SUSTAINABILITY AND MIGRATING TO THE CLOUD WITH GOOGLE CLOUD AND ACCENTURE
VIDEO TRANSCRIPT

TOM STEURMER:
Hi I'm Tom Steurmer. I'm the global leader of Accenture Google business group for Accenture/

KEVIN ICHHPURANI:
Hi I'm Kevin Ichhpurani. I lead the global ecosystem for Google Cloud.

KARTHIK NARAIN:
Hi, I'm Karthik Narain and I lead Accenture Cloud First.

TOM STEURMER:
Sustainability is a topic, you know, there are catastrophes that happen suddenly, and there are catastrophes that happen over a very long time, and I think as we've been seeing sustainability as a big issue continued to escalate over over really the past 30 years. I think COVID, which is a catastrophe that really has sort of hit rather suddenly, has taken a lot of executives that I talk with, and gotten their attention to focus on the fact that "Hey this is not an isolated incident" that there are other catastrophes that are waiting and that sustainability has to be taken seriously, based on the amount of carbon that we are creating as a planet. And so this is truly becoming a C suite relevant topic for our clients. It certainly is for us at Accenture. It's something Julie talks about quite frequently.

KEVIN ICHHPURANI:
Google has always taken great pride in being the greenest cloud. In 2007, we became carbon neutral. In 2017, we started to match all electricity consumption with renewables and by 2030, across all forms of energy, we will be completely carbon free. But, in addition to doing that ourselves, we're actually helping customers. When they move to Google Cloud, they can benefit from lowering their net emissions. When customers, many customers have moved their productivity and collaboration suite to workspace: formerly G Suite, and we've had customers that have reduced their carbon emissions, they've reported to us by 65 percent. And we're also helping customers use our intelligence to better improve their own carbon footprint. For example, if you look at Google Cloud, one of the biggest areas that we have to address is cooling and the energy emissions associated with cooling, and the cost of cooling. You would think this is as optimized as possible, but we were actually able to use our AI to further reduce our cooling by 30 percent using our AI.

KARTHIK NARAIN:
To begin with, Accenture is, well, highly sustainable, which means we run our

company and our infrastructure 95
plus percent in the cloud. But we are not just
stopping there. All the advice and changes that
we are accompanying to our
clients, Sustainability is part of that. So we've
created a green cloud advisor, which goes
through every customer cloud
transformation journey and advises them
on: How do they get carbon neutral? Carbon
positive? And how do they create a model
where they can be sustainable on a long-term
basis?

TOM STEURMER:
This is in the same way that creating agility
and scale in your infrastructure is most
easily done through cloud. Getting a stair step
in sustainability progress for an enterprise can
also be done by going to Google and that's
very exciting for us to be able to be a part of
that.