Digital Acceleration Center

Masters of digital transformation.
In the heart of Rome
Digital is nothing short of a revolution. For communications, media and technology providers, who face short technology lifecycles and a market that is continuously raising the stakes, anticipating evolution trends and business requirements, as well as shrinking the delivery time of their digital services is critical.

Accelerating the entire digital transformation cycle, with ever growing execution capabilities, timeliness and cost effectiveness is key. And with data playing an increasingly dominant role, significant infrastructure investments are required of companies that want to stay in the game. As cost pressures mount and consumers expect new offerings in months rather than years, it can be a struggle to keep pace.

This is where the Accenture Digital Acceleration Center in Rome comes in—to help our clients make their digital future happen. At speed.
A comprehensive portfolio of solutions
From vision to fast execution

At the Digital Acceleration Center in Rome we support the entire process of digital transformation: from developing digital strategies to implementing digital technologies and running digital processes on our clients' behalf.

To help orchestrate activities across the entire digital spectrum, our offer includes an integrated portfolio of services, solutions and platforms.

Our experience in several streams of digital technologies is the fruit of more than ten years work on disparate projects with communications, media and technology companies around the world.

“In today’s complex ecosystem, companies that take the digital journey alone often find that they are increasing challenges and costs rather than enhancing their business. Our clients tell us that having an experienced partner to support them during every phase of their journey—from strategy to implementing technologies to any scale rapidly and effectively, and running processes on their behalf—has made all the difference. With the power of our wide-ranging digital expertise behind them, they are more competitive than ever before.”

Giorgio Canocchi
Head of the Digital Acceleration Center in Rome

ACCENTURE DIGITAL FRAMEWORK FOR COMMUNICATIONS, MEDIA AND TECHNOLOGY
All IP Network

Moving towards a network digital logic—transitioning to an all IP network while efficiently coping with the decommissioning of legacy networks, is a powerful strategy to help increase ROI, deploy services more efficiently and provide customers with enhanced quality of service.

While data usage pushes ahead to staggering levels, companies need to be able to deploy their networks in anticipation of demand by using highly adaptive and well-coordinated planning, construction and engineering programs—a significant challenge when overall complexity is growing.

Accenture’s Digital Acceleration Center in Rome is highly specialized in network technologies and offers a comprehensive set of assets, technologies, operations and industry capabilities to enhance network operations.

Business and Operating Models

Today, organizations face an ever-changing landscape of macroeconomic realities, industry trends and internal challenges which are forcing them to radically rethink their business and operating models to better align with the changing world and capitalize on value generation opportunities.

However, anticipating industry trends and creating resilient and flexible business models to deliver the best strategic outcomes is challenging.

Accenture has a solid track record of helping organizations with an end-to-end approach in identifying and defining their most appropriate growth strategies—including a business model strategy focused on articulating and defining how a business goes to market, and an operating model restructuring strategy which defines a scalable operating structure configured for agility.

Cloud and Infrastructure

The emergence of cloud computing as a viable and secure platform for service delivery is changing the IT landscape. A cloud-based model provides rapid acquisition, low to no capital investment, relatively low operating costs and variable pricing tied directly to usage.

While most organizations understand the value of optimizing their data center environment, they often don’t know where or how to start building their cloud infrastructure, platforms, processes and services. This is where Accenture can help.

At our Center we offer a consistent framework of consulting services, software and hardware to launch IaaS, PaaS, SaaS, BPaas services with quick time-to-market and no upfront investment.

Consumer Experience

Organizations reach their customers through numerous channels. Managing this complex landscape requires strategic know-how on how to connect effectively with these consumers at lower costs and how to quickly acquire, retain and grow the most profitable ones.

As consumer-facing organizations evolve faster than ever, keeping up with traditional practices is not enough. Staying relevant requires innovation across functions and the capacity to stay ahead of the competition.

Accenture offers enabling instruments that support clients’ customer operations transformation efforts through the definition of new comprehensive service models and innovative capabilities.
Data Management and Monetization

Organizations have a wealth of data, but this alone has no real value. Efficiently analyzing the data and creating actionable insight is the key to unlocking its real potential.

Developing a repeatable decision-making process that leverages data and analytical methods is complex and requires multifaceted skills.

At the Accenture Digital Acceleration Center we offer a comprehensive set of data management and monetization assets—from developing strategy, operations, data science, solution implementation, to go to market—that gives service providers a 360-degree view of their enterprise and customer base and helps them maximize business opportunities and generate new revenue streams.

Digital Integration and Testing

Software is moving out of premises and into the cloud and devices. Industrialized integration and testing capabilities at scale around digital applications and experiences across multiple devices and platforms are becoming crucial.

At the same time, as technology advances at breakneck speed, integration and testing are ever more complex and sophisticated and account for an increasingly large part of an organization’s IT spending.

At Accenture we continuously work to improve integration and testing productivity through automation and industrialization and offer our clients an innovative and holistic approach that ensures quality throughout the entire development life cycle.

M2H2M

Machine to human to machine systems (M2H2M) are fast becoming more pervasive than ever before in a variety of domains: from home automation, healthcare, smart utilities, fleet management, to areas such as banking, loyalty and payment systems via mobile channels.

These are prime drivers of market differentiation; however, many organizations face challenges in implementing them as a core and beneficial element of their business.

Accenture has core strengths at the intersection of several competencies—to plan, implement and manage M2H2M solutions—expanding the possibility of new business models, innovative services and monetization options for organizations.

Security

As security threats become more sophisticated and digital opportunities multiply, businesses need to be proactive in their security efforts.

