

TRIVADIS WELCOMES ACCENTURE WITH ORIGINAL US HIPHOP TRACK

Zurich, 5 August 2021

Trivadis officially becomes part of Accenture as of 5 August. To mark the occasion, the IT service provider has written and recorded a hip-hop track together with US artist Keybeaux. In the spirit of old school hip hop, it is intended to give employees on both sides confidence and joy for the future together.

On 1 July 2021, it was announced that Accenture intends to acquire IT services provider Trivadis to expand its capabilities in data and artificial intelligence. As of Thursday, 5 August, Accenture has completed the acquisition, making Trivadis officially part of Accenture.

To mark the occasion, Trivadis has written and recorded a hip-hop track with US artist Keybeaux. It was inspired by the foundation of Accenture: the corporation has its origins in the USA in the 80s.

"At the same time and in the same place, old-school hip hop had its heyday. In terms of content, it often dealt with challenges and changes, which it transformed into positive and constructive energy through beats and rhymes. This is exactly what our song is meant to do: give employees confidence and joy for what is to come," says Ivana Leiseder, Head of Marketing & Communications at Trivadis.

The song is available via the following Youtube link: <https://youtu.be/mamwcb7HOs0>

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