



Accenture Customer Innovation Network

Welcome to the



Accenture Customer Innovation Network

ACIN is an **innovation centre** which aims to help companies **imagine the future** to maintain and strengthen their **relevance in human lives**, while unlocking **new business opportunities**. To do so, we leverage **data, technology**, and **people** with **innovative mindsets**.

Where the **future** happens **every day**.

accenture

1 Overview

Introduction

What we do

Our Numbers

The Facility

Where we are

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Contacts



2 Our Industries

Automotive

CPG

Fashion & Luxury

Industrial

Life Sciences

Retail

Travel



3 Our Topics

Metaverse

Sustainability

Customer Experience

Retail Transformation



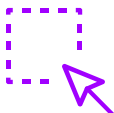
4 Our Services

Explore & Research

Innovation Factory

Innovation Sprint

Innovation Journey



This is an interactive document.

You can **click** and **navigate** through the sections, or simply follow the flow, **scrolling** through the pages.

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1 Overview



Introduction



What we do



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1 | Overview

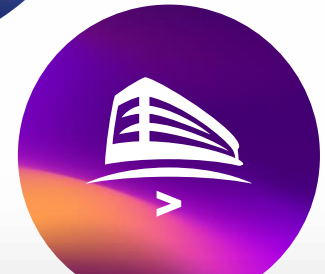
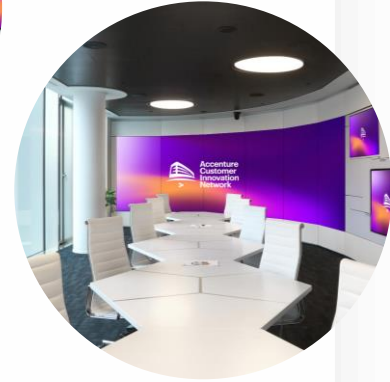
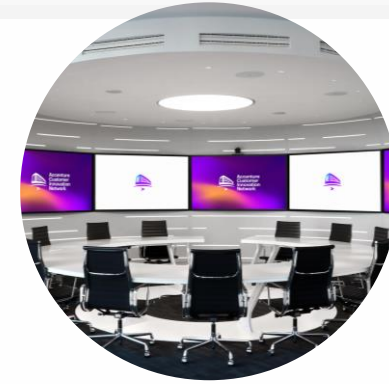
Where the future happens every day

We help our clients **imagine the future** scenarios in which humans will live, move and consume products and services, and we **support** them in finding ways for their brands to **stay relevant** and **successful** in this future.

We work with clients to **explore** how **market trends, consumer needs** and **emerging technologies** can reshape their businesses – and keep them ahead of the curve.

We apply a **data driven approach** and new ways of working to take our clients out of their comfort zone and boost their **innovation and creative capabilities**.

We bring our **deep industry knowledge** and experts to **inspire** them, and we **leverage** the power of our internal and external ecosystem to **bring ideas to life**.





