

Inspire

Provoke

Discover

The Dublin
Accenture/Amadeus
Alliance Innovation Center

Innovation²
The future
of travel

...experience first-hand why and how we innovate.

Why innovate?

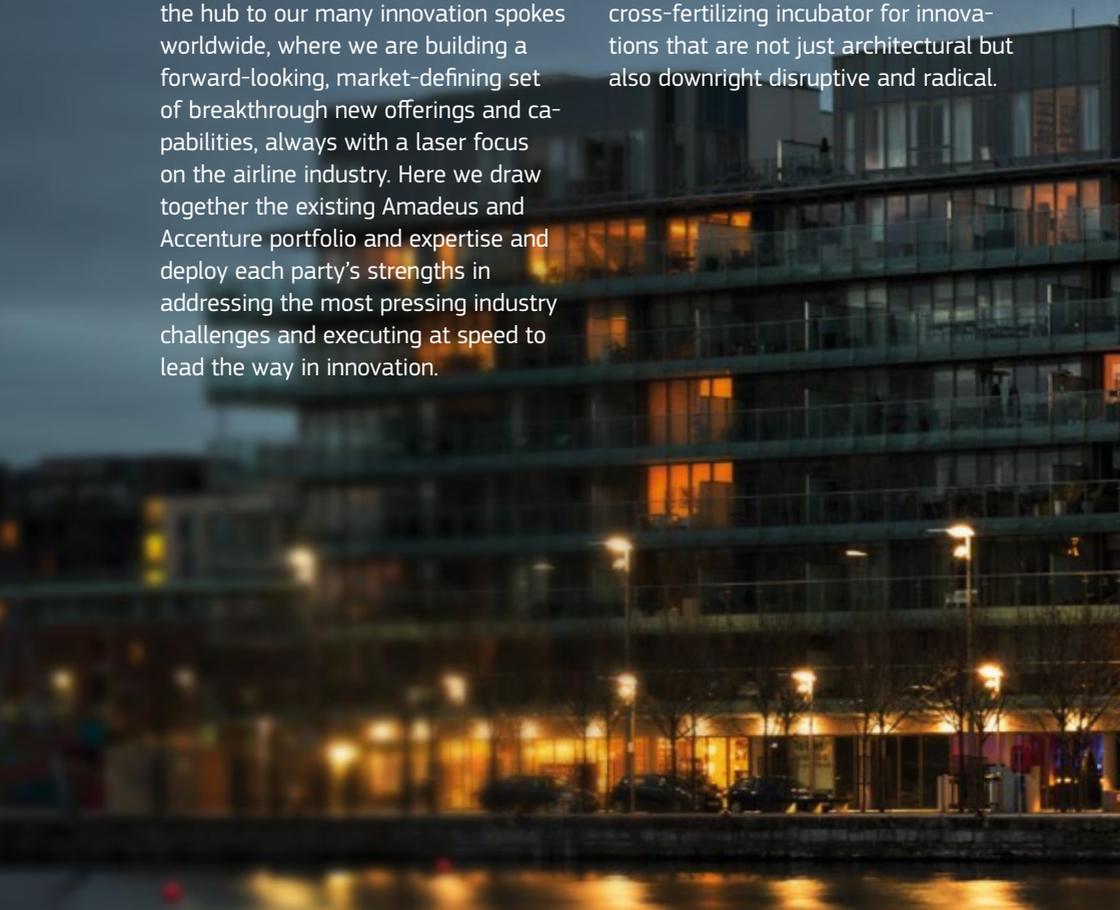
These are challenging times for airlines. Facing unprecedented complexity and cost pressures, the industry needs to innovate with speed and agility to stay competitive, grow brand value and retain customers by offering passengers differentiated and personalized experiences.

Why do so at our Center?

