accenture

Google Cloud

Accenture Google Cloud Business Group

Taking the communications sector to the next level

Future-ready expertise + world-class technology.

Getting you to value faster.

The communications landscape is shifting, and the pace of change is gathering speed. The traditional network's evolution to 5G and cloud-native is accelerating the transformation of technology and ecosystems.

Traditional vendor models are being disrupted and the rules of competition are being rewritten.

Customers are more liquid and this, in turn, is challenging long-assumed competitive advantages. In a world where connectivity is seen as an essential right, customer expectations and perceptions of value have been redefined. Stalled growth and commoditization of connectivity is leading to a new search for value.

Organizations are being challenged to accelerate new capabilities or face stagnation. As the cloud changes business models and barriers to entry, those who are ready to capitalize on this rapid evolution can expect to thrive, but success will depend upon 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 communications sector navigate a changing landscape, through the combination of forward-thinking expertise and leading technical innovation.

The stage is set for seismic shifts within the sector. With Accenture's frontline experience and Google's capabilities across Alphabet assets, our combined forces help to address the largest challenges.

Cost reduction and revenue growth

AGBG defined a new Google Cloud Platform-based Data Platform for a leading CSP, using cloud native data services. The solution was engineered as a 'common template' to enable rollout across markets.
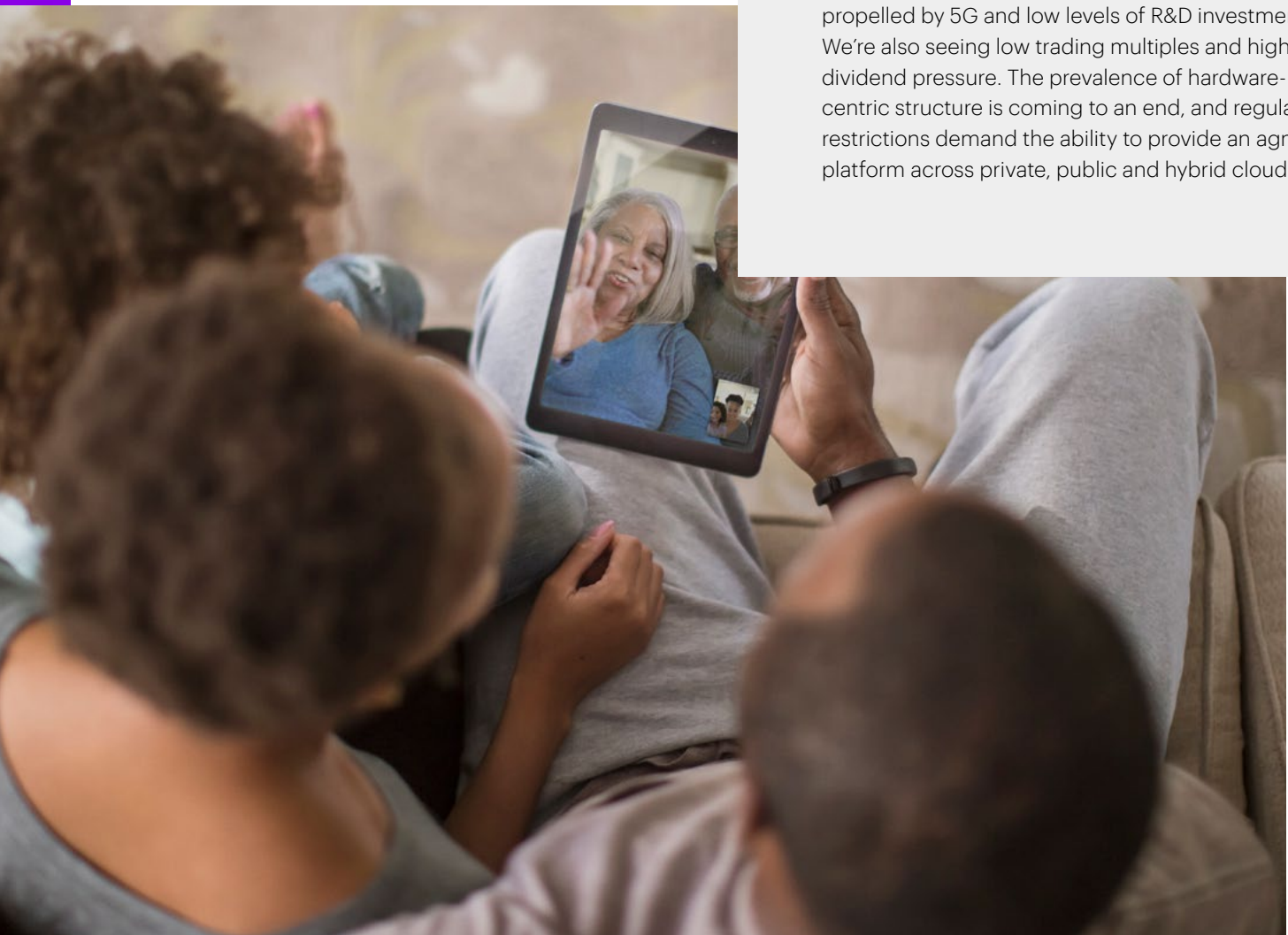
Communications: change is coming.

