



SEAMLESS DIGITAL EXPERIENCES FOR MILLIONS, FOR EXPO 2020 DUBAI

VIDEO TRANSCRIPT

Since 1851, world expos have showcased inventions to imagine a better tomorrow at Expo 2020, Dubai, where once again bringing the world together to not only see innovation, but to experience it, connecting minds and ideas, unlocking the wonders beyond. At Accenture, we are proud to be an integral part of realizing this vision.

Together with Etisalat Digital, Accenture is designing, developing and integrating all of Expo 2020 digital services and systems to provide every one of millions of visitors a unique visitor experience. Our goal as premier digital services partner is to put every guest center stage through technology that creates the best experience possible and drives millions of meaningful connections centered on seamless connectivity. We are making sure the visitor experience is personalized, accessible and unforgettable for each and every visitor.

To do this, Accenture and Expo 2020 produced an integrated visitor experience strategy spanning every touchpoint and created a customer relationship management and insights platform to help connect with new audiences.

We also designing and developing all of Expo 2020 digital channels, orchestrating the multi cloud distribution of these systems and platforms and building the service delivery platform to stage it all. Behind the scenes of this mega

event, Accenture has developed robust backing foundations while simplifying the complex to districts required to help hundreds of pavilions off the ground. While making Expo 2020 a safer and more secure event and to ensure that its legacy lives on where upskilling UAE students with 2000 and twenty hours of coding classes while helping Expo live and its community investments that will pay dividends in the lives of many long after the event.

And so, just as Expo 2020 is all about one world coming together, Accenture has delivered digital services and channels to integrate consulting, design, implementation and operations, bringing together our end to end capabilities for the Arab world's biggest event, making the visitor experience even greater than ever.

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