

# Accenture Salesforce Hackathon

*Salesforce Solutions  
for a sustainable business*

Kick off  
26<sup>th</sup> 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 Hackathon

13-14 maggio 2022



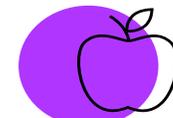
• **Plant the seeds**



• **Grow**



• **Be ready to  
produce results**



• **Produce  
Hackathon App**

A close-up profile of a woman's face as she blows bubbles. She is holding a blue ring-shaped bubble wand over a small white cup containing blue liquid. Several iridescent bubbles are floating in the air, some in focus and some blurred in the background. The lighting is soft and warm, creating a dreamlike atmosphere.

# Shape the change

>  
accenture

## @WORK



## @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

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Invested in training and professional development for our people in fy21

\$4.2B

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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



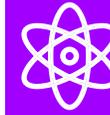
## NEURODIVERSITY CONTEXT

- **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



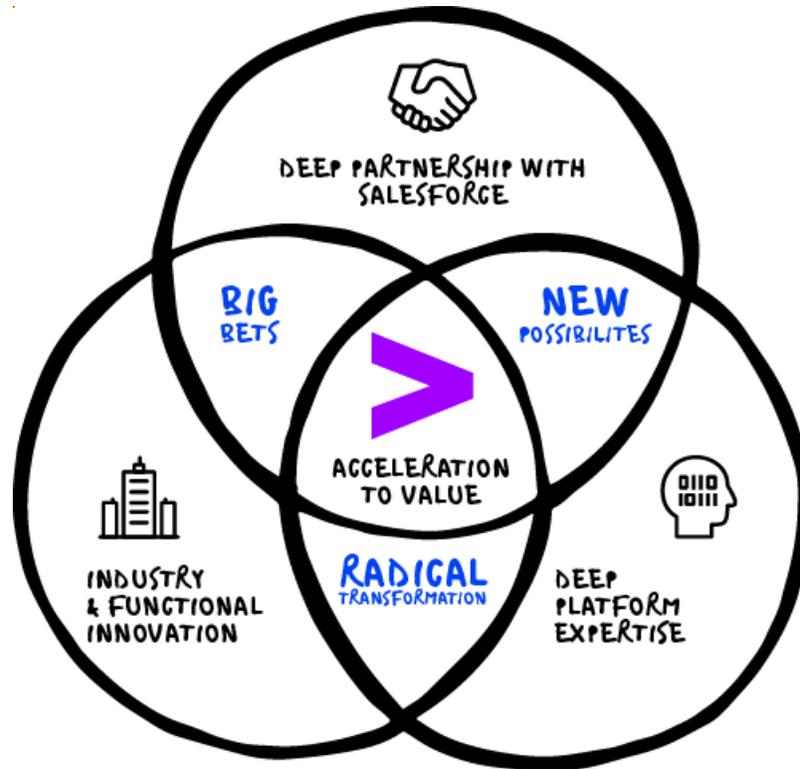
## • Our Unique Partnership with Salesforce.

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.**



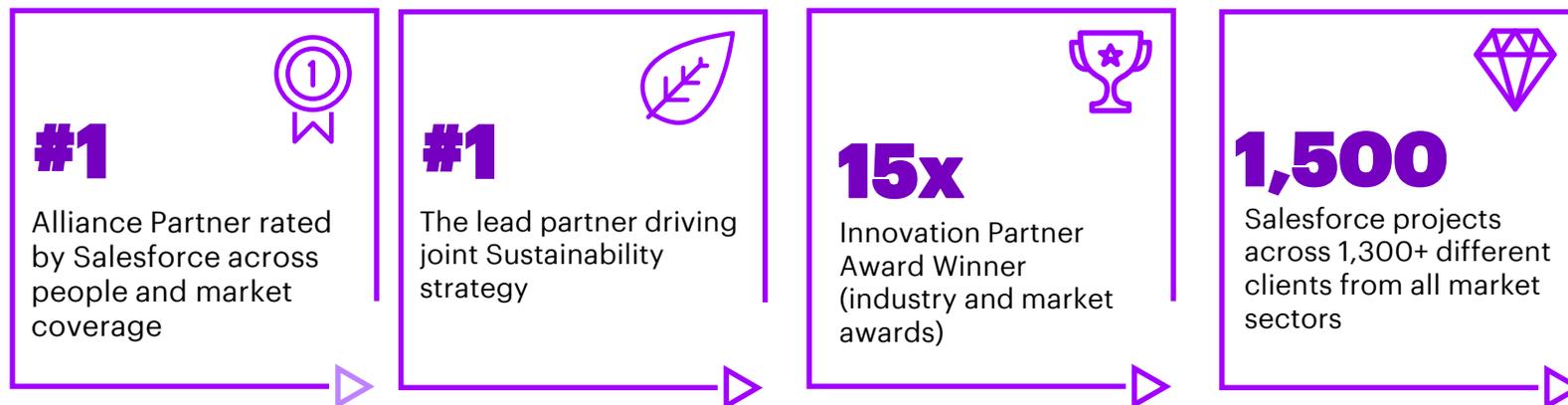
## Our Deep Platform Expertise.

