

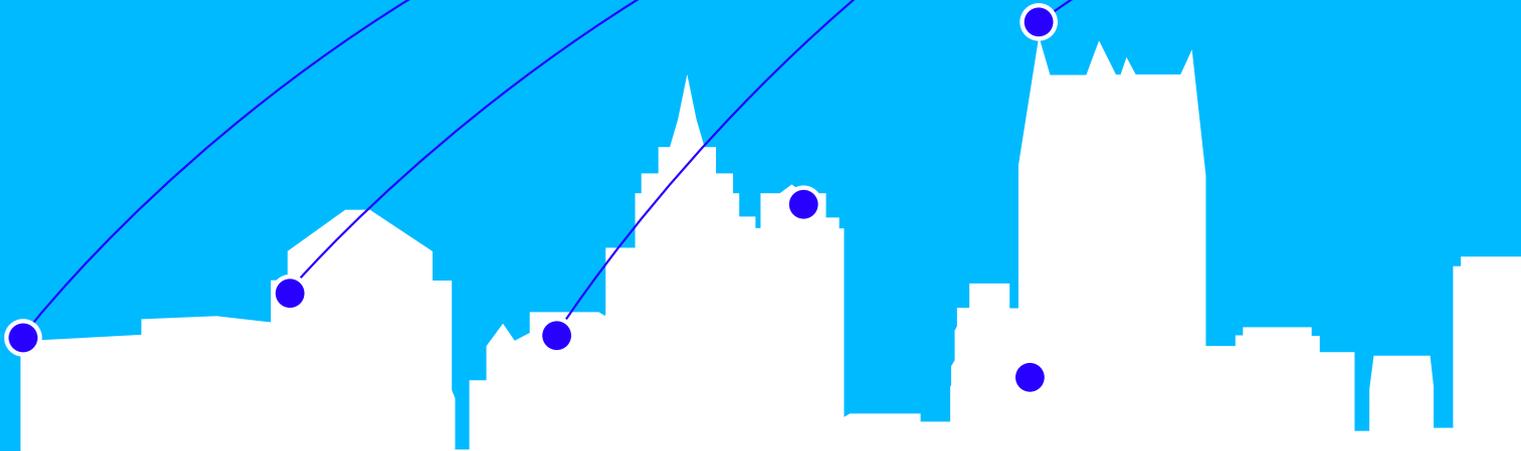
# EXPERIENCE INDUSTRY X.0

**At the Detroit Industry X.0  
Innovation Center**

**accenture**

# INNOVATE FASTER.

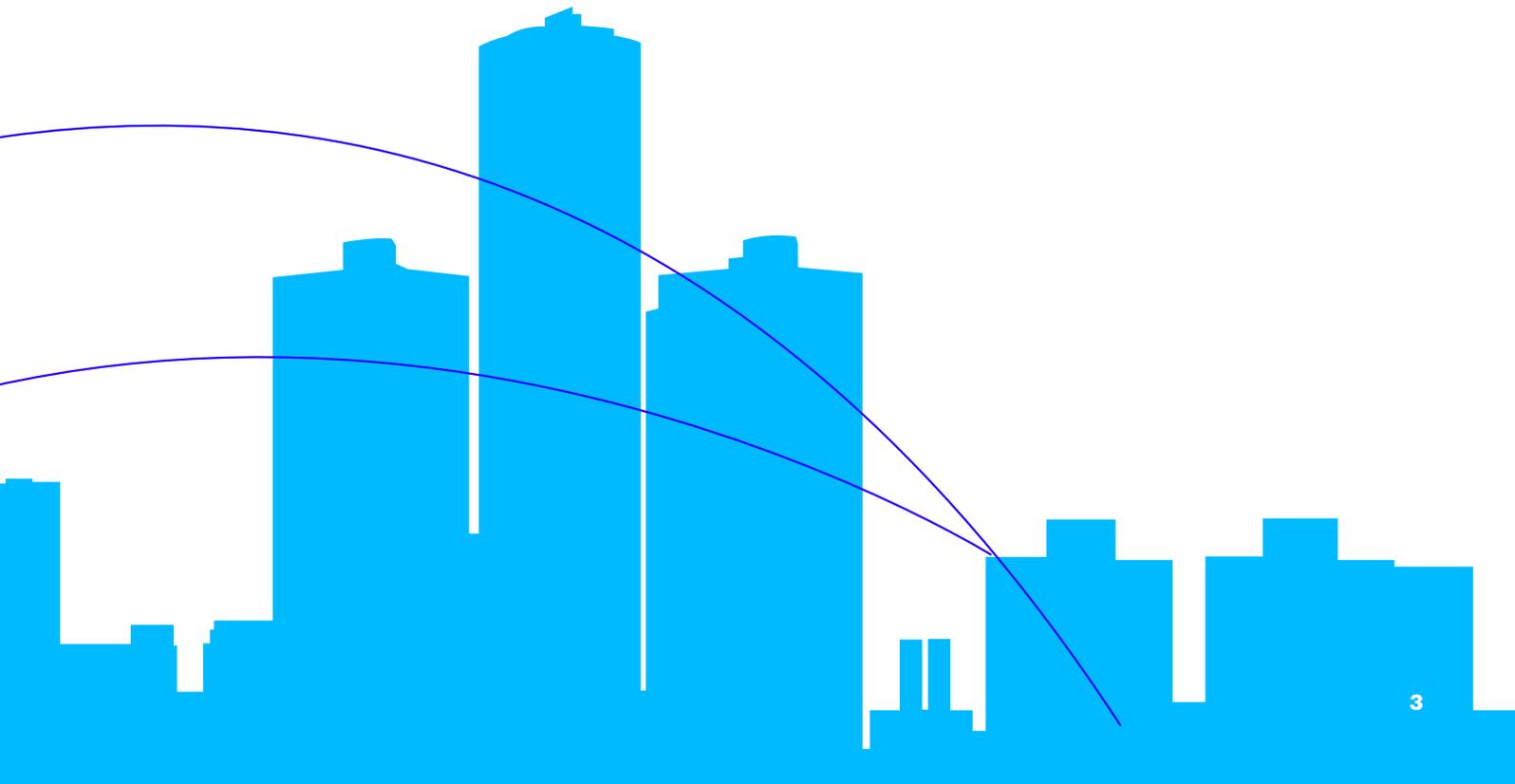
Located in the manufacturing core of America, the Detroit Industry X.0 Innovation Center allows you to tackle your toughest, most complex industry challenges and keep pace with rapid change.



**You'll work alongside our Industry X.0 specialists, industry partners and research experts to experience and co-create smart, scalable Industry X.0 solutions to digitally reinvent your business.**

**Immerse yourself in the next generation of smart products and services, customer experiences, and operations.**

**Join us in Detroit and develop your next wave of connected digital solutions and experiences to unlock value and drive growth.**



# EXPERIENCE THE POSSIBILITIES.

It's one thing to talk innovation. It's another to live it. Get out of your day-to-day comfort zone and experience first-hand cutting-edge innovation that can transform your business. Be inspired by and engage with **new technologies, design thinking workshops, and hands-on Industry X.0 demos** to prepare your business to flex fast and keep pace with change—all in a welcoming and collaborative workspace that fosters creativity by design.

Forget sitting passively in a conference room or being talked at for hours in a sterile environment. The Center is about true engagement. Dig into **memorable experiences that are customized** to your interests and industry.