The Innovation Center at the Dock in Dublin is our Alliance's global flagship, the hub to our many innovation spokes worldwide, where we are building a forward-looking, market-defining set of breakthrough new offerings and capabilities, always with a laser focus on the airline industry. Here we draw together the existing Amadeus and Accenture portfolio and expertise and deploy each party's strengths in addressing the most pressing industry challenges and executing at speed to lead the way in innovation.

Why Dublin?

The Dock in Dublin lies at the heart of broad digital and innovative experiences that can be tailored and applied to meet the unique challenges facing the airline industry. Located among such market leaders as Airbnb, Facebook, Google and TripAdvisor, and alongside many start-ups and universities, our Center can take advantage of a wide-open technology and engineering runway offering you a cross-skill, cross-industry and cross-fertilizing incubator for innovations that are not just architectural but also downright disruptive and radical.





Come to our Dublin Innovation Center and take off on your transformation journey. Together we will jointly plot the course and pilot our way from ideation right through to final implementation. But before you do, read on to see how we plan to fulfill our three main missions to

- inspire
- provoke
- discover.



Creating a great and unique traveler experience by



- developing fast and frictionless payment systems,
- assuring best care for passengers and their belongings,
- refining the pre- and post-flight experience,
- creating new social and collaborative community experiences during the trip, and
- making the airport experience delightful.

Helping airlines become Next-Gen retailers by



- helping them master the art of market prediction,
- creating advanced merchandising for better conversion,
- innovating around new marketing and distribution capabilities,
- offering more ancillary selling, and
- optimizing all revenue streams.

The Alliance Innovation Center in Dublin is built around four pillars:

Reinventing the airline itself by



- improving operation prediction,
- making journeys cleaner, greener and cheaper,
- optimizing the partner network,
- and
- making operations smoother and more efficient, even during disruptions.

Rethinking airline operations by



- transforming the airline into a mobility actor,
- rethinking the supply chain,
- creating new flying experiences,
- meeting the new crew,
- and
- initiating a digital transformation.

Because there can be no innovation without inspiration, the first mission of our Dublin Innovation Center is to be a place to

...

... inspire

A quick tour of the Dock, with all our gizmos and gadgets, i.e. the vast range of Alliance resources and capabilities our Alliance brings to the table, will show you how we employ the latest technologies – IOT, AI, Analytics, robotization, VR and AR – to generate new ideas and apply them to meeting the airline industry's very specific challenges. We work side-by-side with you in an exciting, cross-fertilizing process to demonstrate, discuss, present and develop our light-bulb moments into prototype solutions you can then scale to fit your travel needs and accelerate your speed of customization.

We not only seek to build upon ideas but also upon the deep new relationships we create at our Center during this process.

The hackathon



The ideathon



Inspiration is essential when brainstorming for ways to set your airline apart, to differentiate it from the competition by offering a truly unique, memorable, even exhilarating customer experience. Here it is not only a matter of ideation, but really one of just making it happen, of identifying the core challenges and developing quick and agile solutions to meet them. Such solutions must include

- meeting ever higher passenger expectations
- showing consistency across all touchpoints,
- becoming less siloed in culture and systems,
- implementing a customer experience vision,
- using customer experience as a differentiation factor and
- balancing human and digital transactions.

By leveraging
both ideas and
relationships,
we move on to
our next mission,
which is to ...



... provoke



Are you ready to rumble? Then come to any one of the hot new events we host at the Dock, like an innovation workshop where we get hands-on at a strategic level for breakthrough innovations that can revamp the very way your entire company works from the ground up.

Or mix things up on a tactical level at an ideathon or hackathon where we ask the tough questions and find even tougher answers as to how you can innovate your operations, processes and departments across the board, or develop new ways to personalize your passenger care, service and experience.



Our unique workshop set-up was designed by Accenture Strategy and by Fjord, pulling together a one-of-a-kind synthesis of skill-sets and design thinking that focuses squarely on aerospace and airline technologies while at the same time making use of innovations and novel approaches from other industries as well.



