INDUSTRY X.O: REINVENT YOUR PRODUCT – REINVENT YOUR BUSINESS
ACCENTURE@HANNOVER MESSE 2019
HANNOVER MESSE 2019 FACTS

LEAD THEME:
INTEGRATED INDUSTRY - INDUSTRIAL INTELLIGENCE

KEY FACTS
- 01.04. – 05.04
- 6.500 Exhibitors
- >220,000 Visitors
- >1.400 Events

WHAT?
The interplay between automation and energy technology, IT platforms and artificial intelligence is driving the digital transformation of industry. With the lead theme "Integrated Industry - Industrial Intelligence", HANNOVER MESSE spotlights the potential of this development.

FOCUS TOPICS
- Industry 4.0
- Sector Coupling
- Artificial Intelligence
- Predictive Maintenance
- Cobots
- Lightweight construction
- Logistics 4.0
- Digital Twin
- Platform Economics

PARTNER COUNTRY
SWEDEN
- ~10 Mio people
- ~600 bn GDP
- ~ 4% economic growths in 2nd quarter of the year 2018 (compared to 2017)
- Sweden is known for its advanced digitization
**Hannover Messe is** the world’s largest, most dynamic Industry 4.0 and Industrial IoT trade fair.

Accenture will again have a major presence and program, this time built around our new show motto “reinvent your products – reinvent your business”

**Industry X.0 is** both how we define the digital reinvention of industry, and our approach for it.

“Industry X.0 businesses” leverage advanced technologies to reinvent products and services – from design and engineering to manufacturing and support – to accelerate operational efficiency and enterprise-wide growth, and to transform their core operations, their worker and customer experiences and ultimately their business models.

**Our HM19 program is** all about how to go from early experiments, to creating smart products and services at scale, to re-inventing your entire business.

Join us for a program full of high-value key note presentations, real-live Industry X.0 demos, and best practices for managing product reinvention, digital transformation, and the pivot to an Industry X.0 business.
## ACCENTURE PROGRAM @ HANNOVER MESSE 2019
### INDUSTRY X.0: REINVENT YOUR PRODUCT – REINVENT YOUR BUSINESS

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<td>12:30-13:30pm</td>
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<td>The future is here: Decoding the reinvention of the product Host: Eric Schaeffer</td>
<td>Paving the path to your AI roadmap Host: Mary Hamilton</td>
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<td>6:00pm-10:00pm</td>
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THE FUTURE IS HERE: DECODING THE REINVENTION OF THE PRODUCT

MONDAY, APRIL 01, 12.30

We live in a world where technology is disrupting our lives, constantly changing customer needs and market demands. Now more than ever, companies need to transform at their core to deliver new, innovative products and the seamless experiences expected by today’s industrial customer. Soon enough, digital technology and software could be the only value drivers in hardware devices. That means core product lines and business functions not only need a major digital overhaul but an entirely new breed of “living” products: adaptable, responsive and collaborative hardware, that is more autonomous. To guide your product journey, we’ve created the Product Reinvention Grid (PRG), an analytics tool chart that maps out the Intelligence Quotient and an Experience Quotient of your product. Hear experts dish the details of a step-by-step roadmap by coming to our panel at Hannover Messe.

Visit the Accenture booth to learn how to successfully manage the profound transformation of your business!

Follow our #HM19 conversation on:
Accenture Industrial

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When it comes to the digitization of businesses suddenly several different questions occur: How or what can digital business models contribute to create real revenues in Industry 4.0 platforms? How can companies digitally develop or even reinvent themselves - what do they need in order to do this? How can German and international companies remain successful in the face of global trade conflicts, political crises, and economic disruption? How can Germany’s and Europe’s “platform future” look like and what needs to happen to make sure the region identifies its own platform economy?

Attend our evening event at Hannover Messe to gain insights in the most recent topics industries are addressing. Find out more about the re-inventing that comes along with digital business models!

Follow our #HM19 conversation on: Accenture Industrial

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There is no doubt that Artificial Intelligence (AI) will eventually be adopted by nearly all product categories and create the best user experience—better than ever before. AI technologies turn hardware products into “living” devices, making them able to sense, understand, act and learn with increasing autonomy. In today’s digital-era, product companies need to put its users at the heart of innovation and build enough momentum to add AI capabilities. So not only do the newly-updated products meet customer demands, they exceed expectations. So far, our research indicates that only 16% of industrial companies have a clear AI product vision and even less have a committed and funded roadmap.

Attend our panel at Hannover Messe to find your AI vision. From insights into what AI can do for you to charting the path to increasing levels of product intelligence and value, you won’t want to miss out!
AGILE ENGINEERING – MYTH OR MIRACLE?

WEDNESDAY, APRIL 03, 12.30

Smart connected products open a new realm of possibilities, improving both the manufacturing and customer journey. With technology continuing to evolve, it’s crucial for product companies to revamp their research and development practices. Traditional, linear hardware development routines must be morphed into looped iteration runs followed by continuous shaping and improvement of the product after shipping, based on usage data reported back by products to manufacturers. This paradigm shift from accustomed engineering approaches to agile “Engineering in the New” concepts and methods can be rewarding, if successfully implemented. The result? It can yield ten times better product development efficiency and effectiveness.

Join our panel to get the download on how novel engineering and experience design skills—supported by tools such as digital threads and unified data models—enable agile product businesses to develop next-generation devices.

Follow our #HM19 conversation on: Accenture Industrial
Platform business models are gaining popularity across a number of industries. Cars for example are well advanced towards being driven by connectedness and software intelligence, making the options for platform models even more compelling. Platform business models can gain enormous economic power and translate it into equally enormous market value, also as seen by the retail platforms run by your favorite Internet giants. What’s your platform strategy? Many hardware device makers start by determining whether they should build their own platform or become a platform partner. It’s equally crucial to decide what type of platform models to choose or participate in and soon enough, opting out of the platform game won’t be a choice. So, get onboard now!

Join our debate at Hannover Messe to learn how to best arrive at viable platform strategies as a product maker and how to make it a successful part of your smart connected product approach.
Accenture will demonstrate an exciting showcase of Industry X.0 solutions and services to help you solve your challenges. We will provide a stimulating, week-long conference program of moderated panel discussions, client entertainment and interactive demonstrations.
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 469,000 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.

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