

Accenture Song

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Innovation & Technology to Secure the South African Plate

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A new era of CG&S is emerging.

Moving from products to people ...And to purpose

Defining the purpose

Access

Access to quality products at an affordable cost.

Experience

Tailored experiences that are highly relevant, personalized and trustworthy.

Outcomes

The benefit of intelligent, data-driven technologies that lead to better outcomes.

What Consumer Goods & Services (CG&S) organizations need to do

Reinvent themselves to get the full potential of their people and their technology, and to provide responsible and affordable products and services.

Change their business models and technology portfolios to respond to customers' new expectations, and to create tailored, personalized experiences.

Reframe to be fundamentally data and insight driven, and to shift from reactivity to proactivity to create better health and wellness outcomes.

A handful of companies are changing the game for their industries.

A convergence of **3 global factors** are creating both a strain and an opportunity across multiple industry sectors, including consumer goods.

Macroeconomic level of disruption has increased by **200% since 2017**.

Transforming technology continues to create opportunities to innovate,

increasing efficiency and growth. And a few industry leaders have taken the chance to go bolder and work across functions to fundamentally change every part of their businesses—rising above the rest.

We call them Reinventors.

Why does it matter?

Between 2019 and 2022, the pace of digital change moved so fast that many companies compressed a 5 to 7-year digital roadmap into **just 24 months**.

Leaders taking hold of the exponentiality of this moment in terms of technology growth and innovation are **now growing 5x faster than their peers**.

The top priority for leading companies?
Scaling innovation through **digital transformation**.

5x



An illustration of a magpie perched on a nest. The magpie is black and white with a blue wing. It is wearing a necklace of shiny, reflective objects. The nest is made of twigs and contains several shiny objects, including a blue button and a silver coin. The background is a stylized landscape with green hills and a blue sky.

However, the challenge now is Magpie Syndrome.

Magpie Syndrome

“A staggering **70% of digital transformations fail** because most organizations fail to understand that digital transformation is not simply the acquisition and use of new and different technologies.”

An unsurprising **70% of digital transformations** fail because most leaders should be diagnosed with **magpie syndrome**.



The symptoms...

1. Obsessed with the shiny things
2. Not afraid, no resistance
3. Consider themselves “Pioneers” & “early adopters”
4. ...but just too many new things
5. Not consolidated or integrated
6. Stuck in a nest of legacy
7. Wings weighed down by too many trinkets



Magpie



Syndrome



Digital transformation is about **challenging the idea** of how an organisation drives its business toward success using **technology as an enabler** for improved results.

Not just another addition to **our nest of shiny.**



Iron Man.

Not Terminator.

From digital crisis to digital catalyst

Syncing with J.A.R.V.I.S.

1. Reimagine your growth strategy powered by technology.
2. Realign your organization to put technology at the heart.
3. Adopt new practices for agility and experimentation.
4. Create a flexible technology core for sustainable change.
5. Empower your people to innovate with technology.



“When clients embark on a large transformation, they also need a personality change”

Nitesh Singh
Managing Director, Accenture




A strong digital core is fundamental to setting a new performance frontier.

Amplifying the role of technology in reinvention means shifting from a technology landscape of static, standalone parts to interoperable pieces intentionally integrated and leveraging the cloud.

The digital core relies on three foundational technologies, **Cloud, Data** and **AI**, and is built upon three layers:

- 1 **A data and AI layer**
- 2 **An applications and platforms layer**
- 3 **An infrastructure and security layer**



"Skate to where the puck is going to be, not where it has been."

Wayne Gretzky

**If the goal is today's
best-in-class
capabilities...you're
aiming to be behind.**

Reinvention is defined by the achievement of a **new performance frontier**—a selected set of next generation capabilities that drive success.

In consumer goods, we have defined **12 distinctive capabilities** that allow companies to seek and scale new growth, create and deliver winning experiences, power their people to be human agents of change, and unlock value through dynamic investment.



