

Accenture Salesforce Hackathon

*Salesforce Solutions
for a sustainable business*

Kick off
26th April 2022

Agenda

Accenture Salesforce Hackathon Kick off

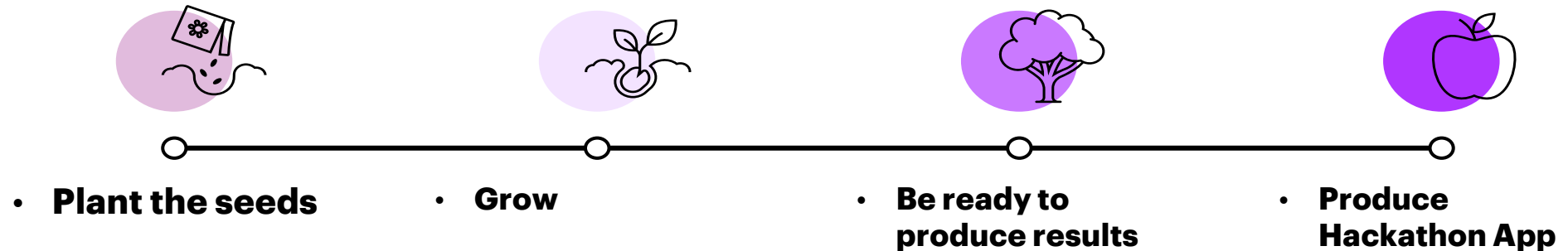
- 1** Event Introduction
- 3** Accenture. Shape the Change
- 11** Accenture. Salesforce Business Group
- 18** Salesforce
- 19** Hackathon. The Challenge
- 21** One of the teachers

Introduction to the event

- An **event designed** by Accenture with the collaboration of Salesforce **for** the talents of **Tor Vergata** Economy and Engineering **graduates**
- A **learning path** composed of **online** sessions and **self study** which will prepare the students for the Hackathon challenge by:
 - combining design, creativity and technical skills to produce tangible business results
 - ~ 40 students will be called to create **Salesforce solutions for a sustainable business**

You have time to register for the Hackathon up to **April 28th**

accenture | salesforce
**Accenture
Salesforce
Hackathon**
13-14 maggio 2022



A close-up, profile view of a woman's face as she blows bubbles. She is holding a small white plastic cup with a blue liquid inside. A blue key-shaped wand is dipped into the liquid, and a bubble is being formed on its loops. Several other bubbles are floating in the air, catching the light and showing iridescent colors. The background is softly blurred, suggesting an indoor setting with warm lighting.

Shape the change

>
accenture

@WORK



Andersen Consulting

1999

My job career starts in Andersen Consulting



accenture

2000-2011

Large BSS Transformation Program in WIND



accenture

2012-2015

MVNO Delivery Lead in Italy



accenture

2015-2019

Digital Delivery Interactive Lead in ICEG



accenture

2020-Today

IPS Platform lead

❖ SFBG ICEG

❖ WDBG ICEG

@HOME



#Family



#Passions



#Sport



#Innovation



In the world



NYSE

Since 2001

699.000

Professionals

120

Countries

In Italy



9

Centers of innovation

19.000

Professionals in Italy

5

**Locations: Milan, Rome,
Turin, Naples, Cagliari,
Bologna and many more
offices.**

We invest to take first-mover advantage and to rotate to new, high-growth areas

We invest both organically – in assets and solutions, and in attracting and developing talent – as well as through strategic acquisitions

\$900M

Invested in training and professional development for our people in fy21

\$4.2B

Invested in 46 strategic acquisitions in fy21

\$1.1B

Invested in research and innovation in fy21 to develop leading-edge ideas

The value of diversity

“Our unwavering commitment to inclusion and diversity unleashes innovation and creates a culture where everyone feels they have equal opportunity.”

Julie Sweet
Chief Executive Officer



Specialisterne Program & Salesforce Business Group



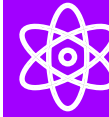
NEURODIVERSITY CONTEXT

- **Neurodiversity**: it's a **natural variation in cognitive abilities**
- **1 out of 8 people** has a neurodiverse condition and can be **fully functional** with little support at the workplace and have **unique skills/traits** that can be beneficial to the organization
- **Only ~16%** of autistic people are **employed** while close to **80% want to work**.
- **All industry global leaders** have launched **specific programs for neurodiversity** in the last 3-5 years



OUR AMBITION

- Accenture wants to develop a **formal framework to recruit, grow and develop** these individuals
- To do this, we decided to leverage **Specialisterne**: an organization founded in Denmark in 2004 that operates in an innovative way in the social field, with a direct or indirect presence in **23 countries**



HOW IT WORKS

- **Partnership** between **Accenture** and **Specialisterne** to identify the potential demand (target projects) and related needs
- Specialisterne provides a proper **training to Accenture people** to prepare HR and the Project Team to **welcome autistic talents** and to **arrange a proper environment** to facilitate their on-boarding
- Specialisterne is providing **neurodiverse talents with SFDC training** according to the specific project needs
- Accenture already identified **2 projects to onboard neurodiverse talents** with a full support of the client
- Talents with neurodiverse condition will be involved in **configuration** and **testing** activities



Platform and ecosystem partners play a pivotal role in accelerating our clients' path to value.

