

RETURN TO WORKPLACE: MANAGING REOPENING FROM A SINGLE HUB

VIDEO TRANSCRIPT

Bill Patterson [00:00:06] Hey Yusuf, in our last couple of sessions together in our last few episodes, we've covered so many of the important topics of how to reopen your workplace safely and effectively. We've discussed contact tracing. We've discussed this notion of fit for work and work, you know, kind of shift manager, the new normal experiences that we think about, you know. But one of the things that I think is a big one is this notion of the central hub to bring information together, to make decisions and building a command center that we can actually use to orchestrate decisions, to manage sites and operations, bring it all together like never before. Telling me a little bit about what your clients are saying about this concept of commands and how critical it is in this moment in time.

Yusuf Tayob [00:00:53] Well, you know, this concept of command center, it sounds big and it sounds heavy and it sounds you know, it sounds complex. And, you know, I don't think it needs to be that way. In fact, in our last segment, we talked you talked a lot about having to be agile and sort of ebb and flow with where this thing goes and what happens if we have more flare ups or if things become normal for a while and then, you know, and then and then sort of become an issue. We're talking to our clients a lot about what command center might look like and what we think about it or how we think about it. Certainly, there's the there's the technology

component of, you know, a platform around which you can manage all this, you know, but I really think about it on three dimensions. Number one, it's about being able to monitor real time employee and work, workplace updates in a single place.

Yusuf Tayob [00:01:43] It's about driving proactive and preventative action where we can get ahead of risk, prevent risk and emergencies and problems before they happen. And then it's a place to enable a unified voice from the leadership to communicate, you know, as we redeploy resources, as we change processes. And we asked people to work in this new normal.

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Bill Patterson [00:02:04] I think and I think building on that, this concept of the command center becomes ultimately the way it's such a crucial piece of that reopening experience, because all of the things you just talked about have to be kind of powered with incredible access to data, data that comes from not just systems that maybe you own, but data that comes from the public domain, such as taking data from great data sources like the CDC or New York Times about the rate of virus progression. It's also about data and integrations that can be powered by solutions like real soft as a platform to take data from maybe badging systems or inventory systems of PPE equipment to really now put that information right into the hands of maybe your site operations leader. Now, to know all of the real time, like you said, data about where we need to make decisions. And and finally, it's also about the body analyzes information like never before. And this is why I'm really excited of the power of Tableau becomes an incredibly powerful engine to ingest data from complex sources, but to make it and present it in a simplified way to really make decisions. So this platform of of decisioning in this command center really is about all of this noise and providing great signals to make great decisions with. And I think it's also on top of that now, you're going to customize that with triggers and events and notifications about maybe different thresholds that occur within that data to then make those, like you said, predictive decisions go forth. And I know you guys at Accenture are really thinking deeply about this area, about taking this decisioning to the next level, maybe can tell us a little bit more about what you're seeing.

Yusuf Tayob [00:03:53] Yeah, absolutely. I mean, you know, I think as we sort of move through this journey, you know, we are we are sort of moving from this this descriptive phase, which I think we've actually gotten pretty good at, right, with the solutions that we've built together, being able to to talk about exactly what's going on in our environments to more of a predictive phase. And that is where we ultimately want to get, as you say, to be able, to be able to make decisions based on the data that we're ingesting. I love your point about publicly available data as well. You take the public available data, you take the stuff that we can capture, you know, in the workshop platform, for example, is sort of a sort of the command center or the portal. And then you take capabilities that we've got in the digital work or platform, which I mentioned it up in a prior segment, which we're integrating with work dot com, which is really about being able to track the physical movements of machines and humans and those interactions. And you sort of put all that together. And what you get then is a very predictive, data driven capability that hopefully should help us get ahead of what's coming.

Bill Patterson [00:04:59] I really like this concept, you know, and we first talked about it, and I think Accenture is taking such a a unique approach here because most solutions start with the data that you have. And I think you guys are really bringing the full picture of what is the data that you need to make these important decisions. And when you can combine those two together, the ability for you to combine the data you have with the data you need to make decisions in the moment, I think become incredibly powerful for

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organizations today to do this reopening journey well, and that's what I think is really important, is that we all know that the data is only as you know, it only enhances kind of decisions. But we also need to really make sure this is an empowering tool for leaders to give them options and give them kind of scenarios that they can compete with. And I love what you talked about, about this day in the life concept, both in this session and the once before, because this day in the life is going to get where the data becomes real and it becomes actionable and becomes integral to make sure we have both the positive effect of decisions that we have, but ensure safety for those that we serve in our places. But I think, as you said yourself, you know, this is where everyone has to really understand what the right shape of the data curve looks like for the future and really model that for the uniqueness of their own business. And so this is, again, where I think Accenture is really doing some amazing work, innovating to help clients understand what is the information they need to make these decisions of tomorrow.

Yusuf Tayob [00:06:28] Yeah, it's certainly not a one size fits all. And, you know, I think one of the things that we've done together as we've been talking to our joint customers clients in this space is to understand what they have, what what exists already in their enterprise, and then how can we augment around that.

Yusuf Tayob [00:06:44] So while I think we're very committed to using your technologies, to using our technologies to be able to build frameworks for the command center to go to make these capabilities available, we also

recognize and we're very flexible that every enterprise is sort of different.

Yusuf Tayob [00:06:57] We should take advantage of what they have and use what they have to augment these capabilities.

Yusuf Tayob [00:07:04] I think everyone's scenarios are different, too, depending on on the industry. You're looking at some. Some of our our joint clients are going to put more effort and thought into scheduling. Others are going to be thinking more about proximity of individuals. Others are going to be thinking about customers coming into their locations.

Yusuf Tayob [00:07:19] And so it won't be a one size fits all approach.

Yusuf Tayob [00:07:24] But I do think that if we could put these principles together around the command center and really center on one place to, as you say, capture that data, but more importantly, than create predictive intelligence against those against that data, that's what we'll really be able to create some some good value.

Bill Patterson [00:07:40] You know, I agree fully, and I think command center ultimately becomes this this hub, like we've talked about, to really orchestrate decisions, you know, keep employees safe and also keep your customers safe, you know, for success in this next six to 18 month horizon. So I don't think this is going to be a short time window that this will become valuable. I think just like you said, will become the new normal. I was recently with a one of the world's largest kind of used car sales

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organizations, and it talked about this notion of a command center to make decisions ultimately to inform the next normal for them around recreating experiences that are completely contextless. And so imagine buying a used car without ever speaking to a salesperson, without ever picking it up, you know, with a person handing you the keys and without ever having a technician kind of maybe check you off the lot. This is a complete, this used to be a very touchable experience and every one of those interactions, but has now become contactless because the command center that they used inform them about both the rate of what clients needed, the state of virus, the scheduling that they needed, and it brought it all together for them to even create new processes for their organization that are helping them drive incredible growth even through this period of uncertainty that we're in. So I just think this final journey is that one of reinvention. And I think that ultimately every organization today is going to think about reinvention for their future. And I think would be really great, you know, is for many organizations to think about things like how do you adapt into these new opportunities? How do you create new business models? How do you create new product offerings? How do you tap into the expectations and needs of customers, especially in this moment, and create something that's so precise that really powers growth for the future? And I think there's so much more. And so I think in our final session together, I'm going to talk about this notion of reinvention. And if there's anything that's crisis has taught us, is there can be moments of excitement. And I think this is one topic that I think would be great, too, to learn a little bit

more, especially from what you're seeing around the world and the clients you serve. Very good. We'll talk to you about reinvention in our next segment.

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