

# Accenture

Compiled By: Rachel Toubin

Date: July 11, 2017



# Company Background



# Quick Facts

<b>Founded</b>	1989	<b>Company Size</b>	394,000 employees
<b>Headquarters</b>	Dublin, Ireland	<b>Revenue</b>	32.9 Billion
<b>Public/Private</b>	Public	<b>Top Competitors</b>	IBM, CapGemini Consulting, Deloitte Consulting
<b>Industry</b>	Consulting & Professional Services	<b>Products/ Services</b>	Strategy, Consulting, Digital, Technology, Operations

# About

- Solves clients' toughest challenges by providing unmatched services in **strategy, consulting, digital, technology and operations**
- Partner with more than **three-quarters of the Fortune Global 500**
- Expertise across more **than 40 industries and all business functions**
  - Deliver transformational outcomes for a demanding new digital world
- Strategy: Shapes the future at the intersection of **business and technology**
- Consulting: Transforms businesses through **industry expertise and insights**
- Digital: Creates value through **new experiences, new intelligence and new connections**
- Technology: Powers businesses with **cutting-edge solutions** using established and **emerging technologies**
- Operations: Delivers outcomes through **infrastructure, security, cloud and business process services**

# Mission/Values

## Values:

- **Stewardship**: building a better company for future generations, acting with an owner mentality, developing our people and helping **improve communities and the global environment**
- **Best People**: attracting, developing and retaining the best talent for our business, challenging our people, demonstrating a **“can-do” attitude and fostering a collaborative environment**
- **Client Value Creation**: enabling clients to become high-performance businesses and creating long-term relationships by being **responsive and relevant and by consistently delivering value**
- **One Global Network**: leveraging the **power of global insight, relationships, collaboration** and learning to deliver exceptional service to clients wherever they do business
- **Respect for the Individual**: valuing diversity and **unique contributions, fostering a trusting, open and inclusive environment** and treating each person in a manner that reflects Accenture’s values.
- **Integrity**: means being **ethically unyielding and honest** and inspiring trust by saying what we mean, matching our behaviors to our words and taking **responsibility for our actions**.

# Key Financials

Year	Revenues
2016	\$32.9 Billion
2015	\$31 Billion
2014	\$30 Billion
2013	\$28.6 Billion

Category	2016 Media Spending
Outdoor	10.63 Million
Magazine	3.1 Million
National Newspaper	1.27 Million
Internet	783,000
Business-To-Business	88,000
Hispanic Magazine	39,000
Spot TV	12,000
Newspaper	11,000

# Leadership

Title	Name	LinkedIn
President and CEO	Pierre Nanterme	<a href="https://www.linkedin.com/in/pierre-nanterme-07a433103/">https://www.linkedin.com/in/pierre-nanterme-07a433103/</a>
Chief Marketing and Communications Officer	Roxanne Taylor	<a href="https://www.linkedin.com/in/roxanne-taylor-ab97431/">https://www.linkedin.com/in/roxanne-taylor-ab97431/</a>
Chief Creative Officer	Greg Kaplan	<a href="https://www.linkedin.com/in/gregkaplan/">https://www.linkedin.com/in/gregkaplan/</a>
Brand Management Associate Director	John Chleborad	<a href="https://www.linkedin.com/in/john-chleborad-8619598/">https://www.linkedin.com/in/john-chleborad-8619598/</a>
Global Executive Communications Lead	Jill Kramer	<a href="https://www.linkedin.com/in/jill-kramer-64230840/">https://www.linkedin.com/in/jill-kramer-64230840/</a>
Global Project Lead	Emily Dennison	<a href="https://www.linkedin.com/in/emilyedwardsgarrett/">https://www.linkedin.com/in/emilyedwardsgarrett/</a>
NA Sourcing Lead	Nicole Deeg	<a href="https://www.linkedin.com/in/nicole-deeg-0aa28218/">https://www.linkedin.com/in/nicole-deeg-0aa28218/</a>

# Current Agency Partners

Agency	Scope	Service	Status
UM	Global	Media Buying & Planning	Apr 2017 - Present
TAG Creative LLC	Global	Production	Jun 2011 - Present
Grafik Marketing Communications	National	Branding, Marketing	Current
Doremus	National	Business to Business	Current
Synergy	Global	Digital, PR, Social Media	Current
In-House	National	Public Relations	Current



