



# CLOUD ACCELERATING INDUSTRY DYNAMICS

## VIDEO TRANSCRIPT

### Speakers:

- Karthik Narain, Accenture Cloud First Lead
- Tanuja Randery, Amazon Web Services (AWS) Head of Sales and Business Development – EMEA

### Overview:

Cloud accelerating industry dynamics (Karthik Narain & Tanuja Randery), Accenture's' Cloud First lead, Karthik Narain and Amazon Web Services (AWS) Head of Sales and Business Development - EMEA, Tanuja Randery come together to discuss the industry needs of today and tomorrow, the reinvention of industry dynamics and how companies can experience the full value of cloud.

>>Welcome back to the Cube's Coverage here, live at Reinvent 2022. We're here at the Executive Summit upstairs with the Accenture's Set, broadcasting live four days with the Cube. I'm John Furrier your host. Two great guests, Cube alumnus back Tanuja Randery, managing director, Amazon Web Services for Europe, middle East and Africa, known as EMEA. Welcome back to the Cube and Karthik Narain, who's the Accenture Cloud First Lead. Great to see you back again. Thank you. Thanks for coming back on. All right, so business transformation is all about digital transformation taken to its conclusion. When companies transform, they are now a digital business. Technologies powering value proposition, data security, all in the keynotes, higher level serves, industry specific solutions. The dynamics of the industry are changing radically in front of our

eyes for the better. Karthik, what's your position on this As Accenture looks at this, we've covered all your successes during the pandemic with AWS. What, what do you guys see out there now as this next layer of power dynamics in the industry take place?

>>I think cloud is getting interesting and I think there's a general trend towards specialization that's happening in the world of cloud. And cloud is also moving from a general purpose technology backbone to providing specific industry capabilities for every customer within various industries. But the industry cloud is not a new term. It has been used in the past and it's been used in the past in various degrees, whether that's building horizontal solutions, certain specialized SaaS software or providing capabilities that are horizontal for certain industries. But we see the evolution of industry cloud a little differently and a lot more dynamic, which is, we see this as a marketplace where ecosystem of capabilities are gonna come together to interact with a common data platform, data backbone, data model with workflows that'll come together and integrate all of this stuff and help clients reinvent their industry with newer capabilities, but at the same time use the power of democratized innovation that's already there within that industry. So that's the kind of change we are seeing where customers in their strategy are going to implement industry cloud as one of the tenants as they go through their strategy.

Yeah, and I see in my notes fit for purposes a buzzword people are talking about right size in



the cloud. And then just building on that and what's interesting things, Tanuja, I wanna get your thoughts because in the US where one country, so yeah, integrating is kind of within services. You have a view over countries in these regions. It's global impact. This is now a global environment. So it's not just the US North America, it's Latin America, it's EMEA, all your, this is another variable in the cross connecting of these fit for purpose. What's your view of these industry specific solutions?

Yeah, no, and thanks Karthik, I'm a hundred percent aligned. You know, I mean, you know this better than me John, but 90% of workloads have not yet moved to the cloud. And the only way that we think that's gonna happen is by bringing together business and it. So what does that mean? It means starting with business use cases, whether that's digital banking or smart connected factories, or frankly if it's predictive maintenance or connected beds. But how do we take those use cases, leverage them to really drive outcomes with the technology behind them? I think that's the key unlock that we have to get to. And very specifically, and Adam talked about this a lot today, but data, data is the single unifier for all of business and it coming together to drive value, right? However, the issue is there's a ton of it, right?

>>In fact, fun fact, if you put all the data that's gonna be created over the next five years, which is more than the last 30 years on a one terabyte little floppy drive, remember those? Well that's gonna be 15 round trips to the moon and back. That's how much data it is. So our perspective is you gotta unify single data lake, you gotta modernize with AI and ml and then you're gonna have to drive innovation on that. Now, I'll give you one tiny example if I may, which I love Rhino, big airline, hundred 50 million passengers. They are also the largest supplier of ham and cheese sandwiches in the air. And catering at that scale is really difficult, right? If you have too much food wastage, sustainability issues too little customers are really unhappy. So we work with them leveraging AWS Cloud and AIML to build a panini predictor. And in essence, it's taking the data, they've got data we've got and actually giving them the opportunity to have just the right number of paninis.

