



EXPO  
2020  
DUBAI  
UAE

accenture

OFFICIAL PREMIER PARTNER

# Seamless digital experiences for millions





# CHALLENGE

**Every World Expo has celebrated the unique achievements of its era and unveiled new concepts to its visitors—iconic architecture, opportunities for cultural exchange, technological advancements.**

Attendees of the 1876 World's Fair in Philadelphia witnessed a marvel that would radically transform history: the telephone. Those at the 1900 World's Fair in Paris took in the miracles of Ferris wheels, diesel engines and escalators. And at Expo 1970 in Osaka, fairgoers beheld the first IMAX movie.

So, what do the organizers of Expo 2020 Dubai want visitors to see?

This time, they don't want attendees to merely see inventions. They want the millions of expected guests from all over the world to experience them, to connect with one another and unlock even more wonders than those on display.

The mega-scale multinational event will be nothing less than a once-in-a-lifetime celebration.

The most inclusive World Expo ever and the largest event to be staged in the Arab world, it's also the chance for new visitors to connect not only with the famously warm Emirati hospitality and local values of tolerance and cooperation, but to also to connect with inspiring and innovative ideas, in pursuit of a brighter future. Exhibitions will bring to life Expo's themes of Opportunity, Mobility and Sustainability.

Realizing these reach-for-the-stars goals was a daunting challenge: Expo 2020 would require seamless integration of the many complex systems and applications in play. Digital services would need to enable personalized, unique and hyper-relevant experiences in order to surprise, delight, inform and inspire Expo 2020's visitors.







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## CHALLENGE

The complicated tech wizardry would need to be invisible, discreet or beautifully designed. And finally, the work would need to extend beyond Expo 2020 to leave a lasting impact on the people, knowledge and culture of the UAE.

***Etisalat, the UAE-based telecommunications and digital services company, shares a long and trusted relationship with Accenture. Following Etisalat Digital's successful partnership with Accenture on a major theme park as well as Accenture's work on Expo Milan, Expo 2020 engaged both companies as joint Premier Digital Services Partners to help make Expo 2020 Dubai one of the smartest and most connected places on Earth.***

Accenture would need to build and manage best-in-class applications and services to create something never seen before, to support an event of this scale and transform the curious Expo visitor into a highly satisfied guest, participant and, ideally, co-innovator.

So, everything we designed and implemented began with imagining the Expo 2020 guest as the central focal point. How would we ensure the visitor – every one of millions of them – is the star of the show?



# WHAT ACCENTURE DID

**Expo 2020 will showcase some of the most futuristic innovations the world has ever seen. So it's no surprise that the event's own technology backbone is set to be one-of-a-kind.**

For the 200+ participants that will take part in Expo 2020—including nations, multilateral organizations, businesses and educational institutions—streamlined processes had to be put in place.

To help get a 1200-strong organization off the ground, we created and integrated intelligent systems to support various Expo teams – from procurement and marketing, to finance and HR, as well as participants and partners– achieve their goals using resilient, reliable and secure applications. For example, the Participant Portal, developed for Expo 2020, is a one-stop-shop for the more than 190 participating countries and partners to submit their Pavilion designs, themes and content on an interactive platform that integrates authorizations, supply chain management and workforce licensing functions.

To help the Expo bring its story to millions around the world, Accenture was asked to develop Expo 2020's visitor-facing digital channels, including Expo 2020's official mobile app, virtual assistant and website.

The Expo 2020 Dubai website is a window for visitors from around the world to learn about Expo 2020 and plan their visit.

Enhancing expo2020dubai.com's user interface and experience for optimal accessibility, personalization and marketing automation, we incorporated an information hub and a best-in-class ticketing journey, designed to be appealing and engaging for all ages.

So visitors from around the world receive tailored services in real time and in their mother tongue (10 languages so far, and counting), Amal – an AI-powered chatbot developed in collaboration with Smart Dubai – will gather information on shows and attractions and give feedback throughout the six months of the Expo.







## WHAT ACCENTURE DID

Offering services on multiple platforms including the Expo 2020 website and the mobile app, Amal will process and analyze volumes of information to answer visitors' questions accurately and fast. Plus, she is also designed to learn and automatically develop and improve her service, through natural language processing.

Working with SAP, Accenture developed Expo 2020's Customer Relationship Management (CRM) and Customer Profiling platform, which uses data-driven insights to generate hyper-relevant, personalized suggestions such as route recommendations, restaurant suggestions and geo-location pop-up messages, while helping guests find their way around the 4.38 sq. km. site. If a guest reports a lost ticket, the system helps Guest Relations provide the guest with personalized support and then collects feedback, which can be used to continuously improve the guest experience.

