Taking enterprise data to next level with VMware cloud
Accenture VMware Exec Perspectives Video Transcript

James Forrester: Hi Philippe! Nice to be spending time with you today.
Philippe Chauffard: Hi James! Yes, indeed that's great!

James Forrester: Should we start with a quick round of introductions?
Philippe Chauffard: Sure! I am Philippe Chauffard from Accenture and I lead our Infrastructure Engineering business for Accenture as part of our cloud first organization.

James Forrester: Awesome, thanks! And I'm James Forrester. I joined VMware last year to lead the worldwide Cloud Technical Community within our organization. Previous to that, I spent about four and a half years at AWS most recently as Head of Technology for global, and about 18 years in financial services technology leadership before that. Great to be here with you!

James Forrester: So, I think we're going to talk a little bit about our new partnership today. Would you like to tell us a little bit more about that?
Philippe Chauffard: Yes! This is indeed a very exciting new initiative between Accenture and VMware - our Accenture VMware Business Group. You know the business groups are something special in Accenture. This is where we really reach a truly strategic relationship, and we want to do something above and beyond our traditional ecosystem partnership. This is about a joint commitment; this is about really having not only the governance right but the real executive Engagement and be able to really drive more strategic value for our joint clients.

James Forrester: That's very exciting to hear and I think it's a terrific opportunity for customers here. You know we've been working with Accenture VMware for over 20 years now and the timing in the market is super interesting for me I think. What I saw over the last few years working with customers on their cloud journeys was a series of really rapid pivots firstly, with customers who were excited about the potential for cloud but weren't convinced necessarily that it was going to be secure or performant or the right thing for them and that rapidly changed into a perspective on getting to cloud quickly and realizing the transformational business benefits

that it could deliver. Then more recently into a multi-cloud set of conversations which I'm seeing most of our customers engaged with and of course right at the center there is Accenture and VMware. So, I think it's a great time for this partnership.

Philippe Chauffard: It is indeed right and it's sometimes hard to believe that the cloud has been around for more than a decade. We've come now to a point where everybody that's our clients, the ecosystem, the cloud providers including the Hyperscalers, have come to the conclusion that not all workloads will end up into a public cloud. Actually, we've done some research basically about three quarters of our clients are telling us that they have a hybrid approach and actually more than 90% you know have concluded that they will follow a multi-cloud multi-hyperscaler approach as well. A multi/hybrid world is gonna be more complex, it's gonna be more complex to actually migrate and move to, it's gonna be more complex to operate and optimize. I think this is where our relationship can really bring the additional value because we need different solutions, we need different approaches, to be able to really leverage the value of a hybrid multi-cloud environment.

James Forrester: That's a that's a great way to put it! I think I agree with all of those points and it's very clear to me that our customers are searching for solutions here and consistently not only do we hear that, they are now on a multi-cloud journey they're on a hybrid cloud journey but they're really looking for our respective help in cutting through some of that complexity. So, I think all of your points are very well taken.

Philippe Chauffard: We have kind of defined a bit of a framework in the past that we called MAGI: Migrate - which is the initial step into the cloud, then Accelerate - so once you're actually in the cloud then you can start doing and driving application modernizations, more cloud native work and so forth, and then the next and the following step which is the real exponential value of the cloud is actually what we call Grow and Innovate - which is really where you start leveraging the cloud to really transform your business processes, your products and the services you provide to your end customers.

James Forrester: One of the interesting elements that's more recently into the conversation is around enterprise data. Often times that data is living within some of those 70 million workloads that run on VMware's platform today, it's managed there it's generated there and governed there. We started to think about how can we help customers take that data rapidly move that into those cloud environments where they can take advantage of those machine learning services and start to deliver those business outcomes are you seeing similar in any of the conversations that you're having.

Philippe Chauffard: So, first of all, I mean you know you can have all the most wonderful algorithm. If you do not have the data to actually feed them, you're not going to get much value out of them right? To a large extent today, that data is trapped in those existing legacy environments and legacy applications, part of the of the challenges to your point is to help our clients extract data and be able to move it to the right environment to the right part of their cloud which could be again a hybrid and multi. Then be able to then really leverage and turn their data into real insights. The second challenge, it's the whole data gravity because once you've actually managed to extract, it gonna be pretty big
and that means you're not gonna move it around from one thing to the next. So, it needs to be a very thoughtful decision on which data goes where and how you're going to leverage that data. Especially for the choice of the cloud services or some of the public cloud services, it's actually going to be less and less about the price points that's much more relevant to the decision criteria. It can be about which services are available. It's on those advanced services around

analytics around AI and so forth but obviously once you start making some decisions that's where you're gonna have to put your data. The challenge is gonna be about all the data that gets created at the edge now. I think Gartner says that more than 70 of the data would actually be created and processed at the edge by 2025, if I remember correctly. Doesn't matter whether it's going to be 70 or it's going to be a slightly different number, but I'm absolutely convinced that indeed a majority of the data will be created and will be processed at the edge. That's a whole new challenge. So, as we look and help about building those hybrid multi-cloud environments, we need to keep that in mind because as I was saying earlier, in in our conversation - it's really about a crowd continuum. A full spectrum from the kind of centralized data center or centralized public cloud, all the way down to the edge. And that's that's only the beginning on that front. So that's gonna be the interesting next frontier of the next couple years and how that evolves. I think that's gonna evolve very rapidly.

James Forrester: Absolutely! I think it's a big part of the reason why when we think about our architecture and the target architectures that we're able to create for customers here that adjacency to those cloud native services to those edge services that are going to produce, the data generated as well as combine it with enterprise data and then perform analytics on it. To have a very holistic reference architecture picture of all those pieces working together, I think that's very much in line with what customers are looking for from us.

Philippe Chauffard: I think that's also one of the reasons for actually considering hybrid environments right because, yes there are reasons for not moving everything to the public right, but I think probably even more important reason is that the edge by definition is gonna have to be to be hybrid. There's gonna be no other way around that and therefore I think this is also why having a robust hybrid multi-cloud strategy and architecture will allow them to get started now. Because there's no time to lose. If there's one thing that is there's absolutely no time to lose.

James Forrester: And the time is now, yes indeed! There could not be a better time right! I think the next three years for me are going to be really an unprecedented wave of change. I think not just because of the maturity of the technology that is now available but also by the burning platform that pandemic has crystallized for all the enterprises. So not moving and not moving at speed is just not an option anymore.

James Forrester: I couldn't agree more! Very exciting time, incredibly rapid progress in our industry and what we can bring to customers. Well Philippe, I want to thank you so much for your time today! Great discussion and I'm very much looking forward to seeing what our joint organization can do for our customers.

Philippe Chauffard: Thank you very much James! It's been a real pleasure and as I said I could not be more excited what lays ahead of us. I'm looking forward to continuing being very engaged with our respective teams as we drive this relationship to the next level!

James Forrester: Thank you very much!

Philippe Chauffard: Thank you! Have a good day, bye!