What we do



Inspiration & Insight



Experiential Rooms



Demo & Living Experiences



Industry inspirational Customer Journey



Industry Expertise & SME/Guru



Innovation Workshop



Trend & Tech Research



Design Thinking



Fast Prototyping



Innovative Ideas & Concept Evaluation



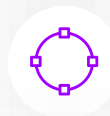
Applied Innovation



Benchmark, PoV & Consumer Research



Innovation Projects



Innovation as a Service



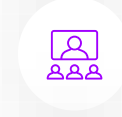
Innovation Agenda & Roadmapping



Virtual Services



Metaverse Live Experience



Online Interactive Workshop & Events



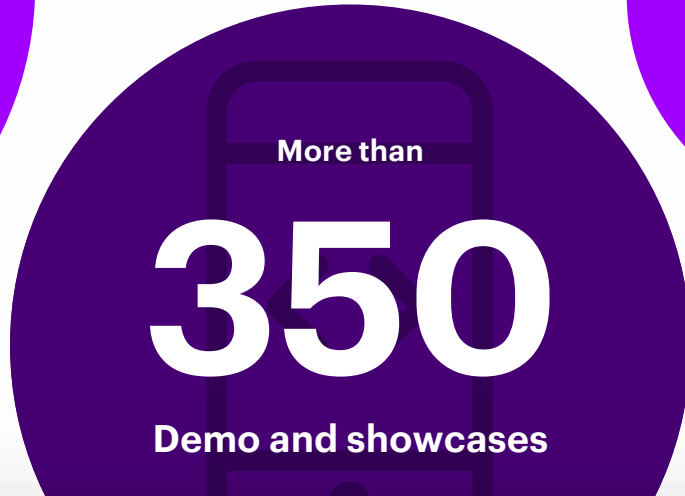
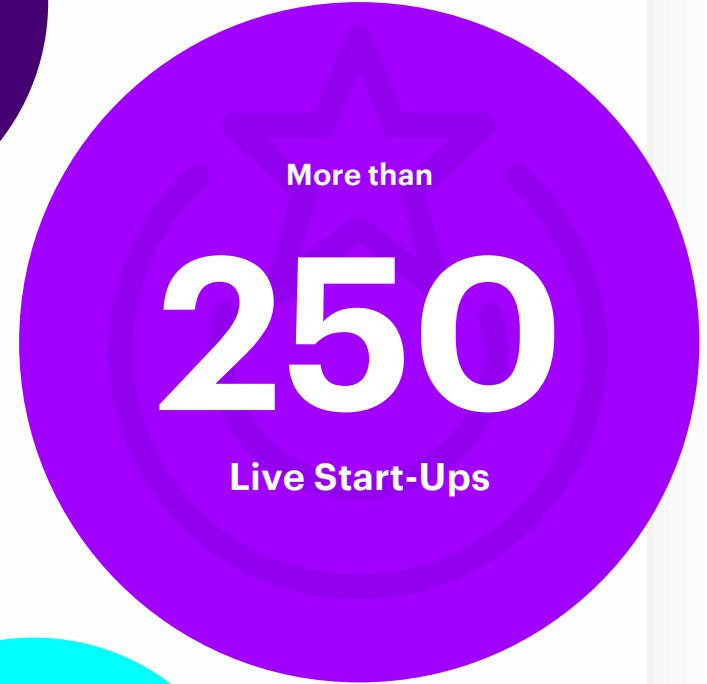
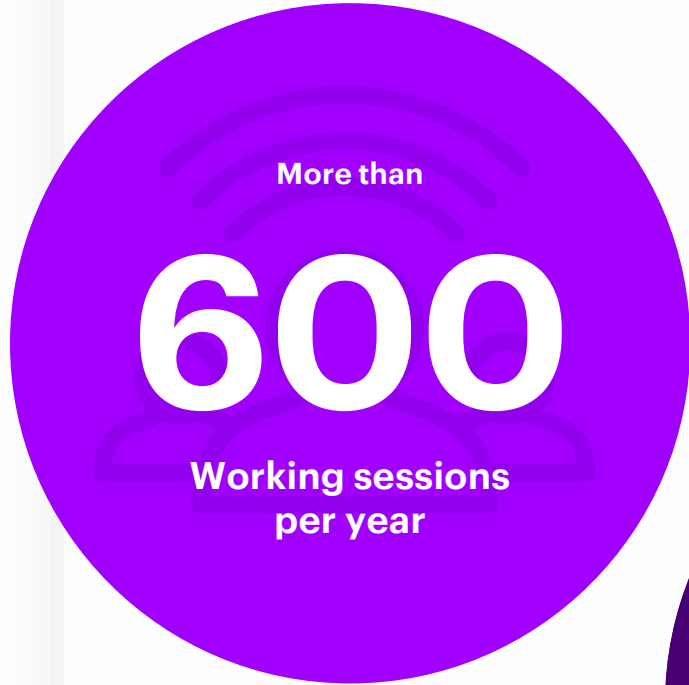
Interactive Virtual Presentation



