



Information
Management
Services

In alliance with



Accenture and Vignette:

Helping clients make the most of their critical enterprise information

"Companies that are serious about leveraging their content for personalized, interactive online experiences with their internal and external audiences will greatly benefit from the consulting strength of Accenture and the application power of Vignette's Next Generation Web software solutions. Together, we are uniquely qualified to help businesses become successful at building long-term and meaningful relationships with their customers anytime, anywhere and on any device."

Alex Shootman
Senior Vice President,
Worldwide Sales and
Services, Vignette

Very early in the "dot.com" era, Accenture established a strong reputation by helping a number of companies build and integrate their online presence. Accenture has also been a leader in helping businesses build the customer relationship management capabilities that are the foundation of any successful Internet-based venture. Recognizing the value of blending its deep technical and strategic capabilities, Accenture formed Accenture Information Management Services. This dedicated organization uses its deep consulting, service delivery and industry expertise to help clients better manage their businesses and, ultimately, achieve high performance.

Vignette was also an early leader in the "e" marketplace. For more than a decade, Vignette has provided customers with an enterprise-class solution, enabling organizations to both improve the way they do business online and simplify internal, content-based business processes. Vignette uses its award-winning eBusiness solutions to enhance interactions with customers and prospects and to deliver highly personalized,

interactive online experiences. Vignette's early content management and delivery tools laid the groundwork for some of the Web's most popular sites. Its acquisition of Epicentric in 2002 allowed the company to marry its industry-leading Web content management capabilities with an equally robust portal and content delivery capability. Today, Vignette's highly regarded solutions power some of the world's most powerful online brands and enable organizations to have more meaningful interactions with their customers.

In April 2000 Accenture formed an alliance with Vignette. Today, Accenture Information Management Services and Vignette work together to help clients capture information, streamline business processes, share knowledge and interact with customers across online and offline channels. Accenture provides a big-picture view of a comprehensive information management approach, an unbiased opinion of the most appropriate enterprise content management solutions, and deep systems integration capabilities to bring an information management vision to life. Vignette makes it possible for organizations to bring its content under management and control, with the goal of providing the most valuable possible online interactions with both internal and external audiences. Vignette further enriches these critically important online interactions with

an enterprise-quality "architecture of participation," making it possible for organizations to support their most demanding requirements for online interactivity and community.

We routinely collaborate to develop joint solutions that will enhance the value of our clients' information. These joint solutions include:

- **The Accenture Executive Portal:** This tool, powered by Vignette technologies, enables senior executives in any industry to access and aggregate enterprise information—both structured and unstructured—from across their network. Highly customized to meet each executive's unique information needs, the portal provides a quick snapshot of business performance. It enables better collaboration. And it facilitates faster decision making to help executives manage their business more effectively.
- **Vignette Accelerator:** The Vignette Accelerator comprises a number of ready-to-deploy technical components—such as reusable codes. It includes a series of pre-built, commonly used product extensions and additions, tools to help streamline the development and deployment phases, and code samples that guide teams in performing product customizations. In the future, the Vignette accelerator will include a wide array of additional functional and technical elements to drive even faster implementations.

A proven alliance that delivers optimal value

The Accenture and Vignette alliance is particularly beneficial for clients whose business success depends on their Web capabilities. For these clients, we help plan, design and deliver:

- Reliable and scalable enterprise content management infrastructures that allow them to take maximum advantage of their Web content to create new opportunities, manage risks, expand profits, and realize savings and efficiencies.
- Integrated intranet, extranet and Internet solutions that facilitate more effective customer, employee and business partner interactions.

- Capabilities critical to forging long-term, profitable relationships with customers, and to reaping greater rewards from online business investments.

Accenture and Vignette have a proven track record of helping dozens of organizations around the world in nearly every industry build Web-based applications that improve the use of enterprise information. By tapping into the Vignette-trained resources within the Accenture Delivery Center in Bangalore, India, we are able to deliver our joint solutions quickly and at lower cost. The strength of our relationship is underscored by Accenture's receipt of Vignette's 2006 EMEA Partner of the Year Award.

In short, Accenture and Vignette understand the strategic value of improving online interactions, delivering content in a highly personalized fashion, providing the collaboration and transaction tools that today's audiences expect, and ensuring the performance and scalability that global enterprises require.

Case study

Accenture and Vignette have helped one of the world's leading mobile communications companies migrate its global family of websites to the Vignette enterprise content management infrastructure. The solution—which tapped enterprise content management specialists trained in Vignette technologies from the Accenture Delivery Center in Bangalore, India—involved implementing the Vignette technologies, migrating a huge volume of information to the new content management platform and deploying more than 50 country- or language-specific websites in a phased approach.

While the implementation of the client's websites continues, the Accenture implementation of the powerful Vignette technologies is already helping the client on the path to high performance. The client's analysis of the performance of its new websites in 11 European countries revealed a positive user experience and led to improved brand commitment among customers. This increase in brand commitment translated, based on the same analysis, into a 2 percent increase in market share, or revenue improvements in excess of US\$50 million.

About Accenture Information Management Services

Accenture Information Management Services is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Our 10,000* consultants specialize in business intelligence, portals & content management and data management & architecture services. For details, visit www.accenture.com/informationmanagement.

* as of July 1, 2006

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills and technologies to help clients improve their performance. With more than 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006. Its home page is www.accenture.com.

For more information on the Accenture Information Management Services and Vignette alliance, go to <http://www.accenture.com/Global/Services/Alliances/VignetteRegulations.htm>

To learn more about how the Accenture and Vignette alliance can help you achieve your content management goals, contact:

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