Accenture and the United States Army

Global Business Challenges, Trends and Emerging Solutions
Global Economic Challenges Continue –
But Forces of Recovery are at Work

- World GDP expected to contract by over 2% in 2009.
- Global synchronized recession in advanced economies.
- Emerging markets not immune but affected in different ways.

- Forces supporting recovery:
  - Lower commodity prices
  - Fiscal stimulus programs
  - Low or near zero interest rates
  - Bail-out of troubled banks
  - Pent-up demand

- US and China likely to lead recovery
Economic Trends and Challenges are Impacting Business Priorities

- Shortened outlook and timescales
- Cutting costs beyond the normal
- Focus on customer impact
- Retaining and motivating employees
- Marketplace opportunities and competitive advantage
Four Key Imperatives Today

1. Rapid and Sustained Cost Management
2. Operational Excellence
3. Customer Acquisition and Retention
4. Effective Merger and Acquisition
Accenture Technology Vision: Four Trends Will Define Technology Landscape

Data & Decisions

Influencers

Internet Computing

Millennials  Security  Sustainability

Mobility

Collaboration