## At the Center, You'll Experience:

### INDUSTRY X.0 DEMOS

Bring new technologies to life to see the 'art of the possible' with **practical use cases and real-world scenarios** covering product development, engineering, manufacturing, and customer experience. See for yourself how to apply digital technologies and leading methods to solve pressing problems, and **create new value** for your business and customers.

### DESIGN THINKING WORKSHOPS

Thinking outside the box is not just a phrase. We provide a collaborative, creative environment that enables you to discover new ideas and solve specific questions while keeping the ultimate goal in mind: **accelerating your digital journey**. By putting people at the center, our Design Thinking workshops allow participants to develop innovative ideas for new products, services and business models that will be relevant tomorrow, today.

**Experience first-hand cutting-edge innovation that can transform your business.**

# OUR INDUSTRY X.O DEMOS MAKE INNOVATION REAL AND RELEVANT



## AGILE MANUFACTURING

Track business critical KPIs resulting in tighter production controls.



## ARTIFICIAL INTELLIGENCE

Learn patterns to provide product features or service.



## BLOCKCHAIN

Improve customer benefits through collaborative commerce across the supply chain.



## CONNECTED ASSETS

Monitor and control connected factory assets via Industry X.O gateways.



## CONNECTED CAR SEAT

Simulate user behavior to innovate product design.



