NEXT IN CLOUD – AN AGBG SERIES – EPISODE 2: SUSTAINABLE GROWTH WITH DATA TRANSFORMATION

VIDEO TRANSCRIPT

0:00
[Music]

0:01
what's new in cloud

0:03
what's next in cloud

0:05
in this series next in cloud we dive

0:08
into the latest cloud technology trends

0:10
and innovations bringing you

0:12
conversations with experts in the field

0:15
discover how accenture together with

0:17
google cloud is helping companies

0:19
accelerate change unleash talent and

0:22
capitalize on data and ai

0:25
to get to value faster

0:28
[Music]

0:33
hello and welcome to the second episode

0:35
of next in cloud hosted jointly by

0:38
accenture and google

0:40
in this episode we will talk about how

0:42
enterprises can drive sustainable growth

0:45
using data led transformation

0:48
i am sandeep gupta

0:49
i am managing director and i lead the

0:52
accenture google business group for asia

0:54
middle east and africa

0:55
judy sweet our ceo says and i agree that

0:58
cloud is the enabler data is a driver

1:01
and ai is a differentiator

1:04
in this era of compressed transformation

1:06
it is very very important for

1:09
enterprises to drive value out of the

1:11
data that they have

1:13
in this episode we will specifically

1:15
talk about some of the challenges

1:18
some of the approaches some of the

1:19
client examples and how accenture and

1:21
google are coming together to help some

1:24
of the enterprises in overcoming this

1:26
challenge

1:27
to address this and more with me i have

1:30
subhash gupta who's with google and he

1:33
leads the technology practice for data

1:35
management at google welcome subash

1:38
thank you sandeep happy to be here and

1:40
thanks for having me

1:41
being a data-led company

1:43
has become a board group conversation

1:45
and a c-level priority the data that is

1:48
produced by man machine the iot devices

1:51
and from different ecosystem partners

1:54
there is

1:55
printables of data that is being

1:57
generated bytes of data that has been

1:59
generated and it's been very challenging

2:01
for the enterprises to figure out how to

2:04
you know really extract the value from

2:05

that data yeah and this is a question we

2:08
are getting constantly asked by our

2:10
enterprise customers clients to say how

2:12
do we bring this data together and how

2:14
we derive value

2:15
what are you seeing in your

2:18
interaction with the clients as to how

2:20
they see the value of data and how do

2:22
they extract the value of the data

2:25
thanks sandeep and i think i'll just

2:26
kind of touch back on the initial

2:28
conversation you talked about cloud

2:29
being the enabler

2:31
for data rate transformation

2:33
all of our customers really agree with

2:35
us and they also know that data is very

2:37
critical to gain competitive advantage

2:40
but they're also having data challenges

2:41
that they are having to deal with there

2:43
are three specific things that our

2:45
customers are telling us the first is

2:47
not only do they have to deal with

2:49
increasing volumes of data

2:51
but they're also dealing with data that

2:53
is multi-format in nature right and when

2:55
i say multi-format what i mean by that
2:57
is
2:58
data address streaming data structured
3:00
unstructured semi-structured kind of
3:01
data that's the first thing the second
3:03
thing they're telling us is that they
3:05
want to process data using
3:07
tools beyond the sql programming
3:09
language they want to use machine
3:11
learning frameworks they want to use
3:12
real-time stream processing and various
3:15
programming languages as well and the
3:16
final piece which i think is very
3:17
important in today's world is how do i
3:20
make data accessible to everyone whether
3:22
it's my own internal customers my
3:24
partners or my suppliers so so these are
3:26
some of the challenges that our
3:28
customers are telling us and the
3:29
challenges arise primarily because they
3:32
have created data silos over a period of
3:34
time there are multiple copies of data
3:36
which obviously leads to security and
3:38
compliance risks they have to do
3:39
constant capacity planning on prem and
3:42
spend a lot of money and that's really
3:44
where google cloud comes in with this
3:46
concept of a limitless data cloud where
3:48
we want to provide a customers with
3:51
access to limitless data the ability to
3:53
run any kind of workload and of course
3:56
make
3:57
access to information and insights in a
4:00
universal manner so that's really what
4:02
we are hearing and what we are offering
4:04
our customers and great i think very
4:05
recently we jointly worked on um a
4:08
customer scenario in uh in australia
4:11
with marvel stadium right where marvel
4:14
stadium was trying to
4:16
give a great experience to a viewer or
4:19
an audience who was going to buy a
4:21
ticket and come to the stadium and so
4:25
so we worked with google and telstra of
4:28
course telstra because telstra brings
4:30
the 5g capability
4:32
so we really have to bring
4:34
data that is in the stadium data that is
4:37
coming from the