# Industry Landscape

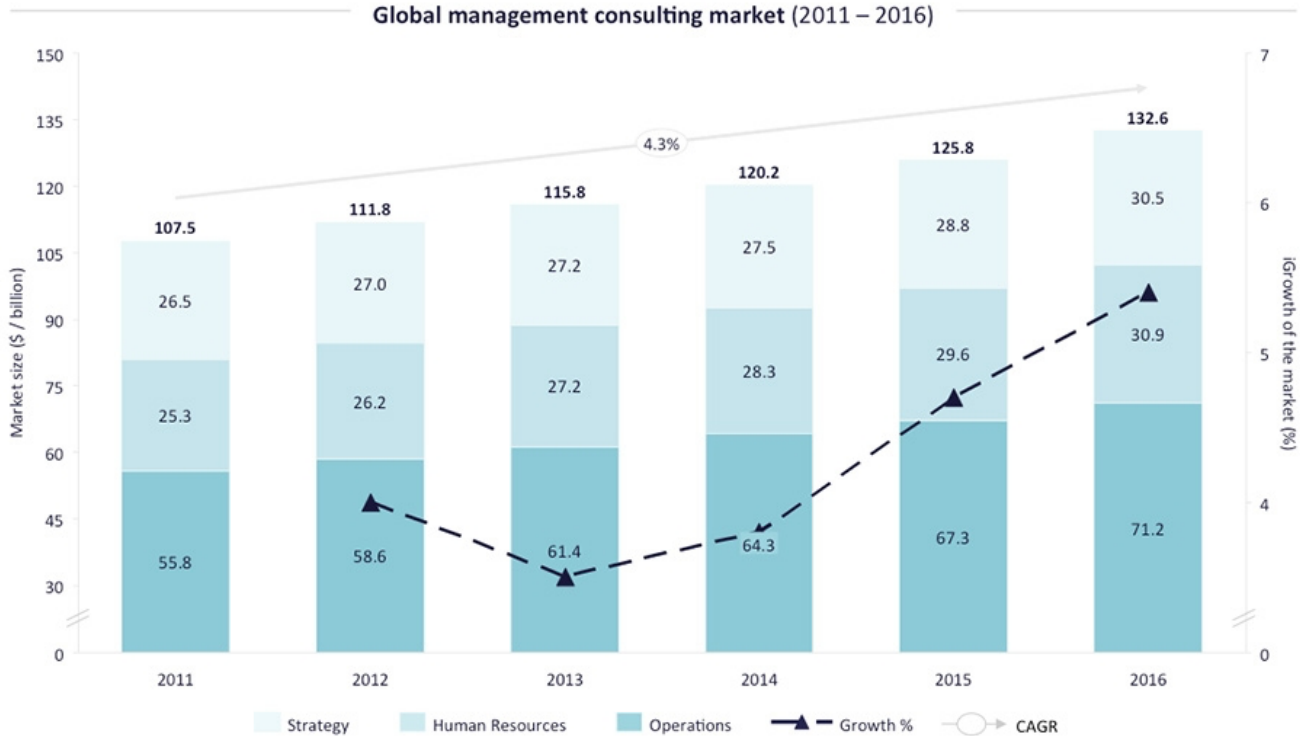


# Industry Trends

- **Higher demand** for consulting services
- Most industries expect a more **favorable environment**, but **several challenges** are likely to arise
- Consulting industries **most at risk of change**: healthcare, financial services, energy, manufacturing, retail, technology and defense
- The bigwigs continue to command a significant market share, but **small firms are shaking things up by carving out strongholds in niche markets** with specialized services
- Management consulting firms are moving away from an overreliance on experienced consultants to **incorporate more technology-based solutions** and business models
  - Leveraging technologies that automate consulting capabilities and **embracing digital** for both front- and back-end operations
- The market is in a tight battle for talent with a **shrinking (but diversifying) talent pool** and the rise of independent consultants

Source: <http://greentarget.com/wp-content/uploads/2017/03/Management-Consulting-Outlook-2017-Final.pdf>

