

The Accenture logo, featuring the word "accenture" in a white, lowercase, sans-serif font. A small, stylized purple chevron symbol is positioned above the letter "u".

accenture

The Google Cloud logo, with the words "Google Cloud" in a white, sans-serif font. The "G" in "Google" is multi-colored, though the colors are less distinct in this white-on-dark background.

Google Cloud

Accenture Google Cloud Business Group

A background image showing two women in winter clothing looking out a window at night. They are holding smartphones. The scene is lit with warm, bokeh-style city lights, creating a modern, tech-oriented atmosphere.

Resetting the retail sector

Future-ready expertise + world-class technology.

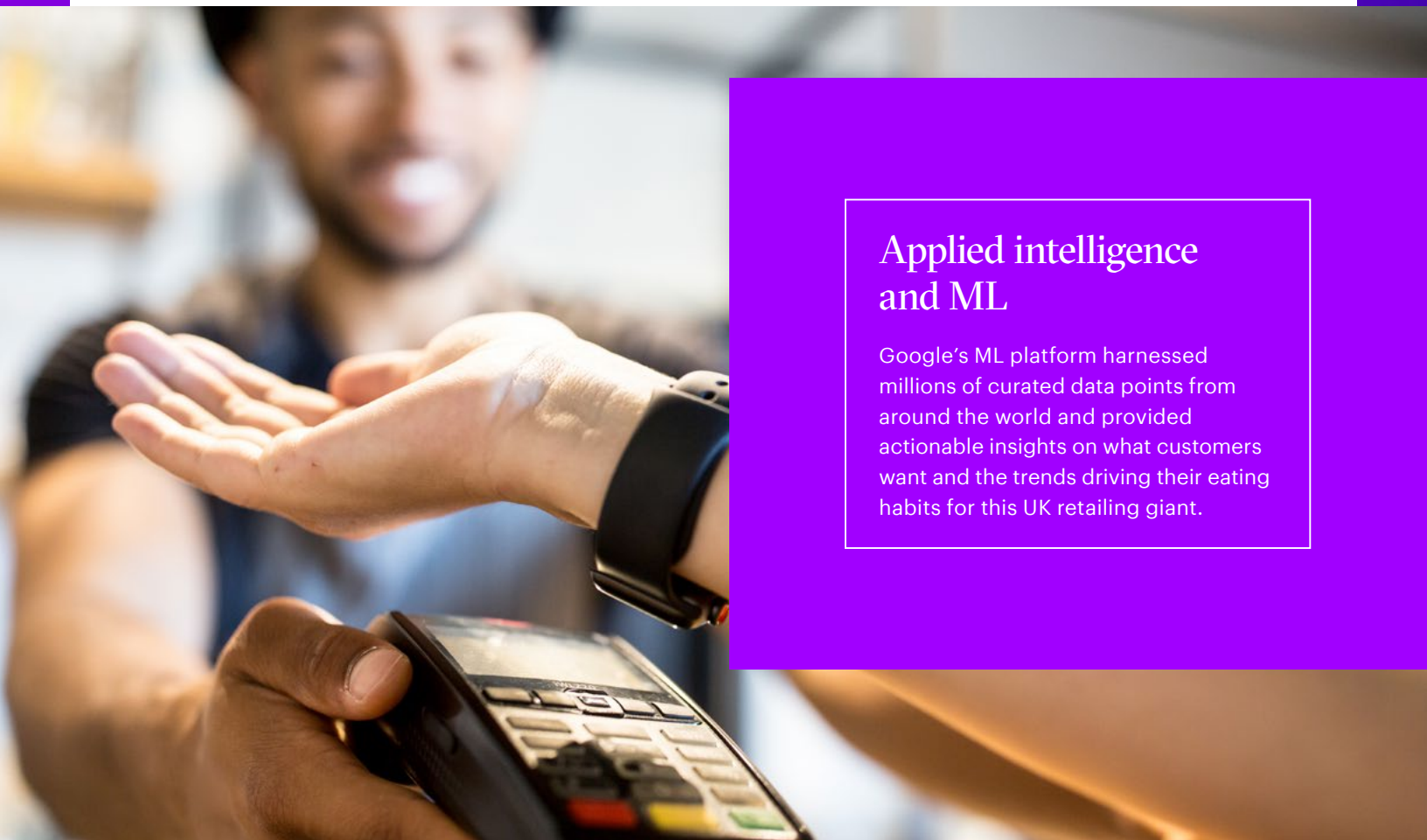
We're resetting retail, to get you to value faster.

