



# EXPERIENCE INDUSTRY X.0

## VIDEO TRANSCRIPT

**00:19** Industry X.0 is how Accenture describes the profound shift of industrial manufacturing to digital products and services.

**00:28** And digital will change, beyond recognition, the industrial landscape. It's really the combination of the product, the services and the user experience which is disrupting existing business models. This is where the value is. This is where the challenges lie. This is where Accenture can help.

**00:45** Innovation Centers enable us to bring value to our clients in entirely new ways. They serve as creative, flexible spaces, where clients can work closely with our experts to innovate and co-create new digital solutions. The center in Garching Germany has already played a key role in the execution of more than 50 client digitization projects and continues to be hugely successful. So, we want to bring the same experience to our North American clients as they explore the impact of Industry X.0.

**01:15** The Industry X.0 Innovation Center in Detroit will help our clients better understand how digital can help them drive growth, but also streamline their operations. Through design thinking sessions. Through industrial demonstrators. They could touch/feel what this would mean for them. Through rapid prototyping, but also accessing universities, partners, technology, clients. So, bringing all of this together, in one physical location, will help our clients better envision what the future for them is all about.

**01:50** The center will help our clients imagine the future and bring it all to life!

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