ACCENTURE IS CLOUD-ENABLING OUR INDUSTRY AND FUNCTIONAL SERVICES THAT COMBINE OUR CAPABILITIES ACROSS MANAGEMENT CONSULTING, TECHNOLOGY AND BUSINESS PROCESS OUTSOURCING TO PROVIDE FLEXIBLE AND SCALABLE END-TO-END SERVICES.

As Salesforce and our clients have rapidly moved toward customization in industry verticals, we continue to focus on building industry offerings and have made deeper investments in our own industry Salesforce service to meet our clients’ needs.

The Salesforce Fullforce initiative recognizes partner-led industry solutions that drive customer transformation. It also recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries. Accenture has launched over a dozen such solutions to date to help drive real innovation and value, maximizing the benefits of Salesforce technology. Accenture is also Master Certified by Salesforce in all 12 industries and clouds currently recognized.

COMMUNICATIONS, MEDIA & TECHNOLOGY

Accenture SaaS Reference Architecture for Communications Service Providers

The Accenture SaaS Reference Architecture for Communications Service Providers (CSPs) helps CSPs guide the migration of their legacy business support systems to the cloud by extending the industry standard TMForum Telecoms Applications Map (TAM)™ with cloud solution offerings. This new architecture maps the TAM modules to the newest cloud technologies, with industry-standard processes and data models accelerating cloud migrations and paving the way for rapid innovation.

Accenture Multimedia Ad Sales Solution

The Accenture Multimedia Ad Sales Solution is a truly flexible, customizable, end-to-end multimedia platform, with class-leading implementation, process transformation, and change management services. This asset includes sales automation, ad operations integration, multimedia quoting and order management, and data monetization all on one platform.
Accenture Insurance Agent Effectiveness Solution
The Insurance Agent Effectiveness Solution aids insurance field sales organizations in their efforts to prospect and recruit agencies, agents and brokers to improve the performance of the insurance agency channel by supporting field sales leaders in managing key stages of the agent lifecycle including planning, recruiting and relationship management. The solution is a flexible, modular cloud-based solution built on Salesforce and can be deployed significantly faster and more cost effectively than traditional, on premise solutions. It promotes consistency based on company policy, while allowing collaboration among the field to share insights and successes.

Accenture Banking Playbook Solution
The Accenture Banking Playbook Solution for retail and commercial banks offers a holistic approach to address challenges across everything from the sales experience, customer care and contact center operations to external communities, compliance and data security. With a comprehensive solution and full reference architecture that covers multiple integration opportunities, our Banking Playbook is the leading solution for banking CRM.

Accenture Insurance Digital Contact Center Solution
The Accenture Insurance Digital Contact Center Solution helps firms create a more customer-centric service experience by enabling contact center agents to effectively service customers regardless of which platform they are using. Built on Salesforce Service Cloud® using a Common Application Template, this packaged framework includes a common data model and components for data integration and search.

Accenture Investment Management Solution
The Accenture Investment Management Solution addresses the unique challenges facing retail and institutional asset managers. It provides the structures needed to track firms, branches, offices, registered reps and investment advisors and to effectively attribute fund flows to the activities of both internal and external wholesalers provided with desktop and mobile tools to manage these relationships. Our institutional solution provides an effective means of managing responses to RFPs for pension, endowment, and sovereign wealth fund mandates in addition to managing relationships with consultants and the fund ratings they provide to the industry. The solution also provides a comprehensive framework for managing the quoting and sale of retirement plans both through direct and 3rd party distribution channels and for ongoing support of plan sponsors and the plan participants they serve.

Accenture Insurance Producer Direct Solution
The Accenture Insurance Producer Direct Solution focuses on technology in key areas, including direct to consumer, agent/producer retail management, group sales/wholesaler needs and marketing automation, to empower producers to sell more. This vertical solution brings together industry CRM best practices with cloud, social and mobile technologies in a predictable way that accelerates time-to-market.
HEALTH & LIFE SCIENCES

Accenture Health Experience Platform
The Accenture Health Experience Platform, enhanced with the power of Salesforce’s cloud-based solutions, provides next-generation tools and processes to dramatically improve sales, marketing and service capabilities. Accenture works with payers to implement efficient, end-to-end processes that can strengthen customer and broker relationships, increase rates of acquisition and retention, and promote long-term growth.

Accenture Intelligent Patient Platform
The Accenture Intelligent Patient Platform helps companies develop and deliver comprehensive patient programs based on the requirements of unique patient segments. It uses outcome-based analytics to provide a view into the full value, by measuring the impact of their patient programs across channels (in-person and digital) to inform and refine program effectiveness for each patient segment. The platform is the primary technology platform for Accenture’s Intelligent Patient Solutions, a tightly integrated set of evidence-based services to help life sciences companies support patient population journeys from pre-diagnosis through ongoing treatment. Along with the Intelligent Patient Service Exchange, an ecosystem of plug and play services & technologies to help life sciences companies provide a customized patient and provider experience, the platform delivers better patient and economic outcomes.

Our Fullforce Certified Intelligent Patient Platform currently includes five standalone applications:

ACCENTURE CONNECTED PHYSICIAN SOLUTION
The Accenture Connected Physician Solution provides physicians with a groundbreaking, simple way to access disease, treatment and product information, as well as training, and the ability to collaborate with fellow doctors and medically trained pharmaceutical experts. The Accenture Connected Physician Solution is a key enabler in accelerating and improving the way pharmaceutical companies engage with physicians with the ultimate goal of facilitating better patient interactions and outcomes.