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

Legacy systems are delaying essential speed to market and preventing timely exploitation of opportunities. There is an increasingly urgent requirement for scalable platforms which can be deployed on any infrastructure – and a real need to differentiate a saturated communications market.

The communications landscape

Disruption. Restrictions. Opportunity.

What are we currently witnessing within communications? Siloed operational models are struggling to keep pace with evolving customer expectations. High levels of CAPEX and debt are being propelled by 5G and low levels of R&D investment. We're also seeing low trading multiples and high dividend pressure. The prevalence of hardware-centric structure is coming to an end, and regulatory restrictions demand the ability to provide an agnostic platform across private, public and hybrid cloud.

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

New tech is filled with opportunity. But rapid evolution presents its own challenges. What does this mean for CSPs? The pace and complexity of scaling innovation is a massive challenge.

How do you move from TelCo to 'TechCo'? How can you differentiate on a distinctive service portfolio, whilst embracing change to access new market opportunities?

CSPs need to be able to optimize end-to-end customer lifecycles through automation, leaning on data and analytics to unlock cost savings, whilst driving new services. There's a need to transform front- and back-office infrastructure via the operationalization of AI. And of course, alongside increased agility to improve speed to market, comes the need for rapid change to be implemented without disrupting day-to-day operations.

By embracing cloud-native technologies and cloud-native approaches to operating models, CSPs have the opportunity to continue reinvention.

CSPs must elevate the cloud discussion beyond infrastructure and savings on IT run costs, making it a value-based discussion in support of the total enterprise and the highest-level CEO imperatives of revenue, true product innovation and differentiation, customers, workforce, ESG and security.

'Cloudification' of communications industry platforms empowers CSPs to ideate, prototype and launch innovative services via Telco Cloud, fast. You'll be able to leverage Cloud Edge, 5G and Programmable Network to build vertical solutions, and go to market in partnership with Cloud Hyperscalers and Cloud Service Providers. Cloud-native data and network platforms bring the opportunity to personalize and modernize. And, by leaning on cloud and SaaS, you can start a shift to standardization and automation. Commoditization on cloud also helps to achieve a faster rotation of talents, processes and operating model.

"Evolving communications to meet ever-greater competition, demands and consumer expectations, means embracing cloud-native technologies and cloud-native approaches."

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

Adopt a new cloud operating model

It's time to evolve with modern, cloud-native software engineering. Reinventing processes and financial models, measuring the value of cloud adoption and efficiently rotating your workforce talent have all been made so much more achievable through the cloud. Telco-tech transformation enables a shift to hybrid cloud and software-based foundations, bringing intelligence and innovation to the edge. You can also benefit from more efficient models – optimized by analytics, with ongoing learning through pre-trained ML. Enormous improvements in cost efficiency, top-line growth, accelerated innovation, and the power of an ecosystem of partners all combine to offer significant opportunities for CSPs.

Advance IT & Data

Make the necessary step up, building a multi-cloud strategy, migrating to cloud and an optimized data center. An open and cloud-native decoupled architecture provides personalized and omnichannel customer experience, adopting cloud-native / SaaS IT applications. Data silos can be broken down and pricing optimized with Cloud and AI Modern / Enterprise Data Platform. Move quickly, launching and monetizing new data-powered services to market. Leverage advanced data warehousing and analytics that cover the analytics value chain, and finally unlock truly audience-centric marketing and advanced personalization across all channels.

Accelerate your Business GTM

Access BigQuery's comprehensive analytics platform and benefit from full integration with Google Analytics for more effective digital marketing, improved ROI and digital conversions. Beat decentralized data silos, fragmented ID ecosystems and limited automation - join customer, marketing, network and enterprise data with Google Ads, Analytics and Cloud data. Use distinctive Google AI/ML models to draw insights and unlock new value streams.

