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Accenture @
Expo Milano 2015
Press Kit

Index

1. Accenture Official Global System Integration Partner @ Expo Milano 2015

2. Accenture presence @ EXPO 2015, press notes:

1. Accenture Official Global System Integration Partner of Expo Milano 2015

Accenture is the Official Global System Integration Partner of Expo Milano 2015, the Universal Exposition hosted in Milan, Italy, from May 1st to October 31st, 2015.

Central theme of the event is **'Feeding the Planet, Energy for Life'**. Over the six-month period, Milan will become a global and innovative showcase where more than 145 participating countries and partners are showing the best of their technology that offers a concrete answer to a vital need: being able to guarantee healthy, safe and sufficient food for everyone, while respecting the Planet and its equilibrium.

In addition to the exhibitor nations, the Expo also involves international organizations, and expects to welcome over 20 million visitors to its 1.1 million square meters of exhibition area that hosts amazing pavilions and a unique calendar of cultural events.

As Official Global System Integration Partner of Expo 2015, Accenture is designing and developing the event management IT architecture, while providing innovative digital services for a fully connected visitors' experience of Expo 2015 as the city of the future.

Accenture brings to EXPO 2015 its unique digital capabilities and its ability to integrate both public and private players in complex ecosystems. To do so, Accenture leverages its wide-ranging capabilities and experience across mobility, applications development, digital/web design and strategy.

Accenture is also present at Expo Milano 2015 with its own **Digital Lounge**: a space reserved for a select group of visitors, where it is possible to experience some stories of Digital Transformation, thanks to in-depth focus on topics linked to innovation in the world of agribusiness, retail and customer experience and sustainability.

Given the theme of the event Accenture developed a journey into the food value chain digital transformation: from agribusinesses -- that require a more intelligent approach to data - to retail, with shoppers changing their habits and raising their expectations faster than what retailers can adjust to.

At the **Accenture Digital Lounge** we discuss how to enable businesses to improve their performance by:

- evolving the agribusiness space in areas such as finance, customer relationship management and supply chain management
- devising agile strategies using advanced technologies in order to improve worker's productivity and security
- helping retailers operate seamlessly across channels to create a greater than experience for customers.

2. Accenture presence @ EXPO 2015
2.1 Accenture - an Expo Milano 2015 partner

Services for businesses and visitors with Accenture's Service Delivery Platform, which every day handles 2.5 million transactions, 7.5 million digital notifications, 150,000 emails, 2.6 million text messages and value added services

Expo Milano 2015 Official App has reached 880,000 downloads[1].

Accenture, the Official Global System Integration Partner for Expo Milano 2015, has leveraged its strategic and technological capabilities and digital best practices to enable visitors to experience the Universal Exhibition as an innovative, digital event, whilst at the same time allowing Expo 2015 to integrate the needs of its public and private stakeholders within a highly complex ecosystem from a technical, digital and business viewpoint. Accenture has, in fact, designed and implemented the **Service Delivery Platform (SDP)** for Expo Milano 2015. This is what may be termed the international event's "nervous system", **gathering together, analysing and processing** all the information flows relating to Expo 2015, its partners and exhibitors, in order to generate services for visitors and for the Expo itself, thanks to a series of technological and digital solutions. Accenture's SDP, which is already up and running, providing systems integration, analytics, mobility and CRM solutions for the benefit of visitors and the Expo, is capable of handling over **2.5 million transactions**, up to **7.5 million notifications** based on the location of visitors, **150,000 emails** and **2.6 million text messages a day** in order to manage information campaigns linked to the event.

The services that the **SDP enables** for **businesses** include e-couponing and a Presence & Location Management System. In terms of **visitors,** the SDP also manages the **official mobile app for the Expo**, developed by Accenture, and customer care initiatives via the MyExpo portal. This allows each user to have a "digital assistant" before, during and after their visit to the Expo. The Expo's Official App has reached over **700,000 downloads from September 2014 till June 2015**.

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[1] From 15th Sept 2014 (date of release) to 10th June, 2015.