Live Remote Visit



Our Numbers





1 | Overview

The Facility

District Rooms



Experience



Collaborate



Insight to Action



Envision

Experience Rooms



Future Home



Store of Tomorrow



Smart Boutique



Digital Bar

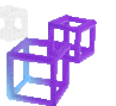
Incubators



Future



Energy



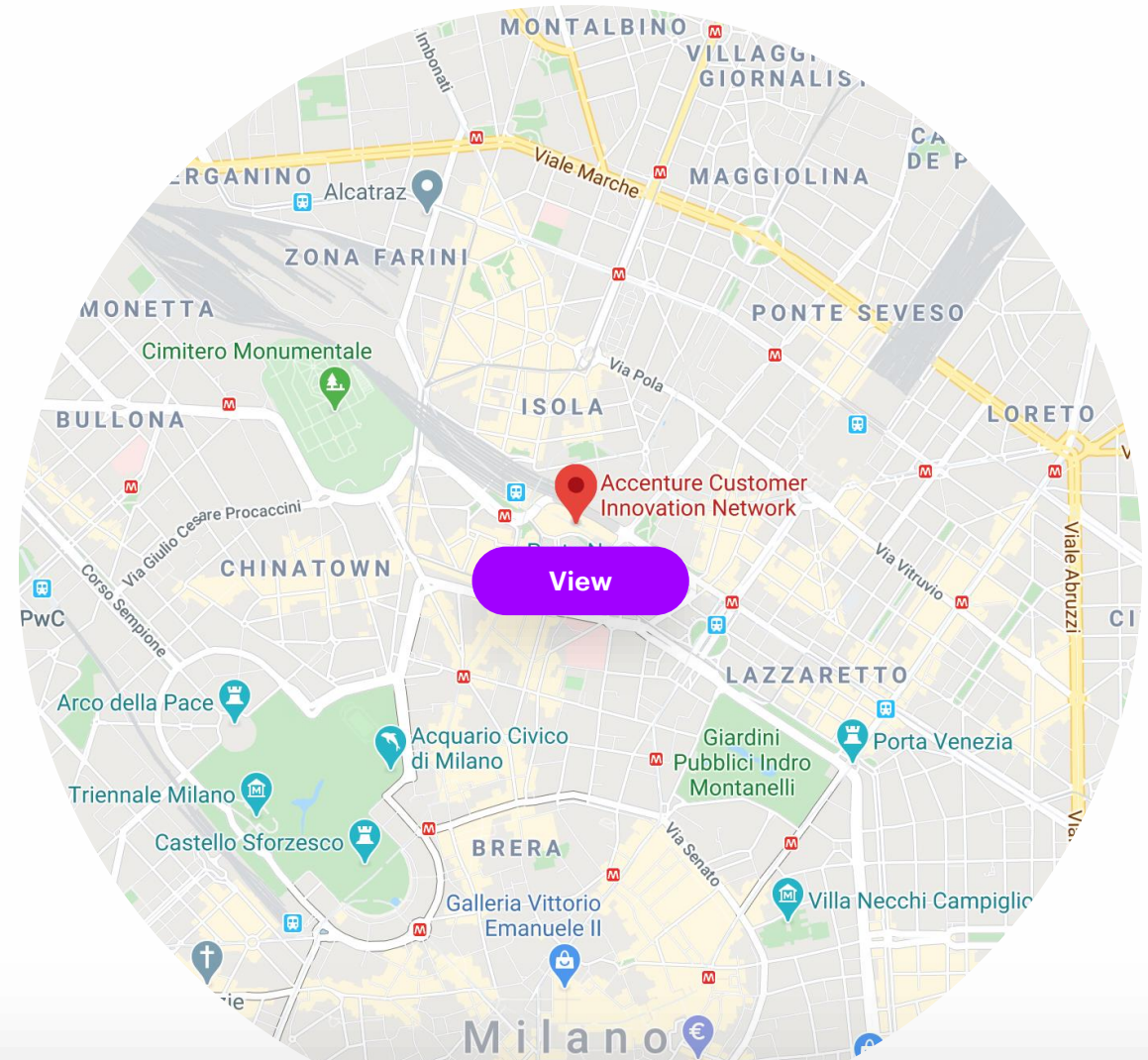
1 | Overview

Where we are



Accenture Customer Innovation Network

-  Piazza Gae Aulenti, 8 – 20124 Milano (MI) 2nd floor
-  acin.milan.booking@accenture.com
-  02 7775 0200
-  Opening hours | MON – FRI from 9:00 to 18:00



1 | Overview

How to reach us

Closest **Underground** stops
Garibaldi Station

M2 M5

From **Malpensa** airport

By Train

Take the Malpensa Express train from T1 and T2 to Milan Centrale > Stop Porta Garibaldi

