

Accenture Technology Innovation 2021

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A year of accelerated innovation

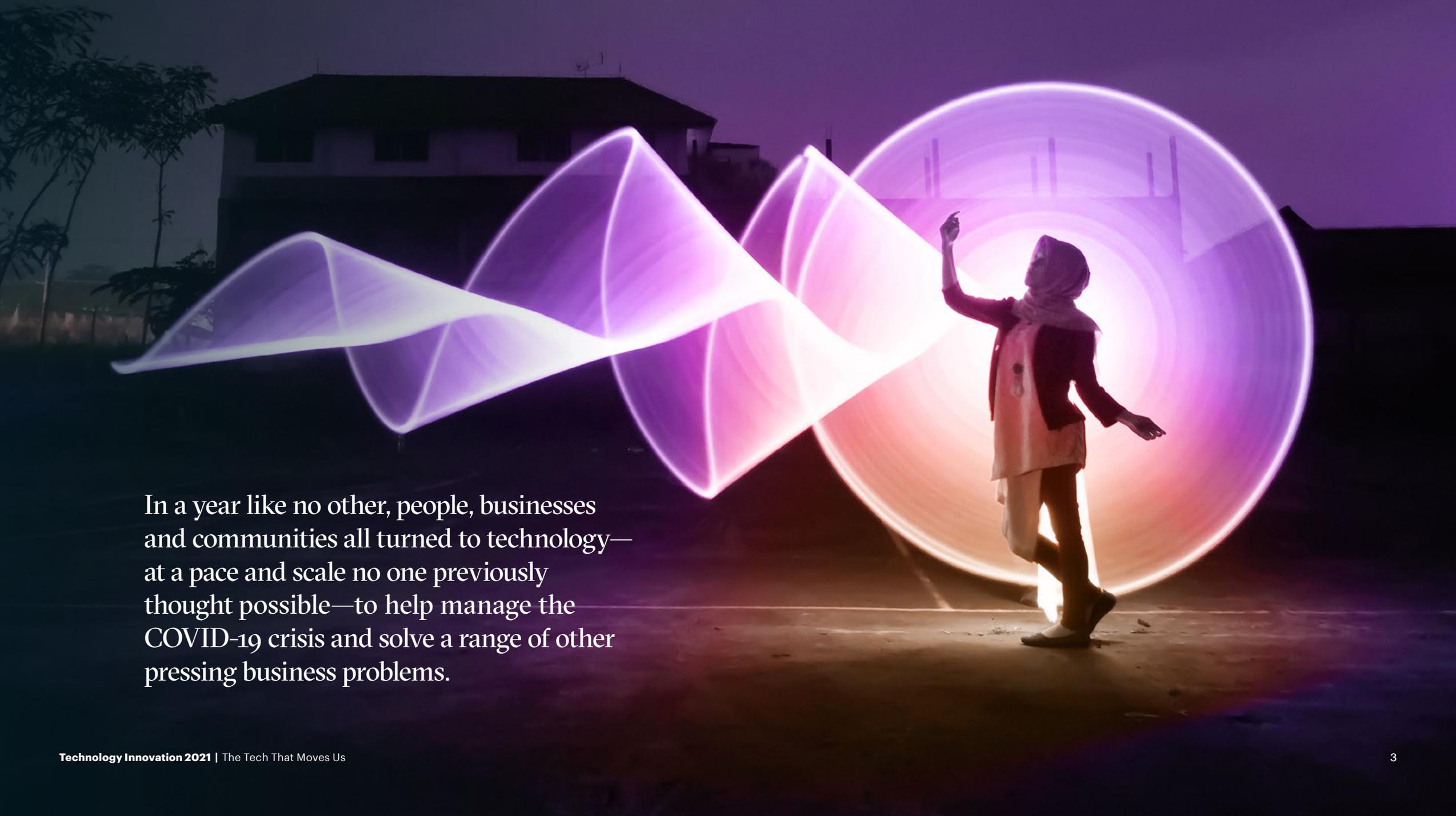
 **accenture**

Amid the challenges of the last year, companies embraced the axiom that every business is a technology business. They entered a new era of exponential transformation, where technology reshapes industries and the human experience. Bold leaders became experts at change and reimagined their businesses.