Business services:
- **e-Couponing** enables the Expo and its partners to create promotional campaigns targeting visitors, based on the preferences indicated in the MyExpo profile and their geolocation in the exhibition site.
- **a Presence & Location Management System** that, based on the visitor's position in the exhibition site, can send notifications to the user's mobile app.
- the **Business Intelligence** platform, which can automatically send notifications via the mobile app, and the **Campaign Management** platform, which handles text messages and email communications to target lists drawn up on the basis of the customer bases of users registered with MyExpo.

Visitor services:
- **Customer care**: the **MyExpo** portal has been developed by Accenture and integrated into the Expo 2015 website. It enables users to register in order to customize their visit and integrates the event's e-ticketing service into the Expo's technology ecosystem to handle the sale of tickets and their traceability.
- the **Expo Milano 2015 Official App** is the "digital gateway" to Expo 2015. Available free of charge from the App Store and Google Play, since September it has reached **880,000** downloads (June 2015). By entering their personal profile, the app enables users to plan their visit to the Expo, buy entry tickets and create a customised diary of events. It contains an interactive map of the exhibition site and provides visitors with a calendar showing what's on, and real-time notifications and information selected on the basis of the user's location. During the visit, **the app also creates an actual personalised guide capable of interacting with the technology of the beacons located around the Expo.** Thanks to the services enabled by Accenture's analytics included in the SDP platform, it is possible to use the Official App to register and share information collected during the visit on social media: from the number of kilometres covered, to the various experiences had in the pavilions of the different countries and events in which the visitor took part.

Accenture is also involved in Expo Milano 2015 as enabler of the technology and digital solutions used in creating the **Supermarket of the Future** (Coop), confirming its leadership in the field of digital innovation and transformation.

Accenture is present at Expo Milano 2015 with its own **Digital Lounge**: a space reserved for a select group of visitors, where it is possible to experience the Digital Transformation, thanks to in-depth focus on topics linked to innovation in the world of agribusiness, retail and customer experience and sustainability.

Click on this **link** to watch the Accenture @ Expo Milano 2015 video:
https://www.youtube.com/watch?v=AO_nf6a0TRY&feature=youtu.be

2.2 Expo Milano Official App, the digital gateway to the Expo

Thanks to the **Expo Milano Official App** designed and developed by Accenture, visitors can have an exclusive, all-round digital experience of the Universal Exhibition.

Once the free app has been downloaded, users can register and complete their profile, selecting the main areas of interest from among the various categories at the Expo, set out in a grid offering 15 options. This procedure is optional, but enables the software to identify and select only the information that will be of interest to the user during their visit.

Once physically present at Expo 2015, location and proximity technologies will register the presence of the app, in this way enabling the user to receive **information on events, appointments or initiatives, selected on the basis of their location** and the preferences stated when **completing their profile**.

By activating Bluetooth, the Expo 2015 app becomes an actual **customised guide** as it interacts with the technology used by the **beacons** located both within the exhibition spaces at EXPO Milano 2015 and around the city of Milan. For limited fields of action, the device's Bluetooth enables even more precise and personalized information to be received, linked to the individual installations or to the objects on display.

Once the visit to Expo 2015 has come to an end, the services enabled by the analytics in Accenture's **Service Delivery Platform** enable the visitor to **save and share a detailed account of their visit on social networks**, including the number of kilometers covered, calories burnt, pavilions and places visited, and the different nations and cultures encountered during their tour.
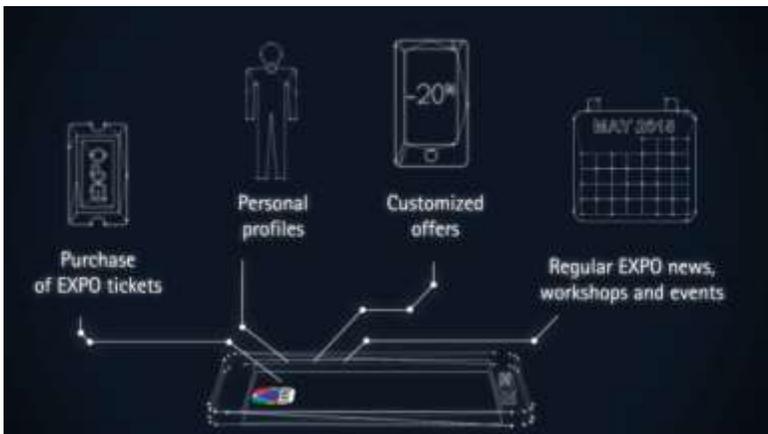
Finally, the app is also a gateway to all the other services linked to Expo 2015: from the purchase of tickets and, if needed, payment for parking, through to links to the apps offering the possibility to book travel, taxis, hotels and restaurants (such as City1Tap, and the principal transport providers).