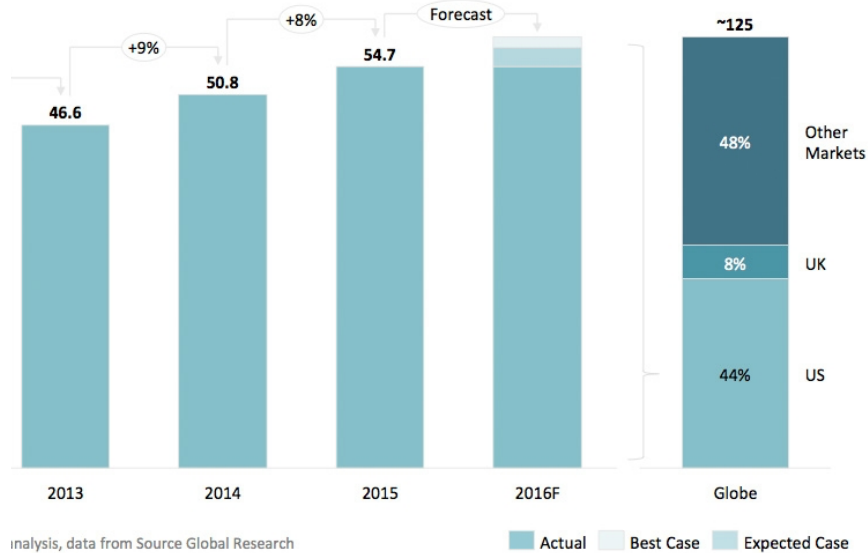
# Industry Landscape



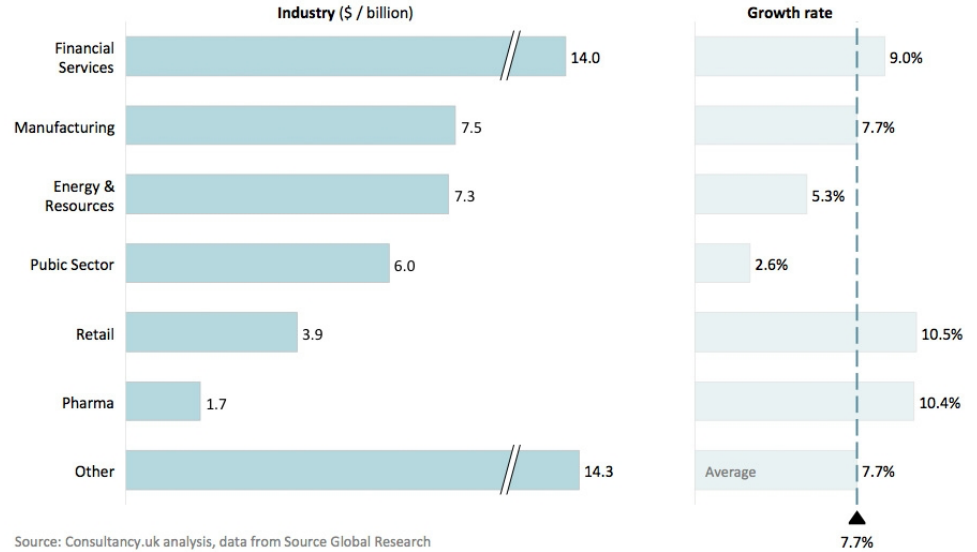
Source: <http://greentarget.com/wp-content/uploads/2017/03/Management-Consulting-Outlook-2017-Final.pdf>

# Industry Statistics

Size of the US Consulting Industry



Size of US Consulting Industry (by industry)



Source: <http://greentarget.com/wp-content/uploads/2017/03/Management-Consulting-Outlook-2017-Final.pdf>

# Accenture Acquisitions

- Intrepid: **mobile design** and development firm
- Media Hive: an e-commerce solutions provider with **expertise in cross-channel commerce strategy**, custom application development, and the creation of innovative retail experiences for any device
- The Monkeys: **Australia's most awarded independent creative** advertising agency, renowned for its brand strategy and creative talent
  - Thrives at the intersection of advertising, entertainment, technology and design
  - “The combination of Accenture Interactive, The Monkeys and Maud is a great opportunity for our clients and teams as it will dramatically **enhance our ability to connect brand strategy and creative** all the way through to customer experience delivery,” said Mark Green, CEO, The Monkeys
  - **Twelfth acquisition Accenture Interactive has made since 2013** to expand the reach, scope, and depth of its end-to-end customer experience services globally
- Others include: Kunstmaan, Karmarama, SinnerSchrader, IMJ, AD.Dialetto, Pacific Link, Chaotic Moon, and Reactive