We forge **deep partnerships** with the largest and most influential technology organizations, apply **advanced technologies**, and harness **industry and functional expertise** to shape the future.

We partner with the world's most powerful platforms to **push the boundaries of what technology can enable**, empowering new ways of working and transformation at speed.



Accenture & Salesforce



Our sources of excellence



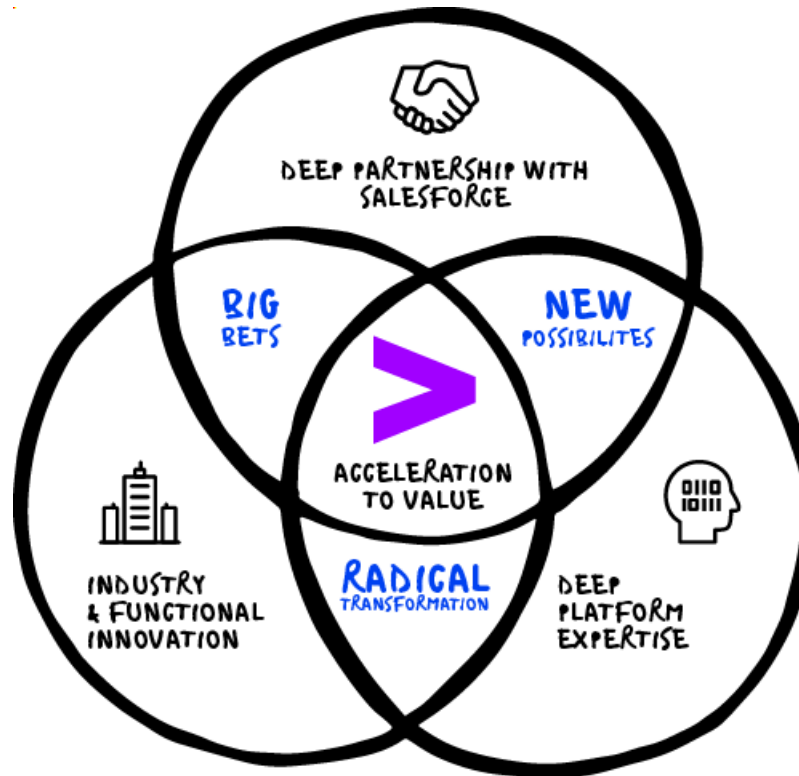
• Our Unique Partnership with Salesforce.

Accenture is Salesforce's #1 global partner, and together, we are rewriting the rules of partnership. Our unique partnership is based on our **shared obsession** with helping our clients create meaningful engagements and, in turn, **transformational experiences** to win the hearts and minds of customers, business partners, employees, candidates and influencers around the world. Together we not only bring a vision for the future, **we create solutions that shape the future.**



Our Industry And Functional Innovation.

Accenture combines deep industry and functional knowledge to create assets, capabilities and services that solve specific business problems. For example, Salesforce and Accenture have partnered to invest in and co-create a number of 'Plays', from Living Banking to Next Gen Service. All of which are designed to **catalyze profound change, not just in one organization, but in whole industries or functions.**



Our Deep Platform Expertise.

