



MODERN CLOUD CHAMPIONS

VIDEO TRANSCRIPT

In today's digital-first world, unlocking the power of the cloud is an urgent business imperative. Companies now embrace the cloud because it gives enterprises the edge they need to succeed.

Cloud technology yields greater agility and flexibility. It offers endless opportunities for innovation and growth. Accenture surveyed more than 3,000 C-suite executives and employees globally to uncover what it takes to be a Modern Cloud Champion—a segment that unlocks human potential to power cloud potential. This elite group get up to 60% greater value in workforce and cloud transformation outcomes, on average.

Our research revealed an important fact: Rallying behind a cloud strategy that prioritizes people as much as technology is crucial.

To take full advantage of the cloud, leaders must empower their people with the right technology, tools and skills to make smarter, faster decisions. They must tear down siloes, encourage collaboration and advocate for business transformation with cloud across functions.

When they do, our research shows they capture greater value than their peers. They accelerate innovation, improve customer experience, and more. What about your company? Are you ready for the cloud? It's the future of business.

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