

# Accenture Digital Acceleration Center in Bonn

Accelerate your Digital Journey.  
Create your Future. Now.

A large, bright green chevron graphic pointing to the right, positioned behind the text.

High performance. Delivered.

## Digital is here to stay.

Digital is here now. It's fundamentally reshaping the way companies operate, and the way they relate to their customers and suppliers. Digital doesn't just enable business; it creates huge strategic advantages for those with the right vision, and a true ability to make those come to life.

The Digital Acceleration Center in Bonn helps visitors understand how to accelerate their digital journey and deliver a unique and compelling customer experience through digital technologies.



Christian Tölkes  
Managing Director – Accenture Digital Acceleration Center Lead, Bonn

## A comprehensive portfolio of solutions

Digital. It's not about the future. It's about gaining a competitive advantage now by delivering a unique and compelling customer experience through digital technologies.

This requires a profound transformation of the way companies operate: they must be digital to go digital. The Digital Acceleration Center in Bonn takes you on a tour of our most recent thinking and most innovative solutions we've delivered across industries, from digital network, through analytics, online, experience design and wearables. Together with our experts who have a depth of expertise on technology and industry, gain real insight into how digital is disrupting traditional business models and rewriting the rules of competitiveness. Visitors to the Accenture Digital Acceleration Center in Bonn immerse themselves in:



## Workshops

### Your business's goals on center stage.

With the sheer volume of digital solutions available, understanding which ones are suitable for your business can be daunting.

At the Accenture Digital Acceleration Center in Bonn our workshops will immerse you in the all-digital future. Our workshops put your organization on center stage: prepare for a fully hands-on experience, where you will discuss field-tested digital solutions with the engineers that created them, see innovations first-hand, and map out a clear plan of action to achieve your most pressing needs, aligned to long term goals. A workshop will help spark breakthrough ideas, and answer your questions such as:

- How do we structure for our digital transformation journey?
- How do we devise a strategy to create value with digital technologies?
- What's the most appropriate next generation video solution for our business model?
- How should our network domain transform to support the 100% data journey?
- How should our organization map its path to the cloud?
- How do we unlock the full potential of our organization's data?
- How do social and mobile technologies enhance our customers' experience?

Attend a workshop here at our Center in Bonn and discover the most effective and innovative processes and technologies to propel your business to the forefront of the digital revolution.

At the end of each session, you will leave with specific actions to jump-start or accelerate your company's digital journey.



## Why choose the Accenture Digital Acceleration Center in Bonn?

With a comprehensive array of assets and the expertise of industry-leading practitioners, our Center is well equipped to help unleash the power of digital.

### Hands-on Demonstrations

Through hands-on experience with the latest digital technologies and assets, we provide insight into how digital solutions solve business issues and provide a competitive edge.

### Client Case Examples

Seventy five percent of the Global Fortune 500 companies are Accenture clients and we have expertise in more than forty industries across nineteen industry groups. Accenture has worked with two-thirds of the world's 50 largest media companies, and 18 of the largest 19 global communications companies are clients. We demonstrate our extensive, field-tested experience of delivering game-changing, digital-based business outcomes through broad and numerous client success stories. Here are just a few:

#### STAR India

**Accenture Video Solution Helps STAR India to Inspire a Billion Imaginations Delivering Seamless Online and Mobile Video to One of the World's Largest Entertainment Markets.**

Intending to spark a billion imaginations, Star India, one of India's leading entertainment broadcasters, selected Accenture (NYSE: ACN) to help develop, launch and deliver its over-the-air programming to India's online, digitally-enabled consumers on almost any mobile device. Called hotstar, the innovative service debuted on January 7 through Star India's wholly owned subsidiary, and when fully deployed will be available to India's entire population.

#### Universal Music's platform powers ahead

As early as 2007, Universal Music recognized a growing challenge with its digital supply chain. With a fast-developing range of partners requiring digital content, the spread of mp3 players, and ceaseless innovation creating new channels to market, the company needed to find a way to manage all of its digital assets without incurring significant additional costs in meeting new and emerging demand. Universal Music concluded that it needed to make a decisive shift to a digital supply chain solution that could continuously adapt to consumer preferences as they evolved.