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.



Globe

**Skilled Professionals**  
March 2022



**40,000+**

**Certifications**  
March 2022



**40,000+**



Italy

**1,200+**

**1,800+**



salesforce

# Salesforce Presentation

Lisa Gregis  
Ecosystem Talent Programs Manager

26 Aprile 2022



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# Guided by Our Core Values



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CORE VALUES

**TRUST**

**CUSTOMER SUCCESS**

**INNOVATION**

**EQUALITY**

**SUSTAINABILITY**



# Business is the Greatest Platform for Change



**\$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



**\$21.25B**  
FY21 Revenue

Leader In  
Philanthropy

Leader In Culture

Leader In  
Innovation



**TOP 100  
COMPANIES  
THAT CARE  
5 YEARS IN A ROW**

People, 2021



**ONE OF THE FORTUNE  
100 BEST COMPANIES  
TO WORK FOR**

Fortune, 2021



**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



\$2.3B  
FY12

\$3.1B  
FY13

\$4.1B  
FY14

\$5.4B  
FY15

\$6.7B  
FY16

\$8.4B  
FY17

\$10.5B  
FY18

\$13.2B  
FY19

\$17.2B  
FY20



# Salesforce Customer 360

salesforce



Success

Sales

Service

Partners

Marketing

Sustainability

Commerce

Safety

Analytics

Industries

Integration

Platform

slack

# 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

**\$34M**

New turnover induced by  