We were right there with them, shaping breakthrough solutions and executing at speed and scale, during a time when creativity and collaboration were the only way out of unprecedented circumstances.

We're excited to share some of our best examples of cutting-edge technology innovation across industries.

And we can't wait to partner with you on the next innovation journey.

A woman wearing a hijab and a light-colored jacket is standing in a dark outdoor setting at night. She is interacting with large, glowing, purple and pink light trails that form a large, abstract shape resembling a stylized 'S' or a series of overlapping loops. The light trails are bright and have a soft glow. In the background, there is a dark building and some trees. The overall scene is illuminated by the light trails, creating a futuristic and artistic atmosphere.

In a year like no other, people, businesses and communities all turned to technology—at a pace and scale no one previously thought possible—to help manage the COVID-19 crisis and solve a range of other pressing business problems.

## Transforming supply chains when the world needs it most

An estimated 1 million deaths each year are attributed to counterfeit and substandard drugs entering the supply chain, according to the World Health Organization. Our expertise in building resilient and secure pharmaceutical supply chains and processes couldn't be more relevant as we face one of the most significant health care challenges of our lifetimes with the distribution of the COVID-19 vaccine to billions of individuals around the globe.

Accenture teamed up with **Intel** and **Nippon Express**, one of the world's largest shipping companies, to build a physical logistics network paired with an Internet of Things (IoT) and blockchain system. The team plans to introduce the solution in Japan, aiming to support COVID-19 vaccine distribution. In addition to ensuring pharmaceutical integrity, the system will allow Nippon Express to become a "platformer"—an enterprise that collects data and analyzes it to determine new ways to serve customers.





## Driving in-car product innovation

Accenture has been working with leading automotive supplier **Faurecia** to use smart materials to create a seamless pressure-sensitive dashboard interface behind a wood veneer—which can be used to adjust music volume, climate control and other aspects of the car. Accenture Labs and Faurecia are jointly filing a patent to protect this innovative smart dashboard technology.

## Co-creating for smarter manufacturing

**The Airbus China Innovation Centre (ACIC)** and an Accenture Labs team based at the Accenture Shenzhen Innovation Hub collaborated to develop a custom AI, along with a custom annotation tool, that increases both the efficiency and accuracy of analysing the progress of an aircraft through the final stages of the assembly process, resulting in significant savings.





## AI-tailored products

Accenture worked with **Procter & Gamble** to co-create an AI-based tool set that allows P&G's formulation developers to amplify their unique talents and knowledge with AI's ability to suggest new formulations.

Now P&G can develop more tailored products for market segments—and employees can spend more time on strategic value-added activities.

## Empowering the first AR-enabled surgery

We supported the first use of HoloLens enabled surgery in Mexico. The result of a collaboration between the Accenture Extended Reality team, the **Skye Group** and the **CHRISTUS Health Excellence and Innovation Center**, the system allows surgical schedules, patient records, medical imagery and 3D representations to be overlaid on the surgeon's field of vision, which helps decision-making and optimizes patient outcomes.