50 minutes | 13€

By Taxi

Tel. 02 6969 / 02 8585

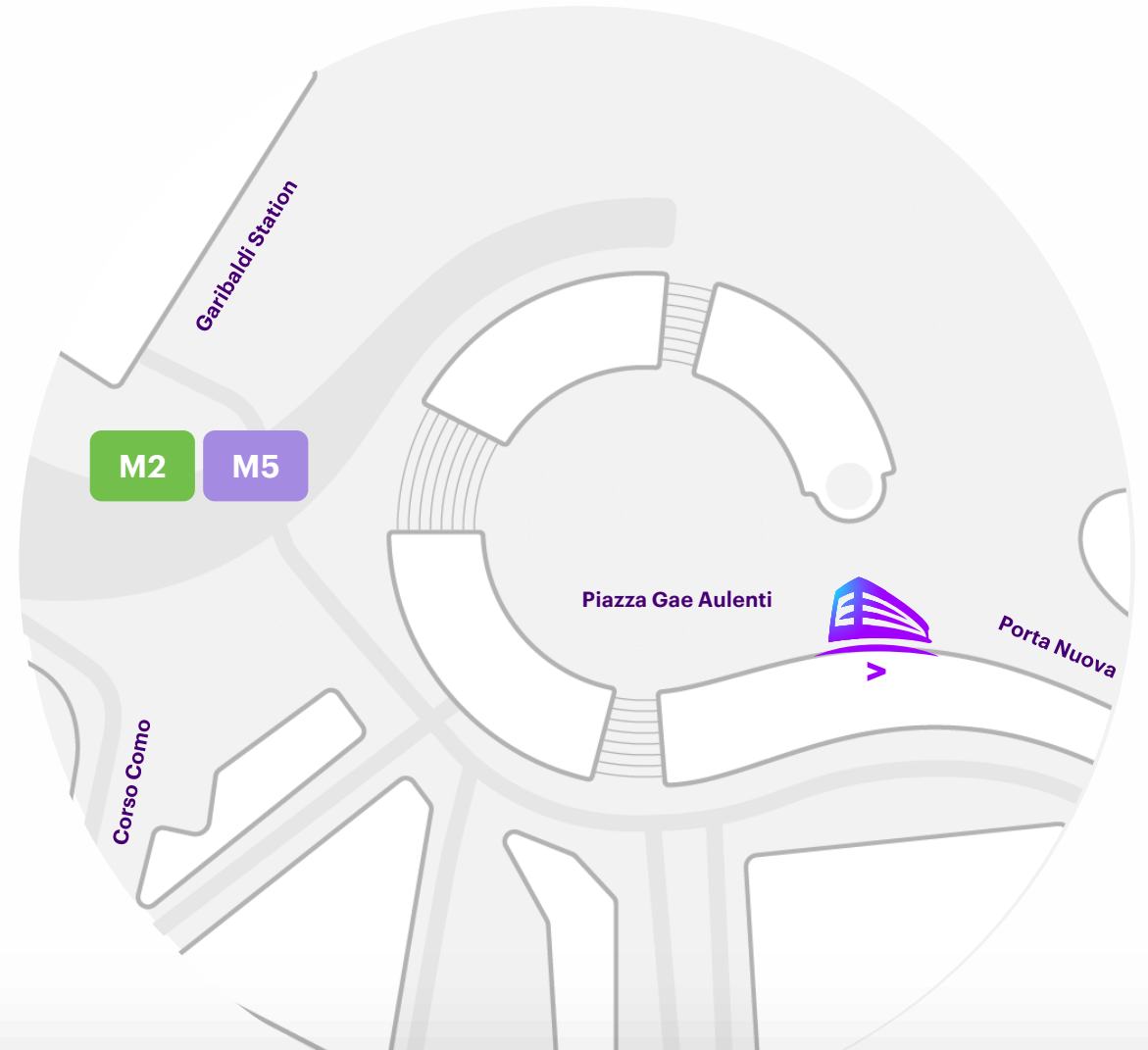
45 minutes | 95€

From **Linate** airport

By Taxi

Tel. 02 6969 / 02 8585

30 minutes | 55€





Contacts



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View



2 Our Industries



Automotive



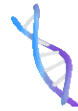
CPG



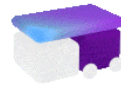
Fashion & Luxury



Industrial



Life Sciences



Retail



Travel





2 | Our Industries

Automotive

We guide automotive players in building a **cohesive** and **appealing customer experience** through **The New Automotive Journey**, providing a **data-driven omnichannel experience**, leveraging on assets, capabilities, credentials, industry trends and Metaverse applications supported by mobility SMEs.

Customer Journey

The New Automotive





2 | Our Industries

CPG

Consumer needs are evolving, and brands need to understand them to develop more **personalized experiences**.

The challenge is to create **real-time data** integration, gain insights from collected data, and start building targeted contents and services.