The rules of retail have changed. With disruptors setting the pace and legacy back-end infrastructure looking increasingly untenable, it's never been more important to balance operating costs with top-line growth.

Those who are ready to capitalize on this rapid evolution can expect to thrive within a sector where many verticals are experiencing unprecedented growth. Advances in technology – in particular AI, cloud, IoT and automation – offer a catalyst for new solutions, services and security. But for a sector broadly lagging behind in cloud adoption, success will depend on decisive action – and the right partnerships.

Accenture offers the imagination and expertise to capitalize fully on Google's world-class technology. We're here to help the retail sector navigate a changing landscape, through a combination of forward-thinking expertise and leading technical innovation.

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



Applied intelligence and ML

Google's ML platform harnessed millions of curated data points from around the world and provided actionable insights on what customers want and the trends driving their eating habits for this UK retailing giant.

Retail is ready for a reset.

Retail 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 digital commerce 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 retail landscape

Disruption. Change. Opportunity.

- Rapid growth for many verticals
- Need for agility (supply chain and emerging sales channels)
- Rising customer expectations
- Squeezed margins
- Legacy infrastructure
- Increased need for supply-chain visibility
- The end of 3P cookies
- Rise of MarTech walled gardens
- Increasingly conscious consumerism
- New business models (retail media monetization, marketplaces)



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

The retail sector is being hampered by a reluctance to move beyond the familiarity of traditional technologies. There's a distinct danger that, although many retailers are using the cloud in some form, its fullest potential is not being realized.

Instead of asking 'how do we use the cloud?', the retail sector needs to look at ways to maximize its business value, asking questions such as:

- How do we capitalize on the full cost and scalability benefits of the public cloud?
- Who can help ensure we are utilizing the full strength of the cloud when we want to shape our future business practices?
- How do we compete with the 'digital native' businesses that have reset consumer expectations?

Retail sits on the brink of real revolution – and with change comes opportunity. Cloud, AI, IoT and automation combine to offer exponential growth reaching far beyond infrastructure and savings on IT run costs. The highest-level CEO imperatives of revenue, true product innovation and differentiation, customers, workforce, ESG and security are at stake for those businesses ready to take the initiative.

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:

- Embed data and AI within all business decision-making
- Launch new business models (eg retail media business)
- Accelerate savings
- Prepare for cyber threats
- Gain first-mover advantage on emerging revenue opportunities
- Scale innovation at pace
- Empower and enable the workforce
- Implement rapid change without disrupting day-to-day operations

Repositioning retail as a business of continuous customer engagement means putting AI and data at the heart of decision-making.



The way forward. 'Cloudify' your platform with these transformative opportunities.

- **Analytics at scale**
- **Technical agility**
- **Improved customer-centricity**
- **Enhanced profitability**

Solve current retail challenges with comprehensive analytics solutions.

Google's analytics capabilities – with data on BigQuery and AI – are continuing to innovate within the industry, while Accenture's AI-powered data and insights solution – ai.RETAIL – is purpose-built to help retailers become data-driven, faster and at scale. By combining Google Cloud Platform technology with data management capabilities and retail-specific use case analytics you can accelerate speed to value.

Grow – beyond digital. Be quicker to market, capitalize on opportunities.

With streamlined, connected store operations and 33-45%¹ annual IT productivity gains you can mitigate transformation costs. When you 'cloudify' your platform you gain powerful insights that inform strategy across your business, and AI working across all channels at its maximum potential.

This leads to improved accuracy of forecasting and optimized supply chain logistics. You'll be empowered to acquire new audiences and get direct line of sight into customers via digital marketing, enhanced by new customer data architecture. Combine customer data with marketing and supply chain data for a holistic view of your audience, their preferences, usage of products and behaviors.

¹Outside-in perspective based on assumptions



Finance function transformed

For this global retailer, our statistical scenario modelling allowed AI/ML driven planning and forecasting, saving time, increasing accuracy and driving a focus on the future.

The way forward. Building blocks of future-ready retail.

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

Next generation application development

Enables faster identification and analysis of opportunities to bring new products and services to market. Leveraging Google’s API ecosystem allows retailers to see business outcomes faster and gives you the freedom to innovate with lower risk.