2026

IDC

**+4.1K**

Certs

**+32K**

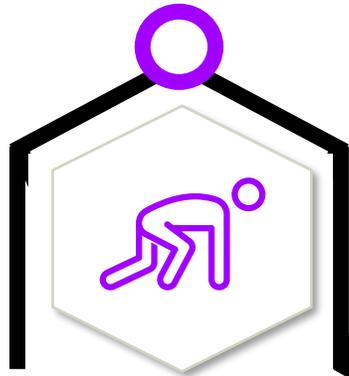
Trailblazers

# Hackathon roadmap



**Registration at Hackathon OPEN till April 28<sup>th</sup>**

**26<sup>th</sup> APRIL**  
17.00 - 17.30



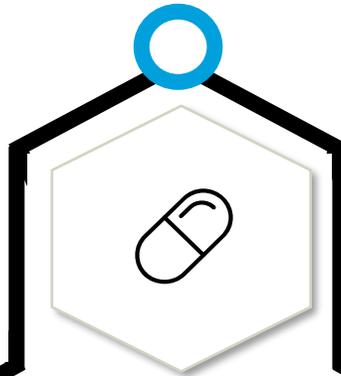
**KICK OFF**

**PILL #1**



**26<sup>th</sup> APRIL**  
17.30 - 19.00

**2<sup>nd</sup> MAY**  
16.00 - 18.00



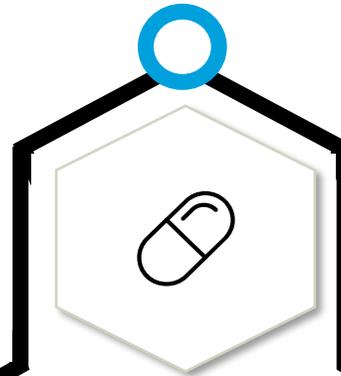
**PILL #2**

**PILL #3**



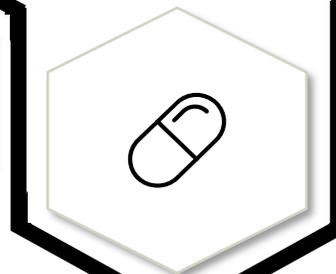
**3<sup>rd</sup> MAY**  
17.00 - 19.00

**9<sup>th</sup> MAY**  
16.00 - 18.00



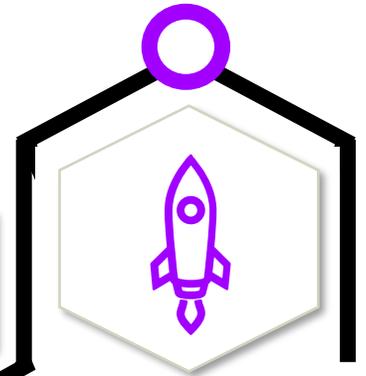
**PILL #4**

**PILL #5**



**10<sup>th</sup> MAY**  
17.00 - 19.00

**13/14<sup>th</sup> MAY**



**HACKATHON**

**SELFSTUDY - TRAILHEAD**

# Hackathon ground rules

**WHERE**  
**WHEN**  
**WHAT**  
**WHO**

**Online**  
**13<sup>th</sup> & 14<sup>th</sup> 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

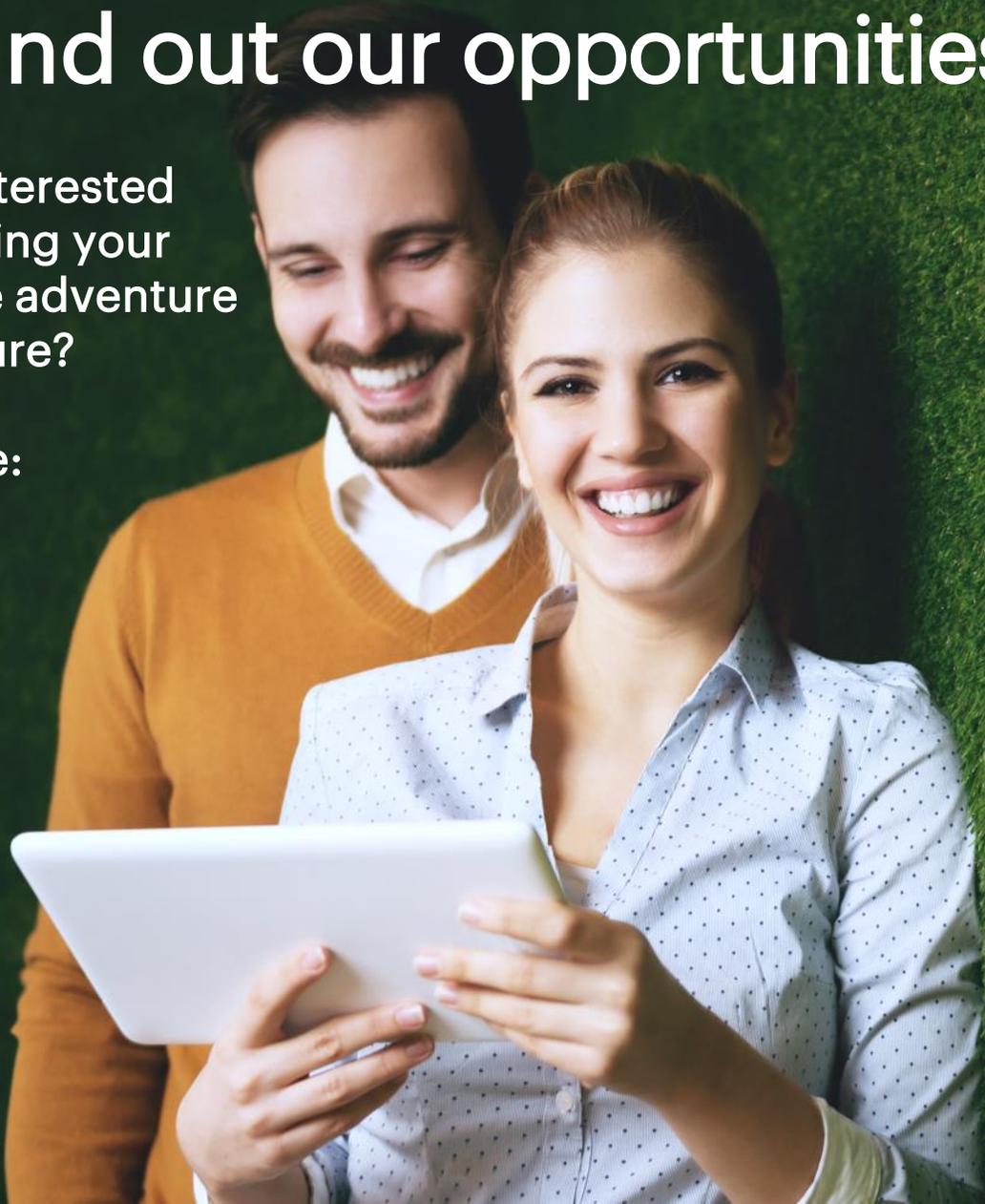
Prototype in salesforce the best idea addressing one of the problem statements around SDG



# Stay connected with Accenture Italia and find out our opportunities

Are you interested  
in continuing your  
Salesforce adventure  
in Accenture?

Apply here:



@AccentureinItalia



@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**