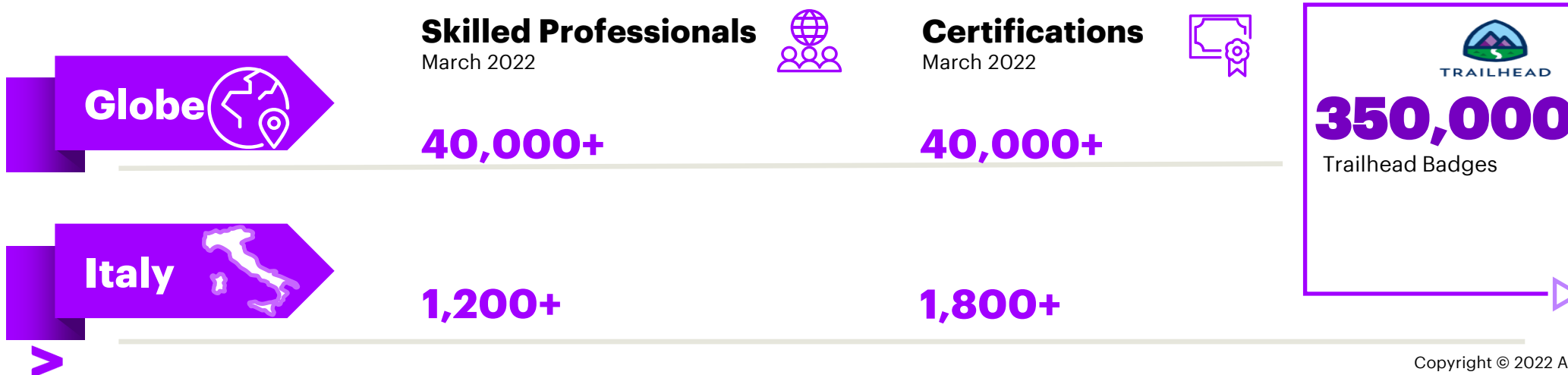
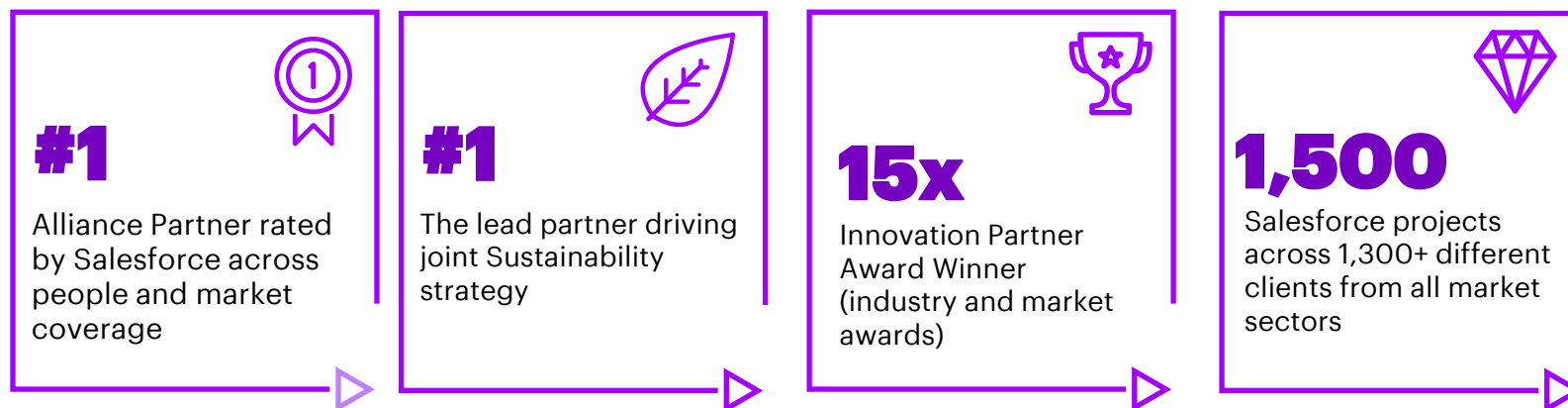
Accenture has deep expertise both when it comes to working with the Salesforce platform, and also with almost every other world-leading platform. We have **23 Certified Technical Architects – more than any other GSI, and 40,000+ Salesforce-skilled people.** They are also deep experts in applying other technologies that interact with the Salesforce suite of products within an organization. This allows us to give clients **absolute certainty and trust** that they will **get to the right outcomes, and solve real business problems.**



Accenture Salesforce Business Group – What sets us apart



Driven by the power of data, Accenture and Salesforce reimagine human experiences that reignite growth and accelerate the path to value.



salesforce

Salesforce Presentation

Lisa Gregis
Ecosystem Talent Programs Manager

26 Aprile 2022





salesforce



THANK

You



Trail blazer

Guided by Our Core Values

salesforce

salesforce

CORE VALUES

TRUST
CUSTOMER SUCCESS
INNOVATION
EQUALITY
SUSTAINABILITY



Business is the Greatest Platform for Change

salesforce



\$532M

grants



6.7M

volunteer hours



54.6K

nonprofits, education,
and philanthropic orgs



\$400M

Salesforce Foundation
endowment*

*including \$54M from Slack for Good

Pledge

1%

Doing Well & Doing Good



Leader In
Philanthropy



TOP 100
COMPANIES
THAT CARE
5 YEARS IN A ROW

People, 2021



Leader In Culture



ONE OF THE FORTUNE
100 BEST COMPANIES
TO WORK FOR

Fortune, 2021



Leader In
Innovation



ONE OF THE
BEST WORKPLACES
IN TECHNOLOGY
5 YEARS IN A ROW

Fortune, 2021



MOST
SUSTAINABLE
COMPANY

Barron's



WORLD'S
BEST
WORKPLACE

Great Place To Work



WORLD'S
MOST
ADMIRER

Fortune



Salesforce Customer 360



salesforce

Salesforce it's not only a business. It's an Economy of Trust.

