WHY DOES SUSTAINABILITY MATTER?

VIDEO TRANSCRIPT

0:12
hello everyone my name is Juan Perez I'm

0:14
the salesforce CIO from the salesforce

0:17
tower in Atlanta today we're going to be

0:19
speaking about sustainability with a

0:21
great colleague Penelope Pratt from

0:23
Accenture it's a pleasure to be here

0:24
Juan great to see you I've been with

0:26
Accenture for 30 years and never made it

0:28
inside this tower so it's very nice to

0:30
see the facility it's absolutely

0:32
striking and I look forward to talking

0:34
with you about sustainability

0:40
to get us really started with our

0:41
conversation today wanted to get your

0:43
perspectives your views on Accenture's

0:45
esg strategy where do you see the

0:48
company going with the esg why Is it

0:50
important to the organization how are

0:52
you driving that strategy If you think

0:54
about the last decade the digital

0:56
revolution has changed the way that the

0:57
world works and lives and we at

0:59
Accenture believe that the

1:01
sustainability agenda is going to have

1:03
the same level of impact on all of us

1:05
and so it's important to shape at the

1:07
outset what that agenda is going to look

1:09
like as we think about the Accenture

1:12
journey we want to make sure that we

1:14
marry our sustainability agenda up

1:16
against our vision as a company which as

1:18
you know

1:19
Is to change the way the world works and

1:21
lives by marrying human ingenuity and

1:24
technology so as we think through the

1:26
sustainability agenda and all the things

1:28
we can Impact with our clients with our

1:30
customers with our partners like you we

1:32
want to make sure to live true to those

1:34
values while delivering both business

1:36
value but sustainable impact in the

1:38
environment at large

1:43
it's so important today Penelope for rit

1:46
professionals to be business oriented

1:48
professionals too to understand the

1:50
business to get close to the business

1:52
and when it comes to sustainability

1:54
there's no difference there you have to

1:55
be connected with the company's strategy

1:57
when it comes to sustainability right

1:59
the closer you get to those strategies

2:01
the better you'll be positioned to drive

2:04
technology solutions that can help the

2:05
organization grow we want to embed

2:08
sustainability In everything we do in

2:09
every relationship think about how

2:11
profound that statement is when it comes

2:13
to the myriad of technologies that live

2:16
underneath

2:17
basic things how we connect with our

2:19
customers how we connect with our

2:20
partners how we communicate to the world

2:22
how we run our finances how we do our

2:24
human resources systems

2:26
all of these things In total have to be

2:28
addressed segment by segment to make

2:31
sure that the way we think about our

2:32
sustainability agenda at a macro level

2:35
is reflected on how we choose to design

2:37
from the bottom up this responsibility

2:40
for sustainability actually resides

2:42
across the entire enterprise it's not

2:44
just one individual it's not the CEO

2:46
it's everyone across the entire

2:48
organization as a CIO our job is to

2:51
serve our companies by providing a

2:53
technology landscape that powers up

2:55
every aspect of our business and the

2:57
sustainability agenda Is going to

2:59
permeate every business process that we

3:01
run as we think about how to shape out

3:03
what we want to do in the space

3:07
what do you think we are in this journey

3:09
to have technologies that can support

3:11
companies become more sustainable the

3:13
sustainability journey Is still for most

3:15
of the world young the technology is

3:18
nascent it's evolving we're all learning

3:20
and so what's exciting and fun Is the

3:23
opportunity for pairing really

3:25
collaboratively with the businesses that
3:27
this represents and the chance to go on
3:29
a joint learning journey together we're
3:31
going to need some things from our
3:33
partners and in particular from partners
3:34
like salesforce to help us along that
3:36
journey we're going to need flexibility
3:39
because the journey is young and things
3:40
will change and the software that we
3:42
choose in our backbones has to change
3:44
with the journey it has to be scalable
3:47
500 000 people when I joined we're over
3:49
seven now we've acquired 120 companies
3:52
since I've been sitting in the chair
3:54
growth is unparalleled right now we have
3:56
to be able to serve those scalability
3:58
aspirations of our boers and our CEOs
4:01
and finally data you can have all the
4:03
data in the world and be data poor what
4:05
you and I have to do is make our
4:07
companies data rich by providing
4:09
transparent data that's usable at the
4:12
point of need there's a couple of things
4:14
salesforce bring to the table that are
4:15
particularly helpful

