SALESFORCE CAREERS IN THE NEW

TRANSCRIPT

Hi there. My name is Divya Muralidharan, a delivery lead for Salesforce at Accenture India. I currently lead delivery for a large patient services provider globally. Today, we will be talking to our eminent panel on how Accenture is onboarding Salesforce talent from the market to our workplace, along with the opportunities available at Accenture for Salesforce practitioners across India. Before I introduce the panel, let me spend a few minutes talking about the Salesforce practice at Accenture.

As one of the largest and fastest growing practices with over 16,500 skilled workforce, the maximum number of CTEs outside Salesforce and 14,000+ implementations, we take pride in calling ourselves the most strategic partner for Salesforce. We deliver cutting-edge work on the platform and bring in innovation and transformation to the day-to-day businesses of our clients. Our Salesforce revenue and headcount are both more than the twice the size of other partners that Salesforce is associated with. According to a recent Forrester research, Accenture is named as a Leader in Salesforce implementation wave for 2019, a testament to our unmatched skills, passion for innovation, and the talent that we continue to hone and acquire. On that note, let me introduce you for the panel for today. Please welcome our dynamic, enthusiastic and inspiring Leadership team. Sailaja Bhagavatula, the Salesforce business group lead at Accenture Global Advanced Technology Centers. Manish Sharma, the Salesforce Practice lead at Accenture Advanced Technology Centers India. Shrabhan Nayak, Salesforce industry lead at Accenture Advanced Technology Centers India. Thank you, Sailaja, Manish and Shrabhan for joining us today. Let's kick start our conversation with the first question to Sailaja. So Sailaja, how is the overall Salesforce market shaping up and what according to you are some of the industry trends that are really catching up, you know where we want to implement Salesforce.

Sure, Thanks for having me on the panel and thanks for listening in. So the Salesforce ecosystem and the, you know, the clients and the industries adopting it has, in fact, evolved significantly and you know it's a phenomenal journey. I remember when we started 10 years back, we had the early adopter clients like life sciences and high-tech industries which were really early adopters of Salesforce. But over the last few years, you know, multiple other industries, be it financial services, banking, insurance, utilities, manufacturing—every single client and all of these industries are getting onto Salesforce. So it's been a massive of you know kind of onboarding to the platform and that's really how the market has evolved. The other dimension of it is that Salesforce is being looked at by our clients as really a transformational platform, so they are using it for more of digital transformation within their own organization. So most of the jobs we do today on this platform are really transformational in nature. And if you come to a geographic aspect, the interesting part is that while we have 50 percent of our clients in North America. There's a good 40 percent in Europe and also a very big growing number in Asia Pacific. So, it's very geographically well-distributed number of clients. And the last dimension to kind of add to this is really how the ecosystem has evolved, right? And Salesforce [____] has evolved as a product, they also have an ecosystem where there are about 2,500 products and some of the leading products like Weaver and Vlocity. These have been very very significant drivers for our clients and we do all this work for our clients including all of these platforms.

Thank you, Sailaja. That was very insightful. Manish, In my introduction I was talking about our strategic partnership with Salaesforce. Do you want to know kind of you know drill down a little bit into it and talk about our partnership with Salesforce?

Sure. Thanks, Divya. Yeah, so you know as a Salesforce partner I think this whole partnership has been great and amazing. You know the companies collaborate extensively. Of course, we are the largest **SI** for Salesforce globally, that established the collaboration strategically. We're also the most strategic partner for them in the ecosystem. But more importantly, the work we deliver is why we are the most [____] for Salesforce..

We drive innovation across industries for our **[___]** solutions. We work on the latest and greatest technology that Salesforce comes out with every three years, three times in a year. Or if you look at the entire automation blueprint that Accenture has created around implementing Salesforce projects where we are bringing efficiency **[___]** and making the quality of the delivery more predictable which we thereby pass on to our clients as well. That's what the whole relationship and partnership is about. Now beyond Salesforce we look at a very large ecosystem that [___] were talking about. That [___] ecosystem. We have a very strong relationship with these ecosystem partners as well. And if you name a few of them, products like Vlocity, nCino or Veeva where we have significant partnership, relationship with these companies. We're working with our customers across the globe and implementing these solutions. If you look at Vlocity, we have been delivering cutting-edge solutions for clients in telecom and healthcare, and financial services. It has just been a great ride.

5:58

I'm just adding on to Manish on the whole ecosystem that we talked about, right? I see for example Veeva. The way it has evolved for the last 10 years so to speak in the industry. I see because of the strength of the partnership really have brought significant innovative solutions to our clients, right. So, when Veeva was initially in the market, there were several clients we have been able [___] go on the back of our partnerships and really bring out and help mature the product as well, right. Now Veeva is moving into more [___] and R&D segment of it. And we are [___] partnering across multiple clients in [___]. So it's a pretty exciting journey, so to speak.

