From AI interest to business value

A proposed client co-innovation sprint, building on Accenture’s existing practice

Discussion with Bani Trehan and Danon Gabriel The Son Le | 10 November 2026

Accenture already uses hackathons

E.ON | Essen

100+ participants.
Seven industry cases.
Working prototypes.

PARTNERS | UK

Around 40 early-career colleagues built agents.
Reported July 2026.

GOOGLE | Saudi

Hackathons and labs included in a skills plan.
Announced Feb 2025.

A basis for adaptation in Singapore. Local activity and commercial results need confirmation.

Make value measurable from the start

87%

have agents running

11%

measure usage and outcomes with an ROI framework

Every challenge starts with a business owner, a baseline and a decision to be made.

Source: Bani Trehan’s post on the 2026 ASEAN Business Outlook Survey. Survey findings, not a market-wide census.

A delivery path exists beyond the hackathon

45%

of joint projects reached production from proof of concept

>60

joint industry accelerators reported by the partnership

Use the existing delivery assets and teams to test a credible next step.

Accenture + Google Cloud, 29 Aug 2024. Historical, company-reported figures for the broader partnership; not hackathon conversion rates.

Build on Accenture’s existing strengths

Trusted client relationships

Start with a business-unit problem inside an existing account.

Google delivery capabilities

Use the Gemini Enterprise ecosystem and relevant existing accelerators.

Proposed contribution

Adapt proven formats to local client needs and connect them to delivery.

Sources: Accenture Singapore careers; Technology Transformation; Gemini Enterprise Business Group announcement, 8 September 2026.

Build habits that survive the event

Leadership makes room

A sponsor protects time, owns the problem and funds the next decision.

People learn together

Pair frontline users with builders. Provide pre-work and coaching.

Teams keep experimenting

Use weekly clinics and a 30-day check on what people still use.

Learning becomes reusable

Keep tested patterns and evaluations. Share only what the client permits.

Proposed practices. Run one cohort first; consider a quarterly cadence once adoption and delivery capacity are demonstrated.

Design the engagement beyond demo day

BEFORE | Qualify

Choose one workflow.
Agree the metric, owner and approved data.

DURING | Build

Users and builders test a working prototype on real examples.

AFTER | Decide

Fund a bounded pilot.
Measure outcomes.
Expand, revise or stop.

Output: evidence for an investment decision, with delivery ownership agreed.

A six-week sprint ends with a pilot decision

WEEKS 1–2

Research the workflow.
Agree the baseline.
Scope a useful test.

WEEKS 3–4

Build with users.
Test representative cases.
Refine the prototype.

WEEKS 5–6

Validate quality and cost.
Review security needs.
Decide: pilot or park.

Readiness comes first. Production rollout requires a separately scoped commitment.

Example: help a distributor recover missed sales

Today

Sales staff spend time combining order and inventory information. Opportunities may be missed.

Proposed Gemini assistant

Surface reorder opportunities with evidence and prepare a follow-up for human review.

Commercial test

Does this generate additional profitable orders after delivery and operating costs?

Illustrative pilot hypothesis. Inspired by the business problem in Bani's Project Clarity post; no client results are claimed.

Use Gemini within a client-owned workflow

Business experience

The user reviews an opportunity, checks its evidence and decides what to do.

Gemini capabilities

Interpret context, retrieve relevant information and draft a useful next step.

Approved enterprise context

Connect only the data and tools needed for this workflow.

Delivery controls

Define permissions, human review, monitoring and ongoing ownership.

Proposed design. Exact Google products, connectors, licensing and deployment controls are selected during scoping.

Agree the scorecard before anyone builds

What we measure	Example for the distributor pilot
Business impact	Incremental gross profit from recovered orders
Quality and adoption	Accepted recommendations; repeat use; material errors
Full cost	Build, integration, AI usage, review and support
Decision rule	Agreed thresholds, owner and expand-or-stop date

Baseline first. Targets agreed with the client. Benefits measured after costs.

Track conversion as well as client outcomes

Program measure	Definition for the first cohort
Qualified cases	Sponsor + KPI + approved data / all cases
Paid-pilot conversion	Paid pilots signed in 60 days / validated cases
Production conversion	Pilots accepted into production / pilots due for review
Value and reuse	Client benefit; booked fees; assets reused

Report counts and rates by cohort. Set targets after the first baseline.

Make the commercial path explicit

Client value

A tested workflow, a credible business case and people ready to use it.

Accenture opportunity

Paid sprint and pilot work, followed by implementation and support when justified.

Google ecosystem

Sustained Gemini and Cloud use. Partner consumption is distinct from Accenture fees.

Qualified problem / Funded pilot / Implementation / Ongoing improvement

The contribution I would like to make

Connect client problems, hands-on building and the next delivery step.

Before and during the engagement

Shape the challenge, prepare examples and help business users build with confidence.

After the engagement

Document evidence, coordinate the pilot handoff and help teams sustain adoption.

Could we test this on one suitable client?

Choose a meaningful problem.
Name the sponsor and delivery owner.
Agree what would justify a pilot.

Where does this improve an existing program—and what would I need to prove?

Sources and evidence boundaries

Bani Trehan: ASEAN AI readiness

Survey context and measurement gap

E.ON: Essen hackathon

Client event and prototype evidence

Microsoft UK: partner hackathon

Organizer account · 22 Jul 2026

Accenture + Google: Saudi Arabia

Planned skills activities · 11 Feb 2025

Accenture + Google: delivery results

Historical portfolio figures · 29 Aug 2024

Accenture Singapore: Reinvent with AI

Local capability and learning context

Women in Tech Sweden: Accenture

Internal learning recap · 17 Sep 2026

Accenture–Amadeus: Dublin

Innovation offering brochure · ©2017

Public sources reviewed 10 November 2026. Detailed links and talking points are also in each slide's speaker notes.