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Google Cloud

Accenture Google Cloud Business Group

# Intelligent innovation in Consumer Packaged Goods

Future-ready expertise + world-class technology.

# Opportunity in a rapidly changing landscape.

The rules of Consumer Packaged Goods are changing. With disruptors setting the pace and legacy back-end infrastructure looking increasingly untenable, it's never been more important to harness digital's potential across the value chain, and to aim to grow in a sustainable way that reflects human needs.

Those who are ready to capitalize on the evolution of technology – in particular AI, cloud, IoT and automation – can expect to achieve fast and scalable operations and direct-to-consumer services, better supply-chain visibility and forecasting, retailer and distributor insights and better shelf execution. Progressing to manufacturing 4.0 will enable you to achieve the most ambitious corporate sustainability missions.

While the pace, cost and complexity of creating connected and efficient, sustainable operations are massive challenges for traditional CPG businesses, Accenture brings the imagination and expertise to enable you to fully capitalize on Google's world-class technology. We're here to help the CPG sector navigate a reimagined landscape, through a combination of forward-thinking expertise and leading technical innovation.

The stage is set for some truly seismic shifts within the CPG sector. With Accenture's front-line experience and Google's capabilities across Alphabet assets, our combined forces can address your most complex challenges.



# Future-ready technology – available today.

CPG businesses that aspire to a meaningful share of tomorrow’s market will be powered by future-ready technology, available today.

By embracing cloud-powered, connected infrastructure you’ll secure a better ecommerce experience, deploying intelligent, agile, digitally enabled platforms and operations at every touchpoint.

Rapid integration with third-party ecosystems will help to drive profitability, and data will be brought to the strategic forefront, underpinning decision-making and helping to create an empowered, diverse and data-fluent workforce.

## The CPG landscape

**Competition. Consumer expectations. Complexity.**

- Growth stalling for the big brands
- Smaller, digital natives seizing market share
- Brands moving deeper into the home
- Brands require retailer and distributor channel insights
- Ecommerce and emerging product models changing the landscape
- Consumers expect 360-degree engagement from chosen brands
- Brands as connected ecosystems



# The fast track to value. Seeing the potential above and beyond the cloud.

Many CPG companies are already using the cloud in some form, but the early adopters are ahead of the game. Accenture research shows that high-performer CPG businesses lead the way on embedding transformative sales capabilities and are ahead in investing in data and technology. So, the question is not 'how do we use the cloud?', but how do we maximize the business value of the cloud to compete with 'digital native' businesses that have reset expectations for how businesses in general, not just CPG companies, serve customers?

Traditional CPG businesses must elevate the cloud discussion beyond infrastructure and savings on IT run costs and make it a value-based discussion in support of the total enterprise and the highest-level CEO imperatives of revenue, true product innovation and differentiation, disruption by digital-native competitors, customers, workforce, ESG, security.

The Accenture Google Cloud Business Group aims to elevate the cloud conversation beyond the commonly accepted advantages, to illuminate the full potential and opportunity it can unlock.

**Together, our imperatives are to:**

- Scale innovation at pace
- Implement rapid change without disrupting day-to-day operations
- Gain first-mover advantage on emerging revenue opportunities
- Empower and enable the workforce
- Accelerate savings
- Prepare for cyber threats

It's estimated that the largest CPG businesses will grow five times slower than smaller competitors over the next five years. These 'digital native' businesses are introducing new business models, putting the consumer at the heart and rapidly taking market share.

## The way forward: Cloudification of your platform for four transformative opportunities.

**Growth > The consumer as 'brand manager' > Not just data-first > Solve the paradox**

The way forward for CPG businesses is to use analytics at scale, modernized infrastructure, and customer-centricity to get four key transformative elements right.

Firstly, growth – but defined by what human beings now want, and in a way that the planet and society can sustain. Secondly, recognizing that your manufacturing and supply chain may need to be reshaped to reflect the fact that the modern consumer is the equivalent of a brand manager. Thirdly, that it's not simply a case of putting data first but creating an organization that is powered by data across every single link of the value chain. And the fourth transformative opportunity is to solve the paradox of creating an operating model and enterprise technology that are relevant, resilient and responsible.