Expo Milano 2015 Official App has seen 700,000 downloads[2].

Click on this **link** to watch a video presenting the Official App: https://www.youtube.com/watch?v=jW7ClCog_AI

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[2] From 15th Sept 2014 (date of release) to 10th June, 2015.

2.3 Accenture designs the future shopping experience for Coop

Accenture has worked with **Coop** to create the **Future Food District**, a space within Expo Milan 2015 in which the **Supermarket of the Future** takes shape, based on the theories developed by Carlo Ratti, Director of Boston's MIT Senseable City Lab.

The aim of the project is to create a new supermarket concept that, by synergically combining the architectural space of the shop with technology, offers customers an innovative shopping experience, in which the social and functional aspects of the store are amplified in a virtuous union of the physical and the digital.

"The Supermarket of the Future of Coop, within the Future Food District at Expo Milano 2015, is a pioneering example of the shopping experience we'll probably live in 3-5 years when entering a the grocery store. In this project, Accenture has interpreted the innovative concept of supermarket theorized by Carlo Ratti, designing the user experience and translating it into reality through the most appropriate digital solutions, to satisfy in a simple, natural and immediate way the customer demand for information, socialization and functionality" said **Alberto Pozzi, Managing Director, Accenture Retail Lead .**

Using its digital expertise, **Accenture** has defined and realised the supermarket visitor's user experience, overseeing the information architecture, implementation of the IT infrastructure, and analysis and development of the store's touchpoints.

Coop's Supermarket of the Future aims to combine the characteristics of a traditional local market, conceived as a social space, with the functionality of a modern store, augmented by use of the latest digital solutions. The **Future Food District,** which includes the Supermarket of the Future, occupies a surface area of 2,500 square metres. Visitors to Expo 2015 enter the store directly from above (the third floor), so as to immediately get a sense of everything the supermarket offers: what Carlo Ratti has called the "**product valley**".

There are 5 departments within the **Future Food District** (fruit, vegetables and wine, meat and fish, milk and dairy, cereals and beer, coffee and dry goods), organised on three different levels and set out on tables following a certain order, ranging from raw materials (such as fruit, flour, milk) to products that gradually become more manufactured and pre-prepared. The store also showcase the concept of **"food of the future"**: a number of videos shows what we will be eating in 2020 and 2050.

The area also offers other services, in addition to those for customers: within the Future Food District, **Accenture** has designed and developed the **Shelf Replenishment solution**, which enables departmental staff to talk to the warehouse in real time, ensuring that the shelves are restocked in the shortest time possible.

Shopping in the future, a Digital Journey

Accenture has supported **Coop** in the process of choosing and implementing the most up-to-date technologies so as to give customers a simple and innovative shopping experience in the new store. The collaboration has resulted in a totally customer-focused **Digital Journey**.

This **Digital Journey**, which can be experienced in the Supermarket of the Future provides access to different levels of information: **basic details** of the product, the source of the **principal raw materials** used in its production, **the presence of any allergenic ingredients**, **nutritional information** per portion, the **environmental impact** in terms of CO2 equivalent, and the **product's history.**

Interaction with products and the ability to view information is made possible through the latest in touchpoint technology:

1. **Interactive tables.** Products are exhibited in the supermarket on large **interactive tables** that, thanks to an innovative solution developed by **Accenture**, at a simple movement of the hand show augmented information about the product on a monitor, including its origins, traceability, the presence of allergens or its carbon footprint. This augmented experience is made possible by the use of around 200 Kinect sensors that, as part of a cloud content management system, use body detection to interpret the customer's gestures.

2. **Vertical shelving.** In the **Supermarket of the Future** the traditional layout of the shelving has been rethought and associated with a **touch application**, which enables the customer to select a product and view additional information that would otherwise be difficult to include in a traditional label. Thanks to these **augmented labels,** the product can describe itself, its properties, its history and its journey "from the field to the fork".

