



THE GREEN BEHIND THE CLOUD

VIDEO TRANSCRIPT

SPEAKER: From around the globe, it's TheCUBE with digital coverage of AWS re:Invent Executive Summit 2020, sponsored by Accenture and AWS.

REBECCA KNIGHT: Welcome everyone to TheCUBE virtual and our coverage of the Accenture Executive Summit, which is part of AWS re:Invent 2020. I'm your host, Rebecca Knight.

Today, we are talking about the Green Cloud and joining me is Kishore Durg. He is Accenture Senior Managing Director Cloud First Global Services and Lead. Thank you so much for coming on the show, Kishore.

KISHORE DURG: Nice to meet you, Rebecca.

REBECCA KNIGHT: Great to have you.

KISHORE DURG: Happy to be here.

REBECCA KNIGHT: So I want to start by asking you what it is that we mean when we say Green Cloud. We know that sustainability is a business imperative. So many organizations around the world are committing to responsible innovation, lowering carbon emissions, but what does it mean when they talk about cloud from a sustainability perspective?

KISHORE DURG: I think it's about responsible innovation. Green cloud is a thoughtful Cloud First approach that helps boost their profits and benefit the clients by helping to reduce carbon emissions. Think about it this way, like you have a large number of data centers and each of these data centers are increasing by 14% every year. And this double-digit growth comes with a price, Rebecca. What we are seeing is these global data centers consume large power and the consumption is nearly equivalent to the consumption of a country like Spain. So the magnitude of the problem that is out there and how do we pursue a green

approach?

If you look at just our Accenture analysis in terms of the migrations to public cloud, we are seeing that we can reduce that by 59 million tons of CO2 per year. And with this 5.9% reduction in total IT emissions and equates this to 22 million cars off the road. And the magnitude of reduction can go a long way, we think, climate change commitments, particularly for data sensitive business.

REBECCA KNIGHT: Wow, that's incredible. The numbers that you're putting forward are absolutely mind blowing. So how does it work? Is it a simple cloud migration?

KISHORE DURG: So, you know, when companies begin their cloud journey and then they confirmed with them a lot of questions, the decision to make in this particular elements, sustainable solution and benefits they drive. And they have to make wise choices and they will gain unprecedented level of innovation leading to both a greener planet, as well as a greener balance sheet, I would say.

So I think it's all about ambition. The greater the ambition, the greater the reduction in carbon emissions. So from a cloud migration perspective, we look at it as a simple solution with approaches and sustainability benefits are really based on tech. It's about selecting the right cloud provider, a very carbon thoughtful provider and the first step towards a sustainable cloud journey.

And here we're looking at cloud operators, obviously, they have different corporate commitments towards sustainability and that recommends how they plan, how they build their data centers, how they power and consumptions that operate there and how they retire their data centers.

Then the next element that you want



to do is how you build an ambition. You know, for some of the companies, an average on prem, drives about 65% energy reduction and carbon emission, a reduction of about 84%, which is kind of okay and good, I would say, but then, if you could go up to 98% by configuring applications to the cloud, that is significant benefit for the world and, obviously, it's a greener cloud that we are talking about.

And then, the question is how far can you go? And, obviously, the companies have done a lot greater financials, societal and environmental benefits. And Accenture has this cloud-based circular operations and sustainable products and services that we bring into play. So it's a very thoughtful broader approach that we are bringing and in terms of just a simple concept of cloud migration, Rebecca.

REBECCA KNIGHT: So we know that in the COVID era, shifting to the cloud has really become a business imperative. How is Accenture working with its clients at a time when all of this movement has been accelerated? How do you partner and what is your approach in terms of helping them with their migrations?

KISHORE DURG: Yeah, I mean let me talk a little bit about the pandemic and the crisis that is there today. And if you really look at that in terms of how we have partnered with a lot of our clients in terms of the Cloud First approach, I'll give you a couple of examples. We worked with Rolls-Royce, McLaren, DHL and others as part of the Ventilator UK Challenge consortium. Again, to coordinate production of medical ventilators, such as for UK Health Service. Many of these firms have taken similar initiatives in terms of from a few manufacturers of hand sanitizers to hand sanitizers and again, leading passed the levels making PPE. And again, the UN General Assembly, we launched the end-to-end Integration Guide that helps companies essentially to house Sustainable Development Goals. And that's how we're partnering at a very large scale.

And if you really look at how we work with our clients and what is Accenture's role there? You know, in terms of our clients, there are multiple steps that we look at. One is about planning, building, deploying and managing an optimal Green Cloud Solution. And Accenture has this concept of helping clients to the platform who can achieve that goal. Like we are having

the platform for myNav, which has a multiple Green Cloud Advisor. And this is the capability that helps you provide optimal Green Cloud business case and, obviously, a blueprint for each of our clients.

And right from the start in terms of how do we compete all migration recommendation to an improved solution accuracy to, obviously, bringing in the end-to-end perspective. You know, with this Green Cloud Advisor capability, we're helping our clients capture what we call is the carbon footprint for existing data centers and provide, I would say, the current cloud CO2 emissions score that, you know, obviously helps them with carbon credits that can further their green agenda.

So essentially, this is about recommending a Green Index Score, reducing carbon footprint for migration for a greener cloud and it really look at how Accenture, itself, is practicing what we preach. In 95% of our applications that are in the cloud and this migration has helped us to lead to about at least \$5 million in benefit and in the third year, another \$3 million in analysts costs that are saved through right sizing service consumption.

