Press release

Otto-von-Guericke-Universität Magdeburg
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Cooperation agreements, Organisational matters
Information technology
transregional, national

Research collaboration and education initiative

Google Cloud, Accenture and the Otto von Guericke University Magdeburg research together in the future

Accenture and Magdeburg University together with Google Cloud, have started a first for Europe approach for applied research of SAP cloud coupling and also training through the newly formed cloud academy aiming to enable SAP clients to leverage the power of sustainable cloud computing and artificial intelligence. Cloud coupled SAP Solutions from Google Cloud and Accenture enable their clients’ market leadership. The solutions include new ways of differentiation based on the usage of large data in near-real time, in marketing, sales, admin, compliance, production or across entire value-chains. The new composable enterprise platform enables the transformation and augmentation of existing systems through leading cloud-based services.

Leading applied researchers from the Magdeburg Research Competence Cluster (MRCC) of the Magdeburg University will be part of the research initiative. Examples of the research avenues are near-real time precision marketing, combining web based data streams with SAP data for campaign management and audience selection. A second stream will focus on AI based visual inspection processes combined with production data from SAP. A third research stream will look at sustainable optimization of production related processes. Google Cloud solutions such as BigQuery, Spanner, Cloud Auto ML, Anthos, business event streaming or security solutions help clients to achieve their Environmental, Social and Governance (ESG) goals through visibility, near real-time analysis and effective communication. The three partners offer an open, unique exchange platform for industry and science and invite further companies to join this enterprise cloud initiative.

Google Cloud adheres to the high security and data protection standards and operates one of the industry's cleanest clouds. Accenture provides the partnership with holistic industry competence, strategy and delivery capabilities. The academy will build on existing Cloud competencies with the Business Informatics Chair of Prof. Dr. Klaus Turowski. Future experts will receive a cloud targeted curriculum and have the option to gain an industry grade certification. Connected teaching institutions can also leverage this interdisciplinary approach and framework.

Prof. Dr.-Ing. Jens Strackeljan, Rector of the Magdeburg University: „This unique research initiative together with some of the leading global players – Google Cloud and Accenture – once again illustrates that the University of Magdeburg delivers outstanding research in many areas. I am very pleased that our cloud research contribution and excellence, delivered by Prof. Dr. Klaus Turowski and the research cluster MRCC, is well known and highly valued. I am also glad to hear that the initiative aims at inviting additional companies to contribute. I think this is also of high value to further develop our region as a Cloud lighthouse.”

Jürgen Pinkl, ASGR Technology Lead, Accenture: „As part of our ‘Cloud First’ initiative, we integrate academic partners to support us as part of our ecosystem in implementing innovative business models and training young talent. At Otto von Guericke University Magdeburg, cloud research is uniquely combined with operational excellence. We look forward to enabling the budding cloud experts there to join Accenture in exciting projects.”
Guido Massfeller, Director of Google Cloud Field Sales Public Sector Europe North: „Google Cloud has a long history of close collaboration with leading Universities around the world. We are very much looking forward to engaging with these young talents now and in the coming years."

About Accenture
Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services – all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 569,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit Accenture at http://www.accenture.com.

About the Otto von Guericke University and the Magdeburg Research and Competence Cluster
High-achieving, international and with research-led teaching, Otto von Guericke University Magdeburg is one of Germany’s newest universities. Around 14,000 students from over 100 countries live and learn on its compact campus. As part of the OVGU, the Magdeburg Research and Competence Cluster (MRCC) is a research facility for Very Large Business Applications (VLBA). Besides the Chair of Business Informatics, it encompasses the world’s largest SAP University Competence Center, and the VLBA Lab. It conducts research in cooperation with renowned industry partners as Accenture, Fujitsu, Google, SAP and T-Systems. Scientific Head of the MRCC is Prof. Dr. Klaus Turowski.

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