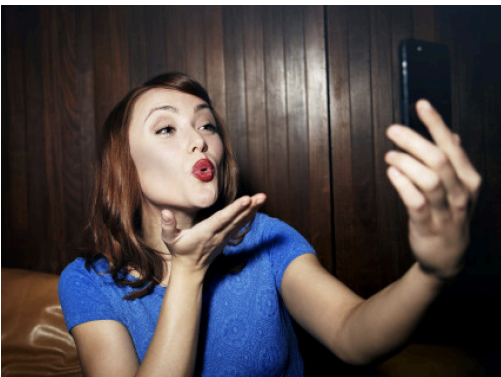


Accenture SOW Wins coveted Hugo Award



San Jose, California — In an unprecedented development, Accenture has won the prestigious [Hugo Award for Science Fiction](#) for a recent Statement of Work.

Stella Nova, President of the Hugo Awards, had this to say. “The best science fiction captures what is possible but not currently achievable and makes the reader suspend disbelief long enough to feel like they are really living in a world where these things are indeed possible. This SOW checks all of those boxes. It’s a riveting tale of one company’s journey to utilize Artificial Intelligence, machine learning, Psychographics, and Psychic Marketing to achieve business value, mostly for Accenture. Its powerful prose has its executive readership on the edge of their seats, eager to sign a Purchase Order immediately in order to be one with this fantasy world. Truthfully, we debated whether this rightly belonged in the Fantasy category because there are indeed elements of magic in there. However, the lack of dragons, swords or castles really tipped it in favor of science fiction.”



Avaricia Pecunia, Principal at Accenture behind the much-lauded document expressed immense pride in her team for winning such an honor. “Here at Accenture, we’re always accelerating the future. We have a clear line of sight on the state of the possible, and we’re always advancing to the goal line of the future. That SOW was definitely a stretch for us. We used words we’d never used before in ways people didn’t think were possible. But here at Accenture, we aren’t bound by things like language, possibilities, ethics, or reality. It frankly is a masterpiece of modern business literature. The chief author, Servus, slaved over that thing for an entire evening. He synthesized

the summaries of dozens of Forrester reports into a true work of art which captivated eBay Global Growth and exceeded our group's annual plan upon close."



Laevus Stultus, Marketing director and the initial recipient of the SOW spoke of it in glowing terms. "It's amazing how much we've accelerated the alignment of synergistic multi-channel relations through our impactful creative bundles. Honestly, if you had told me last quarter we'd have this kind of a growth vector in our marketing journey, I'd have said you were misaligned with reality. Accenture's bold SOW set a new bar with me and with my organization in terms of net realizable value. Our marketers are brimming with strategic vision and we're exploring critical cascading chains everywhere to find hidden value curves which we're exploiting with our marketing efforts. I can tell you that the regions look at us very differently now than they did before we showed them how our partnership with Accenture could unleash innovation by realigning spend which had been growing our incrementality."

When asked to describe in layman's terms exactly what economic value eBay realized from their Accenture engagement, Laevus unleashed a 263 slide Accenture PowerPoint deck, replete with pie charts, bar charts, NPV calculations and actuarial tables detailing ROI per campaign produced. Avaricia Pecunia of Accenture was unavailable for further comment, as she was on a small, secluded island that she recently purchased.