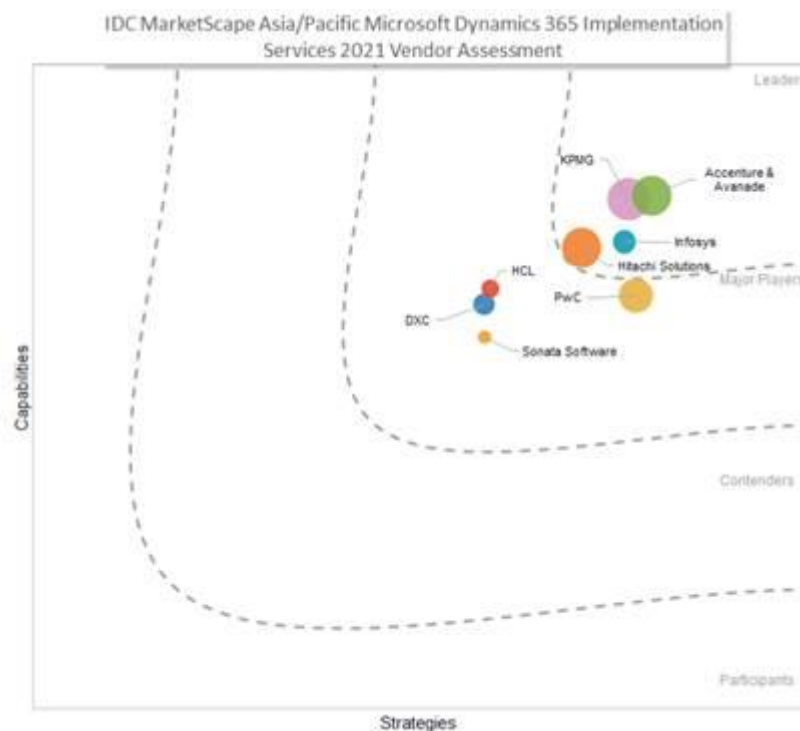


## Accenture and Avanade Positioned in the Leaders Category in IDC MarketScape for Asia Pacific Microsoft Dynamics 365 Implementation Services 2021 Vendor Assessment

**ASIA PACIFIC, January 13, 2022** – Accenture (NYSE: ACN) and Avanade are positioned in the Leaders category in the latest [IDC MarketScape: Asia Pacific Microsoft Dynamics 365 Implementation Services 2021 Vendor Assessment](#), based on innovation, customer focus, as well as talent and capabilities.

The synergy between Accenture and Avanade was cited as the core of their differentiation in the Dynamics 365 services market. The combination of Accenture's advisory and industry focus with Avanade's decades of Dynamics 365 product expertise has enabled transformative outcomes for customers.

The evaluation included eight Microsoft Dynamics 365 implementation vendors in the Asia/Pacific region on the strength of their current service capabilities and how well placed they are to grow the adoption of Microsoft Dynamics 365 application solutions. Accenture and Avanade were evaluated as a single entity for this report because their go-to-market strategies and capabilities for Microsoft services are tightly integrated.



*IDC MarketScape Asia/Pacific Microsoft Dynamics 365 implementation services 2021, November 2021, IDC #AP47687121*

*IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT 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. The capabilities category focuses on the capabilities of the company and product today, here and now. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years. Vendor market share is represented by the size of the icons.*

The report noted, "Customers interviewed by IDC praised Accenture and Avanade's technical expertise with Microsoft products, regional delivery capabilities, and scalable talent in the Asia/Pacific region." The report also highlighted Accenture and Avanade's "plethora of IP aimed at helping customers at every stage of Dynamics 365 implementation, which is impressive. The breadth of IP across assessment, migration, implementation framework, and automation are also configured for specific client business cases making it highly repeatable."

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Abhishek Kahol, Intelligent Platform Services lead for Accenture across Asia Pacific, Middle East and Africa said: "Being named a leader in this report alongside Avanade is a strong demonstration of our ability to solve some of the most difficult challenges facing our clients and help them lead in the transformation of their industries. Through development of new solutions, our clients can effectively and efficiently harness the enterprise-wide potential of technology to thrive in the digital age."

Lucia Gamarra, Avanade's Business Applications Lead for Growth Markets, said: "We're delighted to receive this recognition from IDC. This recognition is a testament to our unique, long-standing relationship with Accenture and Microsoft, where we bring together a powerful combination of innovation, deep industry insights, and exceptional delivery capabilities to help our clients realize their desired business outcomes faster on the Microsoft platform."

In addition to being recognised as a leader in the Asia Pacific region for Microsoft Dynamics 365 implementation services, Accenture and Avanade most recently were jointly named a Leader in the inaugural [Everest Group PEAK Matrix® for Microsoft Dynamics 365 2021](#) report. Avanade was also named a leader in [The Forrester Wave: Microsoft Business Application Services, Q4 2021](#).

More information about the IDC MarketScape: Asia/Pacific Microsoft Dynamics 365 implementation services 2021 vendor assessment can be found [here](#).

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### 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 674,000 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 us at [accenture.com](https://www.accenture.com).

### About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact for our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 26 countries, bringing clients our 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](https://www.avanade.com).

### About IDC MarketScape

IDC MarketScape vendor assessment 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.

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