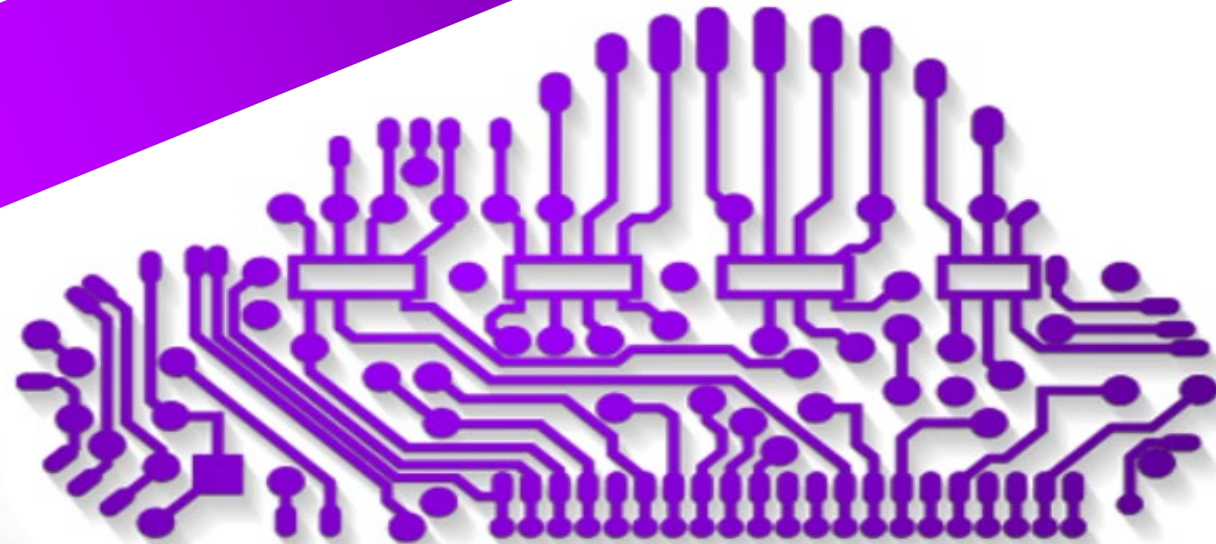


CLOUD DIGITAL TRANSFORMATION

April 202



DIGITAL TRANSFORMATION

- Change in client behaviors and their **relationship** with the company.

- Move towards **Real Time**.

- **Personalization** and **Right-Channeling** as a key aspect in **client relationship**.

- A need for a cultural change in the internal teams: more focus on the client, more **omnichannel – digital** and more agile minded, managing the client **WHEREVER HE IS**.

- Mobile functionalities

- Opportunity to **convert data into value** exploiting the clients information 360°.

- GAFA is creating the new client experience standard, with a **PHIGITAL experience approach**: omnichannel, customization, online-offline integration, new client relationship models and new business models.

- Develop **new ways to generate income** through **Analytics**.

NEW IMPERATIVE

Overnight, Cloud shifted from an aspiration to an urgent mandate

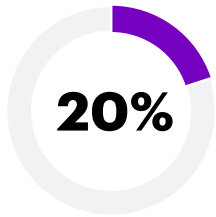
Yesterday

Cloud is prevalent in most enterprises



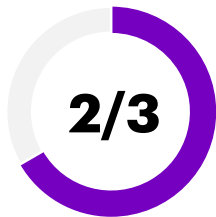
of enterprises have adopted cloud in some form to drive efficiency¹

Limited workloads of an enterprise are on Cloud



of their workloads in the cloud²

Cloud initiative values are not being realized



of companies are dissatisfied with their results of cloud initiatives³

Today



Cloud has a clear and important role to play

The COVID-19 pandemic has emphasized the mission of IT organizations to ensure the business continuity of their digital enterprises and is amplified by the cloud providers and their proven resilience.



Cloud solves for resiliency and agility

If a company's systems are resilient, their businesses are too. The cloud is equip to manage sudden surges or drops in demand immediately, unlike traditional data centers, and it unleashes agility through innovation with emerging technologies.



Cloud is an essential value lever

Companies that are not leveraging cloud capabilities to run their enterprise today, are missing out on a huge amount of value and, importantly, introducing a level of risk to their business from which they may never recover.

