



EMBRACE THE RENEW: DIGITAL REINVENTION OF INDUSTRY

VIDEO TRANSCRIPT

00:17 The challenge is to understand just how profound these changes are, for the world and for these companies. This is not called the fourth industrial revolution for nothing

00:28 The vision on industry x is to transform the industries, we are not there yet. Three things about industry x: number one, smart product that actually is progressing very well. Number two the connected product, the idea is to create new business models, it mostly hasn't happened yet. And number three, the vision of industry x is really to re-engineer the way products are engineered and manufactured, has it happened yet? No, not really. So industry x is out of the gate but its starting incremental and now we have to help the industries, we have to help our clients to really become transformational.

1:03 Accenture strategy is to help our clients rotate to the new, and the new of course is everywhere. The new is underpinned by innovation, so in order to help our clients we built an innovation architecture

1:25 The innovation network that we have built for our industrial clients is to help them envision touch, feel, what are the ideas and the way they can transform their own operation

1:38 Understanding, how IT meets engineering... what happens in the world of internet of things, that is what our innovations are about

1:46 Welcome to Garching just outside Munich were using three core techniques: industrial design thinking, combined with a set of technology demonstrators and then finally a connected products liquid studio which allows us to rapidly prototype solutions based on the issues we discussed with them in our design thinking workshops with our clients using sensors, using analytics, industrial IoT platforms to really demonstrate where value can be created in the new industrial value chain

2:17 It's really coming in with issues, and leaving the centers with solutions

2:23 Innovation is one of those terms, very easy to say, very easy to understand, but very hard to operationalize in the real world

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