



SEE HOW YOU CAN SHAPE THE FUTURE OF INDUSTRY WITH US

VIDEO TRANSCRIPT

Hi, I'm Mary Hamilton. I lead Accenture's research and development lab in Silicon Valley, the epicenter of innovation. I also lead our Industry X.O research. I couldn't be with you today, because I'm presenting our latest research at Hanover Messe, which is ground zero for all the latest industry X.O innovations. Today, I want to talk to you about our unique co innovation partnership with Faurecia, one of the world's leading automotive suppliers for seating and interiors. It all started with Faurecia's vision, which is to transform its company and its brand to improve health and wellness, by reinventing the onboard experience for connected and self-driving vehicles.

Faurecia turned to Accenture to help them create the Faurecia of the future. We've formed a five year, co-innovation partnership that is co sponsored by CEO of Faurecia, Patrick Koller, and our CEO Pierre Nanterme. Together, Accenture and Faurecia are using an industry X.O approach that focuses on two areas. The first, is a set of cognitive technologies to reinvent the onboard user experience, and services to enhance health and wellness. The second, is using digital technology such as artificial intelligence, advanced analytics, extended reality, blockchain and quantum computing to quickly transform Faurecia's business overall.

We did rapid prototyping using extended reality to better understand driver behavior, and then feed the data we gathered into machine learning algorithms that would guide the design of the cockpit of the future. The joint solution with Faurecia and Parrot Automotive uses a multi-passenger, in-vehicle Amazon Alexa personal assistant to provide personalized services to individual passengers. We integrated artificial intelligence to let passengers adjust seat positions, launch a seat massage, change climate settings, upload video and music playlists, and much more.

So in summary, our partnership with Faurecia shows how Accenture is the preferred innovation partner for our clients, and we're instrumental in helping them reinvent their business, and shape the future of their industry.

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