



VELOCITY

VIDEO TRANSCRIPT

Speakers:

- Chris Wegmann, Accenture AWS Business Group Global Technology & Practice Lead, Accenture
- Erik Farr, Global Technology Leader of the Accenture AWS Business Group, AWS

Overview:

Velocity - do more with less, at speed and scale and with a consistent experience.

In this session, Accenture's AABG Technology lead, Chris Wegmann and AWS' AABG Technology lead, Erik Farr talk about Velocity. Velocity is a platform created by Accenture and Amazon Web Services (AWS) that delivers automated and repeatable solutions, accelerators and forward-looking thinking that will help clients compress their cloud driven transformations. Velocity is designed to reduce the effort and speed the development or modernization of an AWS enterprise scale cloud, data and application foundation. Find out how Velocity powers Accenture's and AWS' jointly developed cloud offerings and the value it brings to our clients through easier innovation, faster technology adoption and activators for seamless delivery and creative business models.

>>Welcome back to Las Vegas, where it reinvent 22 AWS's. Big show going on here at the Venetian. Several thousand tens of thousands of folks packing that exhibit floor and going to sessions, and also learning a lot about what's going on in the cloud space. And today we're gonna talk about speed velocity, to be specific. And with me to do that is Chris Wegmann, who is the global technology and business lead for the Accenture AWS business group. And Chris is with Accenture. And then Erik Farr immediately on my right is the global technology leader, again for the AWS business

group, but at aws. So very similar titles. Guys, you're making it tough on the host, but glad to have you with us here. Really appreciate the time. So let's talk about velocity, you know, what's that all about? And Erik, I'll let you jump in on that. And then Chris, you go from there. How about that?

>>Yeah, so, so with velocity, it, it's really about innovation. It's really about trying to, to speed, you know, the way that we help our customers not just innovate through the AWS services, but with Accenture, with their ability to come in and, and really just kind of bring their expertise and industries and in the technology underpinnings and kind of all of the aspects of, of what we do together as a partnership. Okay, >>Chris?

>>Yeah. You know, so when we, we came up with a concept around velocity. We worked backwards from the customers, the traditional Amazon way, right? So, you know, we looked across a lot of the programs we were doing with our customers as well as we were doing internally when we were building assets to take to the market on aws. And we found we were spending way too much time anywhere from six to eight months just getting all the foundation in place, all the integration in place, getting the services to the point where we could actually build on top of it or our customers could build on top of it. And, you know, we got challenged. We said, there's gotta be a better way, right? And, you know, so we took a different look at it. We said, can we go build an application? Can we go build code versus accelerators or our, our blueprints or that type of stuff that really would allow us to walk into a customer or walk into one of our internal organizations that had a, an idea around an application or solution to be built on AWS to take to our customers as a service and said, you know, can we go through just a very



simple set of checklist, predefined architectures, predefined solutions, and that stuff, and can we just crank it out, right?

>>Can we, and, and that's what we've built. We built this, this, this tool and platform based on that concept. So it, it's, it's designed and it is helping us internally as well as our customers just go that much faster and get to that innovation that Erik talked about. So

>>How did it happen between the two of you? Yeah. You know, it's, it's not easy, right? I mean, as good as your culture is, there's still gonna be some bumps along the way, right? And, and so how did, how did that evolve? What was that process like?

>>Yeah, it's a great question. So, you know, I've been working with Accenture for over five years, working with Chris and, and, and other people at Accenture. And over those years we've spent, you know, countless discussions with our customers all around the world. And just like Chris said, we see all of the different, you know, scenarios that our customers are having to deal with. We see the pain points, we try to figure out how do we get better next time? How do we do this in such a way that allows them, those customers to really kind of innovate using aws, which is what we're all trying to get to. And during that process, we started to realize there's a few key themes that we're seeing, right? Not just the foundations, right, what you build off of at the base level, but the data aspects. Like how is a customer going into developing their, their data lake, so their data meshes, right? How is this happening? And what we've realized is that we are kind of doing that on a custom basis often, and we realize we could actually speed that much faster, faster, faster to, to, to value faster to customer, you know, appreciation and, and, and additional usage and development of their service, of their solutions on aws.