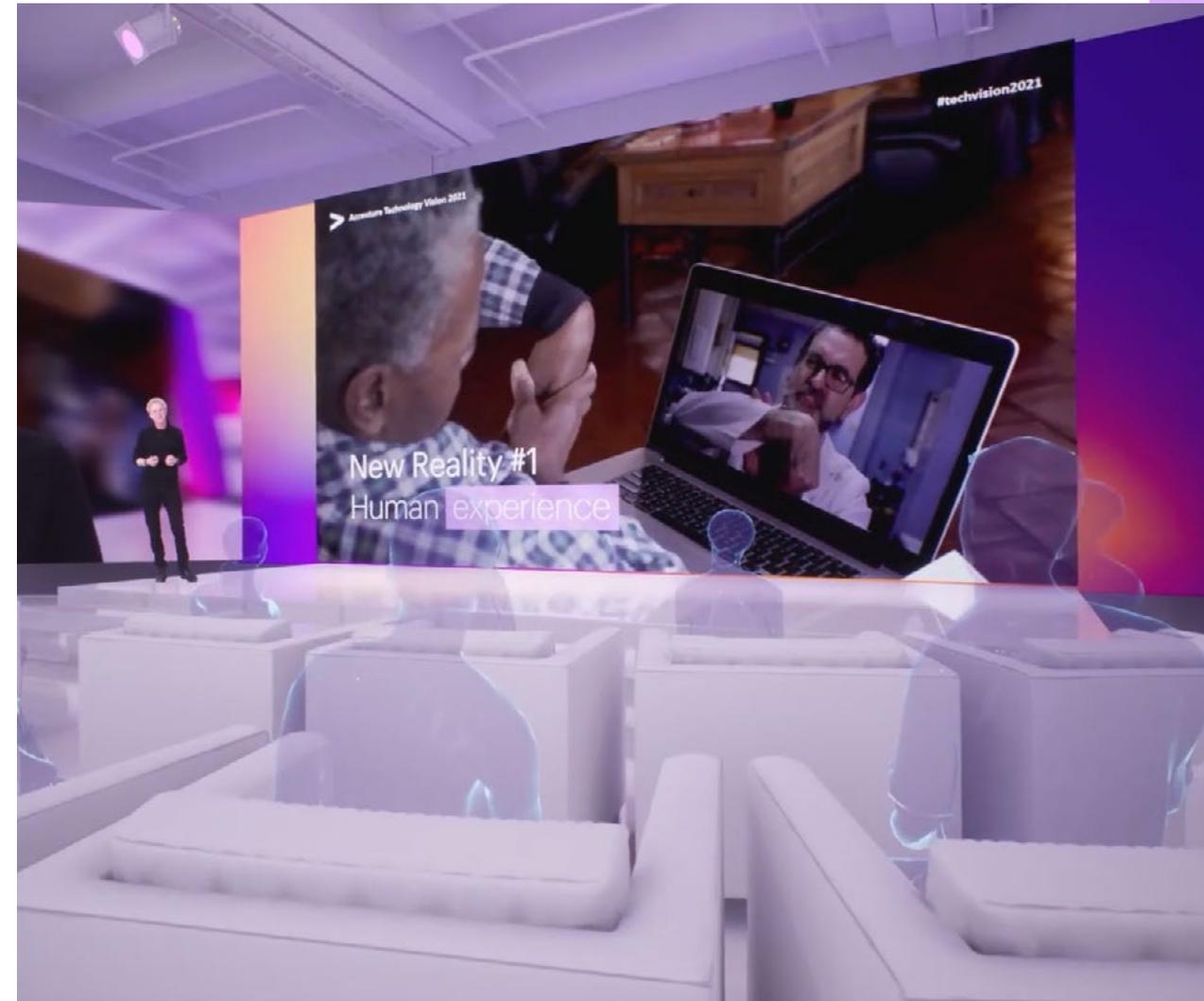


## Collaborating in new ways through extended reality

Accenture's **Immersive Collaboration Platform (ICP)** has supported our own workforce and those of our clients throughout the pandemic—for remote collaboration, training and education, meetings and virtual events. Prototyped by Accenture Labs and evolved by Liquid Studios, the ICP's principal interface is via fully immersive Oculus VR headsets. However, unlike other platforms, it also supports seamless participation through iPads and desktops, enabling real-time “in-person,” immersive collaboration for a much broader range of people.

Accenture Ventures made a strategic investment in **Touchcast**, a company harnessing the power of mixed reality and artificial intelligence to create immersive communication, collaboration and learning experiences. Touchcast enables organizations to transform virtual events by transporting speakers and attendees into exquisitely designed immersive spaces.

**Thanks to ICP, we pivoted to virtual client events during the pandemic.**



Accenture hosted a global virtual Technology Vision launch event in Touchcast

A close-up portrait of a woman with long, wavy brown hair. Her eyes are obscured by a glowing, multi-colored digital line that curves across her face. The background is dark, with other glowing lines in the upper left and right corners, creating a futuristic, high-tech atmosphere. The lighting is soft, highlighting her features.

