



# ACCENTURE DIGITAL'S MARCELLO TAMIETTI DISCUSSING OUR WORK WITH DUCATI – MWC17

## VIDEO TRANSCRIPT

**Marcello Tamietti,  
Connected Transportation Global Lead,  
Accenture Digital**

“So this is a unique combination of IoT, analytics and machine learning to improve the performance of the Ducati bikes.

We developed these solutions together with Ducati, leveraging our innovation center as part of the innovation architecture.

So with this solution the Ducati data scientists and the racing engineers will develop new scenarios, will predict new scenarios, in a fast challenging environment like the MotoGP to improve the performance of their bikes.”

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