Think about how those signals actually inform the rest of the demand cycle in the supply chain and ultimately how do we create better buying decisions for our customers based on that information. We all saw how that broke down during Covid, so it's helping our customers understand how that value is really meaningful and how Microsoft can actually help that with our Azure platform.

Emma McGuigan: So Deb, another topic that's really front of mind for so many CEOs, including our own, is sustainability. How does that journey to cloud unlock value in that discussion around sustainability?

Deb Cupp: It's a massive focus area for us as, as many of you know we came out with the bold commitments around carbon footprint reduction and carbon neutral and it's super important to us and sometimes you think about what we're doing at Microsoft and we're committing to growing our business responsibly but our business is growing, so as infrastructure grows, we know we have to minimize the impact on the environment we know how important that is. So that means operating data centers that are environmentally responsible, and this is important to our customers. So when you think about, again, that transformation to the cloud that opportunity to reduce some of their own footprint, move that footprint to Microsoft, and we did a study in 2018, that actually says that our cloud services are up to 93% more energy efficient and 98% more carbon efficient than traditional enterprise data centers.
That is incredibly meaningful when you think about the impact on the environment and something we’re deeply committed to at our company.

Join the companies around the world who are modernizing their data and becoming more sustainable businesses. Discover how Accenture, Avanade, and Microsoft can help you meet your business objectives on your cloud journey. Visit Accenture.com/migrate-to-azure.