



THREE WAYS ACCENTURE AND GOOGLE ARE TRANSFORMING BUSINESSES TOGETHER

VIDEO TRANSCRIPT

TOM STEURMER:

Hi I'm Tom Steurmer. I'm the global lead of Accenture Google Business group for Accenture.

KEVIN ICHHPURANI:

Hi I'm Kevin Ichhpurani. I lead the global ecosystem for Google Cloud.

KARTHIK NARAIN:

Hi, I'm Karthik Narain and I lead Accenture Cloud First.

TOM STEURMER:

Take the lessons of the past year pandemic and the need to be on your feet and think differently about your business. Whether it's just the way you interact with your customers, the amount of volume of work that you do online, the amount of interactions that happen, instead of physically, virtually. And reflect on the fact that there is no new normal, that the nonnormal, the abnormal that we're living through right now, is probably the new normal. The amount of change, the velocity of change is likely to continue to move forward.

KEVIN ICHHPURANI:

2 years ago, many customers were largely looking at Cloud to lower their costs and there's plenty of that, and the value proposition remains strong. But more and more customers are using cloud as part of their innovation agenda. If you're a bank in the pandemic era, you're now looking at less people coming in the branch. How do I drive digital banking? How do I automate the loan process because I can get less people into the branches using, you know, artificial intelligence? How do I accelerate, as a pharmaceutical company, accelerate my drug discovery? So it's fundamentally about improving a business process or quite frankly, reinventing a business process altogether, is more and more what we see. And that's really where our customers are coming to us. To help them with their innovation agenda. And why our partnership with Accenture is so important is because Accenture brings a deep business process expertise to the table.



KARTHIK NARAIN:

We recently did research where we saw correlations between higher levels of adoption, to higher value realized from Cloud.

And, one of the reasons for that was for lower adoption, it was not the core capabilities or differentiating processes that were going to Cloud. In fact, it was the other way around.

But, enterprises that increased their adoption actually moved some of their business differentiating capabilities to cloud, enhanced. From there, they were able to innovate faster and win better customer satisfaction, innovate, and deliver new products.

KEVIN ICHHPURANI:

One of the things that makes Google incredibly unique, is that we're truly an open platform.

And what I mean by that is zero lock in. When a customer builds on Google cloud, on our platform Anthos, they can build once and run anywhere. Why is it that something as tactical as, you know, provisioning of the M, you need to write it differently on every cloud. With Google, you build it once you can run it anywhere. Meaning, you can run it on Google cloud, you can run it on prem, you can run that same application on other clouds, without changing a single line of code. And we believe that's a very different strategy. Again, zero lock in.

TOM STEURMER:

So, Google is still the most prominent contributor to open source software and continues to support that for interoperability, for the ability to enable things like Kubernetes, and the inventors of Kubernetes, and the things like open source. The ability to manage data across clouds and be able to consume them and do analytics across those clouds.

KARTHIK NARAIN:

Google, like Tom said, understands customer and customer information because all their consumer footprint that they have created over a couple of decades. I think they are bringing

the power of that consumer insights and data to their groundbreaking Artificial Intelligence, machine learning capabilities. That is truly differentiating, and Google is standing out on that, and we are seeing a lot of our client activities in the space of data, along with Google, where we are creating joint solutions and taking these solutions industry by industry.

We are investing together in this activated journey that our clients are taking to Cloud. And with this activated journey, with a lot of other priorities, there is a cost bulge that our clients are going to see coming through this cloud migration.

And both Accenture and Google Cloud are making joint investments.

KEVIN ICHHPURANI:

Another example of what we're doing together, is around Accenture's flagship INTIENT platform, which does everything from drug discovery through clinical trials, through PharmaCo co-vigilance, once a drug is in market, how's it doing with the patients. And we're working together, at an engineering level, to truly modernize that platform to containerize it, microservice enable it, bring the rich intelligence into the application. But also leveraging our machine learning, enabling capabilities to look at millions of clinical documents, so we can make better decisions in real time and make the researchers more productive. And this just goes to show that, you know, our relationship is much deeper than a strictly commercial relationship.

We're really, you know, co-innovating together to make better solutions for our joint customers.

TOM STEURMER:

You know, one last point I would make about Google is: Speak to almost any client and ask them who is the most innovative company they can think of. Most of them will answer Google. And, from a



cultural standpoint, the ability for Google to, especially collectively with Accenture, to really source that innovation into our clients, to enable them to think differently, to mobilize differently, to create MVPs around the technology, to launch new kinds of businesses, is something that is truly compelling to our clients about Google.

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