Providing secure access to the site was paramount. Upwards of 150,000 people per day are expected to be authorized through the Accreditation System, which is integrated with the relevant government services. This set-up allows the management team to manage each person's access to the site and spaces within it, contributing to a safe, secure and efficiently run event.

And, as Expo 2020 Dubai's official Digital Services Partner, Accenture also integrated and stage-managed the myriad components and applications behind the scenes, underpinned by our Services Delivery Platform. The SDP integrates data from more than 80 different applications, including third party solutions and government authorities, orchestrating the digital journey for participants and visitors. The first World Expo to be hosted in a multi-cloud environment – distributed across AWS, E1C and more – Accenture manages the applications that help create an ultra-connected Expo – both on the ground and in the Cloud.





# PEOPLE AND CULTURE

**To deliver a visitor experience that exceeds Expo’s high expectations, Accenture established guiding design principles to ensure an integrated visitor experience that spans every touchpoint.**

By using needs-based ‘behavioral archetypes’, we were able to consider the different wants and needs of every kind of visitor throughout their individual trips. The outcome? A complete relationship map of a truly connected world.

These archetypes then informed our Digital Branding project which set out to enhance the Expo 2020 brand with new stories. It also created compelling, consumer-friendly digital brand guidelines and channels. The focus was “serious play” principles, or design that works for everyone—both for fun and for purpose.

The Expo 2020 projects have brought people together from all over Accenture, with a team representing 14 different nationalities and a wide variety of expertise ranging from mobile app creation and data structuring to cloud-based network specialists – skills they have shared with their peers in the region. Via our partnership with Etisalat Digital, and working with Expo 2020’s other technology partners, Accenture has lived out Expo 2020’s theme of ‘Connecting Minds, Creating the Future’ by facilitating connectedness to spur innovation.



## PEOPLE AND CULTURE

Our multinational teams have also worked side-by-side with the UAE and its citizens to extend the benefits and opportunities that come with hosting Expo 2020, the first World Expo ever held in the Middle East, Africa and South Asia.

For instance, Accenture supported Expo Live – Expo 2020's global innovation and partnership programme that supports projects with innovative, creative solutions making a real impact on people's lives – with skills development and impact assessment. Accenture also teamed up with Smart Labour, a UAE-based Expo Live grantee that's helping blue-collar workers gain new skills for the digital economy, helping streamline its operations locally and in the wider Gulf region. It's an investment that will pay dividends in the lives of many long after the Expo is over.

Accenture and Expo 2020 are also committed to providing 2,020 hours of coding tutorials to UAE-based school students, helping them build invaluable critical-thinking and problem-solving skills.





# VALUE DELIVERED

**Today more than ever, people are looking for an optimistic vision of international cooperation that improves lives. Expo 2020 is an opportunity to bring the world together with a shared purpose to influence discussions, conversations, and actions that address some of humanity's most pressing challenges.**

Expo 2020 aims to create an environment where visitors can create, collaborate and innovate—all while having a fun, thought-provoking experience as they are immersed in creativity, art, culture, world cuisine, ground-breaking architecture and entertainment. And once the event is over? The goal is for visitors, armed with new ideas, passions and insights to then go forth and build a better world.

That means the ultimate value of Accenture and Etisalat Digital's efforts will be realized far into the future, when we see the impact of the innovations and how they are applied to address the world's toughest environmental, financial and social challenges.

For now, the teams have successfully built the digital foundations (both visible and invisible ) to put the visitor at the heart of Expo. From designing, implementing and running the applications that power the personalized guest experience, to giving Expo the tools to tell its brand story in a digital world, the teams have provided a comprehensive service that exceeds expectations.







## VALUE DELIVERED

Already, the Expo 2020 website has hosted more than 25 million visitors from more than 200 countries.

Multiple cross-functional projects have attracted new talent to UAE, providing team members with the opportunity to be part of an iconic event. The legacy of Expo 2020 will benefit generations to come, both locally and globally, culminating in new friendships, business relationships and innovations fueled by next-generation technologies.

But perhaps the best measure of Etisalat Digital and Accenture's success at Expo 2020 Dubai will be the impact of those truly unique experiences that no one could have possibly imagined.

“A key objective for Expo's implementation of technology is to create a truly immersive visitor experience together with seamless operations. With the help of our premier partners Etisalat and Accenture, we're utilising the power of technology to capture the world's imagination.”

**Mohammed Al Hashmi,**  
Chief Technology Officer at  
Expo 2020 Dubai