# Competitors: PwC

- **Houses an ad agency** called Digital Services
  - Did \$750 million in revenue in 2014
- PwC Digital Services consults CMOs on brand strategy, market insights and marketing performance, and it **executes its suggestions for brands**
- PwC Digital has more than 3,000 creatives and digital experts, who **work inside an “Experience Center”** that houses physical labs for prototyping, design and other creative
  - Work across 31 cities and at any time are **working with over 200 clients**
- While the PwC agency does pitch clients in traditional reviews, many **clients are often also working with its parent consulting arm** as well
- PwC Digital Services **doesn’t plan to acquire media agencies** or ad tech firms in the near future
- “As we continue to strengthen the PwC brand, we are reviewing media agencies to assist in the execution of an advertising campaign. Our in-house team will be intimately involved in the creative direction of the campaign and **will remain focused on helping PwC’s clients drive digital transformations.**” – John Sviokla U.S. Marketing Lead

# Competitors: Deloitte

- Bought Heat, a **12-year-old San Francisco agency** that won eight prestigious Cannes Lions advertising awards for its ad design work in 2015
  - Clients include Electronic Arts and Dolby
- The union of Deloitte Digital and Heat made it simpler for chief marketing officers to **measure the impact of a product launch** or campaign

“Look again” Campaign:

- Created **entirely in-house** by Heat
- The ads present unlikely characters—talking lemons and timepieces—discussing how the unexpected can lead to innovation
- Deloitte’s strategic sponsorship of the United States Golf Association provided an effective way for the effort to stand out. Ads, which include **Deloitte’s first TV spots in 15 years**, will run during additional USGA championships this summer
- <https://youtu.be/kUxAlyie6XY>

# Competitors: Capgemini

## In-House Agency:

- **Bought Fahrenheit 212** based on the agency's past work in using customer feedback from both the "real world" (in stores) and across social media channels to shape new products and services
  - clients include Coca-Cola, Marriott, and Citi
- The acquisition **expanded Capgemini's presence** in New York and San Francisco

## Branded Content Campaign:

- Capgemini **started "Innovators Race"** on CNN
- Involves teams of young, innovative students from IT and business universities around the world as they devise creative solutions to real-life business challenges set by executives of international brands
- Had **multiple touchpoints** across CNN including: **digital, social and mobile** platforms



# Competitors: IBM

## IBM Marketing Solutions:

- Can engage with customers in highly relevant, interactive dialogues across **digital, social, mobile and traditional channels**
- Featured marketing solutions: **omni-channel, digital, journey design, real-time personalization, and lead management**

## Watson

- IBM Watson has become the **cornerstone of the brand's marketing efforts**
  - Ad campaigns with celebrities like Bob Dylan and Stephen King, as well as collaborations with fashion house Marchesa and H&R Block
- The “Watson at Work” campaign, **created with Ogilvy, has eight new TV spots and social content** to highlight Watson's roles

# Competitors: McKinsey

## McKinsey Marketing and Sales

- Similar to a **small In-House agency**
- Help clients make core **transformations in marketing strategy** and operations to power growth **through digital advantage**
- Consumer Marketing Analytics Center: accelerates ability to capture the potential of **big data by driving insights from advanced analytics into action** across marketing and consumer-facing organization
- Help clients **create distinctive brands** and lucid brand architectures
- **Acquired Lunar**, an award-winning design company from Silicon Valley
- **Doesn't do a lot of marketing or advertising for themselves** as a company, more work for clients
  - Doesn't list clients on website

# Company Engagement Strategies



# Company Website



Type to search

SIGN IN MENU

NEW ISN'T ON ITS WAY.  
**WE'RE APPLYING IT  
RIGHT NOW.**

- Automotive and Industrial
- Banking
- Capital Markets
- Chemicals
- Communications and Media
- Consumer Goods and Services
- Electronics and High Tech
- Energy
- Health
- Insurance
- Life Sciences
- Natural Resources
- Public Service
- Retail
- Software and Platforms
- Travel
- Utilities

- STRATEGY
- CONSULTING
- DIGITAL
- TECHNOLOGY
- OPERATIONS
- INDUSTRIES
- TRENDING NOW
- CAREERS

About Accenture  
Corporate Citizenship



CLOUD  
**Journey to cloud:  
Arrive first**

- STRATEGY
- CONSULTING
- DIGITAL
- TECHNOLOGY
- OPERATIONS
- INDUSTRIES
- TRENDING NOW
- CAREERS

About Accenture  
Corporate Citizenship  
Inclusion and Diversity  
Investor Relations  
Leadership  
Newsroom

## Website:

- **Link:** <https://www.accenture.com/us-en/new-applied-now>
- **Content:** Very interactive, a lot of content, different parts of Accenture broken down into separate sites for simple use, promotes what the company is doing, business focused

IN THE NEWS  
**Accenture sets goal to achieve gender balanced workforce by 2025**

CAREERS  
**A new career awaits. Start your search here.**  
If your mission is to improve the way the world works and lives, let's talk.

