



ACCENTURE LIVE | SALESFORCE: CREATING VALUE WITH IMPACTEN MALAGA

VIDEO TRANSCRIPT

Introduction:

Hello everyone! My name is Divya Muralidharan, delivery lead for several large-scale Patient Services implementations for clients in North America. A couple of years ago, I hosted an Accenture Live session where we discussed about how Accenture brings Salesforce talent from the market to our workplace and the opportunities available for Salesforce practitioners globally within Accenture.

Today, I am back with another exciting edition where we will talk about how Accenture and Salesforce together have been leading the digital transformation journey during and post the pandemic and also, how both the organizations' commitment to Sustainability is helping client businesses deliver financial value with societal and environmental impact. We will also be discussing how this paves the way for different types of roles within our ecosystem. Before I get to that, I want to take a moment to talk about the Salesforce practice at Accenture.

Accenture and Salesforce: Not just the most strategic but also the most innovative partner for Salesforce.

Accenture continues to be Salesforce's No.1 global partner and a leader in designing, implementing and driving transformational experiences using Salesforce solutions. With over 29,000 Skilled workforce globally, 40,000

Salesforce certifications, the maximum number of Certified Technology Architects outside Salesforce and more than 1400 plus implementations for global enterprises across all industries, driving some of the largest transformational programs, we take immense pride in calling ourselves the most strategic partner for Salesforce.

Accenture has 17 global innovation centers and hubs, including one in Salesforce Tower in San Francisco, where we work side-by-side with clients to ideate, rapidly prototype and scale products and services for the digital economy. In summary, we are not just the most strategic partner, we are also the most innovative partner for Salesforce.

Panel Introduction:

On that note, let me introduce the panel for today's discussion; 3 able leaders who bring unique technology vision and market perspective to our Salesforce business group. Allow me to introduce you to them –

Tarun Patnaik – Salesforce Business Group Lead, Advanced Technology Centers and the North America Salesforce Business Group Lead, for Advanced Technology Centers, India (ATCI for short)

Sachin Shinde – Europe Salesforce Business Group Lead for Advanced Technology Centers,



India

Manish Sharma –Salesforce Business Group Lead for Advanced Technology Centers, India

Welcome Tarun, Sachin and Manish and let me kick start this discussion today with the first question to Manish.

Divya to Manish:

The last 2 years have been unprecedented in many ways. Covid is far from over yet and all of us, including our clients are still adjusting to the new normal ways of working. Our strong partnership with Salesforce has enabled Accenture to create mission critical solutions during Covid and these have touched many lives positively. Would you like to share details about how Accenture and in specific, our Salesforce business group responded to this crisis situation?

Manish –

- Thanks Divya, it is a great question. Pandemic brought in several different challenges. Initial part was more about managing the situation – in Health and Public Services contact tracing became a very critical mandate and Accenture worked with several health agencies and deployed our Contact tracking solution for them. On the business side, it was critical for our client to ensure that they continue to interact and service their customer, even when the employees were not able to report to work. Our AI driven chat bots on Salesforce, helped our clients divert several requests from customers to these bots and address their queries.
- With Vaccination being available, it was important for our public and health agencies to roll them out effectively covering the most vulnerable population first and then roll out to others. Our Vaccine Management Solution, helped our clients roll out vaccines to millions of citizens. We also worked with corporates who were planning “Return to Work” and partnered with Salesforce on their work.com solution which we rolled out successfully to several clients.
- While the pandemic has subsided, we believe that environment and the challenges our clients faced pre-pandemic and now are quite different. We continue to partner with them and leverage

Salesforce to help them address some of these challenges.

Divya to Sachin –

Sachin, one of the key organizational changes that Accenture as a firm did in the last year is how we align our businesses to the 3 geographies - NA, Europe and Growth Market, instead of Operating groups, thereby bringing us closer to the markets and our customers. As the Europe lead for Salesforce Business group, how has the growth in the last 1 year been and do you see any unique Industry trends in Europe?