Customer Journey

E2E Sustainability

Ecosystem Play

Personalization @Scale

Metaverse Experience

Digital Marketplace





2 | Our Industries

Fashion & Luxury

Fashion industry is shaped by multiple drivers including new disruptive **omnichannel** experiences, such as the **metaverse**, innovative technologies like **3D** and CGI, and increased **sustainability** pressures by consumers and legislators.



Customer Journey

3D Digital Atelier

Sustainability strategy & Circular services

B2BShowroom Experience

E-commerce accelerators

Metaverse Experience





2 | Our Industries

Industrial

From everyday **consumer patterns** shaping today's B2C world, arise the growing expectations of industrial clients in terms of **offer personalization, 24/7 services, and purchasing experience**. It is therefore time to move to **new business models** that meet these new needs.

Customer Journey

Consumerization of Industrial





2 | Our Industries

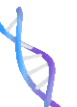
Life Sciences

Life Science companies are evolving and reinventing their services to respond to the **new needs of patients** and health care professionals leveraging on an **Integrated Ecosystem of relationship and services**. Digital Health, thanks to the adoption of new technologies such as AI, IOT, XR, VR cloud and wearables, allows **real-time data collection**, to better feed the R&D process and deliver **personalized commercial executions**, ensuring a proper support and care to the patient.

Customer Journey

Patient Journey

Digital Content Optimization





2 | Our Industries

Retail

Consumers have radically changed their way to choose their retailer and the products to buy. Retailers must rethink their **customer experience** in an **omnichannel** perspective, integrating the **store** with all online touchpoints. To do so, they must leverage a **data-driven** approach to business decision-making and evolve towards an **innovative supply chain** ecosystem.



Customer Journey

Store of Tomorrow

Net 0 Experience

Metaverse Experience

Agile Supply Chain



2 | Our Industries

Travel

The new generations of travelers look for unique destinations and **personalized experiences to be shared**. Cruise lines must rethink relationship with their guests before, during and after the vacation, through **disruptive technologies** and **new processes** leveraging on the ecosystem.

Customer Journey

Cruise Experience

Cruising New Horizons



3 Our Topics



Metaverse



Sustainability



**Customer
Experience**



**Retail
Transformation**



3 | Our Topics - Metaverse

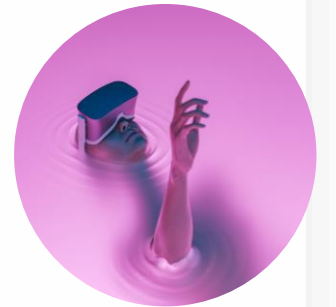
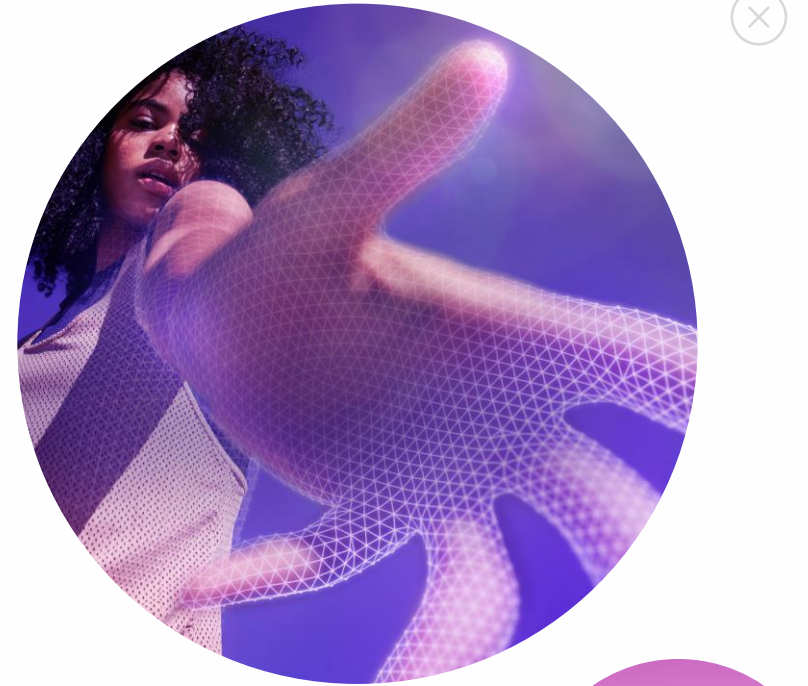
Can Metaverse really unlock value for companies and brands?