3. **Digital displays.** The layout is completed by **supplier corners,** offering actual **digital showcases** where, using second screen technology, the supplier can provide customised content and thus describe and promote their products.

4. **Real Time Data Visualization.** At the end of the customer's/visitor's **Digital Journey** through the Supermarket of the Future, they are drawn to a large **Real Time Data Visualization**, providing **120 square metres of digital projection** that shows a range of real-time data about the store: the number of visitors, the products they are interacting with, the top ten best-selling products**.**

The application architecture and technology infrastructure is based on Microsoft technology and the Microsoft-Azure cloud platform. With the aim of offering all the expertise at its disposal, Accenture also involved Avanade, a joint venture between Accenture and Microsoft, in the project.

The Mobile App for customers of the Supermarket of the Future (available from mid-July)

In order to make the customer's trip to the Future Food District even more unique, **Coop** has asked **Accenture** to design and develop an app to guide the visitor along a personalised route around the store.
Using a gamification app, the customer will define their Lifestyle (vegan, Italian lover, etc.) and, thanks to the use of ultrasound beacons (sensors placed around the store), their smartphone will indicate the products that best match their lifestyle and display information on exactly where they are in the store. The mobile app will also have the added bonus of augmented reality, enabling the visitor to access augmented content simply by scanning a tag.
In the **Coop's Future Food District**, Accenture has helped to present a vision of how the real and the digital are already capable of integrating with each other and create a simple, intuitive and digital new concept of the daily shop. An environment that combines a warm welcome with innovation, where the visitor, with the support of the latest technologies and solutions, can do their shopping in a more informed way.

2.4 Accenture creates Digital Lifestyle Experience in Coop's Future Food District, a look at the future of digital shopping and food consumption

Find ideas for a recipe on your smartphone, know at any time if you've got the right ingredients in your kitchen, shop in virtual reality and have your order delivered by drone

Accenture is bringing its **Digital Lifestyle Experience** to Expo Milano 2015, giving us a taste of what daily life will be like in the future: an interactive space **inside the Coop's Future Food District**, enabling us to get a taste of the near future, where the consumer will be able, at any time of the day, to find ideas for a recipe, use their smartphone and connected kitchen to check what they've got at home, get advice from their friends on social networks, order their shopping in virtual reality and have the order delivered by drone.
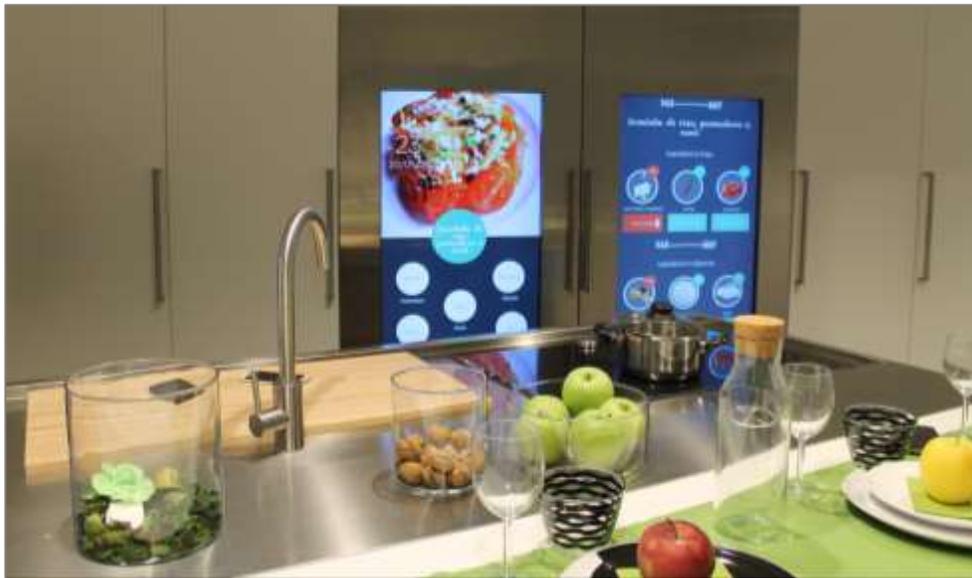
An innovative experience that anticipates and fulfils the consumer's wishes, but not only: **Accenture's Digital Lifestyle Experience** represents a re-visitation of the traditional method of shopping, capable of revolutionising the retail sector and giving us a glimpse of new ways in which stores, consumers and products will interact with each other.