>>So I, I look at it is, you know, from the beginning when we started the business group, and the reason why we have very similar names is cuz we represent each side of the, each side of the organizations that are here. And when we started the business group, you know, seven years ago, the whole idea was better together,

right? We should be able to come together and help our clients move that much faster, right? And that's what really was at the foundation of this, right? And how we built this, right? We came together, we both saw the problems, right? Obviously, you know, AWS has an immense set of services, has an immense set of capabilities. We had a lot of experience of implementing these, came together, worked together to build this, this platform. And it's been a, it's been a, it's been a great journey, right?

>>I mean, it's great to see the experiences from both sides come together. Some of the common problems, we each had different ways of addressing 'em, right? And, and we, we had to go and, and debate, which was the best way. And you know, we really are leveraging our joint customers here as well, is to get inputs from them since we were working backwards for them. We've now taken this and, and pulled them into it and, and really gotten inputs from them on really what they're looking for above and beyond the services they have today. This is designed not just to be something we go use at the beginning of a journey, right? A cloud journey or it's, it's to help customers continue through their journey as well.

>>So, and I might have missed this, so I, I apologize if I did, but we always talk about speed, right? Everybody's about faster, quicker, more efficient on that. So what makes velocity, I mean, a, a unique animal in that respect. What, what exactly is it delivering then for a customer that isn't just kind of baked into the services you'd be proposing to them anyhow?

>>Yeah, so, well, so, so first off, velocity is designed with automation at the core, right? So instead of having, you know, and you know, people going in and making changes or anything like that, it's all completely code backed and, and automated, right? So that alone allows for immense ability for us to go in and actually, you know, accelerate that, that journey for the customer. But in addition to that, because the velocity was all developed to, to work together with these code, with this code, it actually allows these pieces and these components to be deployed together to work together and to



ultimately support that customer use case without actually having to go and recreate that every time. Okay.

>>And can you gimme an idea, Chris, about somebody, or at least you know, how this has been put into practice then? Yeah.

>>So I'll give you a couple examples. One, internally, right? So, you know, as, as part of our, part of our relationship, we're investing in these joint industry solutions, right? So industries, they're, you know, we're working with our different industry clients to solve industry specific problems, right? They're not thinking about, okay, let me go lay down a cloud foundation and go do that. They said, I've got a problem I want you to fix. Insurance is a great example. The underwriting process is, and insurance, right? So, you know, our, our insurance teams really looked and said, okay, this is what we're gonna go build. This is what we need to modernize that process. So instead of going back and, and going and building all the components they needed, building a data lake, right? Figuring out how data lake's gonna work together, you know, build the automation to create all the, all the different e c two instances and all the different services, security, all that stuff.

>>You know, we were able to very quickly take velocity, go through a very short process with them, understand what they needed, and use that code to create that entire environment. And it's not tied to that once it's created, right? So at that point, you can still take the updates that we're giving on new services and things like that, but it's, it's their environment. They're able to build on top of it and it, it allowed them to rapidly create this insurance platform, right? That they're now taking out into clients that same, we're taking that same platform we use there and embedding it in every offering, every service that we give to our customers. So whether we're going out and build a cloud foundation, right? Whether we're rebuilding a cloud foundation because hey, it, it didn't stay up or cheap up with the new services that came out from aws or we're going to building a, a data lake, right?

>>Our customers want to take want, they don't want to have to do all that heavy lifting in a lot of cases. They don't want it to go make a lot of those hard decisions, right? They want it kind of

rebuilt. And what I love about velocity from the beginning, you know, Erik talked about blocks, building blocks, right? And you know, what we also heard from our customers is, I don't wanna buy just one thing, right? And I have one size fits all I want. Hey, I'm really want something around data. Can you gimme that block? I really need something around compliance. Can you gimme that block? Good example in Accenture where the compliance portion is an area that our internal organization really wanted. So we are able to give them that block. So it's, you know, we're, we're hopeful that this just gives our clients that much more flexibility and move that much faster.