As businesses and individuals reassess the future in the wake of COVID-19, technology innovation will be an ever-more important driver of new business, individual, societal and environmental possibilities.

## Shrinking carbon footprints with cloud

Accenture Labs' new **Green Cloud Advisor** uses proprietary algorithms to baseline a company's data center footprint and then recommends a cloud footprint that maximizes sustainability. Over four months, Accenture helped 20+ clients migrate to cloud with sustainability-led decision-making, potentially enabling more than \$110 million in carbon savings over five years.





## Giving entrepreneurs a fair chance

To help correct long-standing social disparities, Accenture Ventures launched the **Black Founders Development Program**, a new initiative that will seek to help Black business owners and leaders advance and grow their technology businesses through more direct access to venture capital, corporate mentorship and strategic connections with Accenture business partners and clients.

## Bringing job-seekers a new reality

The Extended Reality team teamed with **Goodwill Industries International** on Project Overcome—an innovative virtual reality (VR) experience designed to help people with criminal backgrounds re-enter the workforce. The VR training helps equip people with skills to navigate the job interview process, speak confidently about their past, and ultimately land and retain meaningful jobs.



As we think past the post-pandemic world to imagine one that exists far into the future, it becomes clear that technology innovation has the startling power to completely upend industries and correct current disparities.



## Getting ahead of the future of work

Through the Accenture Ventures Project Spotlight program, we invested in **SkyHive**, a Vancouver-based start-up. It uses artificial intelligence and its proprietary quantum labor analysis methodology to transform workforce planning, reskilling and learning. Accenture brought SkyHive into a collaboration with **Walmart** and **Unilever** in an effort sparked by the World Economic Forum's Consumer Industries Taskforce on Future of Work. The idea? Keep people productive and employable in a transforming labor market.

## Leaping to quantum-ready

Multinational financial services company **BBVA** wanted to explore how quantum computing might transform three critical areas of its business: currency arbitrage, credit scoring and portfolio optimization. A team of researchers from Accenture Quantum Computing used D-Wave's quantum and hybrid quantum systems to successfully map these use cases to quantum formulations, enabling quantum readiness for future hardware.