Embracing digital commerce

Enables retailers to rapidly adapt to the expanding opportunity for integrated commerce experiences across any number of digital channels.

Leverage ai.retail

Transform marketing, merchandising and supply chain by utilizing data and AI to unlock new opportunities for growth and optimize performance.

Personalized AI conversational experiences

Reimagine the customer service experience using AI-powered solutions to improve service levels while reducing operating costs.

Digital marketing

Create personalized customer experiences and optimize campaign-spend to increase customer lifetime value while reducing acquisition costs.

Data modernization

Enhance and enrich your data to achieve the quality and accuracy required to deliver insights at scale with ai.RETAIL’s data management framework.

Enterprise cloud services

Improve business agility and reduce TCO with a standardized and secure infrastructure.

Google Workspace

Opens up new ways of working, collaborating and innovating for a culture of connected knowledge and intelligent productivity. This is a simple and secure solution with proven impact on work satisfaction and innovation.

Data marketing platform

Help retailers, with the support of the RelevanC platform (Casino Group), to go further in the targeting and personalization of offers addressed to their customers. Implement a genuine 1:1 personalization strategy versus a mass personalization.

Retail media and data monetization management

Enable retailers and advertisers to publish sponsored product ads or display campaigns in an optimized way through the RelevanC platform.

Ecommerce substitution and recommendation

Make the preparation of online orders before and after validation of the basket more efficient by proposing relevant and personalized substitutions to RelevanC customers.

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 retail sector expertise and experience.

Accenture’s approach to transformation in the retail sector combines a business-led approach with a flexible development model, cloud platform and digital decoupling approach.

- Benefit from Accenture’s overarching cloud strategy, architecture and implementation competences
- Deliver strategic resilience and achieve ESG goals – proven ability to help clients transition to more sustainable systems and improve environmental score
- Perform with the agility of digital-first start-ups and disruptors
- Enable a flexible digital-native development model with a cloud platform and digital decoupling approach to scale rapidly on the developer-preferred platform
- Extend platforms and ecosystems to reach new markets
- Deliver profitable growth using leading AI, purpose-built for retail via the ai.RETAIL insights solution
- Merge enterprise and third-party data and analytics with behavioral insights to understand the needs, mindset, expectations, intentions of customers and employees
- Implement advanced data and analytics platform to improve core decisioning and processing accuracy and efficiency
- Transform cost curves and reduce legacy tech
- Empower the workforce with a connected workplace



AI delivers 83% predictive accuracy

This European retail giant needed a KPI reporting the customer churn rate. Accenture trained a predictive algorithm leveraging two years of historical data and deployed the AI engine on the client’s customer data architecture.

Google. In the retail sector.

Google helps retail businesses make better use of existing and new data with tools such as Anthos, Contact Center AI, BigQuery and a comprehensive API ecosystem. Google's industry-aligned AI/ML expertise, powerful infrastructure and security give retailers the freedom to innovate with lower risk. Google Cloud creates a virtuous cycle powered by data and analytics.

Google Cloud was named the #1 cloud provider for the retail sector²

In partnership, retailers can:

- Access the best of Google – industry-leading AI/ML, as well as cross-Google synergies and native integrations such as Google Trends for better forecasting / stock management
- Work with Google's extensive retail partner ecosystem
- Eliminate outdated legacy applications and their associated technical debt
- Benefit from a more robust and comprehensively integrated data backbone
- Promote their commitment to sustainability, working with the cleanest cloud in the industry – carbon neutral since 1998³
- Leverage an actionable strategy to optimize costs at the same time as driving top-line growth through a closer customer connection
- Improve worker productivity and retention through Google Workspace

² Source: Canalys - Cloud Channels Analysis Report, July 2020

³ Source: <https://sustainability.google/commitments/#leading-at-google>



A powerful partnership to deliver your future vision.