## CONNECTED INDUSTRIAL WORKER

Use wearable technology to virtually experience an industrial and manufacturing environment.



## DIGITAL PLANT

Predict equipment failure through predictive analytical modeling.



## LEAN-AGILE PRODUCT DEVELOPMENT (AUTOSCRUM)

Improve product development by shifting to a lean/agile systems engineering framework.



## SECURITY MONITORING AND INVESTIGATION

Monitor and investigate threats in Operations Technology and IT environments from a single interface.



## SMART MANUFACTURING

Integrate operational technology using real-time data to optimize production.



## SMART PACK AND TRAILER LOAD COMPLIANCE

Generate real-time load fullness and volumetric efficiency data and ensure compliance.



## VIRTUAL COMMISSIONING

Use a control system to virtually model and simulate a production line.



## VIRTUAL PRODUCT CONFIGURATION

Configure and design a car using virtual reality.



# IMAGINE, CREATE, INNOVATE. TOGETHER.

There's no substitute for inventing the new together. Roll-up your sleeves and **collaborate alongside our Industry X.O experts and ecosystem partners** to jointly develop new solutions that will digitize your business like never before. Challenge common wisdom and develop entirely new ways to deliver growth and higher efficiency from connected products, customers and operations.

Leveraging Accenture's deep understanding of industrial analytics, you can **explore how to use data to improve the product development process.**

Our equally deep understanding of the entire product lifecycle and smart manufacturing can help you **transform products into value-enhancing services.** And thanks to the provider-agnostic Industry X.O platforms that our unparalleled network of technology partnership ensures, you will be able to make confident choices about which Industry X.O platforms can help you **improve customer retention** by moving toward mass customization: personalized goods and services delivered at low unit cost.

# WORKING TOGETHER, WE ARE ADDRESSING CHALLENGES ALONG THE VALUE CHAIN



## SECURE NEW SOURCES OF GROWTH

- Industrial Consumerism
- Connected Product Management
- Connected Product to Service



## BOOST EFFICIENCY & AGILITY

- Product Development/ Engineering
- Connected Asset Management
- Digital Supply Chain
- Connected Industrial Worker



## HARNESS NEW INNOVATION

- Artificial Intelligence
- Analytics
- Industry X.0 Platforms
- Blockchain



## ENSURE CYBER SECURITY | INDUSTRY X.0 SECURITY

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# MAKE IT HAPPEN. FASTER.

Real change rarely happens in isolation—it takes real context to ignite and inform the creative process.

**Unleash the power of Industry X.0 by connecting to our action-oriented global innovation network.**

Spark disruptive ideas backed by the skills and resources you need to amplify innovation at speed and scale.

Avoid the legwork of screening countless solutions. As part of Accenture's Industry X.0 investment, we have screened the market for you and developed re-usable assets so you can pilot solutions and then scale quickly.