WHAT IS **ACCENTURE CLOUD FIRST**

- **Cloud First** is both a strategy that we believe organizations need to embrace to successfully transform their business with cloud, and an Accenture group.
- The formation of Accenture Cloud First, with a **\$3 billion investment over three years**, demonstrates our commitment to deliver greater value to our clients when they need it most.
- We will help clients across all industries **rapidly become Cloud First businesses and accelerate their digital transformation to realize greater value at speed and scale.**
- Accenture Cloud First brings together our knowledge and experience in Cloud from working with more than 950 clients across 34,000 cloud projects in 68 countries, along with more than 70,000 cloud professionals from across Accenture - into **one integrated organization that will deliver the business value, innovation acceleration and industry and technical know-how clients need.**



Cloud First Capabilities

Accenture Cloud First brings a full stack of integrated cloud capabilities including data, edge, integrated infrastructure and applications, deep ecosystem skills, culture of change along with pre-configured industry solutions to support the industry cloud journeys.

Key Capabilities

- **Industry Cloud Journeys** that provide the industry-specific strategic roadmaps that provide the trajectory and phase gates to help companies differentiate, accelerate and innovate faster.
- **Industry Data Models and Artificial Intelligence**, underpinned by responsible business principles, that provide industry- and function-specific data insights and business intelligence
- **Cloud Change Management** experience including Agile operating models, workforce assessments, reskilling capabilities and change management tool suite (e.g. workforce transformation GPS)
- **State-of-the-art Integrated Infrastructure, Application and Cloud-Automation Solutions** that have security imbedded within and enable rapid migration, modernization and innovation
- **Deeper Ecosystem Partnerships** to bring the right platform capabilities and solutions that are co-created for unique context of our clients' businesses
- **Leading-edge R&D and Innovations** in emerging technology areas including edge computing

WHAT IS **ACCENTURE CLOUD FIRST**

A new, multi-service group to enable re-platforming global businesses in the Cloud with greater speed and to achieve greater value

Investing to differentiate



V&A



**Skills Capability
Development &
Enhancement**



**Assets, Accelerators
and Industry Solutions**



**Deal Specific
Investment**

Shape, move, build and operate your business in the cloud

- Cloud strategy and C-Suite value creation
- Industry and Functional cloud journeys
- Enterprise transformation and change management
- Learning and workforce upskilling
- Technology capabilities – apps and infra
- Deeper ecosystem partnerships
- Secure and seamless migrations
- Cross industry data and applied intelligence insights
- Intuitive experience design for cloud
- Expanded capabilities in Edge
- Sustainability and responsible business

CLOUD VALUE FRAMEWORK

CLOUD OFFERS A SPECTRUM OF QUALITATIVE AND QUANTITATIVE BENEFITS , WITH EACH STAKEHOLDER VALUING DIFFERENT ASPECTS OF CLOUD ADOPTION

1. AGILITY

Ability to provide the business with the **rapid provision of technology services globally and at scale** - enabling the capture of time sensitive opportunities and/or capability to enter markets out side of existing technology footprint

8. INNOVATION

Access **cloud-exclusive emerging technologies** and services and foster a culture of **rapid prototyping**, low risk experimentation through start fast and fail fast environments

7. APPLICATION DEVELOPMENT

Access to the right tools to drive a culture of **agility, innovation and business driven productivity**, which supports changes in ways of working (e.g. DevOps) and directly influences the ability to attract and retain talent

6. TRANSPARENCY

Increased visibility and **detailed service consumption metrics** for all application/s hosted on public cloud with greater traceability between consumption and cost driving better business **consumption and cost stewardship**

5. SECURITY & COMPLIANCE

Drive greater compliance through security and technology policies; availability of patches as they are released (and ability to self service), maintaining strong hygiene and enhanced security through empowering encryption at rest/ in transit and implementing security assurance and monitoring