Embrace Network Revolution

Get ready to define your cloud-native network strategy, adopting and implementing the cloud network program, and running and building the Edge platform. By embracing a cloud-native programmable network you can de-commoditize connectivity, open new value chains and enhance operational efficiency. Reshape your network and operating model through 5G cloud, virtualized network services and E2E guaranteed quality.

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

Navigate the changing landscape.
Help at every step of the Telco cloud journey.

The Accenture Google Cloud Business Group brings together Accenture's deep insight and Google's industry-leading capabilities, answering the call for accelerated digital transformation.

A new cloud operating model – with AGBG

Leading industry knowledge combines with Google capabilities to help you navigate the innovation landscape. Gain a clear route towards modernization via Accenture's Cloud Assessment Framework.

Anthos provides leading DevOps experience for hybrid and multi-cloud environments combined with best-practices in Kubernetes, orchestration, security, service mesh and CI/CD – increasing automation, velocity and flexibility.

IT & data – with AGBG

Migrate, build and optimize IT apps and data centers across hybrid and multicloud environments, minimizing vendor lock-in and meeting regulatory requirements. Connect to Google's leading data and AI/ML algorithms, unlocking wide ranging CX improvements via low touch, high impact digital experiences.

Access BigQuery's comprehensive analytics platform and benefit from full integration with Google Analytics for more effective digital marketing, improved ROI and digital conversions. Beat decentralized data silos, fragmented ID ecosystems and limited automation - join customer, marketing, network and enterprise data with Google Ads, Analytics and Cloud data. Use distinctive Google AI/ML models to draw insights and unlock new value streams.

Business GTM – with AGBG

Access Google's leading open platform (Anthos and BigQuery Omni) – innovative and scalable to ease integration and application deployments. Extend your cloud-based portfolio beyond connectivity to co-create innovative products with the ecosystem and bring them to market, faster.

Target new markets cost-effectively via Google's global transit and leverage new data and products (Waymo, Maps, Ads etc) via the edge network and Google product ecosystem to progressively enable more critical and real-time use cases, allowing the creation of differentiated products to move out of the 4G commodity space. Enjoy reliability beyond industry standard with Accenture's myWizard automation platform.

Network – with AGBG

Experience service provider evolution via network modernization, accelerating your journey to cloud-native networks combining Accenture's ecosystem of network function vendors with Google's Anthos open and multi-vendor capabilities to create a network function service layer to deploy cloud native network functions globally.

Reduce total cost of ownership of software-based networks - unlocking speed, low latency and scalability with Network Functions on the Edge. Modernize faster, with Google's cost-saving, high-performance network – increasing performance and lowering cost. Enjoy flexibility to choose compute regions and remain compliant with local data regulations.

When the biggest and most innovative companies in the world join forces, amazing things happen.

Effectively monetize the edge

- 5G/LTE MEC solutions - mobile edge cloud infrastructure
- B2B/B2C solutions - enterprise and consumer applications for edge
- Wireless mobility solutions - private 5G network deployments

Build low-touch, high-value digital experiences

- Customer analytics - actionable customer insights

Enable and accelerate provider network evolution

- Network modernization - building a cloud-native network
- OSS/BSS modernization
- Network AI and automation - actionable network insights

Modernize core systems and workforce

- Telco IT modernization with Anthos
- Data platform modernization - 'cloudification' of data infrastructure
- Google Workspace

    Google Cloud

Accenture. End-to-end communications sector expertise and experience.

Accenture's approach to transformation in the communications 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 and enable you to:

- Benefit from Accenture's overarching cloud strategy, architecture and implementation competences and access new revenue streams by forging collaborative go-to-market activities and revenue sharing with ecosystem partners

- Develop vertically integrated cloud services to solve industry-specific needs and monetize data

- Achieve agility and quicker speed to market, extending platforms and ecosystems to reach new markets

- Deliver profitable growth using leading AI to transform cost curves and reduce legacy tech

- Merge enterprise and third-party data and analytics with behavioral insights to understand the needs, mindset, expectations, intentions of customers and employees

- Implement an advanced data and analytics platform to improve core decisioning and processing accuracy and efficiency

- Deliver strategic resilience and achieve ESG goals with our proven ability to help clients transition to more sustainable systems and improve your environmental score