- In the beginning of CY2020, Accenture organized its market-leading capabilities into four services: Strategy & Consulting, Interactive, Technology, and Operations. The company manages its business through three geographic markets — North America, Europe, and Growth Markets — instead of operating groups. We continue to go to market by industry and have been expanding our global industry programs.
- Growth has been spectacular. The Europe Salesforce group at ATCI grew by >65% in FY21 and the outlook for FY22 is very positive as well. Interestingly not only have we grown in Market Units where growth had been slow in previous years, but since last year we are also seeing very good growth across most of our industries like Life Sciences, CGS, CMT, FS, IE, Resources and Utilities and also HPS etc. Thus the growth has been around i.e. in markets, in industry areas and various Salesforce products.

Divya to Tarun –

Tarun, every business today is talking about sustainability. As an organization, Accenture has made a sustainability value promise to achieve net zero emission by 2025 and 100% recycling of e-waste. Earlier this year, while the pandemic was raging, Accenture announced a tie-up, which would be critical to how our future is shaped. The partnership with our long-time partner Salesforce aimed at helping organizations build sustainability into their DNA by changing how we think and behave. Do you want to elaborate on this partnership and what we are doing with Salesforce on Sustainability?

- Sustainability is the new era and as responsible business leaders we understand that Sustainability is now a business imperative



and not a choice.

- All stakeholders including - Customers, employees, investors and government leaders expect businesses to play a responsible role in taking tangible action on sustainability. For example - There is an increasing trend where consumers are choosing more responsible business options like Amazon green over traditional delivery. Governments are taking measures to subsidize green products.
- The combination of Accenture's Sustainability Services, Salesforce Sustainability Cloud and Customer 360 will bring sustainability to the front office and provide leaders visibility into historical and real-time environmental, social and governance data.
- Accenture is helping clients to integrate Salesforce Sustainability Cloud into their business strategies, operating models, technologies, and core processes and systems with industry-specific requirements and develop sustainability insights that can scale across organizations and their ecosystems. Accenture and Salesforce will be working together to expand the platform and services to track and analyze broader ESG metrics—from water and waste management to diversity & inclusion.
- We are working with multiple clients to help them provide a 360-degree view of their corporate environmental impact to help them measure and manage their carbon footprint and transparently report investor-grade climate data. With this, companies will be able to track, measure and act on a range of sustainability initiatives, including reporting on carbon usage, supporting customer engagements, creating positive consumer experiences, meeting regulatory requirements and developing new business models.

Divya to Manish –

We talked about how Salesforce continues to be at the forefront of Digital transformation for our clients to be a sustainable business; This creates ample learning opportunities for our people. According to you, what kind of roles and skills do you see are in demand currently and futuristically?

- I think clients are looking for an accelerated Digital transformation and they want Salesforce – not just a CRM solution but something that

covers Front office, mid office and integrated tightly with back office. It is the face of digitalization for many of clients as they enable their customer, partners and employees to leverage the power of Salesforce. This would require people who can evangelize around Salesforce platform – business / functional consultants, platform architects who can deliver creative solutions leveraging Salesforce. AND since world has already witness that Virtual teams are actually able to deliver tremendous results, we are seeing many of these “top of the V” roles being played by our teams in India.

- Across the Salesforce ecosystems there is a strong demand – our traditional front office areas like Sales Cloud Service Cloud, mid office – CPQ etc and off course the core platform skills especially around LWC. With the focus on Industry Cloud – erstwhile Vlocity, Health Cloud, Financial Service Cloud – clients are more keen to leverage the new features these solutions bring forth related to their Industries.

Divya to Sachin –

Sachin, we just heard Manish talk about the kind of roles and skills that are and will be in demand in the future. How are we preparing for this talent transformation within our group?