2. PERFORMANCE

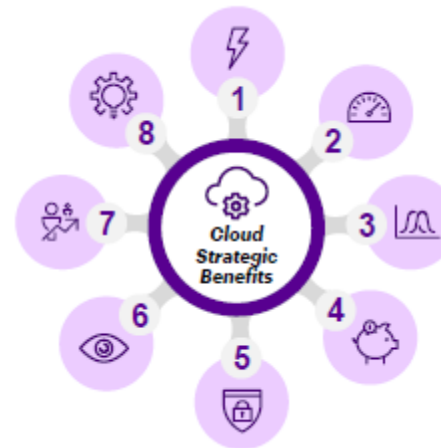
Applications refactored to be cloud native / operate as microservices Increased can benefit from increased technology performance through **resilient infrastructure and cloud native application architectures**, leading to reduced business impacting infrastructure outages and faster time to recover

3. FLEXIBILITY

Applications refactored to be cloud native / operate as microservices can leverage cloud elasticity to **scale in a technologically and cost efficient manner** in response to dynamic business demand volumes without infrastructure constraints

4. TECHNOLOGY COST

For cloud candidates with certain application and infrastructure characteristics it is **possible to realize net savings between legacy on premise cost vs target state cost** (e.g. infrastructure consumption profile bursting vs continuously hot; target state architecture leverage PaaS w/ DevOps vs IaaS



CLOUD OUTCOMES 2021

Accenture surveyed senior Business and IT executives from around the world who leverage the cloud to power their businesses. The survey aimed to discover if the return on their cloud investments was as expected and if they are satisfied with their achievements in the cloud.

Latin America: 100 (13%)

Argentina	40
Brazil	80
Chile	40
Colombia	40
Mexico	40

Industries: Banking, Capital Markets, Chemicals, Comms & Media, CG&S, E&HT, Energy, Healthcare, Insurance, Life Sciences, Retail, Mining, Travel, Utilities

Global Survey

750 Companies
(Business and IT executives)

17 Countries

14 Industries

Companies with
US\$ 1 Billion +
in revenue

Latin America Survey

240 Companies

5 Countries
(Argentina, Brazil, Chile,
Colombia, Mexico)

Executive Titles:

Business	IT	Titles
<ul style="list-style-type: none">• CEO• COO• CFO• Line of business EVP/VP	<ul style="list-style-type: none">• CIO• CTO• VP/Director – IT• VP/Director – Cloud	<ul style="list-style-type: none">• 66% IT Execs• 34% Business Execs

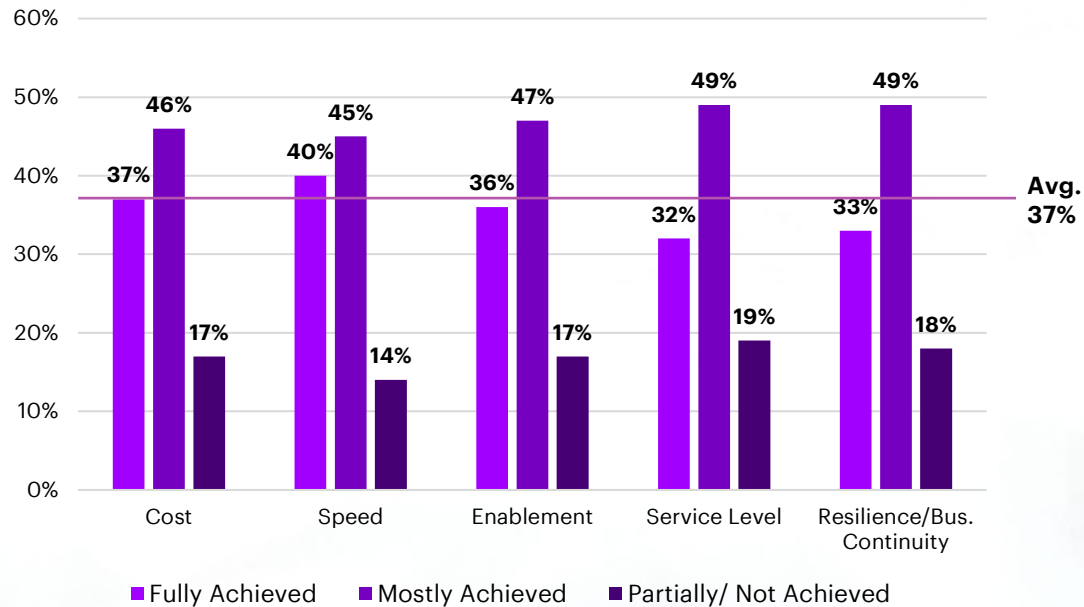


Leading the way to destination “Cloud First”

