



HOW SALESFORCE + VLOCITY ARE HELPING CENTURYLINK TRANSFORM

VIDEO TRANSCRIPT

00:02
Welcome to Salesforce. Live at Dreamforce
00:05
and I'm here with Fletcher Keister, a
00:07
CenturyLink and Brian Berumen of
00:09
Accenture. I thank you both so much for
00:10
being with me. Thank you for having us. So
00:12
we're talking about how CenturyLink is
00:14
transforming but first Fletcher who is
00:17
CenturyLink? Tell me a little bit about
00:19
You? Yeah CenturyLink is a
00:20
telecommunications company, we're about
00:22
approximately a fortune 147
00:24
we've got 42,000 employees and about 23
00:27
billion dollars of revenue but we
00:29
operate in over 60 countries and we've
00:31
deployed fibre optics, about half a
00:33
million miles of fiber optics, across the
00:35
country and around the world. Amazing
00:36

that is big stuff happening right now so
00:39
with all that big stuff happening, with
00:41
CenturyLink, tell me about some of
00:43
the challenges that you see facing the
00:45
communications industry right now? Yeah
00:46
Marissa you know it's an incredibly
00:48
volatile industry right now, we're seeing
00:51
all sorts of carriers and
00:53
telecommunications companies really
00:55
trying to reinvent themselves and what's
00:57
interesting is the way that they're
00:59
doing it and the strategies that they're
01:00
taking really are being varied in a lot
01:04
of different ways and so I get the
01:13
they want to go. And Fletcher what are you
01:15
seeing as the trends and themes of what
01:18
really these challenges are for your
01:19
Company. Yeah there's a couple of



01:20 challenges that were really facing as an
01:22 industry and as a company and one from
01:24 oddly enough is speed and so we all
01:26 talked about the fourth digital into the
01:28 industrial revolution and what that is
01:30 driving some pretty disruptive change it
01:31 incredibly fast speeds and so how do we
01:34 you know react to that and how do we do
01:37 things at a much faster speed than we
01:39 have done in the past. You really take
01:40 advantage of opportunities and so that
01:42 requires us to really transform how we
01:44 approach the market and how we and how
01:45 we operate inside the industry. So
01:47 obviously you're doing a lot of things
01:48 right how are you currently responding
01:50 to these challenges at CenturyLink. Yeah
01:52 so one of the other challenges and I'll
01:54 get to the question that we're facing is
01:55 the telecommunications industry is
01:57 obviously an old in older industry and
01:59 so one of the challenges we face as a
02:01 company as an it and as an industry
02:03 is how do we transform from really
02:05 network driven products we sell the
02:07 customers ,it's really using data and
02:09 customer insights, to drive experiences

02:12 than selling products and so how we're
02:14 doing that is first we have to transform
02:15 ourselves before we can really meet the
02:17 market need, needs of our customers and
02:19 so we've undertaken in the last year the
02:21 the really the front end of our own
02:22 digital transformation which is really
02:24 focused on three pillars and how we've
02:26 defined it for ourselves is really
02:28 around how do we truly align business
02:30 and technology around a common set of
02:32 goals and objectives that our customer
02:34 and are value based and value driven.
02:36 Secondly we're in a big transition to
02:38 agile and DevOps this way we not only
02:40 deliver capabilities but how we actually
02:42 operate how we think in the close of our
02:44 company and third and importantly where
02:46 Salesforce and Vlocity play a role and
02:48 Accenture is transforming our
02:50 infrastructure modernizing our platforms
02:52 and applications. So Brian talk to me a
02:54 little bit more about this process what
02:55 you're going through with CenturyLink
02:56 right now? Yeah you know you know
02:59 Fletcher said a lot of things there
03:00 around how they're really committed to