>>I love the lock and, and the key is data to unlock the value. We heard that in the keynote Karthik. You guys have been working together at AWS and a lot of successes. We've covered some of those on the cube. As you look at these industry solutions, they're not the obvious big problems. They're like businesses, you know, it could be the pizza shop, it could be the dentist office, it could be any business, any industry specific carries over. What is the key to unlock it? Is it the data? Is it the solution? What's that key?

>>I think, you know, the easier answer is all of the about, but like Tanuja said, it all starts by bringing the data together and, and this is a funny thing. It's not creating new data. This data is there within enterprises. Our clients have these data, the industries have the data, but for ages, this data has been trapped in functional silos and organizations have been doing analytics within those functions. It's about bringing the data together, whether that's a single data warehouse or a data mesh. Those are architectural considerations. But it's about bringing cross-functional data together as step one. Step two is about utilizing the power of cloud for democratized innovation. It's no longer about one company trying to reinvent the wheel or create a new wheel within their enterprise. It's about looking around through the power of cloud marketplace to see if there's a solution that's already existing, can we use that?

>>Or if I've created something within my company, can I use that as a service for others to use? So, the number one thing is using the power of democratized innovation. Second thing is how do you standardize and digitize functions that does not need to be reinvented every single time so that you know your organization can do it or you could use that or take that from elsewhere. And the third element is using the power of the platform economy or platforms to come to find new avenues of revenue opportunity, customer engagement and experiences. So, these are all the things that differentiates organization, but all of this is



underpinned by a unified data model that helps, you know, use all the queries there.

>>Tanuja, you mentioned earlier that not everyone has their journey of the cloud looks the same and certainly in the US and EMEA you have different countries and different areas. Yep. Their journeys are different. Some want speeds and feeds, some will roll their own. I mean data brick CEO, when I interviewed them that last week, they started database on a credit card, swiped it and they didn't want any support. Amazon's knocking on their door saying, you want support? No, we got it covered. Actually, they from Berkeley. And they're nerds and they're cool. They can roll their own, but not everyone can. Yeah. And so you have a mix of customer profiles. How do you view that and what's your strategy? How do you get them over productive, seeing that business value? What's that transformation look like?

>>Yeah, John, you're absolutely right. So you've got those who are born in cloud, they're very savvy, they know exactly what they need. However, what I do find increasingly even with these digital native customers is they're also starting to talk business use cases. So, they're talking about, okay, how do I take my platform and build a whole bunch of new services on top of that platform? So, we still have to work with them on this business use case dimension for the next curve of growth that they want to drive. Currently, with the global macroeconomic factors, obviously they're also very concerned about profitability and cost. So that's one model. In the enterprise space you have differences. Yeah, right. You have the sort of very, very, very savvy enterprises, right, who know exactly what they're looking for. But for them then it's about how do I lean into sustainability?

>> In fact, we did a survey and 77% of users that we surveyed said that they could accelerate their sustainably goals by using cloud. So, in many cases they haven't cracked that and we can help them do that. So it's really about horses for courses there. And then, then with some other companies, they've done a lot of the basic infrastructure modernization. However, what they haven't been able to yet do is figure out how they're going to actually become a tech company. So I keep getting asked, can I

become a tech company? How do I do that? Right? And then finally, there are companies which don't have the skills. So if I go to the SMB segment, they don't all always have the skills or the resources. And they're using scalable market platforms like AWS marketplace, allows them to get access to solutions without having to have all the capabilities.

>>This is what a partner network really kind of comes in. Absolutely. Huge value. Having that channel of solution providers, I use that term specifically because you're providing the solution for those folks. Yeah. In fact, and the folks, the enterprise, you, we had a quote on the analyst segment earlier on our CUBE, spend more, save more. Yeah. That's the cloud equations, because you're going to get it on sustainability, you're going to save it on, you're going to save on cost, recovery for revenue, time to revenue. So, the cloud is the answer for a lot of enterprises out of the recession.

>>Absolutely. And in fact, we need to lean in now - you heard Adam say this, right? I mean the cost savings potential alone from on-prem to cloud is between 40 and 60%. Just that. But I don't think that's it. John,

>>The bell technic, he said is, is right size? Yeah. Okay. But then also do more. He didn't say that, but we were, analysts are generally saying, if you spend right on the cloud, you'll save more. Yeah. That's a general thesis. Yeah. Do you agree with that?