CASE STUDY  
**Your wish at your command**

STRATEGY  
**See beyond the**



# Facebook:

@accenture

- **Likes:** 494,000
- **Followers:** 486,000
- **Content:** Many photos and a few videos, very big on promoting pride month, articles about employees, many social responsibility posts
- **Frequency:** 2-3 times a week
- **Avg likes:** 200-300



Accenture  
@accenture

Home  
Posts  
Videos  
Photos  
About  
Accenture Community  
Community

Create a Page

Like Follow Share

Featured For You

50/50 BY 2025

WE LEAD IN THE NEW EVERY DAY

Consulting Agency

Community

Invite your friends to like this Page

494,838 people like this

486,454 people follow this

Accenture  
June 26 at 11:00am · 🌐

#InclusionStartsWithI—and it impacts everyone. How are you making a difference? <https://acntu.re/2s9IYHR>

386K Views

Like Comment Share

10K

2,636 shares

Write a comment...

Pierre Chalmin Well, this is PR / marketing stuff. Yes it can be a good place to work. But not always as what is being pictured in this video.  
Like · Reply · 15 · June 27 at 11:57am

3 Replies

Eva Joseph So proud to be with Accenture. No other firm can give the contentment of work which I get with Accenture. It's my second home  
Like · Reply · 36 · June 26 at 1:31pm

Accenture  
June 22 at 6:00pm · 🌐

#Digital-first and always innovating, congrats to our own Roxanne Taylor on being named to the Forbes World's Most Influential CMOs list. <https://acntu.re/2sGKE7J>

“By staying open, remaining flexible and always trying new things, you will accomplish more than you ever thought possible.”  
- ROXANNE TAYLOR

408

30 shares

Write a comment...

Lee Freund Love your quote - applicable in daily life - congratulations & thank you.  
Like · Reply · June 24 at 11:58pm

Kwon Ji Jung congrats i hope i will part of company even janitor ok for me.  
Like · Reply · July 10 at 9:59am

View 24 more comments

# Instagram:

@accenture

- Posts: 711
- Followers: 31,000
- Following: 341
- Content: Shows a lot of what the company is doing outside the workplace
- Frequency: Daily
- Avg likes: 400-500
- Link: <https://www.instagram.com/accenture/?hl=en>

Instagram

Search

Get the app

Sign up | Log in

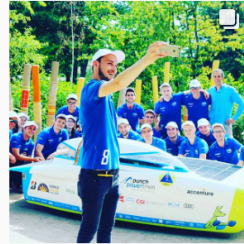


accenture

Follow

711 posts 31k followers 341 following

Accenture The official Instagram account of Accenture — sharing #AccentureMoments from around the world. [accenture.com/2siCeWS](https://www.accenture.com/2siCeWS)



accenture  
Leuven, Belgium

Follow

accenture Ready, set, solar! 🚀🌞🌱  
We're proud to be the Innovation Partner of the Punch Powertrain Solar Team, which is ready to compete in the 2017 Bridgestone World Solar Challenge #WSC17—the world championship for solar cars. 🏎️🏎️🏎️ Swipe to check out the ride. #Regram @accenturebelux, @solarteam\_be #AccentureMoments  
solarteam\_be Together, we'll go for gold!

240 likes

9 HOURS AGO

Log in to like or comment.

girlswillcode



accenture  
Accenture, Uptown B...

Follow

accenture Who run the world? (Girls—who code!) Happy to have hosted this next generation of coders at our offices in the Philippines. // #Regram @girlswillcode · · · End of the @girlswillcode Ambassador Workshop at @accenture What an amazing day where girls felt empowered and inspired. More photos to come. Thank you Accenture @girlswillcode #Accenture #AccentureMoments  
iwantfab How do you sign up for this!?

3,015 views

5 DAYS AGO

Log in to like or comment.

