

# Accenture to help Saru with its digital acceleration

The South African Rugby Union (Saru) has appointed Accenture as its official digital partner. The digital services provider will assist Saru and the Springboks with its digital acceleration.

Saru intends on being a fan-centric organisation and plans to do so by reaching Springbok fans across all digital channels. To achieve this, Accenture Digital plans on building and delivering a mobile-friendly digital platform that will create a fun, immersive, and engaging digital experience for fans.

Fans will be given real-time access to team and player insights, in addition to stats, data and exclusive content that can enrich the fan and game-viewing experiences.

For more, visit: <https://www.bizcommunity.com>