4:39
the consumer or the audience
4:41
also the data of the ecosystem of
4:44
everybody who's in the stadium
4:46
as well and provide that way finding
4:48
solution so that the experience from the
4:50
time
4:51
the the user buys a ticket till the time
4:54
even after they've finished the the
4:57
event they're able to leverage um to buy
5:00
the drinks to go to the restroom to find
5:02
their friends to order a coffee where
5:05
they're sitting all of that and that is
5:07
only possible because you can bring all
5:09
of these data together and really drive
5:12
the outcome for the uh for the end
5:14
consumer and absolutely that's a great
5:15
story i think and this exactly goes back
5:17
to my point about the multi-format data
5:19
we talked about various types of data
5:21
and that's exactly what google offers to
5:23
our customers as well
5:24
sandeep in my earlier
5:26
section we talked about
5:28
the fact that customers have created
5:30

data silos because they've acquired data
5:32
over a period of time in different
5:34
systems as well and that's one of the
5:35
challenges they are facing and you also
5:37
mentioned that cloud is the backbone for
5:39
data-lit conversations and data
5:41
transformations
5:42
how do you see customers thinking about
5:45
building out a cloud-led data strategy
5:48
and
5:50
give an example of a customer who's done
5:51
that as well yeah so very recently uh
5:54
original energy out of australia you
5:56
know they had a system that was uh being
5:59
used to code for a solar roof for a
6:02
consumer yeah and that took a while uh
6:05
in terms of weeks before they could
6:06
produce a court now by the use of google
6:09
technologies
6:11
which is google earth and also looking
6:13
at the weather patterns they're able to
6:16
come up with us with a solar layout on a
6:19
roof and deliver a code within days now
6:22
this is all come together because of
6:23
data

6:24
and keeping that in mind
6:26
it is important to
6:28
in some ways use a framework
6:30
and accenture has a framework called
6:32
seven c's which goes all the way from
6:34
collect to capture to conform uh to
6:37
consume to to connect uh that really
6:41
brings the whole data life cycle
6:42
together and in fact when we look at
6:44
that there are a few considerations that
6:47
every enterprise have to think when
6:48
they're thinking of a data
6:50
transformation or a platform that they
6:52
create one of course is security you
6:55
know different personas in the business
6:57
will need different kind of access and
6:59
different kind of security to access
7:00
their data second is governance
7:03
governance is very key for this data
7:05
because some of it is sensitive some of
7:07
it is restricted and how do you manage
7:10
this data coming from different sources
7:11
into one place and the last piece is the
7:14
foundation which is the architecture
7:16

architecture has to be something that
7:18
can scale
7:19
and cloud
7:20
of course bring you the flexibility and
7:22
agility on one hand but also gives you
7:24
the security and access
7:26
and the governance that is required so
7:28
it's really bringing all of this
7:31
together
7:33
that
7:34
you know companies like origin are able
7:36
to really drive outcomes which are much
7:39
more faster cheaper
7:41
and and to the point uh compared to what
7:44
they were doing before now the power of
7:46
ai is huge right and the power ai only
7:50
can be leveraged when you have a very
7:52
robust platform and set of technologies
7:55
and i would love to understand a little
7:57
bit more from you as to what google
8:00
technologies and platforms that exist uh
8:03
that can that can really accelerate and
8:05
really help create that foundation that
8:07
i was talking about yeah absolutely
8:09
sandeep i think the way we see data and