03:02 driving a change and I think what I've
03:04 been most impressed about in the time
03:05 that I spent with Fletcher and his team
03:07 is really that there's this
03:09 commitment at the executive level that
03:11 really starts at the CEO and is felt on
03:13 the ground. You know, when I'm there
03:16 working with the team day-to-day, what
03:18 you really get to see is the energy and
03:19 the passion behind a company mission
03:21 that is really about becoming a
03:23 different company and having a different
03:25 culture and I think you know that as a
03:27 consulting partner for CenturyLink is
03:29 not something that you get to see every
03:31 day with all your clients so it's been a
03:33 really great experience there to have
03:35 that leadership. I know that we've seen
03:37 digital transformation as a theme across
03:39 the fourth Industrial Revolution overall
03:41 and I know that Accenture has really
03:44 been at the forefront of that and a
03:45 partner with Salesforce on that. Fletcher,
03:47 why for you was Accenture the
03:50 best choice the best partner for this
03:52 Project? Yeah, when we started on our
03:53 transformation journey, we did take the

03:55 time to really evaluate a number of
03:57 different partners that we could use and
03:58 leverage expertise and really came down
04:00 to choosing Accenture to really help us
04:02 to be felt it was the best opportunity -
04:05 that they could bring to help us
04:06 accelerate our transformation. Quite
04:08 frankly we were late to the game a lot
04:10 of companies are multiple years into
04:11 their transformation and we're really as
04:13 2019 has been the year for us and so
04:15 really felt it was a combination
04:17 of the deep industry experience that
04:18 Accenture brings as well as their
04:20 obviously their understand of technology,
04:22 new ways of working new ways of thinking
04:24 and also to combine
04:26 with that is their ability to help us
04:27 immediately scale our capabilities and
04:29 so they're very able to scale up
04:31 bring expertise into our environment and
04:33 and get us further along in our projects
04:35 and on our transformation than we could
04:37 ever have done on our own. That's amazing
04:39 so you're working on this project
04:41 together - what are you hoping for and
04:43 what is next in this process? So honestly



04:47
really at the foundation of what we're
04:48
trying to accomplish goes through our
04:49
digital transformation and the specific
04:52
projects were working on with Accenture
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is we are really aiming to change the
04:55
way we deliver services in the industry.
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So essentially Inc has a pretty amazing
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opportunity sitting in front of us right
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now to orchestrate customer, you know,
05:05
customer applications across not only
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the cloud, the cloud core, with the cloud
05:10
edge and edge compute that's coming out
05:11
coming out and everyone's talking about
05:13
now as well as our premises and so we
05:15
have the opportunity to take a role in
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that space it's pretty unique. What are
05:19
you looking forward to on this in this
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Journey? You know I'm really looking
05:22
forward to you know - the path ahead is
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one that comes with challenges I think
05:27
we all know that what we're up against
05:28
is not something that's going to happen
05:29
easily but the partnership that we've
05:32
created and the model that we're working
05:35
in creates this joint accountability
05:37
that really I think is going to be what
05:40
takes us to that next level and helps

05:42
them get to where they want to go and to
05:44
be able to provide not just this scale
05:46
and the capacity that Fletcher mentioned
05:48
but to be able to be an advisor for him
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and his executive team you know I think
05:52
is really where Accenture steps in and
05:54
has the opportunity to help them go a
05:56
little bit faster and give them this
05:58
capability that you know over the span
06:00
of this transformation ultimately
06:02
Fletcher takes back home and runs it
06:04
on his own
06:05
you know without needing Accenture
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for that scale so you know we're excited
06:07
about some big milestones that we have
06:09
coming up and really excited just to see
06:11
how this thing shakes out and ultimately
06:13
gets us the growth that that we know
06:15
CenturyLink is looking for. Well it
06:18
sounds like you have an amazing journey
06:19
ahead of you, that you're really going to
06:21
be transforming the way that CenturyLink
06:23
works at its core and I know that
06:26
Accenture is always a great partner for



06:28

Salesforce, for every one they work with

06:29

so thank you both so much for joining me

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and stay tuned on Salesforce live for

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more great content.

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