Accenture’s deep, sector-specific and technology expertise, coupled with Google’s CPG industry-aligned solutions help clients meet business-case and self-funding requirements by rapidly scaling the building blocks of future-ready CPG businesses.

# The way forward. Building blocks of future-ready CPG.

## Unlock consumer growth with data powered insights

Unleash rich consumer insights and AI/ML for marketing mix optimization, predictive marketing, personalization at scale, and faster and better innovation

## Transform go-to-market in the omnichannel ecosystem

Accelerate CPG D2C and omnichannel initiatives, improve channel insights, brand store execution, and optimize sales route to market

Google Cloud is the catalyst for CPG digital transformation, beginning with the consumer and extending through the value chain to unlock consumer growth with data powered insights, transform go-to-market in the omnichannel ecosystem, and drive connected and efficient, sustainable operations.

## Drive connected and efficient, sustainable operations

- Enable a more intelligent supply chain, smart factory, sustainability, systemic agility and productivity
- A fast and scalable operation
- Supply chain visibility improved for better forecasting
- Progress to manufacturing 4.0
- Achieve corporate sustainability missions
- Increase productivity

## Accenture + Google building blocks

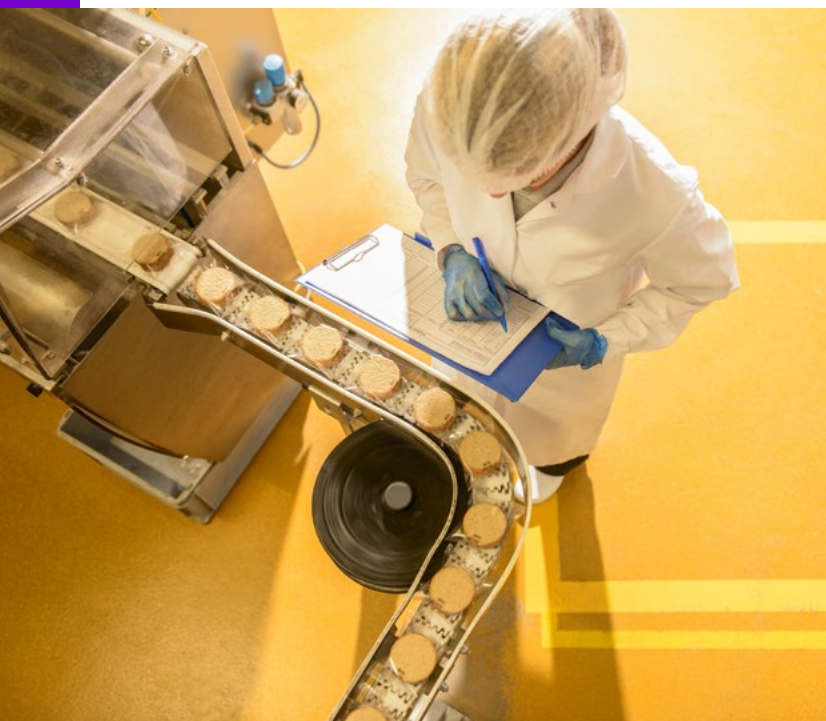
|   | Integrated E2E consumer and customer experience  | Transform to a data-powered organization with new ways of working  | Create an enterprise business to fuel growth   |
|---|--|--|--|
| <b>AGBG solutions</b>                       | <ul style="list-style-type: none"> <li>• Customer data architecture</li> <li>• Digital marketing</li> <li>• Customer transformation with CCAI</li> </ul> | <ul style="list-style-type: none"> <li>• Data modernization</li> <li>• Workforce productivity with Google Workspace</li> </ul>   | <ul style="list-style-type: none"> <li>• Next gen app dev</li> <li>• Ecommerce</li> <li>• ECS - cloud migration</li> <li>• SAP on Google Cloud Platform</li> </ul> |
| <b>CPG-specific solutions/ accelerators</b> | <ul style="list-style-type: none"> <li>• Supply chain</li> </ul>   | <ul style="list-style-type: none"> <li>• AI shelf-stock monitoring</li> <li>• Shelf ID planogram analysis with Google Vision</li> <li>• Hashtag products market intelligence engine</li> </ul> | <ul style="list-style-type: none"> <li>• Same-day delivery</li> <li>• Demand forecasting</li> <li>• Industry X</li> </ul>  |