Thanks, Shrabhan. Shrabhan, Accenture calls itself a pioneer when it comes to innovation, so do you want to talk about how do we bring in innovation on a day-to-day basis to our clients? Yeah, absolutely. Innovation, in general, I would say, within Accenture is a big priority, so to speak. In general, within the Salesforce business group, I will take two-step [___]. Number one is if you look at the platform. The platform continues to add more horizontal capabilities, right. Be it sales, service, commerce or so on. What we look at with our [___] industry experience, we look at what are those workspace areas today in the industry our clients are facing challenges and does the platform has the right capabilities to solve those problems. And that's where we invest. Today, if you look at we've got about 26 full-force certified industry solutions that really bring out very specific, be it in a hospital segment, be it utilities, be it resources, or any industry segment [___]. So that's number one, how we're bringing innovation in the industry, on the back of the platform, right. The number two part that Manish talked about in the ecosystem, how do we really make sense of the number of products that Salesforce is acquiring, be it

Cloud [___], new software they [___], recently the Tableau acquisition and so on. How do we bring on, connect all those together and bring out the seamless solutions to deliver to clients. So there is another area where we bring innovations on top of the platform.

Absolutely, and to add to Shrabhan's point right, the one big aspect is that we make significant investment on this platform. So, we as Accenture, invest in multiple dimensions. The first of them is that when Salesforce comes with a new offering, we partner with them even during the beta release of the product and then we take it to some pilot clients and based on how it goes with those pilot clients, that really shapes the product roadmap of each of these newer products. And you know each of these newer products, be it Einstein analytics, or Field Service Lightning or some of their industry Clouds like financial services Cloud, health Cloud, manufacturing Cloud, we are practically developing some innovative solution in each of these and we are taking them to our clients.

9:16

That's great to know. So Shrabhan, staying on that point, do you want to talk about the portfolio of work that we currently do, if you want to highlight a couple of noteworthy work we have done in the recent past.

Absolutely. It's pretty exciting to see the different type of work we do across the industry segment so to speak in the Salesforce group. Our vision really is to be known as a brand or group who delivers more transformational, complex type of work. And really the type of work that which is, I would say, the scope is undefined, so to speak. So that's the reason we want to be known for. And today, if I look at our portfolio of work, a significant amount of work that we do is really on the application development side— bringing complex, multi-cloud solutions in solving client problems and so on. Look at [___] as an example. So right now we are now partnering with one of global North America client in building out what I would call the largest patient service provider solution on the back of the [___]. Hundred plus legacy individual siloed system they used to have, plus a significant amount of money they were spending in maintenance and operations. It's a completely renewed platform. Take for example, consumer goods where the bulk of the business really goes through promotion, planning, execution, the part of the business, so to speak, right. And that's where we're helping one of the UK-based global [___] client in optimizing their overall promotion spend and really improving their profitability and the top line so to speak on the back of Accenture Cloud Trade Promotion Management powered by Salesforce. So there's a number of examples, I would say, that I see where innovative transformational type of work. Manish, can add on some examples.

Yeah, just take the case of Utility as an industry where the field service agent, time is so important. How effective [___] round the field service agent with a client site or a customer site. How do you make them more effective when they are there. When we started working with a leading utility [___], that was our objective. And we leveraged that [___] asset

Field Service Lightning. And we started this transformation journey for them. And in this journey, we also helped Salesforce improve the Field Service Lightning product, which is one of our key solutions right now that they have in customer transformation part of it. And we really enable the field service for that customer so that they can have faster resolution of the service they are getting created. And you know getting overall improvement of the overall experience the customer has. That's the kind of work that we take pride in doing. And just to add on to Manish's last comment, since you asked this question Divya. Last [_____]

That's brilliant to know, Shrabhan. So next question, Sailaja, is really to you. If you think about it, we talk about Salesforce as an offering, as a platform, how Accenture is bringing innovation, but people are the key to the success of any organization, right, especially with Salesforce as a growing practice. What kind of investments that we are doing for our people? That's something I would like to know from you.

Absolutely. And yes, next to I mean with all of this innovation and with Salesforce pumping in so many new capabilities, we have to constantly upskill our people, and constantly make sure our people are learning the latest and greatest, so there is again significant investment, which we as an organization make to make sure our people upskill in the newer areas. So, at any given point, you know, just to give you an estimate, we have at least about a hundred of our people who are undergoing some kind of training, be it on the core product offering or some of these newer areas. And we have made sure that all of the newer areas which have come up in the last one year, things like the Einstein analytics, the Field Service Lightning, which Manish talked about and some of these ecosystem products like Vlocity, nCino, we have significant number of people who are skilled in each of these newer areas.

We also actually have a very structured way of building out these newer skills. And what we have done for that is we have established dedicated Communities of Practice for each of them so thereby we are able to in a very structured and industrialized manner, upskill people, give them shadow projects and make them actually project-ready in some of these newer areas. And we also can develop solutions in each of these newer areas. So that's dimension on how we are doing this skill building in a very structured way. The other aspect is we take pride in having a very robust proficiency development program. And what we really do in this is we measure the proficiency of each and every individual and we also look to improve the proficiency of everyone to move to higher levels. So, we have created structured learning paths which people take and thereby improve their proficiency in various skills. And in the last one, which is a very exciting thing, and this is really hot off the press, is that we are partnering with Salesforce to get their Trailhead platform as our learning platform. So, we call

that myTrailhead. In fact, we are the only partner in the entire ecosystem who is doing that, who's taking Salesforce's Trailhead platform and rolling it out to all of our Salesforce community and that's gonna be the learning platform for all of our [___]. So it's a very very exciting thing. That's great to know, Sailaja.