ACCENTURE PATIENT ONBOARDING CONTACT CENTER
The Accenture Patient Onboarding Contact Center allows companies to quickly onboard patients. It is based on a proprietary workflow engine that provides life sciences and med tech companies with an automated, collaborative and interactive framework across patient, physician, payer and specialty pharmacy based on a specific product lifecycle and patient journey. It provides a dynamic, visually engaging and comprehensive view of the patient journey from intake to first dose, helping life sciences companies coordinate across other healthcare stakeholders.

ACCENTURE PATIENT ADHERENCE CONTACT CENTER
The Accenture Patience Adherence Contact Center allows life sciences and med tech companies to manage the ongoing adherence to a treatment for their global patient population. Using a proprietary workflow engine, it provides a visually engaging, comprehensive view of patient status, allowing informed discussions with patients to develop stronger, more loyal relationships with them.

ACCENTURE PATIENT AND HCP PORTALS
The Accenture Patient and HCP Portals allow for patients to access the status of their onboarding and adherence plans in real-time, schedule and track appointments and manage critical information related to their treatment. HCPs and their offices can stay updated on the status of their patients therapy, electronically enroll patients to new programs, and track time sensitive approvals to get patients to therapy faster.

ACCENTURE MOBILE NURSE
The Accenture Mobile Nurse App assists field-based nursing associates with their day-today activities including patient and physician education, injection training and assistance with patient onboarding and adherence (in coordination with the Accenture Contact Center).
PRODUCTS

**Accenture Customer Engagement Platform for Manufacturers**

The Accenture Customer Engagement Platform for Manufacturers is an agile, modular and flexible blueprint application built on Salesforce. It combines the leading customer success platform and Accenture’s global industry knowledge and expertise into an agile customer engagement layer enabling an enterprise to rapidly transform into a customer-centric company. The platform is both complete and modular and offers a customer-centric end-to-end-solution to interact with customers in an automated, personalized and innovative way. The solution is comprehensive, addressing the full life-cycle engagement, from first marketing contact to post-sales & service and customer analytics. The platform provides manufacturers with an accelerated start into customer engagement leveraging leading practices and industry-tailored use cases and IoT enablement that can be quickly customized into an individual solution.

**Accenture Retail Clienteling Solution**

The Accenture Retail Clienteling Solution is a pre-configured, quick start clienteling solution built on Salesforce that enables store associates to build and extend customer relationships by personalizing in-store customer visits and follow ups. The Accenture Retail Clienteling Solution is an advanced offering for retailers across apparel, footwear, department store, hardlines and specialty segments. With rich customer information at their fingertips on a handheld tablet, store associates move from processing transactions to building relationships while increasing sales.

Leveraging the power of the Salesforce Sales, Marketing, and Service Clouds, this intuitive solution integrates data from customer offers, content library and point of sale, financial, product/article and promotion systems. In turn, this allows retailers the ability to have a unified customer view that can inform decisions across the customer experience journey to Store Operations support.

**Accenture Retail Personalization Platform**

The Accenture Retail Personalization Platform is a preconfigured cloud offering built on Salesforce that allows retailers to provide existing and new customers the ability to share information, enabling a more personal experience through targeted offers and product recommendations.

The personalization platform allows retailers, restaurants and grocers to deliver more meaningful and relevant customer experiences through an omni-channel solution to modernize outdated loyalty systems. It increases sales through joint marketing initiatives with suppliers, customer analytics, identifying and targeting high-value customers, and strategically segmenting customers.

**Accenture Cloud for Consumer Goods Solution**

The Accenture Cloud for Consumer Goods solution, built on the Salesforce Platform to enable interoperability with Salesforce Clouds and other applications built on the Platform, provides a connected front office for the consumer goods industry where information from all consumer touch points can be shared, analyzed and acted upon. Accenture leveraged its industry-leading experience to add key functionality around Trade Promotion Management, Retail Execution and Direct Store Delivery. Accenture and Salesforce deliver a single system of engagement for brands to connect with sales, distributors, retailers, partners and consumers. The ecosystem is customer extensible, upgradeable, flexible and agile.
**RESOURCES**

**Accenture Customer Experience Solution for Utilities**

The Accenture Customer Experience Solution (ACES) is the only Fullforce certified solution for Energy Retailers and Utilities on the Salesforce market today. It combines the Customer Success Platform (Service, Sales, Marketing, Field Service Lightning and Community clouds) with Accenture’s global industry knowledge and experience. ACES offers a Customer 360° view and digital, integrated agent experience across CRM, CIS and Mobile applications, streamlining transactions across Customer and Field Operations. Our solution helps Energy Retailers and Utilities increase agility and speed-to-market, increase customer satisfaction, lower operational costs and unlock new revenue streams.

**Accenture Opportunity to Cash Solution for Oilfield Equipment Service Providers**

The Accenture Opportunity to Cash Solution for OFES integrates the opportunity-to-cash ecosystem, from sales through operations and billing, with the goal of accelerating cash flow. It is purpose-built for the industry, enabling OFES providers to capture and digitize data at the source and flow the information upstream and downstream to support accurate invoicing and increased resource utilization. It combines the strengths of the Salesforce® platform, the intelligence of the Apttus Configure Price Quote and Contract Management solutions with Accenture’s extensive OFES industry knowledge and experience.
WHY ACCENTURE?

Accenture is a leader in Salesforce worldwide with full end-to-end cloud application consulting capabilities with the world’s largest Salesforce practice and 3 times more certified professionals than any other company. Accenture is helping clients take advantage of the latest Salesforce technologies to achieve the transformation needed to compete in a cloud first, digital world. With deep technology and industry skills and decades of experience with the world’s leading businesses and governments, Accenture is a leading Salesforce global alliance partner. Learn more www.accenture.com/salesforce.com.
ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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