



TRANSKRIPT

How Accenture and Salesforce can help with your sustainability goals

Jan Malý | Accenture & Piotr Faderski | Salesforce

Jan Malý:

The Accenture Salesforce Business Group is the trusted leader in designing implementing and driving transformational experiences using Salesforce solutions.

We are truly happy to be the largest and biggest Salesforce global partner, focusing primarily on the enterprise level segment.

My name is Jan Malý and I am Accenture salesforce lead for central Europe. It's my great honor to welcome in Accenture series Piotr Faderski, regional vice president of sales for CEE region at Salesforce.

Welcome Piotr.

Piotr Faderski:

Good morning Jan, it's great to be here.

Jan Malý:

First of all, how do you see the cooperation with Accenture, from your point of view? What is the basis of the relationship?

Piotr Faderski:

Salesforce is not only the number one CRM in the world but also a platform for any type of connections and interactions between enterprises and their customers.

And as you said, Accenture is the largest partner worldwide that is doing implementation and consulting for our customers on salesforce. that's why I

believe this is a great base for cooperation and for building success for our joint customers.

Jan Malý:

Piotr, what are current trends? how are businesses reacting to the current turbulent situation?

Piotr Faderski:

In the last two years the world has changed, and the prices have changed. We see this on the market, businesses have changed to digital first.

The first interactions between enterprises and their customers are not happening anymore in brick-and-mortar shops but via web and mobile.

As we see this, we react to this and work with our customers to make sure that they're able to work with their customer in the new way. It's also important to mention that the same as enterprises have changed their communication with their customers, it's also employees who work in a different way in the last two years.

Jan Malý:

Piotr, how is Salesforce directing to current changing demand on the CEE market?

Piotr Faderski:

Every business is different, and the solutions must fit to the industry. "One fits all" doesn't work anymore. That's why we bring to the market new clouds that are responding to this market requests. For example, sustainability clouds or health clouds. We are also seeing a high interest in slack. That is our digital hq.

Jan Malý:

I confirm. From Accenture's point of view, I see financial services cloud, consumer goods cloud, salesforce for industries but also the manufacturing cloud is very important. Piotr, do you see any deeper structural change in demand for salesforce products and services?

Piotr Faderski:

All salesforce products and solutions are driving digital transformation with our customers. Due to the fact that the market has changed and traditional brick-and-mortar business is not there anymore, we see a great interest in marketing clouds. More and more of our customers have omni-channel strategies. They are changing the ways how they want to communicate and interact with their customers. This is where marketing cloud is coming in and helping them driving a strategy.

Jan Malý:

One of the recent topics is definitely sustainability. How is salesforce addressing this, Piotr?

Piotr Faderski:

Thank you Jan, for asking this question, because this is very important for Salesforce and for the world. I just wanted to mention that salesforce clouds are Carbon neutral and CO2 neutral, and we have recently put on the market a sustainability cloud. A cloud, a solution, that is helping our customers to measure and be compliant with the CO2 regulations. As Accenture was supporting the building of the sustainability cloud, I believe that our companies should jointly go to the market with this solution and help make the world a bit better.

Jan Malý:

Piotr, thanks for a very nice interview with you today. And thanks for coming.

Piotr Faderski:

Jan thank you very much for having me here. And thank you to all the current and future customers of salesforce and Accenture.

Jan Malý:

And I would like to invite you for other videos focused on our mutual Accenture and Salesforce cooperation. Thanks a lot.