# Twitter:

@accenture

- **Description:** Follow us for updates on Accenture research, blogs, podcasts and more. Tweets by the Accenture Twitter Team
- **Tweets:** 18.9K
- **Following:** 1,239
- **Followers:** 378,000
- **Likes:** 4,216
- **Content:** Similar to FB, post more articles relating to business
- **Frequency:** Daily
- **Link:**  
[https://twitter.com/Accenture?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/Accenture?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

Tweets 18.9K Following 1,239 Followers 378K Likes 4,216 Moments 3

Follow

Accenture  @Accenture

Follow us for updates on Accenture research, blogs, podcasts and more. Tweets by the Accenture Twitter Team.

Global  
accenture.com  
Joined November 2007  
3,340 Photos and videos

PRIDE

Accenture Retweeted

Accenture Cmty UK @AccentureCmtyUK · Jul 11

Explore the latest from @MT\_editorial on how we can drive engagement and close the gender gap. [accntu.re/2tjTjO](#)

50/50

New to Twitter?  
Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

Deloitte @Deloitte

Infosys @Infosys

Cognizant @Cognizant

KPMG @KPMG

Accenture Labs  @accenturelabs

Follow

Thirty years of #innovation & invention & we're just getting started. See where we're going: #accenturelabs [accntu.re/2tMAp2f](#)

30 YEARS OF INNOVATION

Accenture Labs

6:30 AM · 12 Jul 2017

11 Retweets 17 Likes

Accenture  @Accenture

Follow

"By learning from role models past & present, we uncover in ourselves role models of the future" — CEO Pierre Nanterme

TO IMPROVE IS TO CHANGE; TO BE PERFECT IS TO CHANGE OFTEN. WINSTON CHURCHILL

Lessons from the Leaders Who Inspire Me

One of our employees at Accenture asked me recently about leaders I admire. Finding inspiration in those who have led before is incredibly important.

[linktr.ee/acn](#)

10:49 AM · 10 Jul 2017

32 Retweets 49 Likes



# YouTube:

- **Description:** Welcome to Accenture, a leading global professional services company providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. With approximately 411,000 people serving clients in more than 120 countries, we work at the intersection of business and technology to drive innovation that improves the way the world works and lives. Want to learn more? Visit us at [www.accenture.com](http://www.accenture.com)
- **Subscribers:** 15,082
- **Views:** 676,886
- **Joined:** April 2006
- **Content:** Videos on business related topics and more company related posts then other social media platforms
- **Frequency:** Daily
- **Link:** <https://www.youtube.com/user/Accenture/featured>

**Accenture** 15,082

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**Inclusion Starts With I**  
51,932 views · 2 weeks ago  
#InclusionStartsWithI is a discussion around the importance of a positive, inclusive work environment. Starting a group of Accenture people, this video demonstrates that bias can appear in both expected and unexpected ways—and that each of us has the power to make a difference.  
We invite you to join us in the conversation on social media by using #InclusionStartsWithI  
[Read more](#)

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- McKinsey & Company [Subscribe](#)
- Accenture Technolo... [Subscribe](#)
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Learn what Accenture is doing to promote gender equality and inclusion. <http://bit.ly/7HjgDP>

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Accenture 328 views · 7 months ago

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Accenture 225 views · 4 months ago

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Accenture 244 views · 5 months ago

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Accenture 186 views · 5 months ago