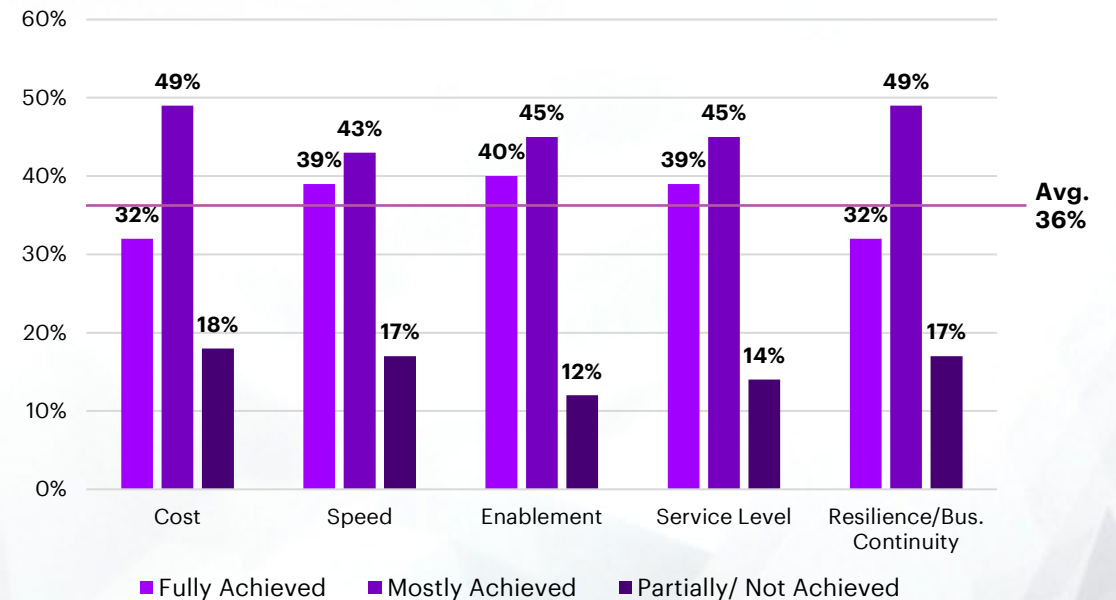
- Globally, only **37%** of enterprises achieved their expected outcomes fully.
- In Latin America, **36%** of companies achieved the same.

Overall cloud outcomes achieved by business benefit (%)

