

大家好，我是居丽！

Julie's here!

Video Transcript

视频脚本

大家好，我是沈居丽

Hello all, I am Julie Sweet

我的中文不太好，谢谢大家

Please accept my Chinese accents, and thanks for your understanding

云栖大会是全球最大的科技创新盛会之一

The Apsara Conference is one of the world's largest technology innovation conferences

我很荣幸参加

I am honored to be a part of it

我和埃森哲的团队非常尊重并喜欢阿里巴巴

At Accenture, we truly respect and value Alibaba

去年 11 月我特别去杭州参观了阿里园区

I visited the Alibaba Main Campus last November

阿里对员工的关心

I was inspired by how Alibaba takes great care of their employees

为客户创造的价值

creates significant value for their clients

对社会的责任感

and takes strong sense of responsibility and contributes back to society

都让我很感动，很钦佩

These are characteristics of a company that I respect

埃森哲的价值观和社会责任，与阿里的也很相似

Accenture's core values and social responsibilities are similar to Alibaba's

所以我很高兴我们成为了全球战略合作伙伴

So I am delighted that Accenture and Alibaba are global strategic partners

和阿里合作的机会对我来说很特别

The opportunity to work with Alibaba is special to me

因为我和中国有很深的缘分

because I have deep, personal connections to China

1988年，我就在中国的北大学习过

In 1988, I studied at Peking University

那个时候我没有想到

Back then, I would not have imagined that

有一天我会成为埃森哲这样的世界一流企业的一把手

I would become the CEO of Accenture

还能和世界一流的企业阿里全面合作

and work jointly with such a large and respected company as Alibaba

Q1. 目前的局势可以说前所未见，埃森哲对未来数字化浪潮的趋势，尤其是云技术方面，有怎样的判断？

Given the context of an unprecedented environment, what are the key trends Accenture is seeing in digitalization and, specifically, in Cloud?

疫情突然来到

When the COVID-19 pandemic struck

一夜之间，人们的行为方式变了，消费者需求也变了

people's behavior immediately changed, as did consumer needs

企业需要更快地进化、创新

Enterprises needed to evolve, innovate

适应新环境，应对新危机

and adapt quickly to the new environment to face the new challenges and new opportunities

很多客户在疫情之前，就已经有了数字化转型基础

A lot of our clients had built a solid digital transformation foundation before COVID-19

应对危机他们更从容

which enabled them to be more prepared for the new challenges

要顺利度过危机，企业高管（也包括我自己）

Going forward, business leaders (including myself) will need to continue to

对数字化转型需要开新局、育新机

innovate in new areas and nurture new opportunities with digital transformation

我分享三点建议

Let me share three pieces of advice

第一，要云山万里，就需要加速上云

First, we will need to accelerate our journey to cloud

所有企业都要向领先的互联网公司学习，比如阿里

Learn from leading internet companies, such as Alibaba

用数字化技术，改善客户和员工的体验

Improve client and employee experience by leveraging digital technologies and cloud

只有云可以做到，而且非云不可

Only cloud can make this happen

第二，三人行，必有我师

Second, we will need to continuously learn from others

这也是我们埃森哲的学习态度

This is a core belief at Accenture

要打破传统的思考方式，保持开放的心态

We need to break from traditional ways of thinking and be open-minded

向客户、员工和其他优秀企业学习

Learn from our clients, our employees and exceptional companies

找到新办法，解决新问题

In doing so, we can find new ways to solve new problems

第三，团结就是力量，要用使命感去鼓励员工

Third, we need to strengthen and encourage employees with a sense of mission

数字化转型是一把手工程

Digital transformation is a priority on the CEO agenda

也是一个系统工程，需要从上到下一起努力

and one that requires effort and commitment from all levels of the organization

Q2. 埃森哲对中国市场的承诺

Describe Accenture's commitment to the Chinese market.

中国有许多优秀企业

China is home to many excellent enterprises

中国也是埃森哲很多全球客户最看重的市场

It is also the most important market for many of Accenture's clients

埃森哲来华发展已经 33 年

We have been doing business here for 33 years

中国是埃森哲的全球关键战略市场之一

China is one of our key strategic markets

数字转型，卓越伙伴

Today, we are a partner of choice for digital transformation

我们在中国不断发展壮大，一步一个脚印

We have been developing our deep expertise in China

埃森哲的中国领导团队和 1 万 7 千名员工，很努力、很优秀，我为他们自豪

I am very proud of our highly skilled 17,000 Accenture China employees

上世纪 80 年代我在中国学习的时候

When I visited China in the '80s

就意识到中国市场的巨大潜力，中国文化也深深吸引着我
I could already see the strong potential of the Chinese market

去年，我又回中国的时候，体验了无现金购物
I visited China again last year and experienced cashless shopping

还逛了盒马和喜茶
I also tried Freshippo and Hey Tea

中国的数字化实践真的是世界领先
China's digital practices are truly leading the world!

Q3. 请谈谈和阿里巴巴的合作伙伴关系，对于埃森哲的意义，以及未来的发展
Talk about our partnership with Alibaba – what it means to Accenture and how you see it evolving in the future.

周易有言
There is an old saying in the Chinese classic Zhou Yi

二人同心、其利断金；同心之言，其臭如兰
When two people align their goals and keep their actions in sync, they will together create the strongest force possible

阿里的平台能力、数据分析能力、客户服务世界一流
Alibaba's platform, data analytics and customer service capabilities are world-class

埃森哲变革创新
Accenture excels at transformation and innovation

行业积累、应用实践也是世界一流
and our industry experiences and expertise are top-notch

埃森哲与阿里携手，乘风破浪
Working as one team, Accenture and Alibaba can realize grander goals more quickly

一起实现更快、更高、更强的绩效
and strengthen our individual companies and achieve shared success

埃森哲与阿里的合作，是非凡人共同成就非凡事

And given the extraordinary people that make up our companies, we will achieve extraordinary things

让我们一起共进、超越、致远

Together, we are greater than ever