The
innovation
workshop



The
breakthrough
thinking
workshop

By inspiring new ideas and then shaking things up like this, we create an excellent foundation for our third mission, which is to ...

... discover.

This is where we put the pedal to the metal in the form of design sprints. Design sprints are how we access the latest skills in technology and design in a unique process for developing solutions, services and offerings you can use to grow, expand or even completely reinvent yourself in a quick, customized and scalable way.

We bring in our rapid application development teams to exchange, interact and realize your prototype not in months, not in weeks, but in as little as days. To do this, we apply the five units of the Accenture Innovation Architecture (see Figure 1) in a multi-disciplinary and in the best way possible for the task at hand. We can then easily integrate the final solution into your Amadeus stack. All these assets in one place, at one time, for one last race to the finish line makes it possible for you to cut through the complexity and meet the challenges of ever-faster change and mounting cost pressures in the industry with a quick, agile and flawlessly sculpted response.



Figure 1

Innovation Architecture



Research

Trends
Ideate through thought leadership



Ventures

Investment & Open Innovation
Shape emerging technologies



Labs

Research & Development
Prototype through applied R&D projects



Studios

Solution Innovation
Build with speed and agility



Innovation Centers

Use Cases & Assets
Scale re-use with clients



The
design
sprint

Which means the Alliance Innovation Center at the Dock in Dublin is not only your starting-off point but also your destination where we have inspired, provoked and discovered, all as basis to ...

... implement.



The
design
sprint

Our six unique tools

Tour through the building



Our primary mission throughout is to turn all our fresh insights and groundbreaking new ideas into solutions you can implement at speed for innovative, customizable and scalable products and services that will enhance and personalize your passenger experience and drive tangible business value for your airline.



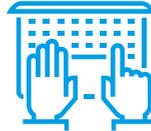
The
ideathon

The innovation workshop



With our shop's six unique tools – we go full-throttle, cut through the turbulence and come in for a pinpoint landing with specific actions that will prove to be just the ticket for your airline to improve processes and even transform the very way it works: from a product-centric to a customer-centric business.

The hackathon



The breakthrough thinking workshop



In short, our tools make it possible for you to ...

