



# MAVIM TRANSFORMATION WEEK PHILLIP HAZEN LEARN MORE ABOUT DIGITAL TRANSFORMATION TRANSCRIPT

## Through the eyes of today's client

Every business seeks to be an intelligent business. A business that leverages technology to:

- turn data into insights that improve financial performance
- smooth operations
- and provide excellent experiences for customers and employees.

Companies want to deliver more—to be responsive to demand and resilient to change, to optimize costs and do good for society. To achieve all this, leaders must reimagine their business for tomorrow.

Future-ready organizations are intelligent. They're built on a foundation of digital, data and AI to provide the visibility, agility and new ways of working needed to create 360° value, enterprise-wide.

The pace of change continues to accelerate. Many businesses continue to wrestle with the amount of uncertainty and challenges that arose last year. It has become ever more significant for organizations to be in the best position to adapt and react rapidly.

Organizations must transform to enhance capabilities, reduce costs and become more nimble in responding to ongoing changes and customer demand.

Businesses are grappling with the speed of change in multiple areas. Whether it be responding to:

- new technology advances
- threats against their business operations
- supply chain disruptions
- new, more nimble startups that present as competition
- high expectations set by the evolution of customer experience

Agility becomes the imperative within the organization, providing the ability to adapt rapidly to change.

Today's businesses are generating more data than ever before. But for many organizations, effectively using that data for digital transformation remains challenging.

Companies need to ensure they are getting the right data from their operations and can make real, concrete decisions to add value to their business by using that data.



Both big and small companies have an avalanche of data on their business, but it often takes employees a long time to find and access the data they need.

Data can be siloed — and not looked at as a whole. Companies that are able to look at all the data relating to employees, manufacturing, sales, marketing, customers, suppliers, and sustainability will be more successful in the future.

Digital Thread is the term for this cohesive look at data and includes three Vs: volume, variety, and velocity.

In a survey of more than 2,000 executives in 15 industries, Accenture uncovered, that many senior executives have a challenging time getting actionable, data-driven insights from their legacy, disconnected supply chains, assets, plants and operations. Companies need to build a mechanism to help them effectively use the data available to them.

Data is a source of huge opportunity if it can be harnessed and used effectively. It has become increasingly important to every organization's ability to efficiently and proactively gather holistic, data-driven insights on product development decisions and customer experiences, and influence innovation at the pace the market demands.

A cohesive approach is required. One that:

- Connects people, products, and processes internally and externally
- Supports data-driven improvements and innovation
- Unlocks new options for using data insights to enhance customer relationships and experiences

- Leverages existing technology and hardware for digital transformation.

Process is the orchestrator, the strategic imperative, the glue. It provides vision and powers the “how” in business transformation. The how is the experience that lies at the heart of every business.

It is the very substance that brings human ingenuity and technology together.

It has the power to see, impact and improve data flow.

It has the power to reveal and elevate effective integration between the digital and the real world.

It has the power to truly transform an organization into a more intuitive, organic one, one that is better able to leverage data and insights and turn it into intelligence to change and ready itself to seize the opportunities ahead.

Our customers aspire to become intelligent enterprises, and many are looking to do this by transforming their digital core.

As organizations prepare to evolve, they often times find themselves wading through massive technical debt. This is due to highly monolithic and customized back office apps that companies continue to update year after year. Technical debt can be costly, rigid, hard to upgrade and a risk because you get one time to get it right. How can you be smarter about your approach? How can you be more modular? It's hard to create it right. But, with the right approach, you can drive real time benefits towards the path of the intelligent enterprise. This can be overcome with the appropriate evaluation and strategic planning to move forward in reaching transformation goals.

There is a more strategic, smarter, more responsible, and intelligent way to drive 360 degree value in every aspect of the business from finance to customer experience, and sustainability.



## How does BPM drive 360 value?

Accenture helps clients embrace change by delivering 360 degree value across the organization and comprehensively. Accenture is committed to shaping sustainable organizations: helping clients transform, reinvent their business and become more sustainable. We help responsible leaders create lasting value and equitable impact for all stakeholders.

