

# The Digital Experience: Unleash the power of digital to transform your business

Mobile Asia Expo 2014

June 11-13, Shanghai, China



High performance. Delivered.

April 29, 2014



accenture

Strategy | Digital | Technology | Operations



Digital is fundamentally changing the way businesses and governments operate—from how they interact with customers, citizens and suppliers, to how they manage their employees. Unleash the power of digital to transform your business!

Join us at Mobile Asia Expo 2014 to find out how.



## Four\* major topics we can bring to you:

- Mobile Commerce experience with retail services
- Mobile Application Testing
- Connected Vehicle
- Unmanned Aerial Asset Inspection and Maintenance

*\*We will be share more topics in upcoming weeks, please stay tuned.*



# Mobile Commerce – End-to-end mobile wallet experience with retail services

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- **Mobile Commerce**

This suite of demonstrations shows multiple angles of the mobile commerce platform from TSM activation and proximity (NFC, QR or Beacons) based loyalty and payment transactions to remote P2P payments for emerging and developed economies. It also shows how real time analytics and context based recommendations of offers delivered to consumers to drive sales and customer intimacy and ultimately finds a positive business case for mobile payments.

- **Mobile Commerce: Insurance**

This suite of demonstrations show how the "Mobile Insurer" enables processes and capabilities to support an Insurance agent in the field. The Insurer Company manages the distribution of insurance products to its salesforce, offers tools for sales development and communication, and supports agents by enabling the activation of insurance products using myWallet capabilities.

- **"Point of Commerce": at what Point does your POS Become a Digital eCommerce-Enabled Device?**

This workshop focuses on the pros, cons, timing and benefits of moving towards smaller, easier to use mobile devices as the core platform for commerce– increasing access/coverage, improving experience, and reducing costs including POS infrastructure, rollout, support, training and process enablement.

- **Digital Commerce Finally Finding Revenue Models**

We will discuss how the shortcomings of previous attempts of providing mobile and digital payment solutions to an indifferent market have now evolved to actually trying to answer some basic questions, such as what's in it for the customer and merchants. We will cover some new opportunities for MNOs, financial institutions and other market makers to truly change the dynamics of commerce and respond to consumer demands with simplicity and protection of privacy.



# Mobile Application Testing – ROSA Overview with mechanical arm demonstration

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Showcase a tool developed to analyze and assess mobile applications developed for a particular Industry domain (ex: Insurance, Banking, Retail) for their feature richness.

Mobile Application Testing for the Enterprise: help our client understand how can enterprises quickly rollout the ROSA Framework, which is a combination of four approaches:

- Remote access
- Offshore testing
- Simulated network testing
- Automation

This approach represents the difference between a suboptimal point solution and an optimized solution that is fully integrated. By capitalizing on this systematic strategy, Accenture estimates that product development and validation organizations can:

- Cut overall testing costs by 40 to 50 percent over a three year period
- Improve time to market by as much as 20 percent
- Increase the volume of release testing by as much as 25 percent





## Connected Vehicle – On board Unit, mobile App, Platform and analytics

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Highlighting the convergence of consumer electronics and automotive devices, this demonstration shows how drivers and passengers can connect to their preferred social networks or internet content providers through the integration of smartphones with vehicle head units and the concept of tablet-in-the-car for a fresh and upgradable user interface and set of applications. It will also show what happens behind the scenes and how a telematics platform supports the connected vehicle ecosystem.



# Unmanned Aerial Asset Inspection and Maintenance

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- **Unmanned Aerial Asset Inspection and Maintenance**

Unmanned aerial vehicles (UAVs) equipped with cameras, sensors and advanced object recognition and video analysis technologies feature in this demonstration, which highlights how UAVs can be used for cost efficient asset and infrastructure monitoring, diagnostics and maintenance.

**Example application:**

- **Pipeline Monitoring and Predictive Maintenance**

- Asset inspection
- Pipeline and fixed asset conditioning
- Cartography (terrain mapping and visualization)
- Periodic infrastructure monitoring, conditioning, diagnostic, repair and maintenance work monitoring

**Example application:**

- **Enhanced Safety and Environmental Protection**

- Oil and gas leakage
- Security monitoring
- Remote monitoring of maintenance work
- Environmental (terrain and vegetation) management along pipelines

# Two\* managing directors can meet with you:

- Trent Mayberry
- Neil Hickey

*\*We will be confirming other Digital and industry managing directors' participation in upcoming weeks.*

## Executive meeting - Trent Mayberry, Managing Director, Accenture Mobility, APAC

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Mr. Mayberry is the Managing Director for Emerging Technology in APAC. This group covers the sales and delivery of SMAC (Social, Mobile, Analytics, and Cloud). He has established strategy, operating model, and offerings framework for APAC. He sits on the regional TGP Leadership Council and the global Technology Offering team.

He is currently focused on delivering Accenture's Technology Vision, where every business is a digital business. In this role, he advises clients on the digital trends and business opportunities, supports proprietary research on consumer and business trends in this space, and helps companies with their Digital strategy and transformation, technology optimisation, and agile systems integration activities.

He often represents Accenture's Technology PoV to the external market and has developed thought leadership in innovation, mobility, and the digital consumer. He consistently supports clients in applying innovation for business value.

He has held several senior IT leadership positions in Asia and supported CIO's in the definition and delivery of IT-centric solutions across several industries, most recently banking and logistics. Prior to this role, he led Accenture's technology practice in ASEAN, and in China, which provide services to clients across various industries.

He is currently based in Singapore, and has lived and worked in Asia since 1996.

## Executive meeting - Neil Hickey, Managing Director, Accenture Mobility, Greater China

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Neil Hickey is a Managing Director in Accenture Digital and the Mobility Practice Lead in Greater China. Mr. Hickey has over 20 years of business development, consulting and professional services experience in the technology, communications and financial services industries. His area of expertise includes mobile strategy, digital transformation and outsourcing, mobile managed services, IT strategy and marketing/sales programs. Mr. Hickey has worked closely with some of the largest and most successful global brands and technology companies in the world on transformational initiatives using mobility to optimize and refine their strategies and business direction. He has made significant contributions in the development and deployment of digital and mobile business models and solutions across ecosystem stakeholders around the globe.

## Event Details

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**Date:** June 11 – 13, 2014

Wednesday – Friday

**Venue:** N1. EMR5, The New International Expo Centre, (SNIEC) Shanghai, China

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