



MIGRATING TO THE CLOUD: A BUSINESS IMPERATIVE

VIDEO TRANSCRIPT

VOICEOVER: Migrating companies to the Cloud has gone from a business aspiration to a business imperative. How can companies confidently move their businesses to the Cloud—and do it fast?

Accenture, Avanade and Microsoft are a unique alliance with a proven track record for migrating companies to the Azure cloud with speed, security and confidence.

Emma McGuigan, global lead for the Accenture Microsoft Business Group, is joined by her colleagues Deb Cupp, Vice President of Enterprise and Commercial Industries at Microsoft, and Pam Maynard, CEO of Avanade, to discuss how enterprises can act now.

EMMA: So let's kick off today with a term I hear a lot right now Pam - no regrets. How is that coming to life for you when you are talking to clients out in the marketplace?

PAM: We recently back in June ran a survey of IT decisionmakers across a number of our geographies including the U.S., the UK, France, and Germany and cross-sector, and there were really interesting themes and findings that emerged from that survey. So for example 80% of respondents actually wished they were further ahead in their journey to the cloud.

Our clients are telling us they need help. They

need help in overcoming challenges, like how to deal with the legacy technologies, how to address security concerns and help with relevant skills all topics, all items which have slowed down their journey to the cloud so far.

DEB: We also saw a recent study that talked about what's top of mind for CIOs and other C-level executives when they think about these digital transformations, and it's really about resilience and it's about security.

It's one of the most amazing things about Microsoft and I'd say the one thing that differentiates the most is trust. So when you're making a move like this you need to know that you can trust your hyperscaler. You need to know that privacy and security are top of mind in every aspect of what we do across our cloud.

EMMA: How is it that our three organizations together can really deliver significant benefits to helping that transition be as easy and as predictable but agile as possible?

PAM: So Emma as a 20-year plus joint venture of Accenture and Microsoft the biggest benefit for clients come from the depth and breadth of our experience and expertise which are unmatched in the industry. Clients are therefore confident that we can meet them at whatever point they're at in terms of a journey to the cloud.



And as the Microsoft partner with the most Azure-certified professionals our partnership has never been stronger. In fact, IDC recently recognized Accenture and Avanade as the leaders across the full breadth of Microsoft implementation services. And yet again this year we were recognized by Microsoft as the global systems integration partner of the year, the 15th time that we've achieved that honor.

EMMA: And if we think about this just as an example around SAP you know Accenture has been working with SAP for 40 years, when we add that relationship with Microsoft and we align our tools suddenly we can start to unlock a whole load of value. At the same time we can rapidly migrate those workloads to cloud.

DEB: Yeah, I think that's so true Emma. You know it's both value and cost reduction and when you think about the efforts that we've put forth together on behalf of our customers we've seen total cost of ownership reductions by 20-50% and SAP specific workloads from 10 to 15%. So it's really meaningful and gives our customers that opportunity to invest those dollars in different ways.

PAM: And Deb along with that reduced cost comes access to game-changing innovation, right? It sometimes feels that the cloud is the destination but the real business value of the cloud goes beyond that initial migration to the point where applications are able to take advantage of cloud services. So for instance using cloud services to enable innovation like high performance computing for intense genome sequencing or gaining data insights with advanced analytics and machine learning and

cognitive search.

DEB: So those are the types of things that I believe bring the differentiation forward with Microsoft, and also the differentiation that the three of us bring forward as partners when we actually create this transformation on behalf of our customers.

VOICEOVER: Companies around the world are migrating to the Azure Cloud, right now. Stay tuned for part two to learn how our clients are transforming their businesses today.

To find out more about how Accenture, Avanade and Microsoft can speed your journey to the Cloud—with confidence—visit:
<http://accenture.com/migrate-to-azure>

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