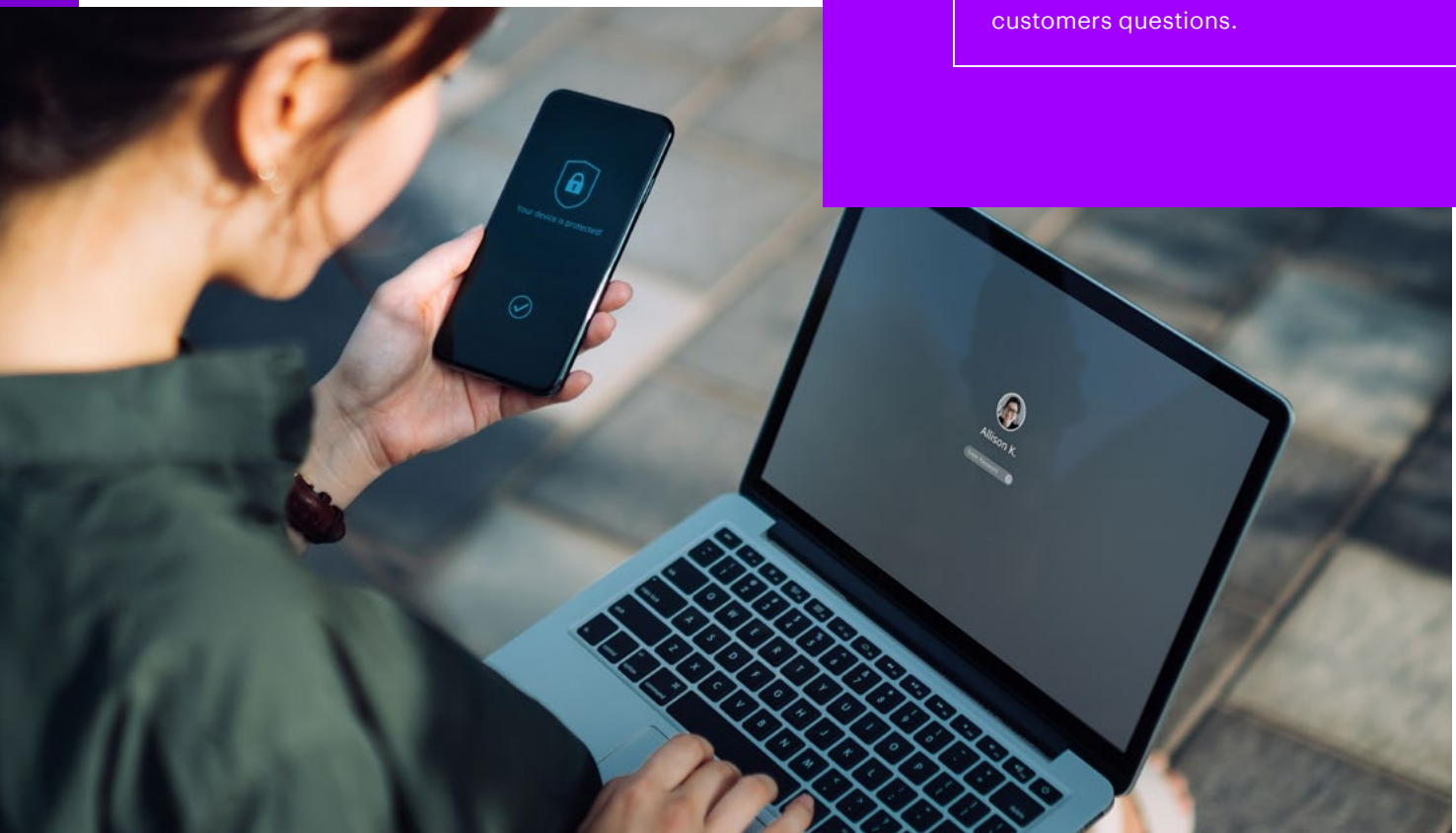
The most successful retailers of tomorrow will be powered by data and analytics, customer-centricity and modernized infrastructure that enables improved agility.

Establishing data as the backbone of your organization will enable you to benefit from accelerated innovation. We always aim to deliver reusability across solutions. We don't replicate technology but apply it at scale across the enterprise to establish a platform that will help you innovate across business lines for measurable value.

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

Intelligent agent elevates customer service and lowers costs

This global retailer asked Accenture to automate portions of its customer service and technical support. Our solution, including Google's cloud-based natural language solution and Accenture's Intelligent Agent tech quickly and accurately answers customers questions.





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 retail

We work with:

350 retailers

worldwide including all of the top 10 global retailers

all retail segments

across the integrated marketplace

We have:

12k+

dedicated retail practitioners across the globe

50+

unique, innovation-led capabilities,
assets and partnerships

14

industry associations

24+

ecosystem partnerships

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

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.