The New Performance Frontier in Consumer Goods



Seek and scale new growth

Power your people



Create and deliver winning consumer and customer experiences



sustainable and responsible business

Unlock value



Digital core

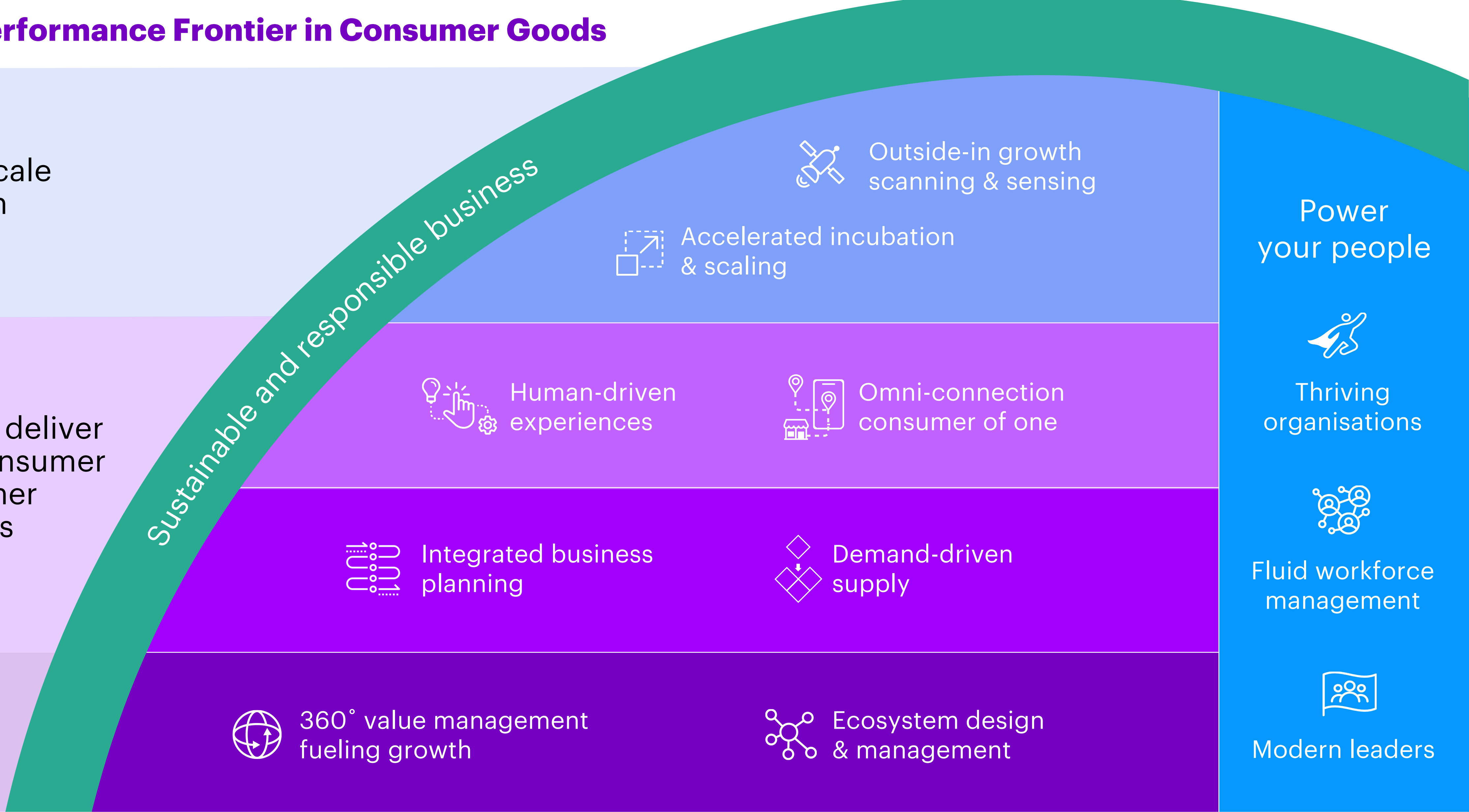



The New Performance Frontier in Consumer Goods


Seek and scale new growth

Create and deliver winning consumer and customer experiences

Unlock value



 Outside-in growth scanning & sensing

 Accelerated incubation & scaling

 Human-driven experiences

 Omni-connection consumer of one

 Integrated business planning

 Demand-driven supply

 360° value management fueling growth

 Ecosystem design & management

Power your people



Thriving organisations



Fluid workforce management



Modern leaders

Digital core

Leadership Foundations

Boundaryless
Inclusive internal and external collaboration

Data-Driven
Leadership by fact and data driven

Science and Tech-Powered
Digital and technology enablement



Consumer & Customer-Centric
Human-driven and partner mindset

Innovation Culture
Entrepreneurial spirit and bravery

Lifelong Learner
Student leadership

Transformation Leader
Compressed (5X) transformation

Go forth and conquer.

01

Go all in on digital transformation

Embracing digital at scale is an imperative for business survival. Strengthen your innovation muscle by going beyond and accelerate your journey now.

02

Invest in technology but don't forget about operating model and workforce

The radical changes that automation, analytics and cloud will bring to your people and ways of working require a new business functions. Reimagine all operations to achieve full benefit.

03

Digital transformation winners will shift from automating activities to transforming end-to-end process

There is significant value to be unlocked using a multi-faceted approach to digital transformation to improve outcomes, beyond eliminating tasks, but also by adding tangible value for all stakeholders.



Thank you.



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