



G-Cloud 15 Service Definition

**Accenture Cloud Data and AI - AI and
Advanced Analytics**

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accenture

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1.0 Scope of our Services

Service Description

Accenture transforms your ability to leverage advanced insights from data in the cloud by combining Artificial Intelligence (AI), Machine Learning (ML), Analytics, and Data Science at scale. This includes the conception, build, and run of Analytics Centres of Excellence (COEs). All efforts are tailored to achieve business objectives and value.

Our Approach

Our projects are delivered in line with our Accenture Delivery Methods (ADM) framework: Agile methodologies developed and maintained in-line with best practice. It defines processes, procedures, governance, reporting and planned organisation across the delivery lifecycle, covering implementation and operational service phases to maximise delivery efficiency and business value for our clients.

Discovery

Initially, Accenture brings technical, analytics, management, service design and change expertise to run Discovery. Our approach includes weekly checkpoints on progress against deliverables, acceptance, and success criteria, ensure deliverables are completed/approved on time.

Accenture will immediately identify and engage with stakeholders (including development and operational service teams). We integrate with collaboration tooling and systems; we regularly use Jira, Confluence, Slack, and MS Teams. We run activities in parallel, where appropriate, and endeavour to make the most efficient and effective use of stakeholders' and subject-matter expert (SME) time. We understand the importance of being flexible. We use Discovery to set up for future success: building a long-term partnership and 'ways of working' with you via agreeing on roles, responsibilities, and ceremonies' frequency and cadence.

This phase often aims to produce a Minimum Viable Product (MVP) that quickly adds value, showcases tooling capabilities, and proves the feasibility of the potential approach chosen. It includes a series of workshops where we look to:

- Assess the data maturity and system integration– including existing governance policies, development procedures, technology, and quality – against the existing landscape.
- Identify risks, issues, challenges, and key dependencies – leading to initial recommendations, actionable roadmaps, operating models, and target states.

Tactics can also include in-depth user research to develop an understanding of your stakeholder and user requirements in the context of your strategic priorities and 5-year business goals/vision. We will draw on user interviews and observations, teamed with desk-research into the industrial landscape and points-of-view. The outcomes include

- Creation of a concise problem statement and documentation of high-level business requirements, risks, and dependencies that need to be accounted for.
- Identification of options available, formalised in Options Papers, for a detailed, objective statement of costs, benefits, and potential disadvantages. We present commercial choices with gap analysis and deliver a roadmap for near, medium, and long-term actions.

- Analysis of potential for reuse from our existing data ecosystem and use of our technical know-how to support build/buy decisions through requirements gathering, identifying stakeholders, clarifying both vision and problem to be solved, and mapping current reality and user needs/pain points.
- Documentation of technical considerations, including capabilities in-house vs those required; industry horizon scanning to identify more options for reuse or adoption; technical dependencies, timelines, possible impacts, and potential suppliers.

Documentation of an approach proposal including:

- Data governance processes
- Quality controls and automation
- Technology and infrastructure architecture
- Development processes and route to production

Selection of an MVP candidate, based on the approach previously outlined. This MVP will be built focusing on user needs and pain points, challenging assumptions, and prioritising the areas of higher technical risk or user, business-level uncertainty.

A clear map of team roles, responsibilities, and ways of working, as well as a set of agreed processes to use during the implementation and build phase. Identification and documentation of future/potential business opportunities and use cases where the application of technology can add value to the data generated by the organisation. This includes innovative uses of data currently available, as well as adoption and introduction of new data sources to complement the existing data landscape.

Alpha

Post Discovery, we will implement an MVP that will quickly add value and prove the feasibility of the proposed approach by:

- Setting up automated infrastructure deployment pipelines (CI/CD) to promote and deploy peer-reviewed code, to remove bottlenecks for engineer access and increase the reliability of security controls granted.
- Running an initial thin slice of an existing data set through a new data pipeline for a currently used data source. Repeatable patterns allow this slice to be extended to the system as a whole and empower all team members to develop and deploy isolated pipelines simultaneously, in parallel whilst already delivering value.
- Setting up monitoring and alerting for this system.
- Agree and build the process which handles “failed” data.
- Identifying next steps required to extend the system and achieve the data integration goals.

The result should provide a solid knowledge base to identify the next steps to follow, while the MVP will allow us to iteratively extend the platform capabilities and build on a solid, flexible, and scalable foundation.

Beta

For delivery, we will run Agile-based delivery sprints with the appropriate backlog refinement and sprint maintenance. We carefully choose metrics to track delivery progress against the roadmap; we focus on live tool-based reporting and dashboards, instead of bespoke/manual reports.