Despite all the resources invested in traditional information security approaches, many organizations still fall prey to cyber threats, or find they are unprepared to defend against their vulnerabilities and improve overall security resilience.

Our Center offers a full range of security capabilities around the domains of security strategy and risks, identity and access management, security mobile application management, content protection, data breach and incident management.
**Social and Online Channels**

Social channels have forever changed customers’ expectations. They have redefined entire businesses. Digital capabilities and technologies can help organizations harness the potential of social media while at the same time incorporating proper controls to mitigate risks.

High performing companies embrace this as a huge opportunity to drive revenue growth. However, becoming a social business is not something that happens overnight.

Accenture offers a range of social media solutions from strategy, through monitoring, sales, customer care and collaboration to help organizations manage today’s increasingly complex social and online business landscape.

**Video and Content**

These days screens are everywhere and the area of video is defining the most advanced user experiences. The opportunities created by a growing appetite for content through any platform and to any device are considerable. But so are the challenges.

Leveraging technologies and capabilities to package and distribute video content through any platform and to any device through IPTV, OTTV, STB technologies, integration to devices, mobile applications, rights and royalties—requires in-depth knowledge.

Our Center has extensive technological skills in the implementation of digital advertising, digital content and digital video solutions that offer consumers unique, personalized interactive experiences on a massive scale.
Why choose Accenture Digital Acceleration Center in Rome

With skills built through years of deploying breakthrough solutions, our Center can help our clients unleash the power of digital.

Experience on the field
More than 10 years’ experience on the field provides deep understanding of fast-changing market contexts, trends and disruptions and enables us to anticipate the evolution of business requirements.

Birthplace of innovation
Many of Accenture’s pioneering initiatives in mobile, network, video, cloud and virtualization started at our Center.

A “try before you trust” approach
We have sophisticated engineering capabilities and infrastructures to test innovations before deployment and to create proofs of concept and demos that our clients can experience first-hand, thereby reducing adoption risks.

Access to a global network
We are part of Accenture’s global network of Digital Acceleration Centers, providing a platform for collaboration on the latest digital technologies with our clients.

A wide range of expertise
At our Center, experts from several fields of innovation converge in a single location that uniquely enhances the client experience.
**Success stories**

At Accenture we have worked with two-thirds of the 50 largest media companies in the world and 19 of the largest 20 global communications companies are clients. We demonstrate our field tested experience of delivering successful work in the market place through our many credentials.

**Mediaset**, Italy’s largest commercial broadcaster and a major media company in Europe, turned to Accenture to create and manage its Mediaset Infinity service, launched in December 2013—which delivers film and television shows on-demand to a wide array of IP-enabled devices such as set-top boxes, PCs, tablets, connected TVs and gaming consoles. We have also worked with Mediaset to launch neT TV—one of the world’s first premium, multi device OTT-TV services.

**KPN**, a leading information and telecommunications provider in the Netherlands, turned to us to provide a seamless consumer experience by making iTV Online content available on personal computers, Apple iPad and Android Tablet, alongside conventional devices. The successful launch of iTV Online has significantly altered the Dutch TV landscape as KPN beat competition to launch the service first.

Our Digital Acceleration Center is particularly recognized for our network knowledge. One example? **Vodafone Italy**—one of the largest Italian mobile operators—required support in the development of cost-competitive network testing center services that would be vendor independent. We provided the set-up of network elements and test instruments, the analysis of test center architecture and configuration, support during test execution and maintenance activities, mobile and fixed network plus OSS. Test center management services were provided in a cost-competitive, vendor independent approach, using a new, high quality delivery model.

**Poste Italiane**, a company that provides postal services and offers integrated communication, logistics and financial services and products throughout Italy, asked for our support when it revolutionized the offerings of the traditional postal industry by setting up its PosteMobile MVNO services. Accenture was able to complete the design and implementation of PosteMobile’s infrastructure in less than five months.

“The capabilities of the Accenture Video solution for packaging, licensing, distributing and monetizing video content across multiple viewing platforms are clearly helping Mediaset reach a broader consumer audience” said Chiara Tosato, Chief Sales and Marketing Officer, Mediaset Infinity. “Within a challenging three-month timeframe, Accenture delivered an innovative, high-quality software platform, with a compelling Software-as-a-Service model, which positions us well to grow our business efficiently today and in the future.”
Workshops

Your business’s goals on centre stage

Under one roof, our Center boasts experts in various digital technologies. These professionals can instantly share their experiences of working on disparate projects with telcos around the world.

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

Accenture Digital Acceleration workshops offer the chance to spend a day in the all-digital future. Our workshops put your organization on center stage: prepare for a fully hands-on experience, where you can discuss our solutions with the engineers that created them, test innovations first hand, and map out a clear plan of action to achieve your most pressing needs and long-term goals.

A workshop can help to spark breakthrough ideas that we can turn into a reality for your business. In many occasions our interactive sessions have kick-started the ideas behind some of Accenture’s most renowned products, now deployed at leading companies worldwide.

For tangible results, join our specialists in digital innovations and—in line with your tailored agenda—answer questions such as:
• How can 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 can our organization map its path to the cloud?
• How can we unlock the full potential of our organization’s data?
• How can social and mobile technologies enhance our customers’ experience?

Attend a workshop in our dedicated facility in Rome and discover why more than 60 organizations visit us every year to help them maximize their potential.
About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

Contacts

For more information on how the Accenture Digital Acceleration Center in Rome can help you meet the challenges of the age of convergence and set you on the path to high performance, contact:

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