



EPISODE 2: THE GROWTH FORMULA- USING DATA TO DRIVE DECISIONS

VIDEO TRANSCRIPT

- How is it that amidst pandemic and in unprecedented times Salesforce delivers historical and record growth beyond its peers? Similarly, how does Accenture, Salesforce's number one partner, also separate from the pack, continuing its high-performance delivered tradition and in guiding and helping their customers accelerate through their digital transformations, drive growth? Well, welcome to today's conversation in growth. And I'm thrilled to have Dawn Anderson, Senior Managing Director of North America Enterprise Functions at Accenture; and Andy Kofoid, North America President of Sales here at Salesforce. And today we welcome you into an intimate conversation about our growth formula. And we're gonna get into a number of really compelling topics for you, about the combination of data and leader accountability, about smart planning and capacity, the criticality of talent and enablement. But most importantly, we're gonna talk about how focusing on your customers and your clients will help drive growth. Dawn, Andy, it's great to see both. Welcome to conversations and growth. Dawn, why don't we go ahead and start off with Accenture. When you think about leaders, leader accountability, and data, and bringing those together, how does Accenture look at this combination?

- Well, Ryan, great to see you. And thanks for the question. As you might imagine, Accenture is quite the complex organization. We have

over 530,000 employees. We serve over 6,000 clients in 120 unique countries. It's critical that we drive accountability with our leaders. And the only way that we can do that is through enabling them with data and insights to have deep relationships with their clients to drive growth-oriented conversations. Wall Street actually counts on us to be predictable with what we commit to, and predictability by looking at data allows us to do more than just worry about the financials, because we can only deliver the financials if we're focused on our talent. And so looking at the financials through a data and insights lens allows us to determine what sort of skills do we need to serve our clients today. But more importantly, what sort of skills do we need to future-proof our business on behalf of our clients' business? The second thing that we do is we use our data and insights to really identify some, and pinpoint ideas and areas that we can see future growth coming from, which allows us to determine where we need to place some bets and assets in our offerings. And really all of this has been powered and enabled by our own sales transformation powered by Salesforce. We embarked on our own journey to really reactivate our sales motions, modernize our tools, and challenge ourselves with our own approach to delivering sales into the marketplace. And the one thing that we focused in on, we used to be obsessed with looking at our own data. And now I would say we're obsessed with looking at equal parts internal Accenture data with equal



parts looking at external client data. We now have kind of purposeful connection points to pull in customer insights that allow us to elevate the conversations our client teams can have with their clients.

- Andy, how does Salesforce look at this?

- Well, thanks, Ryan. In truth, data is at the heart of everything. It's at the center of every digital transformation. It's at the center of every informed decision of our customers. And it's also at the heart of our own business, because today, as you know, data's really everything. Our customers have become digital first, and we need to be able to tie all their data together across sales, service, marketing, commerce, if we want to engage with relevancy, personalize our interactions, and of course grow our relationships. Revenue, that's what it's all about. And our business is digital first. And when we leverage AI and data to drive propensity, we're really equipping our people with their insights they need to strengthen business cases and better steer sales operations, and most importantly to more effectively guide our customers in their own decision-making. Data and actionable insights translate into smarter, faster, and better decisions every step of the way. Hopefully that gives you some good insight, Ryan.

- Absolutely, no, thank you both. And it really seems that this strong combination of data and insight together, equipping our people and our leaders to actually drive outcomes within the business is critical and paramount. Thank you for that. It's incredible to have this conversation with you both, and it's really exciting to think about what we all can do in the market together. So thank you, Dawn, Andy. It's fantastic, and thank you for joining this Conversations and Growth.

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