Adding a bit on to Sailaja's comment that she made, I think one of the other aspect to look at is for our people we also create a continuous learning type of opportunity, right. So we don't categorize people like you are a Salesforce Lightning person or you're a sales cloud or service cloud. There is a constant look at into how to provide those cross-learning on the platform, so that you are constantly evolving your market value, your knowledge and all that, right? So that's one aspect we create opportunity for people, everybody in our Salesforce practice, right? Plus, we have also a very focused and design methodology to drive our technology architecture on the platform. We call that Technical Architect Academy, which looks at people who want to aspire to be CTS, and it provides a structured path in terms of what are the certifications, what are the [___], what are the different types of role that you need to become a CTS and all. So that's all part of the learning investment that Sailaja talked about that we bring to the people.
16:38

That's great to know. So for the viewers that are watching us, right. What kind of career opportunities does Accenture provided within the Salesforce practice and what are some of the exciting roles that they can look forward to in case, you know, they want to come and join Accenture.

Yeah, so if you look at what we're talking about across this whole discussion has been is that we're involved in doing a lot of transformational work, lot of system integration work, all of areas where things are not defined and then we come to help our customers define their Salesforce journey, the Salesforce roadmap. And from India, what we do is we work with our global teams and take the end-to-end ownership of some of these solutions right from the technical architecture to design, and of course delivering the core product itself. So what we look at people, and when you're doing such type of work, people, you know, need to be Salesforce experts, people who can customer-facing, who can play their role [___] for the customer, help them shape their Salesforce technical architecture. Of course, if you look at the bigger roles, you know we hire technical architecture roles, we do typical application design, and deep Salesforce technical knowledge, these kinds of roles. And what we also need from people is where they get a chance not to just work from India, but they get a chance to go to the client locations, be part of those global workshops, and shape up a Salesforce transformation journey that is going to enable our customer not just for a single location, but across locations. And that's the kind of roles and careers that we are trying to shape up from the practice here..

Just to add to that, I think one interesting practice we have done is that we have not limited only to core Salesforce technology roles. We, in fact, have a number of roles where people play a functional, a lead role, a functional consultant role, a business analyst role. So, we also encourage a lot of CRM experts. We, in fact, have a lot of people that are in CRM products and we have cross-trained them and they are able to play senior roles within our practice. Plus, industry. So there's a lot of industry knowledge which people come with so we are able to give them the roles within our practice.

19:01

Shrabhan, Salesforce is a growing **[___]** skill in the market. We heard from Manish and Sailaja as well that a lot of industries are adopting to it—the ecosystem is growing. So what is Accenture doing in order to grow and sustain this practice?

Yeah, absolutely. I think we see the business has a huge potential, so to speak, right. I think at least in the next couple of years it will continue to grow significantly, rapidly, so to speak. Our strategy is of course to on the back of Accenture presence across India continue to grow. Our goal really is to look at each location that we serve within India on Salesforce services to be number one in that location from a practice side perspective. Now having said that, f you look at today, in all the major IT cities, be it Hyderabad, Bangalore, Pune, we have grown significantly. Now, we've also gone to other locations like Kolkata, Mumbai, Delhi, and those locations we are rapidly growing at this point. So, just two weeks back, we finished a recruitment event in Kolkata, and the number of people turned up two weeks later. We are doing one more event in Delhi and there is a number of events continuing to happen across the locations, right. Now beyond these major cities, we are also looking at what opportunities for people in tier two cities, be it **[name of cities]**. All those cities also want to go out and look at how we could create opportunities for those people and really give them opportunities to come to Accenture locations nearby to their home locations. So, there are also other aspects we are looking at. In addition to that, going to the tier two cities, and trying to capture that market, we are also looking at how to look at getting some of the people who are skilled in Java and similar technology like Siebel and **[___]**.

And fully provide a path for them to be get crossed into Salesforce and build up their competency. These are some of the areas we are looking at to continuously grow and sustain. We have done that for last many years, and I'm sure we'll continue to do that. Anything else you want to add, Sailija. Sure, so to add another interesting dimension to it. There is a big focus, as Accenture as a company, which we focus on diversity, and of course gender diversity is also one of the biggest focus areas as part of that. In fact, the other hat, role I play is that I'm the Inclusion and Diversity sponsor for our geographic so really we offer a lot of opportunities, learning opportunities for women to grow their career, to become deep technology experts, to get certified as technical architects, and to get all those right opportunities to be able to excel and grow in their careers. So, for all the women professionals out here, again there's lots of great opportunities within the Salesforce ecosystem **[___]**.

Thank you, Sailija, Shrabhan and Manish for your time today. There you have it, people—continuous empowerment through training programs, a robust competency development framework, honing skills while working on cutting-edge platform offerings, global roles that excite our people, and innovation at the center of everything we do. The Salesforce practice at Accenture is where bright and talented minds come to work. What about you?