The Accenture Google Cloud Business Group is a partnership designed to help you navigate this changing landscape. Accenture accelerates the innovation that Google technology enables.

# Accenture. End-to-end CPG sector expertise and experience.

Accenture’s approach to transformation in the CPG sector is to bring a flexible development model with a cloud platform and digital decoupling approach, designed to empower you to scale rapidly on your developer-preferred platform. You’ll benefit from Accenture’s overarching cloud strategy, architecture and implementation competences.

- We’ll deliver innovation hubs, applied intelligence and technology advisory help to shape and transform, drive growth and profitability
- We power CPG clients through ‘cloud first’ and next generation application services using leading practices in automation, modernization and agility
- We bring expertise in designing, building, communicating and running experiences across the entire customer, employee journey, and deep knowledge of business process, industry-specific and function-specific services
- Proven ability to help CPG clients transition to more sustainable systems and improve environmental score
- We enable CPG businesses to perform with the agility of digital-first start-ups and disruptors and rapidly accelerate the speed at which CPG businesses act on sector trends
- You will be able to merge enterprise and third-party data and analytics with behavioral insights to understand the needs, mindset, expectations, intentions of customers and employees, and implement an advanced data and analytics platform that improves core decisioning accuracy and efficiency
- Re-architect your workforce and workplace with a higher-end/specialized plug-and-play workforce pool for specific CPG functions



## Focus on core activities to consolidate market position

A major consumer cooperative wanted to improve the efficiency of commercial and operating processes, and to strengthen their financial sustainability. Accenture’s focus on back-office activities helped to improve commercial and sales network efficiency.

# Google. In the CPG sector.

Google has helped CPG companies connect and understand the consumer across the path to purchase for over 20 years. Powerful infrastructure and world-class security and support give CPG businesses the freedom to innovate with lower risk, while Google Cloud creates a virtuous cycle powered by data and analytics.

- The world’s biggest digital advertiser, maintaining 9 products with over one billion monthly active users
- 90% of internet users reached via Google’s Video, Display, Search, Shopping and Apps\*
- 57% of consumers use Google search during their purchase journey\*