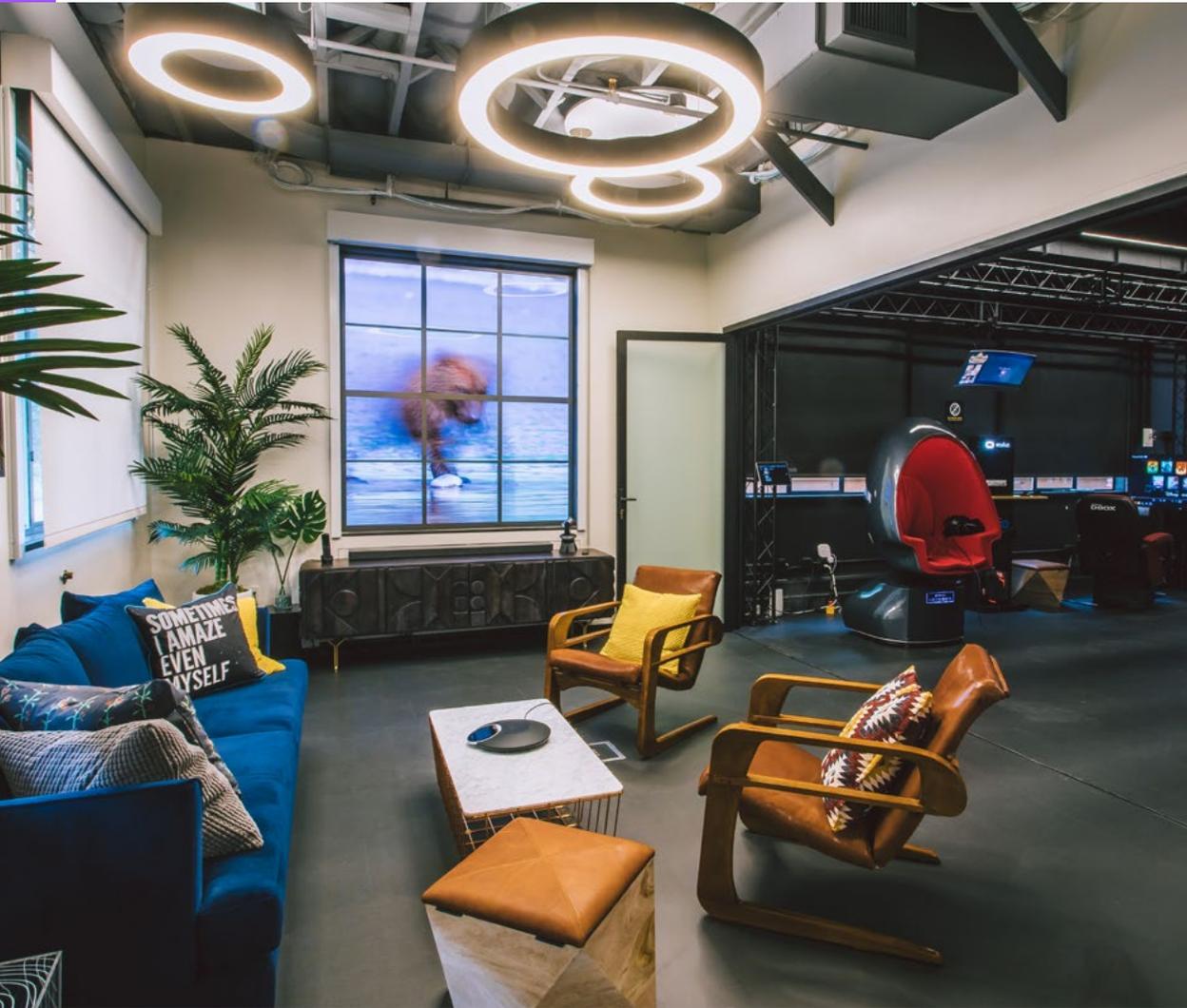
## Paving the way for digital dollars

**Blockchain & Multiparty Systems** is helping us to drive the complete reinvention of the global financial infrastructure. We are leading the way in the creation of a new form of money specifically for the digital world, replumbing and simplifying financial infrastructure to end the legacy message-based model structure. For example, many global transactions still depend heavily on manually intensive paper-based processes (some of which were created centuries ago), and it's thought that up to \$250 billion could be unlocked if settlements could be processed in real time with all parties having a single shared view of a transaction. Accenture has been working with numerous organizations to explore the potential:

We worked with the **Digital Dollar Foundation** to understand the implications of a [Central Bank Digital Currency \(CBDC\)](#) in the United States. CBDCs mimic many of the features of bank notes but exist in digital form with built-in properties that can attest to and transfer ownership without network connectivity.

Accenture is providing the first phase of funding for the [Digital Dollar Project's pilot projects](#) to explore, analyze and identify technical and functional requirements; assess benefits and outstanding challenges; test applications and approaches; and consider potential use cases for both retail and wholesale commercial utilization.