The build will be developed through agile methodologies, with frequent feedback loops and stakeholder dialogue. We strive to prototype business requirements in a rapid manner with emphasis on getting early feedback. We will use shorter sprints, which provide the advantage of completing the work and validating our understanding with the stakeholders frequently, while also giving the opportunity to pivot and change direction at these points where necessary. This will help us to deliver our MVP at the earliest opportunity and take onboard the right feedback to build on the business roadmap and identify future use cases.

Uniquely, at Accenture, we approach our data and AI projects with a Responsible Business mindset, looking at both the positive and negative consequences that could result from our work and impact a wide set of stakeholders including individuals, society, and the environment. By using a set of proprietary internal frameworks (e.g., Accenture's Responsible Business Opportunity Assessment Framework) and specialised guidance documents on specific topics (e.g., Responsible AI, responsible digital experience), we ensure responsibility and sustainability are built into our solutions by design.

Live

Throughout our delivery activities, we emphasise continuous quality assurance and effective, efficient documentation to ensure the products we deploy into production are straightforward for you to support and maintain.

We also work closely with the run support capability (if you have one) to ensure they are well prepared to accept the new products into production. We use a production readiness checklist as part of our delivery framework that we customise for a given solution and agree in advance of deployment with the run support team. This checklist is used to track successful completion of all appropriate test phases (unit and integration testing, end-to-end testing, user acceptance testing etc.), ensuring non-functional requirements are met (e.g. security, resilience, compliance) and appropriately evidenced, and confirming solution documentation is completed, reviewed, and signed off by the run team.

We also conduct a series of knowledge transfer sessions (code and process walkthroughs) including key members of the delivery team, business stakeholders and the run support team to ensure a thorough handover. We often share recordings of these knowledge transfer sessions for future use as training materials.

Where run support capabilities are not in place, or not currently appropriate for supporting the solution we are deploying, we have run support operating models and standard operating procedures covering change, incident management and continuous service improvement tailored to the solutions we deploy.

2.0 Assets and Tools

Our extensive range of assets, methodologies and tools accelerate and de-risk delivery. We have developed a plethora of frameworks and accelerators within every part of our Data & AI business to help you and your business accelerate your value delivery, we have further explained a few of these below.

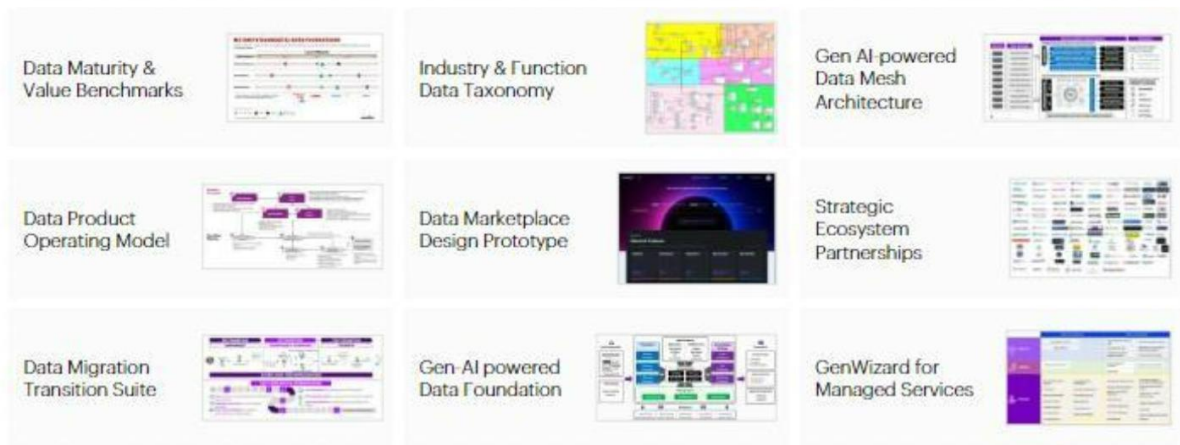


Figure 2: Our Data & AI Assets and Tools

Data Advisory Architecture (DOCPA)

You can use this asset to discover and assess your business's data landscape and characteristics to determine which platform and cloud provider best meet your business needs. You will be able to discover your Data landscape and identify the correct approach for Data Migration, Data Modernisation, and select the most appropriate Cloud Provider, aligned to your unique Data characteristics.

