

Accenture about: Industry Specialization



Transcript

Robert Wickel, Accenture

Industry is ingrained in Accenture's culture. We always have been industry focused in the way we talk, we think and how we design the solutions. It's the value of the Accenture scale for me, it's an innovation network of 600,000 great individuals that are able to find solutions because they stimulate each other. And there is a lot of institutional knowledge how you do things. So if you look at data strategy, for example, it's something very, very different if you talk about banking core systems compared to provisioning a fixed telco network. The business logic that sits behind is fundamentally different and requires different ways of solving for these specific challenges.

Mary Hunter, Europe Lead Biz Apps, Accenture

Our people have industry expertise. They've been in the industry. They truly feel the pains and the challenges, and therefore they can add real value to our customers to help them to transform in their industry.

Jonathan Fry, North America Lead Biz Apps, Accenture

Much of the expertise that we have within the firm comes from people who have been delivering solutions to our clients throughout much of their career. But we also have a research arm within the firm where we go out and do a lot of market research, whether it's surveying customers, whether it's bringing together experts in various industries to really develop the solutions we have.

Robert Wickel, Accenture

Today clients expect us to have an opinion as we start the discussion. Many of them still are in that phase where they need to overcome the constraints of the legacy in order to build resilience into their business models. Microsoft has an end to end software capability, but it's actually designed to work in the brownfield context that our clients are in. So it starts with the basic layer on Azure and your infrastructure. It has a decoupling layer that you can build northbound intelligent solutions and core business, then applications on top of it without the need to change your infrastructure and therefore you use D365, you use Power Apps, use Teams, which you can readjust and configure in a far more cost efficient and in a faster way. And Microsoft is, for me, the only player who basically can play across your experience level, your data level, your infrastructure level and your core applications level. And this is where, for me, the magic of Accenture happens that we have this vast amount of talent that can basically think about how do we apply it in your context to help you as an individual to stay at the forefront.