Sustainability has become increasingly important, with UN's Sustainable Development Goals calling for collective global action until 2030.

Additionally, the pandemic increased pressure on leadership teams to deliver financial value with societal and environmental impact for the benefit of all stakeholders. There is also increased scrutiny—from consumers, employees and investors alike—on the role of business in addressing the world's most pressing problems. There is strong impetus for change.

Business and operating model transformation is necessary to become a truly sustainable organization. Tangible commitment to stakeholder-centricity will provide the foundations for this shift.

But the responsible values and the environmental, social and governance (ESG) intentions of leadership teams are outrunning the ability of their organizations to deliver the necessary behavioral change.

To succeed, they must strengthen their "Sustainability DNA," the management practices, systems and processes that shape new behaviors and decision-making capabilities.

Companies with strong "Sustainability DNA" are more likely to deliver financial value and a lasting positive impact for their people, society and the environment.

Leadership teams that build sustainability into

the DNA of their organizations are better able to deliver financial value and wider stakeholder impact. In fact, those with the most deeply embedded sustainability management practices outperform peers by 21% on both profitability and positive environmental and societal outcomes.

Accenture has identified 10 Sustainability DNA enablers in 21 areas of practice that drive value and they are actually all underpinned by process. From "Performance Reporting" to "Sustainability Operations", "Risk Management" to "Employee Growth". Process lies at the core of each Sustainability area of practice.

There is an example in our newly released "Sustainable Organization" research that outlines how our client Citi was easily able to pivot to help bring a sense of financial security to their customers during COVID due to having good processes in place. They were able to rapidly build a new system to distribute PPP funds to the customers, who were small business owners who needed access to capital to keep their businesses solvent during the uncertainty of COVID. They relied on having already built agile and flexible processes without compromising compliance and customer experience to quickly build a system with deep insights that allowed them to access data while innovating.

## BPM technology drives 360 value in transformation

When you have good business processes in place that use technology as a driver, process becomes the vehicle for transformation which allows you to move forward, faster, more intuitively.

There is a new way to think about business process management. A way that is holistic, where you can:

- use AI in a meaningful way with Lifecycle Management to define your process



- architecture as a whole so that you can seamlessly weave new processes into the fabric of your business.
- a new approach where you use mining to understand how your business processes are working, interacting and performing, we gather data for a precise, real-time view of your organization and to also drive how it works.
- Then you bring in automation to continuously improve and optimize.

By leveraging the best combination of strategy and tools that Business Process Management has to offer we are well positioned to provide comprehensive value to our customers in their transformation journey.

BPM holds the power to not only break the most ingrained, out-of-date activities, but to also rapidly accelerate business transformation, from within – creating adaptable, future ready organizations that are ready to weather the new changes ahead.

We help our customers organize, operationalize and optimize through lifecycle management, mining and automation:

BPM gives businesses a top-level view of how their processes are working, interacting and performing using BPM Strategy and Value Analysis, Maturity Assessment and COE.

We provide digital and analytics mining to visualize and monitor performance for improvement opportunities to make processes more scalable, responsive and connected.

We engage our customers and deliver our services in a more digital, immersive and highly personalized way, with data, intelligence and automation that augment human capabilities

Mavim and their BPM tool suite combined with Accenture's leading practices and benchmarking

drive value in the transformation journey. Especially as it relates to Accenture's myConcerto Intelligent platform.

BPM helps you understand what good looks like today and tomorrow. When coupled with process mining, customers can visualize where they are currently and benchmark against leading research-backed industry practices leveraging automation and AI to define their business case, roadmap and deliver transformation with continuous innovation. BPM is foundational in connecting process to technology. It powers evolution, data and efficiency to advance enterprise-wide intelligent transformation.

It's never been so important to have a comprehensive strategy for BPM where you start with setting a roadmap and culture for governance and design, implement and monitor processes as you run and operate them. The Digitalization is requiring this of every company to remain undisrupted in their industry. No company or industry is exempt from the requirement to transform. BPM is the foundation for every transformation and will drive comprehensive value for the organization that embrace change and master the process of everything they do.

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