Global



Latin America



Expected outcomes by level of adoption

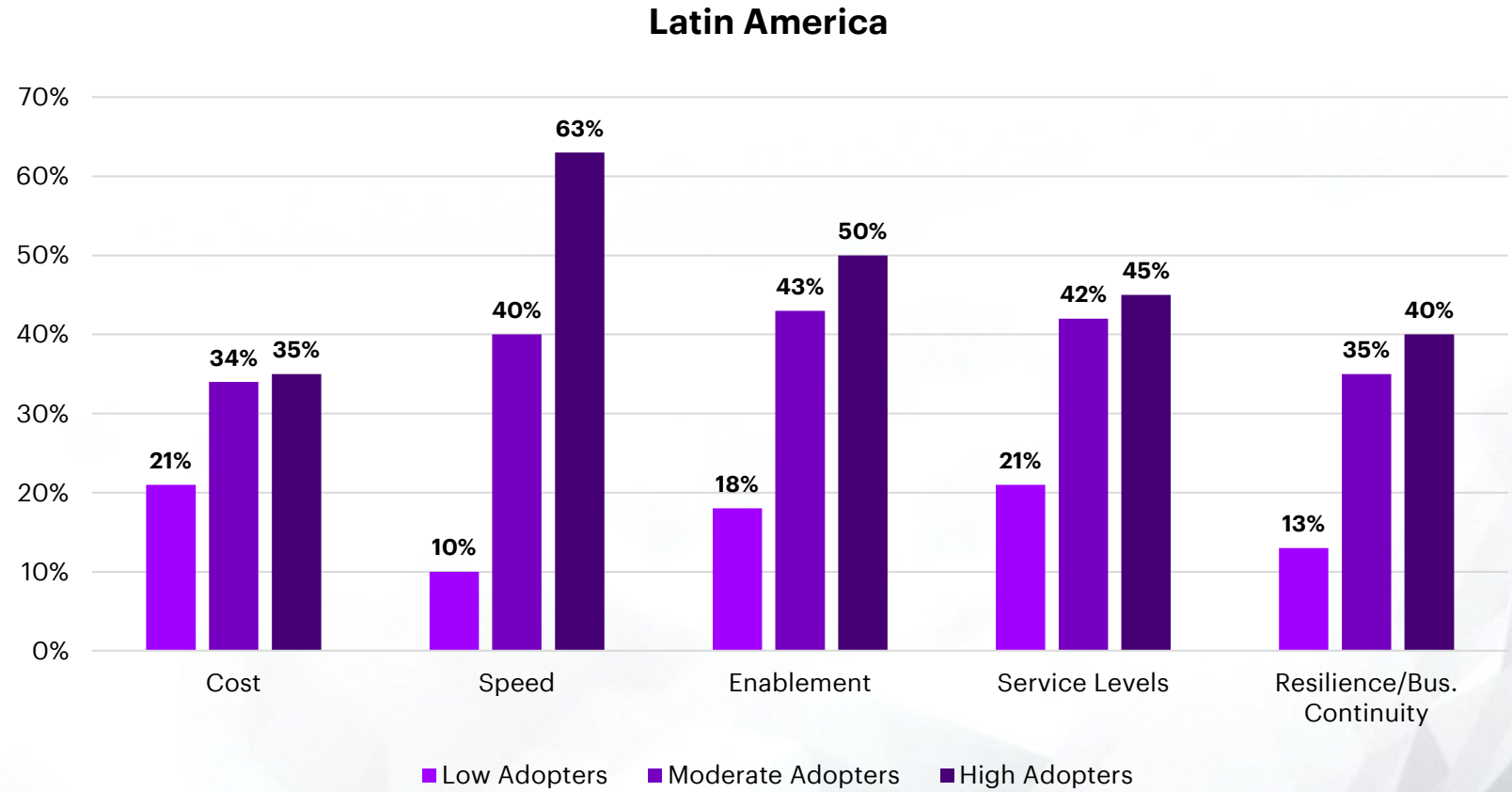
High cloud adopters (**47%**) achieved all the expected cloud benefits compared to moderate (**39%**) and low (**17%**) cloud adopters.

The high cloud adopters outperformed low adopters in the areas of speed-to-market (**63% vs. 10%**), business enablement (**50% vs. 18%**) and resilience/business continuity (**40% vs. 13%**) in the region.

Interestingly, cost showed the lowest variance based on adoption with only 14% separating high (**35%**) and low adopters (**21%**).

Globally, high cloud adopters fully achieved their speed to market goals, rating it as the top cloud benefit.

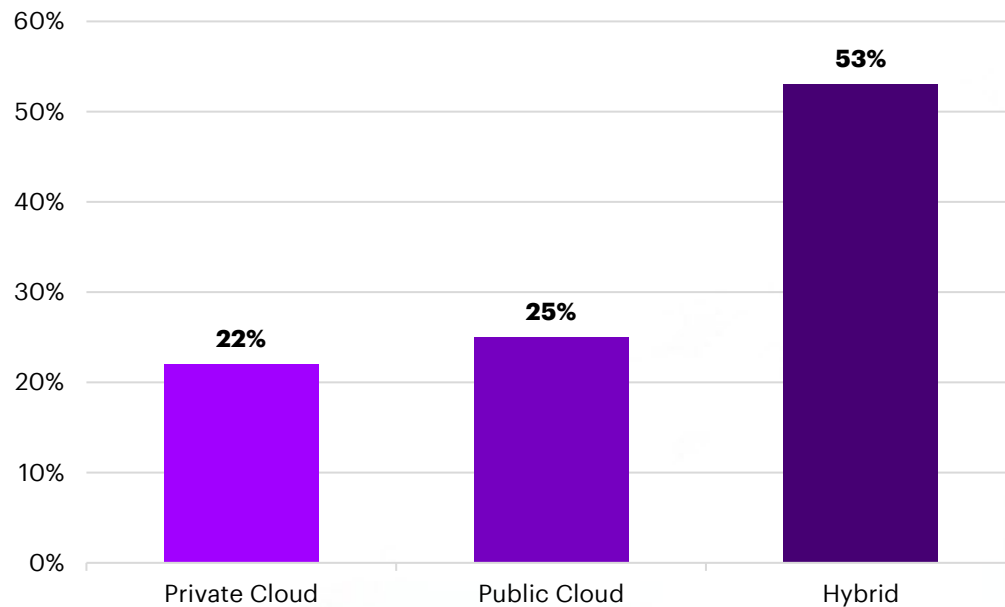
Expected cloud outcomes achieved by level of adoption (%)



