



GREATER INSIGHT GREATER VALUE

In this digital and data-driven world, greater insight from data leads to *greater value* for businesses—and most importantly—for their *customers*. Enterprises that harness the power of all their data to drive step-change transformation—will win.

But getting real value from data can be challenging. It's housed in multiple silos around the enterprise and growing exponentially every single day through infrastructure, networks, applications, connected devices, and the Internet of Things (IoT).

Combining the power of Accenture's professional services capabilities and deep industry acumen with Splunk's transformational data platform, Accenture helps organizations capitalize on the value inherent in enterprise data at scale and in real-time.

Using Splunk's ability to aggregate real-time data from disparate sources, we power companies with insight-driven solutions that help them transform how they guide their business. This may be optimizing operations to increase productivity and profitability, protecting the enterprise, and increasing the value delivered to customers through initiatives such as real-time digital marketing. When we bring the power of Splunk's data transformation to enterprises and combine it with Accenture's spectrum of capabilities and experience, we drive greater insight and greater value.

DO YOU.....

Have real-time visibility into enterprise performance at virtually any point in time?

Effectively predict product, service, customer and market needs?

Take action from insights on all of the data available to you?

SO...

Are you doing all you can, and should, with your data?

Have you reached the level of enterprise-wide incorporation of data where operational intelligence and business insight are used across the enterprise—including departments, divisions, and partners?

Do you believe that the way you manage information in the enterprise will scale?

Do you listen to ALL of your data?

Are you confident your company is positioned to take advantage of the exponential growth of data now and in the future?

To win in the future companies will need a culture that promotes and rewards the relentless pursuit of optimization—the foundation of which is data. If the answer to any of the above

questions is “no”, there’s a business case for data transformation and an opportunity to drive growth, take out cost, protect the enterprise and drive return on investment (ROI) from your data.



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“The relentless pursuit of optimization is the primal key to unlocking **tremendous** volumes of undiscovered **value**.”

— Jeff Chancey

Are you using all available data to drive success?



DRIVE GROWTH

By creatively incorporating the vast amounts of under-utilized data available inside and outside of the organization, companies can spot and monetize opportunities for new information-based products, new routes to market and new partners and ecosystems to drive growth. Data-informed strategy and investment decisions that fully utilize available data help ensure investments are best placed to give the enterprise the greatest ROI.



STREAMLINE OPERATIONS

Organizations can enhance productivity and efficiency company-wide by having business units make the appropriate use of data-generated insights. Effective use of data—particularly machine generated data—can help companies predict failures, anticipate maintenance needs and make faster, sharper decisions to improve cost control, profitability and service.



PROTECT THE ENTERPRISE

The holistic use of data and analytics helps the company identify, anticipate and rapidly respond to risk and potentially disruptive events. For example, the ability to act in real-time on data such as cyber-threat detection enables the enterprise to protect both itself and the trust of its customers. Enterprises can better manage risk and regulatory concerns by leveraging data to support compliance monitoring and regulatory reporting demands, among other requirements.



BUILD CUSTOMER ENGAGEMENT

Delivering the right content at the right time in a highly personalized customer journey is paramount to customer engagement. Doing this well requires deep customer insights and the ability to manage, in real-time, all customer touch points from customized sales, marketing and service to networking in the right channels to reach a target audience and seize the upsell.