Accenture managed the roll out of the Digital Supply Chain platform (DSC), providing Universal Music with a sophisticated platform that provides total transparency into all of the activities taking place across its entire digital operations at any one time. In the DSC, Accenture has delivered and operates a dynamic platform that continues to adapt as the market changes and Universal Music responds accordingly to capitalize on new and different opportunities. Today, the

DSC enables Universal Music to serve 1,000 business partners in 200 territories across the globe. If required, this platform can ramp up quickly to meet demand and can deliver 1,000,000 products to Universal Music's business partners in a day. In addition, in 2012, it enabled the distribution of 25,000 new product releases.

#### Accenture and KPN Develop Google Glass™

Proof of Concept for Television Applications KPN, one of the leading telecommunications and information communications technology service providers in the Netherlands, have developed a proof of concept using Google Glass and the Accenture Video Solution (AVS) for interactive television viewing, storage and control that has the potential to greatly enrich the TV user experience. While not yet developed as a commercial product, the companies are exploring the potential applications of wearable technologies for television viewers.

Using KPN's Interactive TV service, which is built on the Accenture Video Solution software platform and enables subscribers to watch TV on more devices, the companies will show how Google Glass integrates with the AVS platform to offer hands-free, voice-controlled interaction, and seamlessly shares TV content between the main TV screen and Google Glass. The proof of concept was developed in collaboration with researchers at Accenture Technology Labs.

#### Helping Team SCA ride the Digital Wave

The Volvo Ocean Race is one of the world's most grueling sailing competitions. SCA, the Swedish hygiene and forest products company, assembled an all-female team, Team SCA, to go head-to-head with the other, all-male, sailing-crews. Accenture was asked to become the Principal Team SCA Digital Supplier, supporting Team SCA

with services to improve online communication and marketing performance.

Team SCA needed to improve their online game as well, ensuring that critical target audiences were engaged in the race and able to follow results, meeting one of the main objectives of increasing awareness of the SCA brand. To help Team SCA connect to its global consumers, Accenture established a center that delivers digital monitoring and analysis of Team SCA's performance. Accenture supported Team SCA in establishing a custom made report with KPI's to measure the success of the digital project. On a real-time basis, they monitored channels and responded to questions and engaged with followers. Accenture measured Team SCA's online visibility against other competitors in the race.

To drive fans to different channels, onsite optimization such as video and photo suggestions, content translations, cross platform marketing activities and paid search were employed. To further build enthusiasm for the team, Accenture assisted in identifying digital influencers and bloggers for each stopover port.

It appears that the marketing support is paying off: The team has consistently ranked in the top three among competitors when it comes to channels like Instagram and Twitter generating millions of impressions and engagement among their most important demographic.

**Leading telecommunications operator in the middle-east implements an analytics-driven customer-centric unified marketing strategy to compete in a new digital world.**

With communications services commoditizing, the company needed to differentiate its offering portfolio to grow its customer base, minimize churn, and increase average revenue per user. As broadly targeted marketing campaigns were unlikely to effectively engage the operator's diverse customer base, new strategies were needed to meet the aggressive double digit annual growth required by management. The organization also needed to rapidly implement a digitization agenda dictated by the middle-east government. In doing so, it aimed to position itself as a major innovator and technology enabler for the entire country.

To help address these challenges, this major telecommunications group asked Accenture to help it develop a Unified Marketing Program for its middle-east operations that would provide the needed customer focus and innovation required to compete successfully in an increasingly digital world. Accenture led an innovative value-driven transformation agenda focused on two pillars that were closely linked to the operator's performance and growth: customer centricity and digital enablement.

The Unified Marketing service will help position the operator at the forefront of the digital revolution in this industry segment. It provides the operator with the ability to tailor its marketing efforts to the needs of individual customers, enhancing the customer experience, and lowering customer acquisition and service costs. Tangible results of the program are already emerging. They include a direct financial impact as customer interactions are converted into revenue generation opportunities, and more customers are retained through receiving the right offer at the right time.



For more information on how the Digital Acceleration Center in Bonn can help you, please contact us.

Digital Acceleration Center in Bonn

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