>>So go, go

>>Ahead Erik. Yeah, I was gonna say, I I think to to the point too, the other, the other aspect that we get with velocity is it the idea and that the vision is that it's, it's designed to be evergreen. And what that means is as aws as we release new services to the market, like we're doing this week, right? We, we as the joint development group of velocity are taking those new services, those new features and updating them so that, that those functionalities are available to our customers that are already using velocity or that are going to use velocity into the future so that they're all taking advantage of it without having to go and do it into their own environments.

>>So I was asking you about, about if there's a 2.0 down the road or I mean, what do we Yeah. How do we, you know, how do you meet those growing needs Sure. And new capabilities that maybe, you know, don't exist now, but they will a year from now, right? Six months from now? Yeah. So, so what's on the drawing board right now?

>>Yeah, so yeah, just I'll start. I, the one area that we're really looking at heavily, so the, the velocity fabric is really just the underpinning technology that we've already been talking about. We've also got a set of activators, which is really the, the fact that we're kind of joint develop, deploying this to our customers. But to answer your question, we've got this, we got a, we have a concept of accelerators. So these accelerators are there to be developed over time and they're, they're going to allow us to take those customer use cases that are typically, you



know, kind of at a microservice level, right? Something smaller than an entire solution or an entire, you know, application and use those to accelerate either the development of solutions into our customer environment or to accelerate our ability to create solutions to then take it out to our customers. So that's on the roadmap for 23 and beyond.

>>So I'll, you know, I'll build on what Erik was talking a little bit, you know, there's a 2.0 is actually today, right? We, multiple new services came out today, obviously through the fake partnership. We had, you know, some insights on what's coming, right? And we could, we could start building to those and start knowing customers are gonna wanna use those. And the idea of velocity is they don't have to go and figure that out themselves, right? So they'll, you know, we'll be able to hand that off fairly shortly after those services are released to, you know, general availability and, and the customers of Velocity will be able to start using 'em, right?

And they don't have to go figure out how to, how to integrate 'em and so on. So that's what's in the future, you know, we'll continue to, to do that, right? We're committed to this, these industry solutions are gonna grow, right? Yeah. I mean that was one of the big reasons we built this. We knew, you know, we were gonna be building a lot of these industry solutions. We are at several of 'em that are out in the market and we needed, we need this platform to do that. So you you'll see a lot of velocity powered industry solutions coming out of Accenture

>>Who came up with the name.

>>It's a, it's a great question, you know, it, it's, you know, we wanted something around speed, right? Cause that's what it, you know, further

>>Now BLO did it, right? Yeah,

>>Exactly right. Everyone loves speed, right?

And that's what we're talking about. So we know, we really looked at, we looked at lots of names, obviously, and Velocity is one of those ones that just stuck. It, it felt really right. It, it felt like it captured what we were trying to do in the market. You know, Accenture, we don't name a lot of things, you know, one off, right? They're really focused on, you know, what they do. And, and this was an exception to that because, you know, we thought, and we think that it's really

gonna drive the speed of our customers. And that was a challenge. And we're starting to see that. We're starting to see the improvement and speed in which we, you know, that we can get our customers into the cloud. It's

>>Awesome. Yeah, it caught my attention right away. Yeah. So success on nicely done there.

>>But I also think that velocity is not just about speed, it's speed in the right direction, right? Oh, sure. It's, it's meant to design it in the way that our customers are leading and that we can then go along that journey with

>>Them, right? Yeah. The last thing you want is to go really fast than the wrong way. That's exactly right. That's exactly right. That's bad recipe. And you, you've had very few of those. You've had a lot of good recipes. Thanks for the time Phillips, we appreciate No, thanks for having us all about Velocity and that offering going out to the marketplace in a, I guess a modernized version. You could you call it modernized now, by the way. It's only been around for a couple years. It's all, it's all modernized. You are watching the executive summit sponsored by Accenture and also the Cube, which is the leader in tech coverage.

Copyright © 2022 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.