According to Accenture's **Technology Vision 2015**, the principal technology trends over the coming years will include the **Internet of Me**, a concept on which the **Digital Lifestyle Experience** is based. This translates the potential already offered by the **Internet of Things (IoT)** into reality, enabling us to see how digital technology can make consumers' lives easier, customising and improving the shopping experience, and increasing the possibility to make the right, informed choices.

In coming years, the customer will either be able to visit a store to shop or, alternatively, get the retailer to come to them, regardless of where they are or the time of day, with an offer tailor-made to suit their individual needs and lifestyle.

Within **Coop's Exhibition Area**, Accenture enables the visitor to continue the journey begun in the neighbouring **Supermarket of the Future**, an environment that combines a warm welcome with innovation, in which the social and functional aspects of the store are amplified in a virtuous union of the physical and the digital.

Taking a closer look, Accenture's Digital Lifestyle Experience takes us on a digital journey. The journey starts in an area with three interactive displays, where we can choose from a number of everyday situations: **at the gym, at the station with friends or on a lunch-break with your colleagues**. As you chat, you find inspiration for a dish to prepare and, by using your smartphone and a simple augmented reality app, you choose the recipe and communicate with the intelligent devices in the nearby **Connected Kitchen** to check what you've got in your larder at home or, if necessary, buy what you need.

Once you have entered **Connected Kitchen**, a Wi-Fi connection allows you to look at the chosen recipes in the **digital recipe book**, see the level of difficulty and follow each step to make the dish.

At the same time, the intelligent displays inserted into the **larder door** and the **fridge door** in the Connected Kitchen show information on the availability of individual ingredients, their use by dates and suggestions on their use. The intelligent larders and fridges also offer advice from the main **social media** and **keep us informed as to the preferences of our friends** for a certain product, also showing its rating, calculated on the basis of the comments and feedback left by other users.

In the Digital Lifestyle Experience, the larder and fridge doors in the Connected Kitchen provide us with a daily update on what products we have available at home, and are able to communicate directly with our smartphone to alert us to which products are about to run out or pass their use by date. Based on the information inserted manually or on our daily purchases on the internet, the fridge will also know what products should be included in the **automatic shopping list**, or those that must always be available in the kitchen.

The technology selected and presented by Accenture with the Digital Lifestyle Experience enables users to obtain more information about food, share advice regarding recipes with friends, shop for ingredients easily and intuitively based on their lifestyle, plan a balanced diet, and much more. By connecting the information gathered via already widely available **health and fitness apps** with data on their daily eating habits, shared with the connected kitchen, tomorrow's consumer will be able to obtain information on the nature of the foods they are about to eat (calories, nutritional information), but also about how the food matches with their particular dietary needs as a sportsman or woman or if it will help to keep them healthy.

The journey offered by the Digital Lifestyle Experience continues with a **virtual reality** experience. Using an **Oculus Rift** visor, the visitor is catapulted into two different natural scenarios, a meadow or a wheat field, in which

they can find and buy the foods that originate in these places: milk, cheese, pasta, biscuits, etc.. The visitor is thus given a taste of what it will be like to visit the future virtual store from home. The Digital Lifestyle Experience ends with the chance to have the shopping ordered by smartphone, a device connected to the kitchen or from the virtual store delivered to the visitor's home by **drone**.

The experience created by Accenture meets the needs of a present that is changing as a result of digital technology, a concrete example of the Internet of Things applied to daily life, enabling a consumer to access the information and services they need at any time and from any place. From the point of view of businesses, the Digital Lifestyle Experience points to a business model in which the digital strategy plays a key role in the creation of new products and services, opening up new opportunities for companies to acquire and retain customers.

For more information please visit the Accenture for Expo Official website:
http://www.accenture.com/it-it/landing-pages/Pages/expo-2015.html

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