New jobs in Italy

93.3K*

In the Salesforce Industry by
2026

Economical Impact in Italy

\$34Mld

New turnover induced by
2026

IDC

+4.1K

Certs

+32K

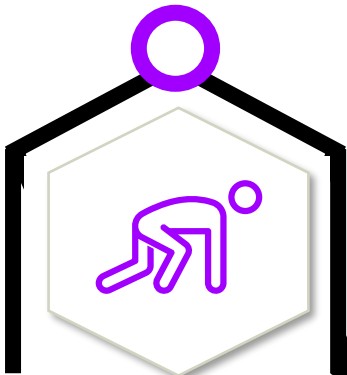
Trailblazers

Hackathon roadmap



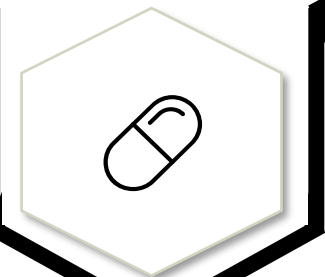
Registration at Hackathon OPEN till April 28th

26th APRIL
17.00 - 17.30



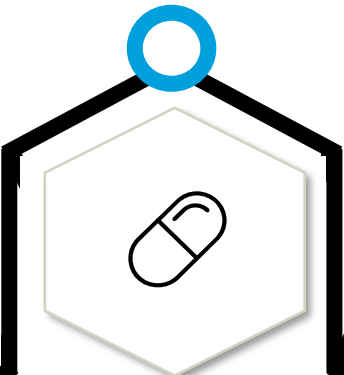
KICK OFF

PILL #1



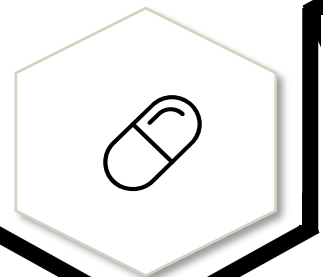
26th APRIL
17.30 - 19.00

2nd MAY
16.00 - 18.00



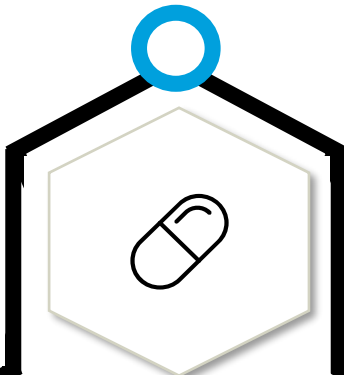
PILL #2

PILL #3



3rd MAY
17.00 - 19.00

9th MAY
16.00 - 18.00



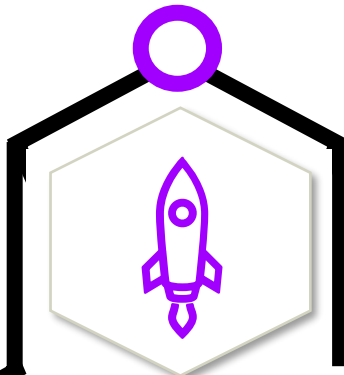
PILL #4

PILL #5



10th MAY
17.00 - 19.00

13/14th MAY



HACKATHON



SELFSTUDY - TRAILHEAD

Hackathon ground rules

WHERE
WHEN
WHAT
WHO

Online
13th & 14th of May - 11 Hrs
Salesforce & Sustainability
~ 8 Teams - 40 creative minds



CRITERIA FOR JUDGING

- ☐ Innovative Concept – 40%
- ☐ Design – 30%
- ☐ Development – 20%
- ☐ Presentation – 10%



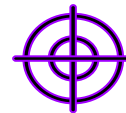
MENTORSHIP

Teams of Mentors and Facilitators will go around and help during the event



VOTING SYSTEM

- Each juror will assign a vote from 1 (bad) to 5 (very good) for each criterion
- The weighted average of all votes will determine the first rank



TARGET

Prototype in salesforce the best idea addressing one of the problem statements around SDG



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Are you interested
in continuing your
Salesforce adventure
in Accenture?

Apply here:



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@accentureitalia



@Accentureitalia



Accentureitalia



Accenture Italia



professioni.accenture.it

Annalisa Esposito

Who I am:

- Tenacious, but polite
- Rock, not only in the music preference
- Perfectionist

My free time:

- Cooking, but not just cooking
- Formula 1 & Moto GP always, possibly on the track to support my heroes

What I like about my job:

- Dynamicity, every day is different
- Is a real melting pot of knowledge, characters, skills that grow you up in every thing you do



Thank You