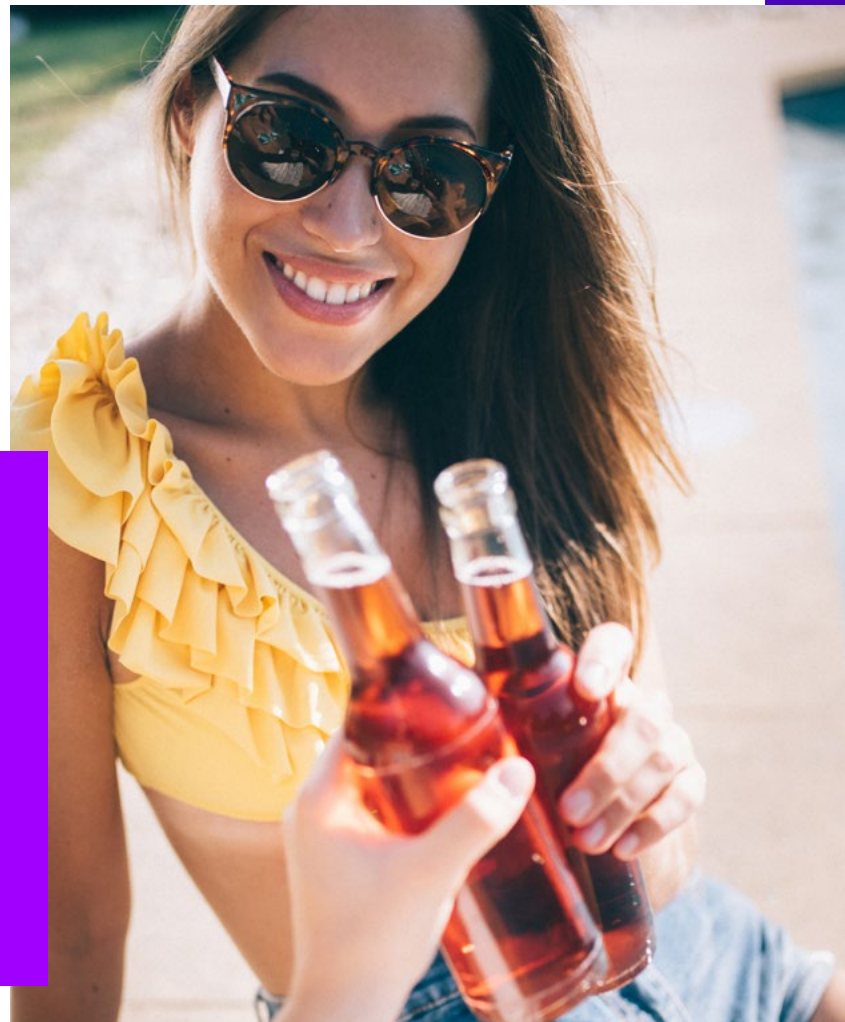
\* Business Intelligence Insider, August 2022

**By partnering with Google Cloud, CPG businesses gain access to One Google enterprise technology and culture:**

1. Leading AI/ML expertise
2. Infrastructure and security built for billions of users
3. Unique access point for user-level advertising data for Google-based digital campaigns

**CPG-specific apps**

- Ecommerce Migration / Ecommerce Modernization
- Apigee API Management
- AppSheet for CPG
- Shelf Execution Solution
- Product Discovery
- Recommendations AI
- Search for Retail



## Modernizing digital B2B

We helped a major cosmetics company migrate its entire global infrastructure to Google Cloud in just 22 days for a 50% reduction in IT costs and 50% reduction in energy consumption.

