterprise-wide perspective proved particularly valuable to the insurer, which had historically operated in a very business-unit focused manner.

The winning combination

Together, Accenture and Salesforce offer a broad set of cloud and industry solutions that help companies connect with their customers, business partners and employees in entirely new ways to drive revenues, loyalty and higher levels of performance. Let us help you build the enterprise cloud computing capabilities that will enable you to give your customers, employees and business partners the experiences they demand and deserve.
About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 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$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Salesforce

Salesforce, the Customer Success Platform and world’s #1 CRM, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: www.Salesforce.com.

Contact

To learn how Accenture can help your organization unlock the power of Salesforce with end to end industry solutions to transform your business, please contact:

Saideep Raj
Global Managing Director
Emerging Platforms and SaaS,
Accenture
saideep.raj@accenture.com

Rebecca Garlotte
Global Alliance Lead,
Accenture
rebecca.garlotte@accenture.com

Guy Taylor
Vice President, Global Alliances,
Salesforce
gtaylor@Salesforce.com