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+300 experts across 52 markets  
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**Connecting Through Tech, Language, Business— Anastasiya...**  
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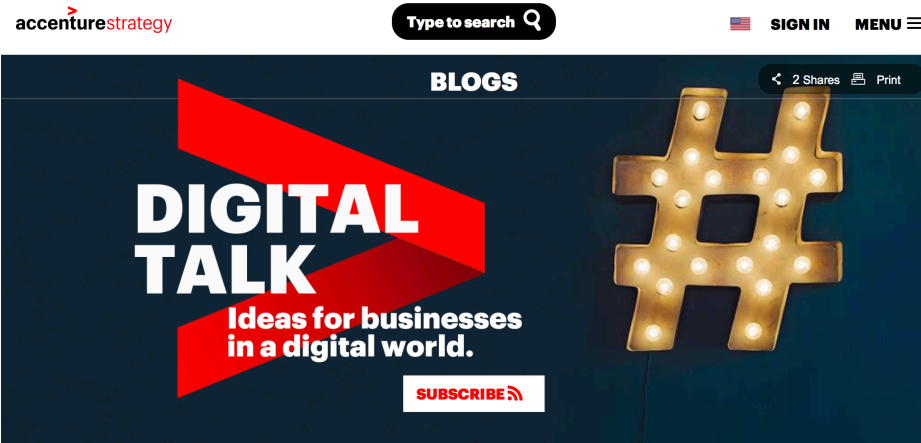
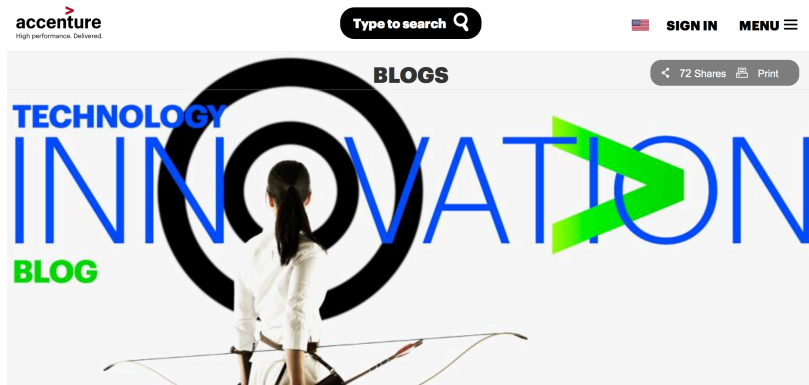
**Kendra Thompson on Fintech and Wealth Management: A...**  
143 views · 1 week ago

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# Company Blog



## Blog:

- **Content:** Blog posts for several different aspects of the company
- Posts about the different industries and their trends
- Many videos included in blog posts
- Design of each different industry blog is dependent on industry style (i.e. banking vs. digital world)
- Blog dedicated solely to the work the company is doing and their plans for the future
- **Frequency:** Weekly
- **Link:**

- <http://insuranceblog.accenture.com/homepage>
- <https://www.accenture.com/us-en/blogs/blogs-digital-business-default>
- <https://www.accenture.com/us-en/blogs/blogs-technology-default>
- <http://distributionmarketingblog.accenture.com/homepage>

# Overall SWOT of Company Engagement Strategies

Strengths	Opportunities
<ul style="list-style-type: none"><li>• Clients consist of 98 out of the fortune top 100 and more the 75% of fortune 500 companies</li><li>• Global presence (56 countries)</li><li>• Strong business relations &amp; client driven approach</li></ul>	<ul style="list-style-type: none"><li>• More acquisitions in a variety of industries</li><li>• Bringing technology services up to the level of their consulting services (diversification)</li></ul>
Weaknesses	Threats
<ul style="list-style-type: none"><li>• Consulting forms the major source of revenue which can be dangerous in the long run</li></ul>	<ul style="list-style-type: none"><li>• A lot of tough competition like IBM and Capgemini</li><li>• The economy and possibilities of a recession severely hurt Accenture and its clients</li></ul>

# Recent Press



# Recent Press

Title of Article	Source/Link	Quick Description
Creative agency The Monkeys hit jackpot with \$63 million Accenture payday	<a href="http://www.afr.com/business/accounting/creative-agency-the-monkeys-hit-jackpot-with-63m-accenture-payday-20170710-gx80jf">http://www.afr.com/business/accounting/creative-agency-the-monkeys-hit-jackpot-with-63m-accenture-payday-20170710-gx80jf</a>	Accenture, determined to create an end-to-end marketing service, had shelled out \$63 million for the award-winning creative agency
Accenture is touting an AI-driven programmatic video ad	<a href="https://digiday.com/marketing/accenture-programmatic-video-machine-learning/">https://digiday.com/marketing/accenture-programmatic-video-machine-learning/</a>	Accenture's agency arm, is pitching publishers and brands on a product that uses AI to automatically overlay product placements on streaming video content
Accenture Buys 150-Person Mobile Design Firm To Bolster Digital Training, Engineering Expertise	<a href="http://www.crn.com/news/channelprograms/300087961/accenture-buys-150-person-mobile-design-firm-to-bolster-digital-training-engineering-expertise.htm">http://www.crn.com/news/channelprograms/300087961/accenture-buys-150-person-mobile-design-firm-to-bolster-digital-training-engineering-expertise.htm</a>	Bringing Intrepid on board will support Accenture's unique ability to have clients come in and work in a studio development environment