GO TIME VIDEO SCRIPT: UBER
VIDEO TRANSCRIPT

SAMIA TARRAF:
Hi, I'm Samia Tarraf, Lead for Accenture's North America Cloud business and this is Go Time. Go Time is NOW… so we are sharing short stories of partnership that begin with truly listening and then quickly provide agile solutions. Vamsi Andavarapu just guided Uber through an end-to-end Product Lifecycle Management business transformation using Oracle's Cloud capabilities and is here to share the story.

VAMSI ANDAVARAPU:
That's right Samia, and thanks for having me on Go Time. Uber came to us just about a year back and said, "Vamsi, we want our processes to be less manual, MORE efficient and most importantly, be MORE transparent to our customers." They wanted to partner with Accenture to digitize their Product Design and Development experience across their product lifecycle with 3 key goals for their Product Management:
- First is accelerating time to market
- Second is cost reduction
- And lastly, the collaboration across the enterprise.

SAMIA TARRAF:
What I love about this Vamsi is how clear they were on their objectives and their ambitious timeline. How did you organize our team to deliver, and what did you do when the unexpected occurred?

VAMSI ANDAVARAPU:
This is a true case of technology-led business transformation ensuring on time & on budget delivery. *Uber* wanted an accelerated approach with direction from leadership to complete within four months. We knew this was a tall order but knew we could do it.

We leveraged our One Accenture Way of thinking and bringing the best from Technology, Strategy and Consulting as well as the offshore teams... within two weeks. We brought together all our knowledge in an asset led way and were able to crash the project timeline as we work closely with *Uber*.

And here comes the best part... we were able to mitigate the COVID challenges around in-person meetings by using our elastic digital workplace practices– which is a series of different virtual delivery tools. This helped to create a seamless client experience.

SAMIA TARRAF:
Vamsi, that takes my breath away – it's just such a great story of having strong trust, and being agile at every step of the way. What were some of the results?

VAMSI ANDAVARAPU:
I would love to highlight some benefits from this project with Uber... which keep in mind, are conservative estimates:

- First off, this project enhanced strong supplier collaboration resulting in 30 percent faster product changes
- We had a 50 percent increase in employee productivity
- and lastly, there was more than a 25 percent reduction in rework.

All in all, it's a great success story where *Uber*, Oracle and Accenture partnered very well to address the "Uber challenge", but also underlines the importance of trust in an ongoing relationship. I can't say that enough.

SAMIA TARRAF:
Thank you Vamsi for a great story on the importance of listening, empathy, agility and solutions – now more than ever. There is not a new normal so much as a "never normal". These fundamentals are how we will help everyone emerge stronger.