

A large, stylized orange chevron pointing to the right, serving as a background for the text.

High performance. Delivered.

Accenture and Expo Milano 2015

Video Transcript

Piero Galli

Expo Milano 2015 put Italy at the center of the world and we brought the world at the center of Milan.

Giuseppe Sala – Expo Milano 2015 Commissioner

At Expo Milano 2015, we were looking for a reliable, high-profile partner with experience to deliver a project that – I remember very well – only three years ago, still seemed a dream. We choose Accenture because of its unique set of competencies and its capacity to work with us to build workable solutions and manage the complexities.

Fabio Benasso, President and Accenture Italy CEO

Accenture was the Global Official Systems Integration Partner for Expo Milano 2015, one of the greatest events of the current decade.

We contributed with our capabilities in creating the digital “nervous system” that enabled 145 participating countries, more than 20 million visitors, a complex ecosystem of private and public partners to interact, to operate and experience it along six months.

Marco Morchio, Accenture Strategy Lead – Expo Milano 2015 Partnership project lead

The Universal Exhibition of 2015 was the first in the age of Digital Transformation, a disruptive process that is changing how we manage business and products, interact with customers and create new experiences.

Accenture committed to Expo with a vision and collaborated intensively with the Expo leadership team. We took part in the challenges, took on the risks and took out the difficulties to deliver world-class services to our client – and bring the magic to every single visitor.

Ismaele Bassani, Accenture Technology SAP platform lead – Expo Milano 2015 Partnership Program Lead

The Service Delivery Platform we developed for Expo integrated the functions of the other partners and managed the Expo Milan 2015 data flows and reporting. Crucially, it also acted as a central “nervous system” for visitor services, supporting e-ticketing and proximity technology services, such as Presence Location Management and beacons.

**Guido Arnone – Expo Milano 2015
– Technologies and Digital
Innovation Director**

Accenture was a key contributor to overall digital strategy. As our partner, it provided application assets, like the Service Delivery Platform and the related services, and was instrumental in delivering a unique visitor experience. Accenture also played a key role in managing the complexities of the overall governance of the technology projects, and forging the linkage between heterogeneous partners and suppliers.

The official App helped millions of visitors to live an enhanced experience, acting as a Digital Visitor Assistant, before, during and after their day at Expo Milan 2015. –

Ismaele Bassani

Expo 2015, together with Accenture, the other event partners, sponsors and all participating countries, developed a new format of global events. – **Piero Galli**

Accenture adopted the commitment to this project, delivering components that made a real difference to Expo and its visitors. Overall, this has been a great experience where teamwork and collaboration produced the result we are all proud of. – **Giuseppe Sala**

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