So it's a very broad umbrella and footprint in terms of how we engage society with the UN or our clients and what is it that we exactly bring to our clients in solving a specific problem.

REBECCA KNIGHT: Accenture is walking the walk, as you say.

KISHORE DURG: Yes. So that is that we really practice what we preach and that is something that we take it to heart. We want to have a responsible business and we want to practice it and we want to advise our clients around that.

REBECCA KNIGHT: You are your own use case and so, they know they can take your advice. So talk a little bit about the global – the cooperation that's needed? We know that conquering this pandemic is going to take a coordinated global effort and talk a little bit about the great reset initiative? First of all, what is that? Why don't we start there and then, we can delve into it a little bit more?

KISHORE DURG: Okay, so before we get to how we cooperate a bit, we said initiative was about improving the state of the world and it's about a group of global stakeholders cooperating to simultaneously manage the direct



consequences of their coordinating crisis. And in spirit of this cooperation that we're seeing during COVID-19, which will obviously, either to post-pandemic to back were the world's pressing issues, I want to say. We're encouraging companies to realize a combine potential of technology and sustainable impact, to use enterprise solutions to address with urgency and scale and, obviously, multiple challenges that are facing our world.

One of the ways that we're encouraging companies to reach their greenest cloud with Accenture's Cloud First strategy is to build a solid foundation that is resilient and will pivot to faster to the current, as well as future times.

Now when you think of cloud as the foundation that drives the digital transformation, it's about scale, speed, streamlining our operations and, obviously, reducing cost. And as these businesses sees the construct of Cloud First, they must remain, obviously, responsible and trusted.

Now think about this, right, as part of our analysis that profitability can co-exist with responsible and sustainable practices. Let's say that all the data centers migrated from on prem to cloud-based. We estimate in all that, would reduce carbon emissions globally by 60 million tons per year. And think about it this way, right, the easier method would be taking off 22 million cars off the road.

The other examples that we are seeing, right, in terms of the NHS work that they're doing in UK to build a Microsoft Teams based integration and a platform we rolled out for 1.2 million NHS users. And about 16,000 users there, where they want to secure instant messages and, obviously, complete audio video calls and host virtual meetings across England. So this work that we did with NHS is something that where we're collaborating with a lot of tools and powering businesses (inaudible).

REBECCA KNIGHT: Well, you're vividly describing the business case for sustainability. What do you see as the future of cloud when thinking about it through this lens of sustainability and also going back to what you were talking about in terms of how you are helping - you're fostering cooperation within these organizations?

KISHORE DURG: That's a very good question, Rebecca. So if you look at today, right, that this is our, obviously, environment we aware

and we are expanding it first to decrease power consumption and carbon emissions. And they want to run a sustainable operational efficiency across all elements of their business. And this is an increasing trend and there is adoption of energy efficient infrastructure in the global market.

And this trend is the Cloud First thinking and with the right cloud migration that we've been discussing, is about unlocking new opportunity like green energy foundations enabled by cloud based geography analysis, material waste reductions and better data insights. And this is something that will drive obviously faster analytics back on the result there.

Now the sustainability is actually the future of business which is companies that have historically driven the financial, security or agility benefits to cloud. Now sustainability becomes an imperative for them. In our own experience, Accenture's experience with cloud migrations, we are seeing 30% to 40% total cost of ownership savings and driving a greater workload flexibility, better service utilization and, obviously, more energy efficient public clouds that cost, we see that drive a lot of these enterprise own data center.

So in our view, what we're seeing is that this sustainable cloud position helps companies to drive a lot of the goals innovation to their financial and other goods.

REBECCA KNIGHT: So what should organizations who are watching this interview and saying, hey, I need to know more, what do you recommend to them and where should they go to get more information on Green Cloud?

KISHORE DURG: You know, if you are a business leader and you're thinking about which cloud provider is good, how should applications be modernized to meet your day-to-day needs, which cloud driven innovations should be priorities? You know, that's why Accenture formed the Cloud First organization and essentially to provide the full stack of cloud services to help our clients become a Cloud First business. It's all about accelerating the digital transformation, innovating faster, creating differentiated and sustainable value for our clients. And we are powering it up with 70,000 cloud professionals, \$3 billion investment and bringing together a (inaudible) and better cloud



services for our clients in terms of cloud solutions and, obviously, the ecosystem partnership that we have and that you're seeing today and there are steps that help our clients realize their goals. And, again, do reach out to us, we can help recommend obviously an optimal, sustainable Cloud First solution that meets the business needs and bring on precedented levels of innovation.

Our experience will be an advantage and now more than ever in the cloud.

REBECCA KNIGHT: So just closing us out here, do you have any advice for these companies who are navigating a great deal of uncertainty? What do you think the next 12 to 24 months, what do you think that should be on the minds of CIOs as they go forward?

KISHORE DURG: So as CIOs are thinking about rapidly leveraging cloud, migrating to cloud, one of the elements that we want them to be thoughtful about is can they do that with unprecedented level of innovation, but also build a greener planet and a greener balance sheet? If we can achieve this balance and kind of have a world which is greener, I think the world will win and we all, along with Accenture and our clients will get it. That's what I would say, Rebecca.

REBECCA KNIGHT: That is an optimistic outlook and I will take it. Thank you so much, Kishore, for coming on the show.

KISHORE DURG: Thank you so much.

REBECCA KNIGHT: That was Accenture's Kishore Durg. I'm Rebecca Knight. Stay tuned for more of TheCUBE virtual's coverage of the Accenture Executive Summit.