App Modernization Services with GitHub CoPilot

Elevator pitch: 'The Offering'

PwC's helps enterprise organizations build and modernize apps, bypassing the constraints of an existing legacy infrastructure. Migrating enterprise apps to a cloud-native, multi-tier architecture positions your organization for improved cost management, future scalability, and smoother integration with other cloud services.

Elevator pitch: 'Why'

The costs to maintain legacy systems is escalating, while the pressure to develop new systems is straining resources. Organizations require the shift to a cloud native infrastructure to meet the demands of doing business today.

Key probing questions

- Is your organization facing limitations and hurdles due to an aging infrastructure?
- Does your organization demand ways to decrease costs while increasing efficiency?
- Is your organization ready to position itself for future scalability?

Target audiences (firm or client)

- Chief Information Officer
- Chief Technology Officer
- Chief Operations Officer
- Director of Cloud Services

Industry / vertical focus

- Financial services
- Healthcare
- Manufacturing
- Retail and Consumer Goods
- Software & Digital Platforms
- Health and Life Sciences
- Technology
- Media
- Telecom

Partners / Competition

- Deloitte Industry Cloud Solutions & AWS Partnership
- Accenture/Avanade
- E&Y
- KPMG

T-Shirt consumption/usage potential

- XS = ~$100K
- S = ~$500K
- M = ~$1M
- L = ~$10M
- XL = ~$20M+

Microsoft Seller Resources:

- Backlog in a day video

Solution Plays

- Data & AI
- Digital & App Innovation

Other Offers

- PwC Generative AI Knowledge Modernization
- PwC GenAI Azure QuickStart
- PwC GenAI Responsible AI Framework
- GitHub Copilot Center of Enablement

Call to action

Assess if the customer is managing many legacy systems and is resource constrained

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Matt Joe
Matt.Joe@pwc.com

James Farhat
James.Farhat@pwc.com

Brian Shanberg
Brian.Shanberg@pwc.com