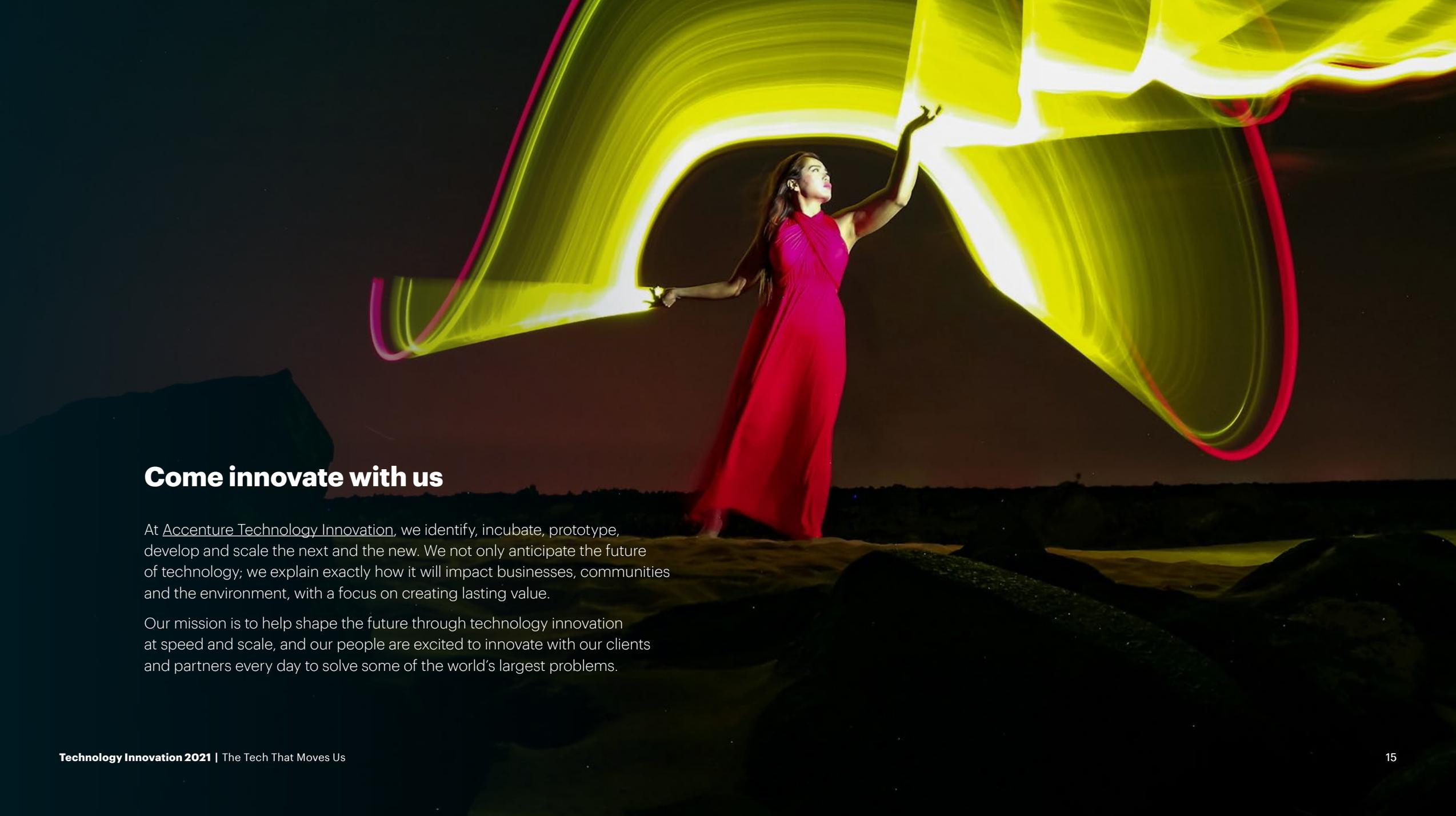




## Shaping the future of entertainment

Accenture Labs has continued its innovation partnership with The **Walt Disney Studios'** StudioLAB to help redefine the future of entertainment and storytelling through market-leading technology capabilities. For example, we developed a tool that utilizes artificial intelligence to assist in post-production activities. This tool uses deep learning to identify and prioritize video frame quality issues most likely to detract from the viewing experience, which in turn will help accelerate the video quality control process.

Other innovation projects have included creating a photogrammetry-based tool for location scouts and special effects producers that accelerates and simplifies the digital processing of photos and location information into usable, textured 3D models. Additionally, Accenture and StudioLAB recently developed a new way of using IoT to manage equipment for Disney Theatrical Group's hugely successful Broadway shows.



## Come innovate with us

At [Accenture Technology Innovation](#), we identify, incubate, prototype, develop and scale the next and the new. We not only anticipate the future of technology; we explain exactly how it will impact businesses, communities and the environment, with a focus on creating lasting value.