# A powerful partnership to deliver your future vision.

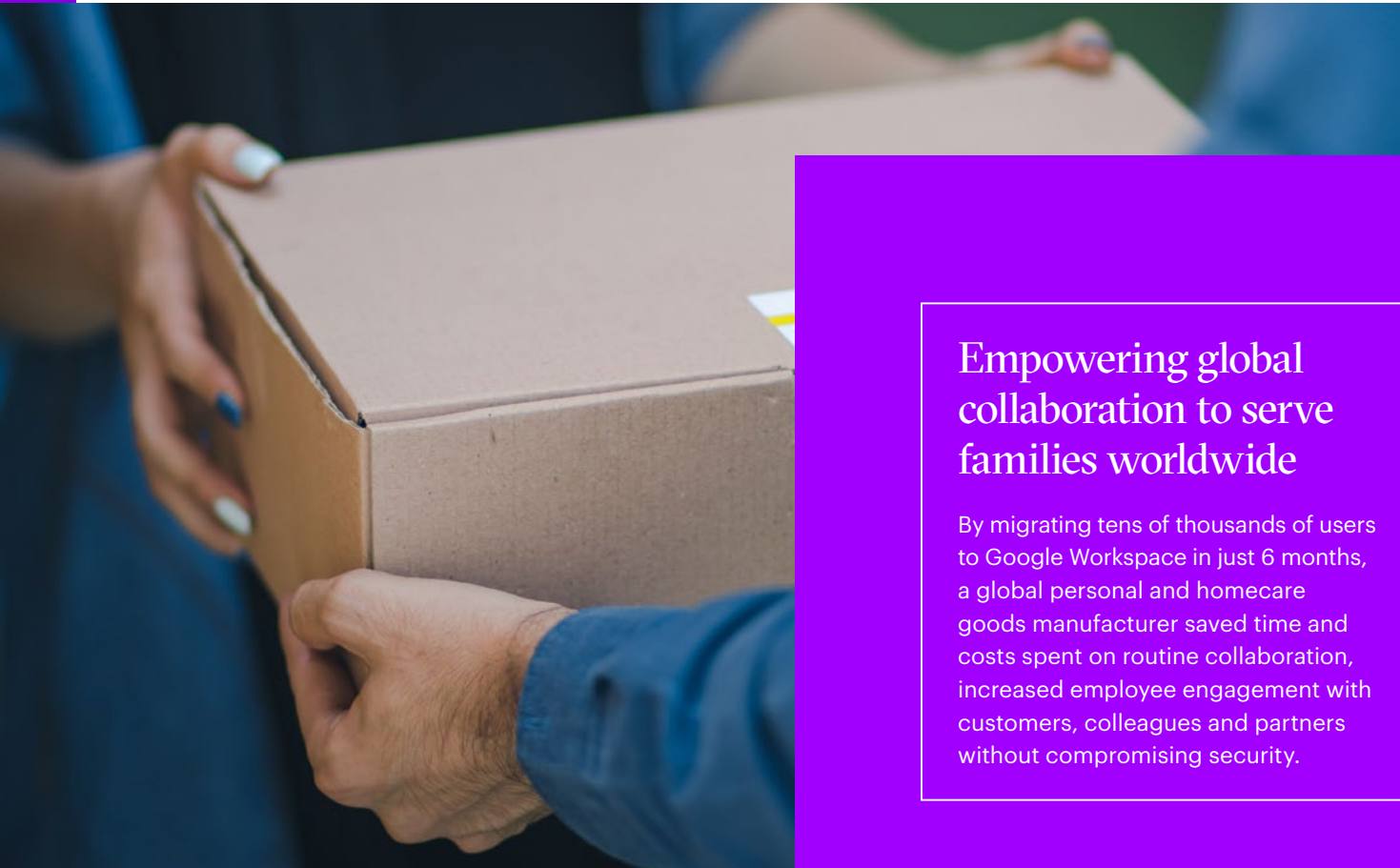
Future-ready CPG businesses will be powered by multi-cloud capabilities, data and analytics, to enable true customer-centricity and develop new business models.

Using flexible, scalable, cost-effective technology will bring greater efficiency and profitability from direct-to-consumer and omnichannel initiatives, as well as new business model, products and innovation.

The aim is to create organizations that are purpose-led and human-centric, aligned with modern consumer values. Future-ready IT enables you to incubate new

brands, innovations and acquisitions, and to identify focused areas for investments. CPG organizations will benefit from a more intelligent supply chain, smart factory, sustainability and systemic agility and productivity.

Accenture accelerates the innovation that Google technology enables. Together, we are helping CPG companies navigate the changing landscape and capitalize on opportunities.



## Empowering global collaboration to serve families worldwide

By migrating tens of thousands of users to Google Workspace in just 6 months, a global personal and homecare goods manufacturer saved time and costs spent on routine collaboration, increased employee engagement with customers, colleagues and partners without compromising security.





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Google Cloud

## Accenture is #1 in Google certifications

### Google Partner

Award Winner on 14 occasions

**#1**

in Google AI Services

**Leader**

in Google Cloud Platform Services

**7,000+**

practitioners trained

**1,000+**

Apigee practitioners globally

**3 million+**

users migrated to G-Suite

**9**

Google specializations

## Accenture in CPG

We work with:

**25 of the top 29**

S&P500 consumer staples leaders

**All of the top 10**

home and personal care companies

**8 of the top 10**

alcohol and beverage companies

**8 of the top 10**

food and non-alcohol and  
beverage companies

**4 of the top 5**

agribusiness companies

## About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 624,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [www.accenture.com](http://www.accenture.com)

## About Google Cloud

Google Cloud accelerates organizations’ ability to digitally transform their business with the industry leading infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google’s cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.