Data Assessment

Our Data Assessment tool allows you to evaluate your current Data maturity and capability to chart a course towards becoming a data-powered business. By using this asset, you can measure your data-driven readiness and receive a Data Maturity Index score. The assessment's results will identify any pain points in your business, but also understand where your strengths lie. You will also be able to compare your Data Maturity with industry peers to identify any capability gaps. After collating all the assessments' results, you will be able to provide a robust input to your data-driven business, build a case for future data initiatives and demonstrate your company's progress to business stakeholders and sponsors.

Generative AI Readiness Assessment

The Gen AI Assessment is a diagnostic tool to measure your business's readiness to implement Gen AI. The diagnostic elements identify your business's focus areas to improve your Gen AI readiness across three function areas (Generative, Diagnostic and Predictive). This assessment can measure and prioritise your AI maturity, as well as identify priority AI use cases and build a roadmap to achieve a solid Gen AI foundation.

Intelligent Org Accelerator (IOA)

This asset is an organisation analytics platform to support your business' operating model and org design work across enterprise, functions, GBS, Cost and Productivity reinvention, Zero based organisation and M&A use case. The IOA is a patented suite of tools including both proprietary capabilities and external partnerships like OrgVue. IOA enables speed to insight via a patented AI mapping algorithm, activity analysis, robust org visualizations, co-creation for design, implementation tracking, integrated value case and ongoing optimization. IOA can be leveraged from opportunity identification through implementation and empowers practitioners to focus more time on client conversations, backed with data.

GenWizard

GenWizard is an intelligent automation platform that can scale across hybrid and multi-cloud landscape. AI-infused automation in Modern Engineering practices enables teams to drive speed, agility, and quality. The tool is built on the foundation of our proven intelligent automation platforms (myWizard, myNav, myConcerto) to enable our clients to embark on a GenAI journey from day one. Features include end-to-end automation across multi-method delivery lifecycles, real-time analytics, predictions, and virtual agents, as well as continuous system resiliency and reduced tech debt. Using GenWizard will be incredibly beneficial for your business, increasing operational efficiencies by 50%, innovation and growth at 2-3x speed and engineering agility velocity by 35%.

OrchestrAI

OrchestrAI is a data observability and monitoring tool, which is part of Accenture's AIP+ offering. It provides end-to-end observability and operational monitoring to minimize disruption. When using the tool, you will be able to collect metrics in a library of relevant tech, AI and industry metrics and accelerate your mapping of metrics to different areas and domains. Moreover, the end-to-end metrics correlation can be used to detect hotspots and causes for failures, effectively mitigating issues before they can become business critical. All of the metrics collected are then available in a single dashboard, offering end-to-end operational visibility and action. Should you decide to implement this tool, your business will see improved resiliency by 30% by predicting downtime, improved trust through proactive identification and resolution of common issues and increased operational efficiencies due to a single dashboard view.

Pulse for BI

Our Pulse for BI tool analyses your current inventory of BI assets in your ecosystem and recommends prioritisation for migration onto cloud or a next gen BI platform. This asset will be a one-stop shop dashboard to analyse inventory and usage, as well as identify data dependencies and usage inventory of existing BI assets from your BI ecosystem logs. You will be able to customise the tool's logic to identify criticality, complexity, and usage, enabling you to better understand the generated reports and categorise them into different planning phases. Pulse for BI has coverage for PowerBI, Tableau, Microstrategy, Looker and Qlik Sense BI tools for migration.

MySecurity Diagnostic for Data

This is a no-cost option that is powered by our ecosystem partner, Securiti.ai, that can help you catalogue data stores within the cloud environment and highlight any potential risks. This capability can help identify data stores within the cloud environment, highlight potential risks that are tied to the identified data stores, and highlight where sensitive data is stored within a key data system. The diagnostic is meant to be a quick turnaround that can be enabled and completed within 10 days after the initial access is granted. The goal of the diagnostic is to quickly provide the client with a solution to

help address these initial data challenges. Ideally, this will enable thoughtful discussion with the client that could lead to future transformation and run services.

Automated Data Pipeline Testing (ADaPT)

This is a UI-driven automated test execution framework that seamlessly executes validation logics, performs validation, and stores test results all through a single interface. It is a persona-driven low code testing solution designed for QA teams. It offers a configurable and repeatable framework, with automated functional and non-functional testing in Unit, SIT, E2E, Regression and UAT. When using the ADaPT tool, businesses will have 100% coverage across the data supply chain, 30-40% increase in QA team productivity, and reduced rework due to quality engineering integrated seamlessly with automated CI/CD pipelines.

Transformation GPS

Our large-scale audience survey and analytics tool to improve businesses' transformation programs. Accenture Transformation GPS is a patented, analytics-based system, created after years of research and experience with actual transformation programs, which help assess target audience data and provide change recommendations, enabling active management of large-scale tech transformations. This tool can help your transformation path to high performance by accessing over 26.6 trillion possible combinations, surveying stakeholders, and using the tool's results to identify trouble spots before programs go off- track, to initiate corrective actions.