8:12
ai are very intricately linked together

8:14
we see data and ai as a continuum really

8:17
and as all of us know creating ai models

8:19
machine learning models really need a

8:21
lot of data so we have a very complete

8:23
data platform that allows us to do that

8:26
and let me give you a few examples right

8:27
so if you're building a transactional

8:28
system which kind of runs your business

8:31
today we have a transactional database

8:33
called spanner which is a globally

8:34
distributed database with strong

8:37
external consistency right so that

8:38
really opens up a new class of

8:40
applications if you're looking at

8:41
analytics bigquery is the heart of our

8:44
analytics system and this is really

8:46
where customers use bigquery for various

8:49
use cases they not only use it within

8:51
google cloud but also in a multi-cloud

8:53
environment

8:54
with bigquery omni and you can also do

8:56
machine learning in the data using the

8:58
data sitting inside bigquery as well and

9:01
then finally if you want to build a do

9:03
deep learning or build mlaps pipelines

9:06
we have a service called vertex ai which

9:08
helps our customers build uh ai and

9:11
machine learning models and just kind of

9:12
also address your question about some

9:14
industry

9:15
how do they use some of these ai models

9:17
i'll just take a couple of them right if

9:19
you look at telcos for example uh

9:21
network anomaly detection is a very

9:23
common use case that telcos kind of use

9:25
ml models for and if you look at fsi uh

9:28
real-time fraud detection given we are

9:31
living in a completely online world

9:32
today that becomes extremely critical

9:34
for our customers to handle so some

9:36
examples and some of the google

9:37
technologies that our customers use

9:40
to really get value out of ai sandeep

9:42
really valuable i think some of the

9:44
platform components and the industry

9:47
kind of scenarios

9:48
are really helpful for our audience to

9:51
understand the power of data and ai

9:53
i think it might be useful for our
9:55
viewers to kind of understand how google
9:57
and accenture together as partners are
10:00
helping our customers maximize value out
10:03
of data and ai
10:04
can you talk a little bit about what
10:06
accenture is doing in that space sure
10:08
i think in the beginning of the
10:09
conversation i talked about the
10:10
accenture google business group
10:12
right so that's a long term partnership
10:14
between both of us
10:16
accenture and google and really become
10:19
the foundation for creating very unique
10:20
solutions for our clients
10:23
in terms of data and ai we recently
10:26
launched a joint initiative called the
10:28
agda which is the accenture google data
10:31
accelerator and under that we've created
10:33
a few pillars one is to make sure we and
10:36
we engage with a certain number of
10:38
customers together and really understand
10:40
their problem set
10:42
and their industry challenges that
10:43

they're focusing which can be addressed
10:45
by data and ai second is to really
10:47
create solutions solutions
10:49
is in the form of framework in the in
10:51
the form of assets and accelerators that
10:54
can help them get to this journey faster
10:56
third one is
10:58
capabilities capabilities is key um
11:01
and that's where the google
11:03
certifications uh come in and and the
11:06
fourth point is the point of view this
11:08
is the point of view where we're create
11:09
saying for this kind of challenges this
11:12
kind of problems this is the potential
11:14
solutions and approaches uh that we can
11:17
take so really we are we're really
11:19
taking this
11:20
initiative to focus on in the market and
11:24
really help our clients drive that
11:26
digital or the data led transformation
11:29
journey in a very effective and
11:31
efficient manner
11:32
and i think uh
11:33
absolutely right and from a google
11:35
perspective what we bring to the

11:36
partnership obviously is a technology in
11:38
the data platform for one and second is
11:40
we have created a set of design patterns
11:42
that our customers can use to kind of
11:44
solve their challenges using the
11:46
capabilities we provide and then
11:48
certifications right we have created
11:49
learning paths and the google
11:51
certifications both in data as well as
11:53
in aiml are extremely popular and well
11:56
sought out in the industry as well and
11:57
and we do have a lot of industry
11:59
expertise but we really work with
12:01
accenture very closely because accenture
12:03
brings a lot of industry value to our
12:05
joint engagements as well so absolutely
12:07
i think this partnership is very very
12:09
symbiotic and we are
12:11
really serving our customers very bad
12:13
thank you so much it was a great
12:14
conversation and really enjoyed thanks
12:17
for sharing your views i'm sure our
12:19
viewers will find it very very
12:20
interesting thank you sandeep again for
12:22

having me here and very happy to
12:23
participate
12:24
so there are a few takeaways from this
12:26
discussion
12:28
uh data led transformation is becoming a
12:31
board room conversation and a c-level
12:33
priority and for this you need the right
12:35
set of data foundation and the right
12:38
side of architecture that's driven by
12:39
modern technology
12:41
cloud for sure is a place where data
12:44
gains
12:45
scale agility flexibility and really
12:48
helps drive
12:50
reinvention and transformation
12:52
and finally
12:54
google and accenture together are really
12:56
partnering to drive some of this data
12:58
led transformation where google is
13:00
bringing their innovative technologies
13:02
and platforms and accenture is bringing
13:04
their industry expertise and scale hope
13:07
you found this valuable
13:09
thanks for being with us today
13:11
and please follow us on linkedin and

13:13
provide us your comments thoughts
13:16
and questions
13:17
look forward to hearing from you till
13:19
the next time thank you