>>I, I absolutely think so. And by the way, usage is, people use it differently as they get smarter. We're constantly working with our customers, by the way though, to continuously cost optimize. So you heard about our grab on three instances for example. We're using that to constantly optimize, but at the same time, what are the workloads that you haven't yet brought over to the cloud? And so supply chain is a great idea. Our health cloud initiative. So we worked with Accenture on the Accenture Health Insights platform, which runs on AWS as an example, or the Goldman Sachs one last year, if you



remember - the financial cloud. So those, those are some of the things that I think make it easier for people to consume cloud and reimagine their businesses.

It's funny, I was talking with Adam and we had a little debate about what an ISV is and I talked to the CEO of Mongo. They don't see themselves on the ISV as they grew up on cloud. They become platforms, they have their own ISVs and data bricks and Snowflake and others are developing that dynamic. But there's still ISV out there. So there's a dynamic of growth going on and the need for partners and our, our belief is that the ecosystem is going to start doubling in size. We believe because of the demand for purpose built or so out of the box. I hate to use that word out the box, but you know, turn-key solutions that you can buy another one if it breaks. But use the building blocks if you want to build the foundation that's more durable. More customizable. Do that if you can.

>>Well, we've got a phenomenal, shall we talk about this? Yeah, go get it. So we've built a five year vision together, Accenture and us, which is called Velocity. And, and, and you'll be much, much better in describing it, but I'll give you the simple version of Velocity, which is taking AWS powered industry solutions and bringing it to market faster, more repeatable, and at lower cost. And so think about vertical solutions sitting on a horizontal accelerator platform able to be deployed, making transformation less complex.

>>Yeah. Karthik, weigh in on this because you, I've talked to you about this before. We've said years ago, the horizontal scalability, the cloud's a beautiful thing, but verticals is where the ML works great too. Now you got ML in all aspects of it. Horizontal verticals here now.

>>Yeah, absolutely. Again, the power of this kind of platform that we are launching, by the way we're launching tomorrow, we are very excited about it is what

>>Are you launching tomorrow? Hold on, I got news out there. What's launching?

>>We are going to launch a giant platform which will going to help clients accelerate their journey

to industry cloud. So that's going to happen tomorrow. So what this platform would provide is that this is going to provide the horizontal capabilities that will help clients bootstrap their launch into cloud. And once they get into cloud, they would be able to build industry solutions on this. The way I imagine this is create the chassis that you need for your industry and then add the cartridges, industry cartridges, which are going to be solutions that are going to be built on top of it. And we are going to do this across various industries, starting from, you know, healthcare, life sciences to energy to, you know, public services and so on.

>>You to create a channel machine, channel creation machine, you're going to allow people to build their own solutions on top of that platform. And that's launching tomorrow. Make sure we get the news on that.

Exactly. We genuinely believe the, the power of industry cloud. If you think about it in the past to create a solution, one had to be an ISV to create a solution. What cloud is providing for industry today in the concept of industry clouds, this industry, companies are creating industry solution. The best example is along with, you know, AWS and Accenture Ecopetrol, which is a leader in the energy industry, has created a platform, you know, called Water Intelligence and Management platform. And through this platform, they are attacking the audacious goal of water sustainability, which is going to be a huge problem for humanity that everybody needs to solve as part of this platform the goal is to reduce, you know, fresh water usage by 66% or zero, you know, impact to groundwater is going to be the goal or ambition of of Ecopetrol. So, all of this is possible because industry players want to jump to the bandwagon because they have all the toolkit of the cloud that's available with which they could build a software platform with which they can power their entire industry.

And make money on, have a good business. You guys are doing great. Final word



partnership. Where does it go next? You're doing great. Put a plug in for the Accenture AWS partnership.

>>Well, I mean we have a phenomenal relationship and partnership, which is amazing. We really believe in the power of three, which is the GSI, the ISV, and us together. And I have to go back to the thing I keep focused on 90% of workloads not in cloud. I think together we can enable those companies to come into the cloud. Very importantly, start to innovate, launch new products and refuel the economy, Very optimistic.

>>We have to check on that number. That seems, check on that 90 seems a little bit amazing. That sounds, maybe that I'd be surprised. Maybe a little bit lower than that. Maybe. We'll see.

>>We've got to start turning it. It's still a lot. It's a lot more still first. Still early days. Thank you so much for the conversation, Karthik. Great to see you again, Tanuja. Thanks for your time. Thank you. Congratulations on your success. Okay, this is the Cube up here and the executive summit. You're watching the Cube. The leader in high tech coverage will be right back more with more coverage here and the Accenture set after the short break.

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