# BENEFIT FROM ACCENTURE'S GLOBAL INDUSTRY X.O INNOVATION NETWORK

## North America

**INDUSTRY X.O  
INNOVATION CENTER  
DETROIT**

**IoT GARAGE  
SAN FRANCISCO**

**ACCENTURE LABS  
SAN JOSE**

**DIGITAL HUB  
CHICAGO**

**RESOURCES  
INNOVATION CENTER  
HOUSTON**

## Europe

**THE DOCK  
DUBLIN**

**INDUSTRY X.O ZONE  
LONDON**

**ANALYTICS AND SUPPLY CHAIN  
BARCELONA**

**DIGITAL HUB  
MADRID**

**PLM  
CLAREMONT**

**RESOURCES INNOVATION  
CENTER ACCENTURE LABS  
SOPHIA**

**INNOVATION HUB  
ESSEN**

**INDUSTRIAL IoT INNOVATION  
GARCHING**

**FUTURE CAMP  
KRONBERG**

**INDUSTRY X.O INNOVATION  
CENTER  
MODENA**

**INDUSTRY X.O ZONE  
TURIN**

**INDUSTRIAL AUTOMATION  
BUDAPEST**

**INDUSTRIAL SOFTWARE  
CLUJ**

**IoT  
ISTANBUL**

## Asia Pacific

**INNOVATION HUB  
TOKYO**

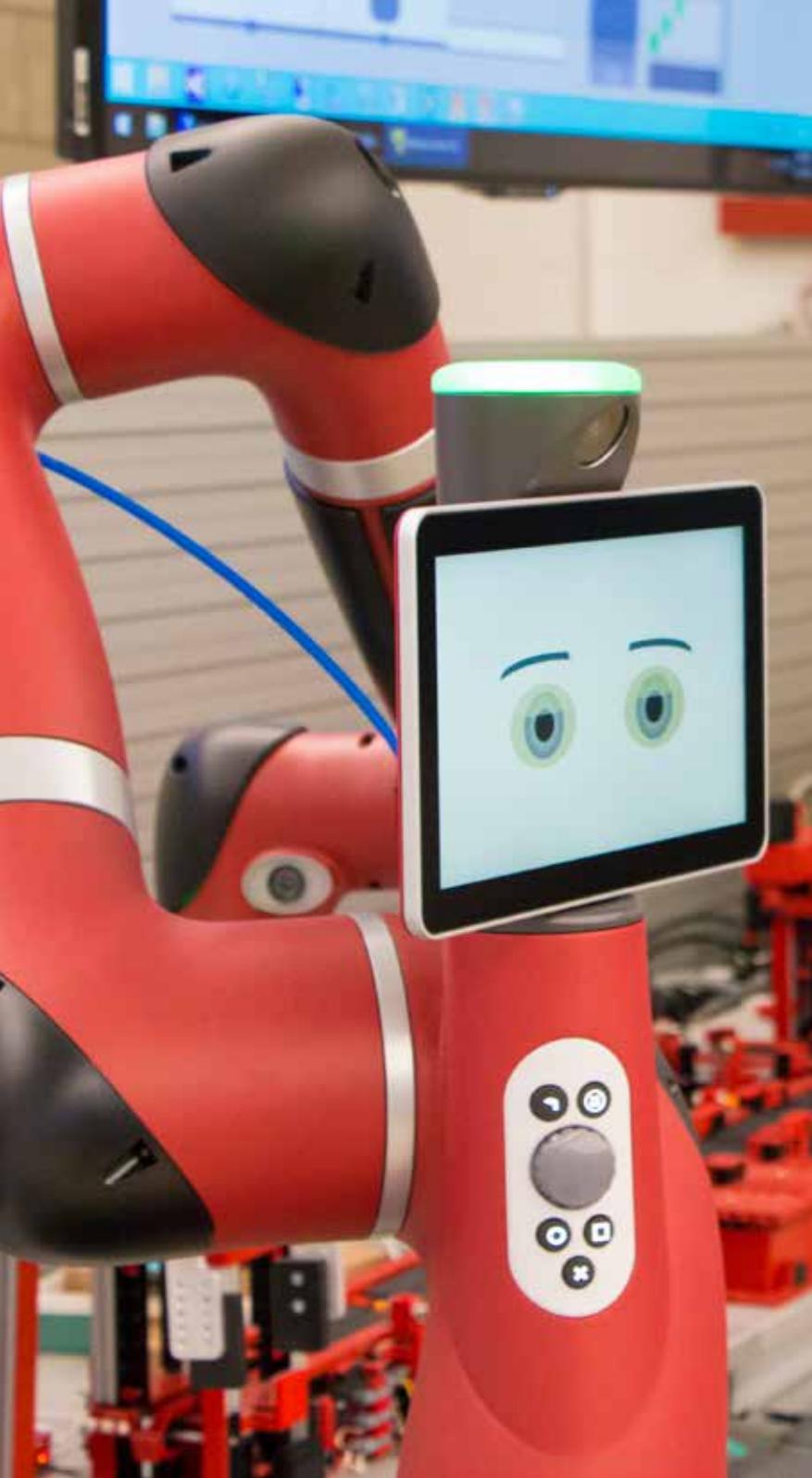
**INDUSTRIAL IoT INNOVATION  
SHANGHAI**

**ACCENTURE LABS  
SHENZHEN**

**RESOURCES AND CONSUMER  
GOODS IoT  
SINGAPORE**

**INNOVATION HUB  
BANGALORE**





# CONTACT US

[www.accenture.com/DetroitIIoT](http://www.accenture.com/DetroitIIoT)



## **Brian Irwin**

North America Industrial  
and Products Industry X.O Lead

[booking.detroitiiot@accenture.com](mailto:booking.detroitiiot@accenture.com)



## **Andrea Lucchesi**

North America Industrial  
Innovation Lead

[booking.detroitiiot@accenture.com](mailto:booking.detroitiiot@accenture.com)

# 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 442,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

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