- We are Pivoting with our Talent as we strongly believe that Talent is what will continue to lead Accenture to the future. Here we have a diverse talent pool, and boundaryless career opportunities. There is no gate on who you are – but an alignment on what you want to be.
- We welcome people across all disciplines, technical & functional and are confident that we will be able to enable compelling career journeys for all.
- We have state of art learning interventions that are defined by role, and cater to an individuals educational and experience background – ensuring synergies as we scale for success. We continue to make a lot of investment in to our training programs across disciplines and levels.
- Which includes creation of curated learning paths for Salesforce practitioners as well other technology practitioners who wish to take up Salesforce as a career. There is relentless focus on upskilling and cross skilling within the teams.
- We have adapted our hiring strategy and are now recruiting both from tier 1 and 2 cities. Our



focus on hiring talent directly from universities and colleges continues unabated...we have tied up educational institutions and Salesforce to create learning paths for these engineering graduates before and after they join Accenture. We also focus on providing experienced mentorship and guidance for lateral hires and engineering graduates.

Divya to Tarun –

Tarun, Salesforce Industry Clouds are accelerating client's digital initiatives, especially during this global pandemic crisis like no other. Accenture, with our Innovation mindset and vast Industry expertise, has built 26 Fullforce certified solutions. With the dual role that you play, what kind of new Industry trends are you seeing in general w.r.t the platform and also specifically in North America?

On Salesforce platform trends,

1. COVID-19 has amplified the concept that customer experience (CX) is a direct reflection of employee experience (EX), and Salesforce continues to play a critical role in companies' digital transformations as they adapt to the conditions created by the pandemic.
2. Overall, we have seen that businesses companies prioritize employee and customer engagement. But this year, we see safety and trust emerge as new, essential dimensions of these relationships.
3. We are also dealing with millennial consumers in the era of Cloud 3.0
 - i. Work anywhere - where slack will emerge as the system of engagement
 - ii. Focus on sustainability efforts across orgs emerging as key technology priority for IT organizations.
 - iii. Hyperforce - to scale rapidly and securely
4. Organizations, of all sizes and industries, are embracing initiatives that enable them to meet complex human needs with investments in several key areas like
 - i. Personalized customer journeys
 - ii. Data Privacy
 - iii. Enterprise AI
 - iv. Employee Safety
 - v. Companies are accelerating their investments in end-to-end Salesforce integration

for deeper digital engagement and innovation.

On Industry Trends,

Top industries where we will continue to see growth are Communications, telco and High-Tech industries focusing on B2B sales digitalization and Field service transformation.

In Healthcare and PS, Clients are leveraging Salesforce Industries Public Sector Solutions and Health Cloud for Personalized journeys for patients, members and care teams. Emerging trend being "care from anywhere".

In Products industry, we see Customers are engaging via digital channels and creating rich data profiles that could benefit the entire business. Salesforce is doubling down on customer journey solutions, expanding their capabilities with acquisitions like Datorama, Krux, and Tableau. These acquisitions expand Salesforce's AI and reporting capabilities by integrating internal and external data sources to crosstab and visualize complex and real-time data.

Panel Discussion Ending:

Thank you Tarun, Sachin and Manish for that insightful discussion today. What exciting times it is to be a part of the Salesforce ecosystem, now more than ever!

Salesforce is one of the largest and fastest-growing platforms at Accenture and the Salesforce Business group attracts and retains the best talent in the industry. IDC report says Salesforce and its ecosystem of partners will create 9.3 million new jobs and \$1.6 trillion in new business revenues worldwide by 2026

With our Innovation mindset driving our business, a work environment that truly promotes and appreciates inclusion and diversity, our strategic partnership with Salesforce driving the Sustainability imperative, our continued focus on transforming our talent and people initiatives, the Salesforce business group in Accenture fosters a culture of continuous learning and growth Opportunities. If you are an aspiring Salesforce practitioner watching this, What are you waiting for?



Accenture is the place to start and grow your career path. Come, join us and be a part of the Salesforce Ohana, here at Accenture!

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