- Empower the workforce with a connected workplace

AI-powered virtual agents

We implemented an AI-powered virtual agents project to transform this major mobile phone services provider's connection with their customers, and delivered over $100m in savings and double-digit improvement in customer satisfaction.
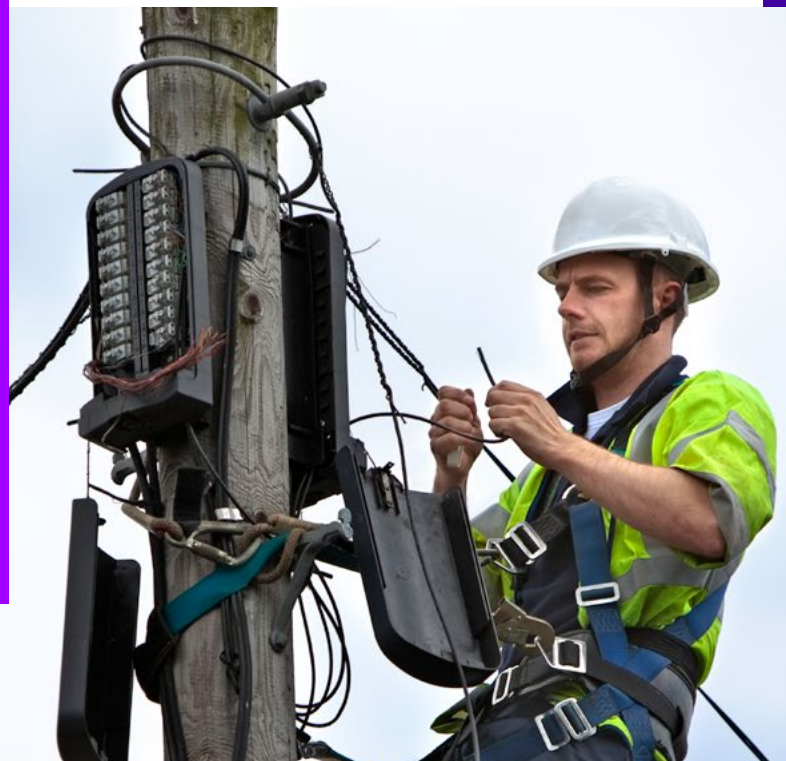
Google.
In the communications sector.

Google helps communications businesses accelerate innovation. Google Cloud gives CSPs essential agility, as well as access to innovation processes and applications. From customer transformation with CCAI through to next-gen app dev – rising expectations can be met head-on.

Google Anthos can help enable end-to-end automation and reduce manual work and the potential for manual errors. Significant cost savings can be made by switching from CAPEX to OPEX and optimizing infrastructure and facilities costs via Google Cloud technology. Working with the best of the Google network and edge capabilities helps to ensure access to cutting-edge innovation that keeps pace with industry evolution.

- Access the best of Google – industry leading AI/ML, as well as cross-Google synergies, native integrations and an extensive partner ecosystem
- Eliminate outdated legacy applications and their associated technical debt, benefiting from a more robust and comprehensively integrated data backbone
- Promote your commitment to sustainability, working with the cleanest cloud in the industry – carbon neutral since 1998
- Leverage an actionable strategy to optimize costs at the same time as driving top-line growth through diversified offering and closer customer connection
- Improve worker productivity and retention through Google Workspace

New revenue streams

We developed over 50 APIs using the Apigee API platform and helped increase revenue for a leading telecoms and information services company by 35%. Onboarding time for a new BTB client, for example was reduced from months to one week.

A powerful partnership to deliver your future vision.

Accenture accelerates the innovation that Google technology enables. Together, we are helping communications companies capitalize on a landscape that is evolving, but full of potential – providing a partnership to help you navigate to future success.

Working with the Accenture Google Cloud Business Group gives you access to a growing set of ecosystem partners, as well as the best of the Google Cloud network and edge capabilities – helping to ensure access to cutting-edge innovation that keeps pace with industry evolution.

Next gen business intelligence

We helped a global comms service provider on their journey to become a data-driven organization by defining a new common information model, structuring a new operating model, architecting a meta-data centric solution and enabling new insight products.

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 communications

Accenture's enterprise, industry and technology expertise within the communications space is unmatched.

19 of the 20
Telcos on the Global FORTUNE 500 list are Accenture clients

21 of the 25
media companies on the Global FORTUNE 500 list are Accenture clients

4 out of 5
top global publishers are Accenture clients

Recognized by Gartner as a Leader in providing IT services for CSPs worldwide for nine consecutive years

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.