Intelligent Data Foundation

IDF is a tool for building automated end-to-end data engineering pipelines, with a 'no' code option and the ability to be deployed on-premise or on cloud or even API, without any need of dependencies. The asset improves our initial data acceleration platform by crystallising our PoV, incorporating feedback from projects, introducing emerging advanced analytics and AI/ML capabilities. It focuses on five critical pillars from data capture to data consumption, which constitutes an end-to-end implementation, providing detailed architecture, design, and technology options. The five pillars are the following: Regulatory ETL, MDM, CDC, OLAP, and Warehouse. Written initially in Py-Spark, it is highly extensible, customizable, and compatible with 3rd party tools. Businesses will be able to benefit from this product, due to the speed and certainty of delivery it creates.

Intelligent Data Profiling – Oracle

The Intelligent Data Platform tool accelerates the process of identifying what your existing data landscape looks like, identifies actions that can be taken to improve the quality of data and lay a strong foundation that is required for successful transformational cloud programs. The tool offers pre-defined mappings to standard targets like Oracle Cloud ERP, HCM and CX, as well as rapid access to initial findings and ability to iterate and track progress. It also recommends how data should be cleansed, transformed, and loaded, and includes best practices for your data based on other companies in businesses' industries.

CDI Data Marketplace

The CDI Data Marketplace enables a seamless experience for you to search for data & insights, view context, provision assets, and provide feedback. This marketplace functions as a one-stop shop for all data consumers. The asset currently leverages 2000+ data sets for consumption and utilises Accenture's Unified Data Mode I. It serves as a feedback loop between consumers and producers, thus increasing data platform business value and speed to value. Lastly, the marketplace's flexible back end connects to an existing data landscape that scales with the platform to allow for changes to

backend data stores. Data consumers can search for relevant data sets and assets, view valuable context such as quality rules, business rules, latency and lineage whilst also providing feedback on data sets to data producers and managers. You and your business will receive personal recommendations on data sets and assets based on your previous search history, finding the most suitable resources for you.

Accenture Control Tower

ACT is an asset that combines leading technologies with a scalable model to accelerate and standardise the evaluation and automation of controls. Our ML and generative AI toolkit enhances your controls framework, reducing risk and increasing compliance by identifying policy and standards gaps and breaches – along with our industry-first Generative AI-led compliance tool HERA

Advanced Customer Engagement

ACE is a framework helping your business reimagine and rapidly transform Customer journeys harnessing the power of cloud, data, and AI. We bring accelerators and ecosystem of vendor partners to transform your brand & marketing power through personalisation, omni-channel engagement, improving the customer journey experience through automation, presenting the right product to the right customer at the right time through the right channel.

Accenture Data Conqueror

DC is our custom-built data science accelerator for Data quality, enabling data profiling and cleansing. The tool is powered by Machine Learning, which accelerates data profiling activities to derive all rules that are relevant for each domain. You and your business can leverage this asset's open libraries that can be tailored according to your business requirements and the tool's ready to use scripts which can expedite the work of Data scientists and Data quality specialists. Data Conqueror offers many data discovery functions, including exploratory analysis, manual rule creation, KPI monitoring, automated rule recognition with unsupervised learning, outlier detection using two ML methods and fuzzy matching using similarity analysis and an NLP model for uniqueness. Moreover, you and your business can use the tools' data-cleansing functions, using automated imputation with supervised learning and leverage the tools' self-service UI with visualisation.

Lineage Hub Studio

Our comprehensive E2E data lineage solution for analytics platforms using data lakes or warehouses. The studio incorporates capabilities such as automated lineage capture, a centralised view of data lineage and insightful visualizations. This will improve efficiency across your business to improve data flow via automated lineage tracking. Lineage diagrams at various levels are also available in this tool, supporting with RCA and impact analysis. You and your business can also benefit from embedded accountability through onboarding framework and enhanced visualization for actionable insights for business and technical users.

3.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

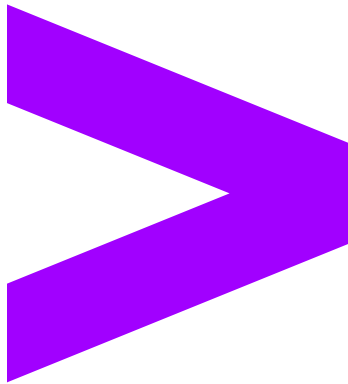
4.0 **Contacts**

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5.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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