



accenture

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In alliance with

salesforce.com[®]
Premier Consulting Partner

Transforming the Enterprise with Cloud Computing

• Consulting • Technology • Outsourcing



With an industrialized approach to solution design and development, Accenture applies proven assets to help speed the delivery of value from salesforce.com solutions.

Organizations are already harnessing the power of the cloud to achieve many benefits—including faster application deployment, greater flexibility and lower total cost of ownership. But today's market leaders are going further to benefit from innovations previously not possible with on-premises technology. Accenture and salesforce.com, among the leaders in cloud computing, have delivered CRM SaaS solutions for years. Now there are new ways that Accenture and salesforce.com are helping organizations like yours realize more value from the cloud.

How Can Accenture and Salesforce.com Help Organizations Like Yours?

Lower Operational Costs by Migrating to the Custom Cloud

Migrating or creating applications on salesforce.com's cloud platform, Force.com, can drive substantial benefits and operational improvements for your organization. By using the Accenture Cloud Application Factory, an industrialized delivery approach to building and maintaining applications in the cloud, we can help you determine which applications in your portfolio or backlog are right for the cloud, outline how you can achieve economies of scale and reuse by moving them to Force.com and design a roadmap to help you lower your IT management and maintenance costs in the future. And, using our Cloud Application Factory helps you complete your project faster and more cost effectively than in a traditional Force.com implementation.

Revitalize your Customer Service Contact Center to Deliver Knowledge Faster

Accenture and salesforce.com can help you solve your toughest customer service problems, so your company can stay focused on your customers, without worrying about technology. Accenture can help you leverage Salesforce to become more nimble and agile and align your services strategy to leverage the full breath of capabilities that Salesforce technology brings. Our understanding of the call center services environment, coupled with salesforce.com's technology, brings a partnership focused on improving employee productivity, reducing the amount of time needed to service the customer, and improving the customer's experience. Accenture brings a proven track record of delivery in the call center arena and knows how to ensure a holistic approach, assisting in properly aligning your service processes, ensuring that the technology works with existing

systems and helping your people embrace the change for higher performance and increased innovation. Our B2B Contact Center solution, which incorporates the salesforce.com Service Cloud, can help you drive greater customer satisfaction and an improved customer experience.

Invigorate your Partner Relationship Management Programs to Drive Increased Revenue

Leading companies are looking to dramatically grow the percentage of business they yield from indirect channels. Using Salesforce CRM, known for its flexibility and ease of use, and the Accenture Partner Relationship Management (PRM) Quick Start Tool, you will have a "how-to" guide for channel enablement while experiencing up to a 50 percent time savings in delivering PRM programs. The Quick Start tool leverages successfully deployed models that address the breadth of PRM, from business process and technology requirements, to partner programs, training, and adoption. Accenture can help you to achieve faster time to market, easier scalability, and broad adoption—the three most critical factors for gaining measurable business value in PRM programs.

Transform your Sales Organization to Accelerate ROI

Accenture and salesforce.com have a deep heritage in CRM and continue to deliver leading-edge solutions to organizations today. Drawing on our sales transformation experience, Accenture can help you improve how your sales organization operates and can assist you in cost-effectively and quickly delivering results. With over 60,000 customers and 50% market share, salesforce.com's real-time, multi-tenant architecture underpinning the Salesforce CRM application offers one of the fastest paths to customer success with cloud computing. Together, we have delivered solutions to scores of global organizations.

How We Work Together to Deliver Value to You

Accenture and salesforce.com work together as a team you can trust to help deliver value to your company. We've been collaborating since 2004 to make complex, global programs successful and have helped CRM SaaS solutions achieve market maturity. Today, we are focused on shaping the future of cloud computing and bringing the benefits seen in CRM to other areas of the business, including human resources, supply chain, asset tracking and contract management. With Force.com, our clients can also run complete enterprise resource planning solutions, as well as any number of custom applications. We are working with other industry leaders to map the evolution of cloud computing services. For example, Accenture facilitates a consortium of communications and high-tech companies to identify solution gaps and prioritize the development of solutions these industries want and need.

Accenture has made significant investments to create a methodology for delivering salesforce.com solutions, including assets, capabilities, tools, and accelerators that deliver proven results at the speed you expect from SaaS.

Key Assets and Capabilities that Accenture Brings for Salesforce.com Implementations

- **Accenture SaaS Business Solutions for Salesforce.com**—Our proprietary methodology to speed business value on Salesforce CRM implementations.
- **Accenture Cloud Application Factory for Force.com**—Our industrialized delivery capability to migrate applications to Force.com.
- **Accenture PRM Quick Start Tool for Salesforce.com**—The “how-to” guide to enable your channel programs in as little as four weeks and gain measurable business value in PRM.
- **Accenture SaaS Delivery Toolkit for Salesforce.com**—Supports a well-defined, scalable release management program to estimate, scope, plan and deploy resources—including subsequent releases and the enhancements that are intrinsic to Salesforce solutions. Using the toolkit helps reduce risk, improve the quality of the solution and enhance ongoing maintenance activities.
- **Salesforce.com Skills Training Program**—A multi-tiered program to keep our experienced technology professionals trained in the latest salesforce.com solutions, coupled with our ability to deliver the right people at the right time on your project.
- **Global Delivery Network**—A talented pool of on-shore and off-shore SaaS-skilled resources that can help cut implementation times and help deliver robust salesforce.com solutions efficiently, backed by our global delivery network of more than 50 facilities staffed by approximately 81,000 professionals.
- **Industry Skills**—Our ability to tailor salesforce.com solutions for your specific industry, drawing on best practices learned from our work across 17 industry segments, using Accenture industry templates and our library of industry-specific processes.



Case Examples

Lawson, Inc.

Accenture and salesforce.com worked with Lawson, Inc. in Japan to rebuild and migrate 400 Notes applications, including workflows, onto Force.com, (salesforce.com's cloud platform). CIO Yokomizo Youiti commented, "What would have taken one year to achieve on premise, was completed in two months and at about one-fifth the cost of traditional development."

Global High Tech Organization

Using its agile SaaS methodology, Accenture helped this organization improve productivity and sales performance by integrating Salesforce CRM with critical sales systems around the world—arming the company with a closed-loop marketing process and its sales team with the training and tools needed to accelerate ROI. Results to date include improving lead churn by seven times globally and a 15-day improvement on the average time to touch a lead.

French Communications Company

Accenture worked with this organization to align sales processes and integrate legacy systems with salesforce.com for improved performance, following a recent acquisition. Accenture used its off-shore development team to overcome the complex data migration, cleansing and integration challenges for hundreds of thousands of records stored in data warehouses. The team was able to achieve this within a six-month timeframe, providing a streamlined sales process and the sales team with a user interface that improves efficiency, effectiveness, and productivity.

Key Facts About Our Alliance

- Accenture was the first global systems integrator to partner with salesforce.com
- Delivering value to clients since 2004
- The only global provider to offer salesforce.com application management services on an outsourced basis
- Focus on strategic collaboration to meet client needs
- Over 100 SaaS implementations at 70 enterprise organizations



About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With approximately 177,000 people serving clients in more than 120 countries, the company generated net revenues of US\$21.58 billion for the fiscal year ended Aug. 31, 2009. Its home page is www.accenture.com.

Contact Information

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About Salesforce.com

Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com Platform (<http://www.salesforce.com/platform/>) enables customers, partners and developers to quickly

build powerful business applications to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

As of July 31, 2009, salesforce.com manages customer information for approximately 63,200 customers including Allianz Commercial, Dell, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks.



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