Consumer Internet of Things

Powering innovation across Asia Pacific through the Accenture IoT Center of Excellence

High performance. Delivered.
Asia Pacific's consumer markets: A goldmine of opportunities

Asia Pacific's consumer markets are booming, with retail sales across the region on course to top US$10 trillion by 2018¹.

Millions of first-time consumers, millions of affluent and aspirational consumers, all connected, it could be a goldmine of opportunities for consumer and durable goods companies.

But to seize and capitalize on these opportunities, businesses must recognize exactly what Asia Pacific consumers want...and be ready to provide it.

Accenture can help you see markets as your consumers see them. Understand their continuously evolving demands. And identify technologies designed to support the experiences they value.
We could help you to realize your potential and fuel innovation in your business.
Turning the art of the possible into reality

It's time to get out of the office and immerse yourself in the art of the possible.
The center can provide your executive teams with an interactive, high-touch environment for developing different or new approaches—from service concepts to final delivery. At every stage, the focus is on supporting your drive to delight your end-consumers.

Your organization serves a demanding public that expects customized product and service bundles at lightning speed. Reaching these consumers and satisfying their demands requires organizations to maximize the business and technology tools at their disposal, from smart analytics to social, Big Data and the Internet of Things (IoT).

It’s the “Age of the Consumer”\textsuperscript{2}.

The Consumer IoT Singapore is focused on connecting technology innovation with consumers and showcasing the “touch and feel” of potential new processes and new business models.
Your priorities? Standing still is not an option

New consumer trends, behaviors and demands are continuously reshaping your markets.

Connected consumers expect seamless digital interactions with today’s brands and retailers. They’re controlling their homes from their cars, wearing smart clothing, relying on automation more and more—and this is just the tip of the iceberg. The entire marketing ecosystem is changing. From advertising to trade marketing, shopping is one click away.
Digital keeps on evolving:

Online retail sales in Asia Pacific

Australia, China, India, Japan, and South Korea are expected to hit US$1.3 trillion by 2019, growing at a compound annual growth rate (CAGR) of 18.5 percent over the next five years³.

Are you ready to stake your claim?

Just 5% of organizations feel they've mastered digital to the point of differentiation⁴. That leaves a big window of opportunity.

Where do you stand?

Over the next five years, growth in Asia Pacific's IoT industry will surge. The number of connected units, or “things”, will rise from 3.1 billion to 8.6 billion by 2020.

Over the same period, total Asia Pacific (excluding Japan) market size will grow from US$250 billion to US$583 billion⁵.

How connected are your products and what role will they play?
Map your digital future... with Accenture

More than 30 engineers, researchers, and industry experts are ready to help you acquire relevant consumer-centric insights and convert them into opportunities—in both established and emerging Asia Pacific markets.

In a future-focused digital environment, we use Accenture research, content and real-life experiences to immerse your team in new possibilities that could attract, connect and delight the consumer.

Our client engagement center provides an unconventional space for breaking routines and stimulating innovative thinking—helping you identify opportunities. Our subject matter experts are on hand with deep industry knowledge to drive discussions on the latest business models.
From the virtual reality room, to the next-gen experience space and our brainstorming area, we could help clients to imagine new digital possibilities in areas including:

- **Precision agriculture**
- **Connected home and smart building**
Store of the future

Virtual store

Seamless retail and connected shopping list

Smart products and connected packaging

Digital and physical shelf tracking

Digital workforce enablement

Smart and connected assets
From designing the store of the future to envisioning the next big thing in smart packaging, we’re ready to create an engaging and differentiated experience where new ideas and new customer conversations can be brought to life.

Think about it: a market that's more than doubling in size—and a digital playground that's doing the same. In what could be described as a perfect storm, unprecedented opportunities are being created.

Consumer IoT is the center where we can support you as you drive to take advantage of unprecedented opportunities.
We do more than watch trends. We help your business drive them

How can we support you?

We create a high-touch experience that allows visitors to immerse themselves in digital possibilities. Our team designs a program tailored to your organization’s needs—from full-day strategy sessions covering digital capabilities and enablers to targeted sessions focused on supporting you addressing one or two specific challenges. Let us help motivate and inspire your team with actionable insights and a business plan.

Whether it’s a workshop, customer immersion session, rapid prototype or an ongoing innovation program, we can support companies in answering their most pressing business questions as they look to move to the forefront...with the consumer as their guide.
We already work with a number of clients at our centers, customizing their time with our team for maximum benefit of the service.

If your company wants to address certain market archetypes and global consumer segments that share similar characteristics, we can tap into Accenture specialists from across the globe.

Choose from the following... or request a tailor-made session:

**Innovation sessions**
During your custom-designed day, conversations in your areas of interest are brought to life through professional facilitation and engaging activities.

With our industry experience, vast market research, and emerging technologies, you could be exposed to different ways of thinking through interactive activities, hands-on demonstrations and creative content, with new opportunities to interact with colleagues in our innovation workshops.

**Digital Academy**
We support your organization’s entry into the Digital Age through a specially designed curriculum, change management processes and gamification. This “digital infusion” provides comprehensive digital capability building.

**Agile prototyping**
We could support your development of prototypes that address your business challenges and/or designing action-planning processes.

**In-store customer immersions**
See how your consumers think by exploring how they engage with brands, including yours. We create bespoke materials with selected stores and experiences—all geared to your business and its future.

**Co-innovation programs**
Innovation is an ongoing process, not a one-off event. Our co-innovation programs bring together our team (with an eye for innovation), and your team (with an eye for the day-to-day business) to identify opportunities for collaboration and change.
Join us

If you’re seeking to fuel ideas in your Asia Pacific business, come visit the center, the Consumer IoT Singapore.

Digital brings new potential... we can support you in bringing it to life.
References

1 “Global Outlook: Consumer goods and retail”, Economist Intelligence Unit, Sep 2014

2 “Digital Transformation in the Age of the Customer”, October 2015
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   Documents/Global/PDF/Digital_2/Accenture-Digital-Transformation-In-The-Age-Of-
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3 Accenture Research, APAC Digital Trends

4 “Digital Transformation in the Age of the Customer”, October 2015
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5 Press Release, Singapore and Hong Kong, April 9, 2015 – International Data
   Corporation (IDC)
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 373,000 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.

Contact

The Consumer IoT Singapore is part of a global broader network of Customer Innovation Centers, with facilities in Chicago, Milan, and Sao Paulo.

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