

# News Release

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## **Accenture and Avanade Positioned as a Leader in IDC MarketScape on Worldwide Microsoft Implementation Services 2017 Vendor Assessment**

**NEW YORK and SEATTLE – Oct 24, 2017 –** [Accenture](#) (NYSE: ACN) and [Avanade](#) have been recognized once again as a Leader in the recently published IDC MarketScape: Worldwide Microsoft Implementation Services 2017 Vendor Assessment\*. Accenture and Avanade were evaluated as a single entity for [this report](#) because their strategies, including go-to-market, and capabilities for Microsoft services are tightly integrated.

The 2017 report assessed the capabilities and experience of ten providers in the Microsoft implementation services market and sought input directly from buyers on the characteristics of successful vendors. This is the second consecutive time that the IDC MarketScape has recognized Accenture and Avanade as a Leader in this category.

According to the IDC MarketScape report, buyers rate Accenture and Avanade highly for the end-to-end Microsoft services portfolio and its ability to work with software and hardware partners on a project. Similarly, IDC rates Accenture and Avanade highly in terms of its offerings/functionality road map and productivity of its innovation/R&D.

“Accenture and Avanade are positioned as a Leader in global Microsoft implementation services, offering clients a broad range of end-to-end consulting capabilities and implementation services. Their unique relationship allows for an integrated go-to-market strategy that is closely aligned with Microsoft's strategy to take customers to the path of digital transformation.” said Ali Zaidi, research director, IT Consulting and Systems Integration Business Strategies at IDC. “Accenture and Avanade should be on the shortlist when users are looking for a wider range of consulting and implementation services, with an emphasis on business as well as technology change.”

“Accenture and Avanade have been named Microsoft’s Alliance Partner of the Year for each of the past ten years based on business excellence and client satisfaction. Being recognized as a Leader twice in a row by the IDC MarketScape as well is validation of the differentiation, scale and proven expertise that the Accenture-Avanade partnership brings to clients looking to leverage the Microsoft ecosystem to progress their digital transformation agendas,” said Paul Daugherty, Accenture’s chief technology & innovation officer and chairman of the Avanade board.

“As the joint venture between Accenture and Microsoft, Avanade is unique in our dedicated focus on the Microsoft ecosystem,” said Adam Warby, Avanade chief executive officer. “This positioning in the Leader’s category in the IDC MarketScape is especially relevant today when we are helping clients embrace the realities of the digital world using cloud, data, AI and mixed reality technology.”

\*Doc #US43072917e, Sept, 2017

**About Accenture**

Accenture (NYSE: ACN) is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 425,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

**About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

**About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.