Adoption by type of cloud

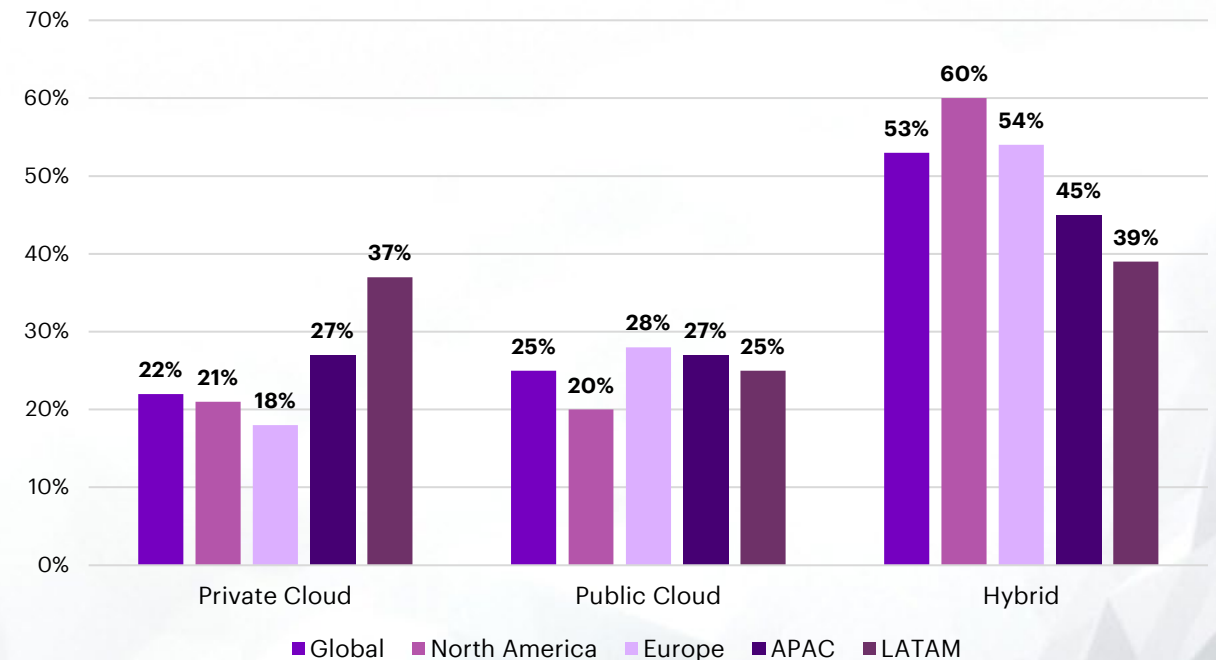
Globally, Hybrid cloud models (**53%**) are the most popular for current deployments.

Global outlook



In Latin America, only **39%** respondents are using both public and private cloud services. Private cloud is most preferred in the region with **37%** respondents as compared to **22%** globally.