Our mission is to help shape the future through technology innovation at speed and scale, and our people are excited to innovate with our clients and partners every day to solve some of the world's largest problems.



## Accenture is a leader in Technology Innovation

Our collaboration with Microsoft and eight of its biggest suppliers to launch a consortium and a full-stack blockchain platform won Gartner's 2021 Power of the Profession Award for Supply Chain Breakthrough of the Year, which celebrates the initiative that drives a breakthrough innovation for customers, the business and the lasting benefit of society.

**Accenture was named a leader in the Forrester Wave Innovation Consulting Services Q2 2021 report.**



## Accenture Labs

Through applied R&D, Accenture Labs invents and shapes new concepts and breakthrough solutions that are expected to have a significant impact on business and society. Our dedicated team of technologists and researchers work with leaders across the company and external partners to imagine the future.

Located in seven key research hubs spanning across the world from San Francisco to Shenzhen, these Labs are complemented by Nano Labs, which extend our reach to additional locations in Asia, Europe and the Americas.



## Accenture Liquid Studios

Accenture Liquid Studios provide rapid technology development to help companies embrace new technologies, skill sets and ways of working. The Liquid Studios prototype and scale innovation solutions with speed and agility in key technology areas, incubating emerging technology domains while co-innovating with our ecosystem partners and clients. Operating from 39 locations across Europe, Asia, Africa and North America, their work encompasses many emerging technologies and is designed to help upskill workforces and pivot businesses toward tomorrow.



## Accenture Ventures

Accenture Ventures identifies and invests in start-ups that will change and shape the future of client businesses. The immersive engagement and investment program seeks to address key business challenges of the Global 2000 by closing strategic investment gaps. Beyond the capital investments, Accenture Ventures offers unprecedented access to Accenture's technology domain expertise and its clients, and start-ups co-innovate with Accenture to adapt and scale their solutions faster.



## Accenture Open Innovation

Open Innovation brings differentiated value to our clients by partnering with highly curated start-ups that are solving real business challenges, translating market signals to bridge our clients to the global innovation ecosystem, and collaborating with industry, functional and technology practices across Accenture.



## Technology Incubation

The Technology Incubation Group—currently focused on blockchain and multiparty systems, quantum computing and extended reality (XR)—is made up of a team of highly specialized strategists, consultants, architects, developers and entrepreneurs. The group works with key business leaders to fundamentally shift their strategies and models using collaboration, innovation and vision to drive real business results.

The incubation process spans both technology and business to create Accenture's next offerings for the future and developing new markets, working with other groups within Accenture including Technology, Strategy & Consulting, Interactive and Operations.

### Blockchain & Multiparty Systems

Creating collaborative ecosystems and networks will transform the way we think about data and reinvent new opportunities for establishing competitive advantage. That's why we've led the way in the industry: We've expanded our core blockchain capabilities to include the full portfolio of capabilities required to deliver on the vision of new multiparty business models that will be enabled by shared data constructs. Through a combination of blockchain, distributed systems, biometrics and digital identity, tokenization, confidential compute and a variety of other technologies, we can connect networks of collaborative ecosystems that increase the transparency and nimbleness of real-time data sharing while mitigating concerns around security, privacy and control.

With the opportunities opening up with blockchain and multiparty systems, we are guiding our clients into the future with a pragmatic roadmap to this next wave of innovation and an embedded resilience to weather the potential disruptions that lie ahead.

### Extended Reality

By creating individual and multiuser experiences by merging physical and virtual worlds, humans can become empowered actors on their journeys to learn, work and purchase products and services. Current initiatives include immersive learning for mobile workers, reimagining the customer experience with XR, designing immersive virtual meetings, and providing workers with dynamic access to data.

### Quantum Computing

Quantum computing will create the next generation of cross-industry business insight capabilities to solve intractable problems, improving and protecting our clients' businesses—including developing the next wave of post-quantum security solutions. Our quantum program helps clients understand the potential of quantum computing and start experimenting today. Specific offerings include quantum innovation road maps, business use cases and industry-tailored prototypes and pilots.

## 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 569,000 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 [www.accenture.com](http://www.accenture.com)

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