4:17
one is behavioral analytics your data is
4:20
deep and it's rich and it's insightful
4:22
and we can look at the patterns of data
4:24
produced by the behaviors of our people
4:26
interacting with your systems and what
4:28
they're doing to tell us things about
4:30
how we're serving the sustainability
4:31
agenda it's important to be data rich
4:34
have data that actually helps you guide
4:36
your decisions and the way that you
4:38
manage your sustainability initiatives
4:40
no doubt about that the second thing
4:42
that I would say is super helpful is the
4:44
visualization layer you guys have an
4:46
incredibly rich and complex ux and it's
4:49
very helpful in terms of the overall
4:51
visualization that we can bring data to
4:53
the point of the person's need in
4:55
decision making your software does that
4:57
particularly well we're moving Into a
4:59
world where users have choices they can
5:01
configure their own environment so we
5:04
have to offer them visualizations that
5:06
can occur at the point of need when they
5:08
want to ask the question

5:10
and that can be presented in a way that
5:12
they find appealing that is how you bind
5:15
people into the journey get them to
5:17
participate get them to really heart and
5:19
mind believe that they are contributing
5:21
to the sustainability agenda then it
5:23
becomes a closed loop of goodness right
5:25
and continues on its own
5:28
[Music]
5:29
specifically what should we be
5:31
recommending and telling our audience
5:33
that their teams should be doing to
5:35
support sustainability initiatives in it
5:38
well as CIOs you and I know the first
5:40
and most important step that we can take
5:42
for our companies and have taken for
5:43
both salesforce and Accenture is to
5:46
maintain a position in the public cloud
5:47
right getting out of data centers will
5:49
produce the single biggest leap In your
5:51
sustainability savings for an it
5:53
professional but underneath that there
5:55
are multiple things we can do to
5:57
continue the journey we continually look
5:59
at how we use server technology and move

6:02
towards the serverless state the less
6:03
you have the less you consume we can
6:05
think about how data is used use only
6:08
what you need only when you need it
6:10
don't have masses of storage that really
6:12
aren't necessary rethink your archiving
6:14
strategies right and also as CIOs we
6:17
have to teach our organizations to shift
6:21
left in their thinking and what I mean
6:22
by that is whether we're doing customer
6:24
development or configuring a product
6:26
like salesforce there is an opportunity
6:29
for the actual developer in the chair to
6:31
get into the sustainability agenda think
6:33
about how to use key resources in a very
6:36
controlled manner but you have to build
6:38
it into the methods that go into
6:40
building the software or configuring the
6:42
software and that takes time and
6:43
deliberation on the part of the CIO to
6:46
figure out how to blend It into the
6:48
methods and make it a sustainable part
6:50
of a developer's life so the CIOs have a
6:52
responsibility also to make sure that
6:54
although perhaps the single unit cost of

6:56
resources continues to go down exactly

6:59
that we now take a different focus in

7:01
making decisions and one that includes

7:03
sustainability in the decisions we make

7:06
as to how we use resources in general

7:08
when you hear sustainability a lot of

7:10
people that you and I talk to they think

7:12
about carbon emissions right

7:14
but the sustainability agenda is both

7:16
broad and deep it traverses everything

7:18
right from the environment to society

7:22
and the ways that we're going to go

7:23
about supporting each part of that

7:25
agenda have to be unique and tailored to

7:28
the business it's a challenge but I

7:30
think one that CIOs like you and I are

7:32
going to enjoy facing

7:33
well Penelope it's been just a true

7:35
pleasure being here with you today you

7:37
know in this discussion we had today I

7:39
left with a number of key takeaways that

7:41
will definitely shape my own

7:43
sustainability initiatives as I help my

7:45
company's sustainability initiatives you

7:47
cannot do this alone you need really

7:49
strong partners to support you no matter

7:52
what the initiative is certainly in

7:53
sustainability is key to have the right

7:56
partners and for me to see the type of

7:58
relationship that we have built between

8:00
salesforce and Accenture is truly a

8:02
pleasure to see I totally agree and

8:04
what's exciting about the sustainability

8:06
journey right now is that we are still

8:09
growing and learning technology is still

8:10
evolving the world is still evolving

8:12
it's thinking and we have an opportunity

8:14
as partners to figure out how to address

8:16
that both for the betterment of our two

8:17
companies but for the betterment of the

8:19
world at large it's fun to be a CIO so

8:21
true I agree and for those of you

8:23
watching today I certainly encourage you

8:26
to maintain the discussion on

8:27
sustainability you heard it today from

8:29
Penelope sustainability is not a topic

8:32
that should just stay within the

8:33
boardroom sustainability is a topic that

8:35
all of us are responsible for and

8:37
certainly CIOs are In a great position

8:40
to drive the sustainability initiatives
8:42
for our companies thank you
8:45
[Music]
8:48
we can talk all day and we're going to
8:49
keep going
8:52
[Music]
9:04
you