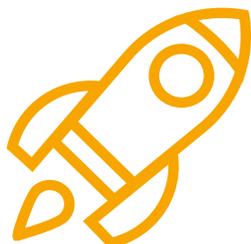


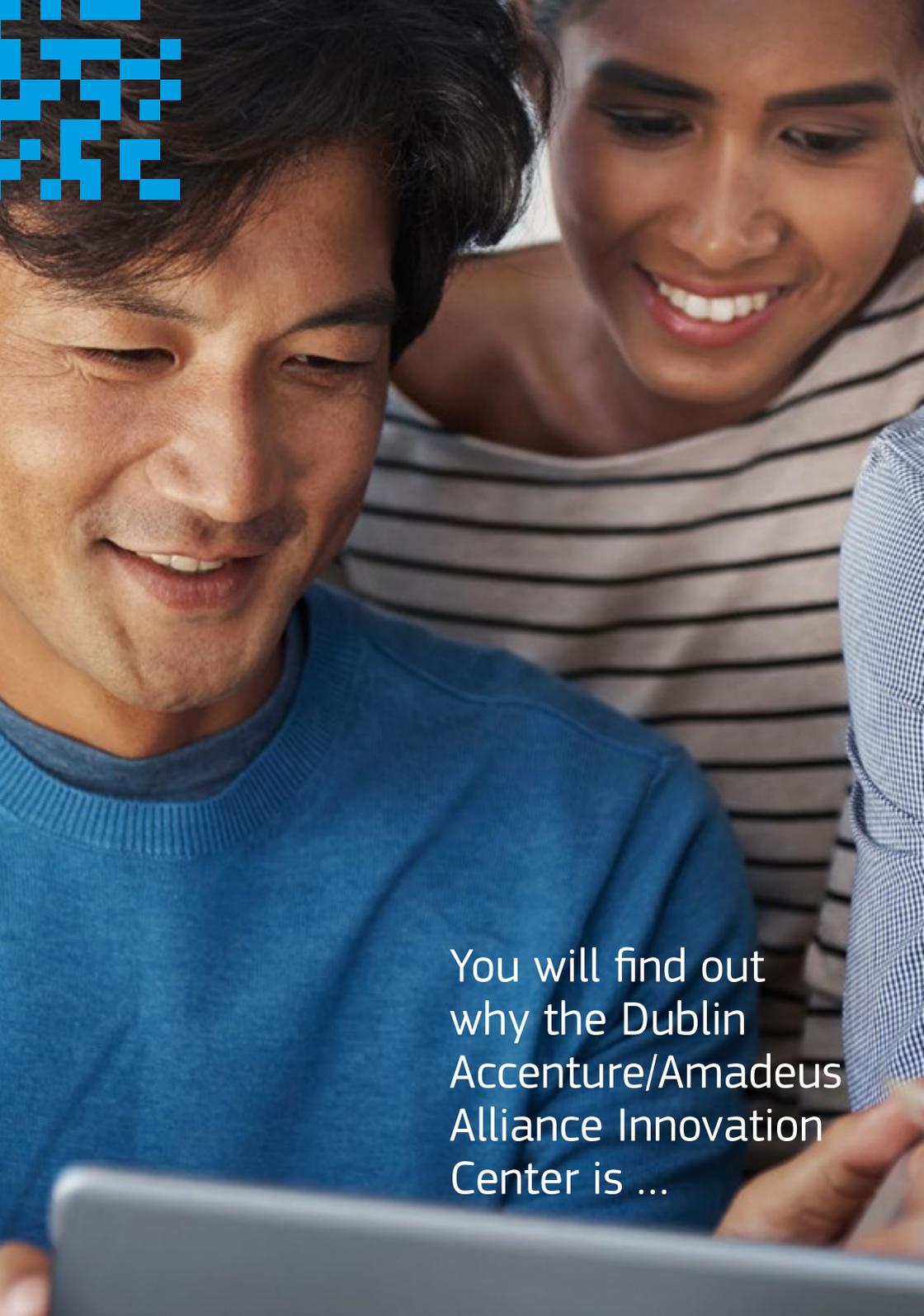
... bring market-shifting innovations to life.

Because innovation is nothing until we bring it to life. The Accenture/Amadeus Alliance Innovation Center at The Docks in Dublin is

- where your transformation journey both starts and ends,
- where we weave Accenture's transformational and horizontal cross-industry digital expertise together with Amadeus' deep understanding of airlines' underlying processes,
- where we leverage our Alliance's deep airline expertise and proven assets, link them up with our global spoke network and with the fertile Dublin ecosystem around us to scale and tailor what we do here to perfectly match your airline's needs,
- where we inspire, provoke, discover, implement and bring market-shifting innovations to life: at speed and custom-tailored to meet your airline challenges and also
- where you can experience first-hand how we innovate and get down to the basics of our value proposition for airlines: innovation from way before take-off to long after landing, from idea to implementation, from start to finish.

We call it Innovation², and if you would like to see it in action for yourself, please contact your local Accenture or Amadeus account representative or send an email to ix.dublin@accenture.com.





You will find out
why the Dublin
Accenture/Amadeus
Alliance Innovation
Center is ...

... quite simply the place to be.

The Dublin Accenture/Amadeus Alliance Innovation Center



About Amadeus

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (airlines, hotels, rail, and ferry operators, etc.), travel sellers (travel agencies and websites), travel buyers (corporations and travel management companies).

The Amadeus group employs around 14,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as over 70 local Amadeus Commercial Organisations globally and has a presence in more than 190 countries. The group operates a transaction-based business model.

Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

www.amadeus.accenture.com

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