Global and regional outlook

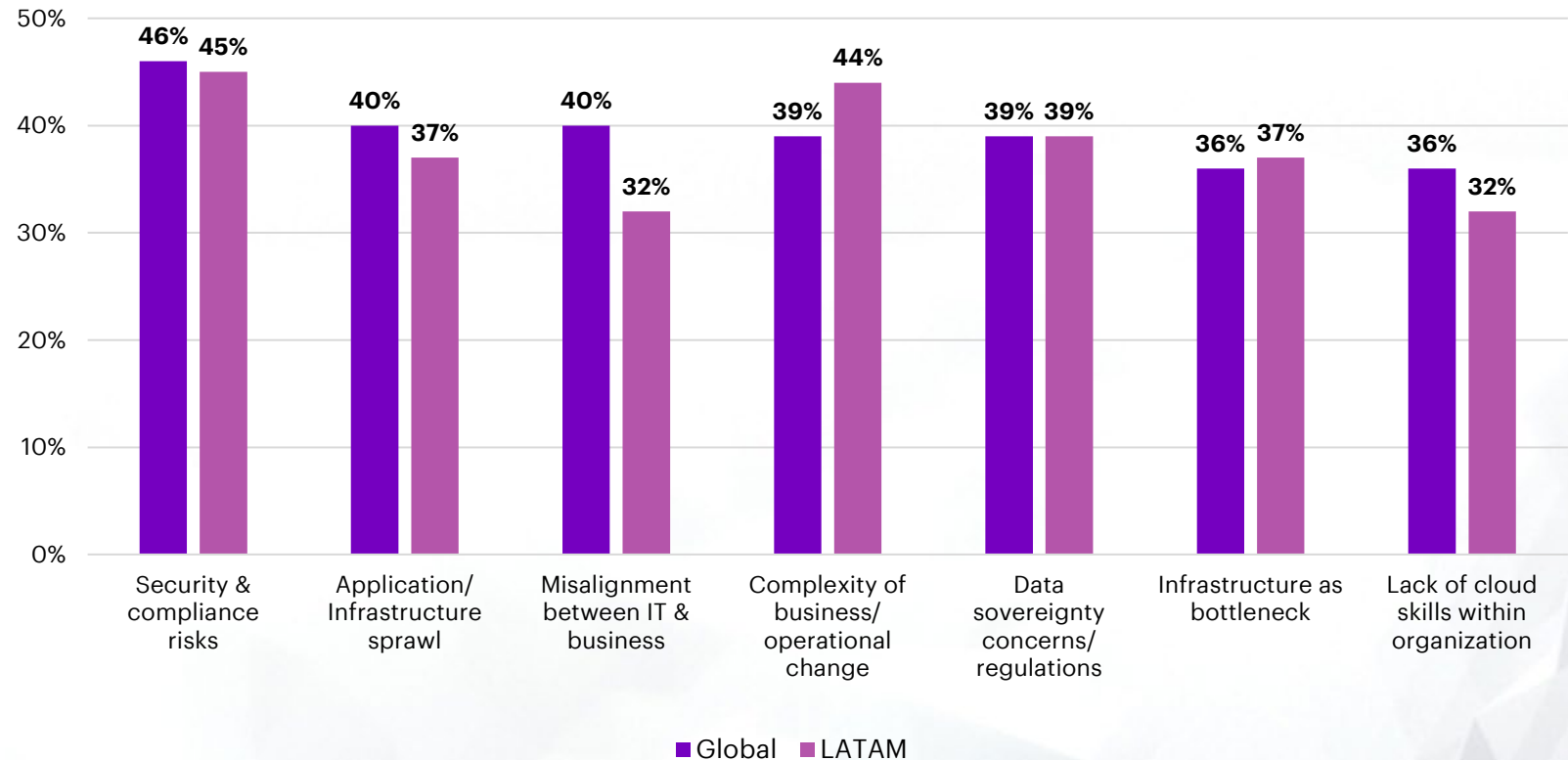


Barriers to achieving 360° value

Globally, **46%** companies reported “security and compliance” as the top barrier followed by “misalignment between IT and business” (**40%**) and “application/Infrastructure sprawl” (**40%**).

In Latin America too, “security and compliance risk” was reported as the top barrier. “Complexity of business and operational change” and “data sovereignty concerns” were next in the list.

Top 3 barriers to achieving full cloud value (%)



Barriers to achieving 360° value

What leaders think

Top concerns by title – no common thread:





Cloud Leadership Community



The goal of the community is to create a network to deepen the benefits and needs Cloud of companies in Mexico and on the other hand treat the various topics of value, capabilities, requirements and opportunities Cloud, orchestrated by a network with key stakeholders .



Directed to

IT Leaders, Cloud Leaders, Transformation Leaders, Data Leaders, Infrastructure Leader of the main companies in México



For

Share and exchange experiences and Knowledge and promote Cloud adoption in companies and maximize its value.



Based on

The generation of content, webinar and the organization of events periodically to deal with key issues such as Data Cloud, Cybersecurity, Cloud Strategy.







Thanks