Through continuous **market observatories** and **analysis**, short and long term vision, and **real live demos** we show our clients the potential and partner with them to **unlock the value**.

After educating and inspiring clients, we guide their entry into this new world with the **best-fitting strategy**, coherent with the brand's values and overarching goals.

We can also **take a leap into a hybrid reality**, showing the **immersive** and **engaging experiences** we created inside Roblox and AltSpace universes.

Clients will be inspired and **experience first-hand** the potential to this new way to see reality, in our physical spaces.





3 | Our Topics - Metaverse

We are part of the global efforts to help clients capture opportunities in the metaverse through targeted offerings



Metaverse Envisioning Workshops

Co-create our clients' future entry in the metaverse by defining their purpose, strategic fit, and needs to be answered.



Tailored Metaverse Exploration

Help clients navigate what the metaverse is and what it means for them through factual and inspirational reports.



Experience Design and Build Orchestration

Design and orchestrate the development of E2E experiences to help our clients visualize or create opportunities in this space.



Explore the current industry landscape

Define your purpose in the metaverse

Co-create purpose-driven ideas and concepts

Envision your future roadmap & perimeter of action

Learn by doing to adapt vision and ensure rapid deployment



3 | Our Topics - Sustainability

E2E Sustainability Journey

Our inspirational journey starts from the farm, going through each step of the **value chain**; from **product development** down to **final consumers**. We highlight key implications on brand organization, processes and tools in order to become a **sustainable enterprise**.



Transparency is key

The operating model to be sustainable at the core requires strong governance and leadership.



Digital is core to business today

Sustainability will be core to business in the future.



To become more sustainable

Companies need to move towards designing for that across every part of their business.



3 | Our Topics - Customer Experience

Reshaping and redesign the customer experience around the brand's purpose, by leveraging customer-centered strategies

As consumers' behaviors, needs and expectations are changing, the way in which brands interact with consumers progressively evolves.



Assess CX maturity

Evaluation of customer experience's strengths, weaknesses and gaps of a client.



Conduct quantitative and qualitative researches

Deep understanding of customer behaviors, actions, needs and motivations.



Improve the points of interaction

Identification and possible improvement of the touchpoints that the customer encounters.



Investigate areas of improvement

Exploration and identification of new opportunity areas to evolve the brand's customer journey.



Unearth success stories

Scouting of best practices from other companies around the world.



Design new customer journey

Re-design of the end-to-end customer journey "to be".



3 | Our Topics - Retail Transformation

We help our client to **shape** the next Retail purpose

Retailers have long known that their future lies in a different kind of retail experience - more **digital, integrated, personalized** and **sustainable**. Now is the time for retailers to commit to **fully integrating** online and offline - and resetting the purpose, function and operating model of stores.

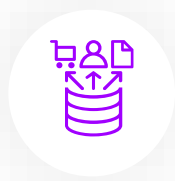
My Grocery Studio is the place where retailers will be able to explore **spaces, technologies, experience** and **operation processes** in a new and **innovative way**.

Leveraging on our digital solution, retailers will be able to **customize** their own brand experience leveraging the Accenture Ecosystem expertise.



3 | Our Topics - Retail Transformation

We support retailers in their Innovation Journey focusing on both front-end and back-end evolution



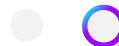
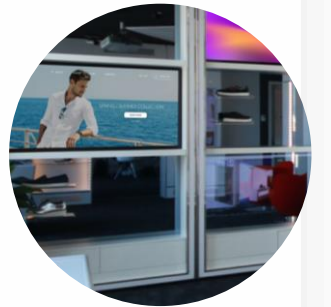
Create meaningful interactions with shoppers

We help retailers get to know their consumers through a data-driven approach in order to develop a truly omnichannel and seamless customer experience.



Supported by an agile supply chain and operations

Retailers can unlock their full efficiency potential using latest technologies such as AI, IoT sensors, robotics and automation.



4 Our Services



**Explore &
Research**



**Innovation
Factory**



**Innovation
Sprint**



**Innovation
Journey**



4 | Our Services - Explore & Research

How can I be constantly updated on the latest and most disruptive market trends, consumer needs and emerging technologies?

Uncover **insights** & shape **trends** combining the power of **innovative research techniques** with a deep understanding of the industries, our team can leverage a larger Ecosystem of **300+ researchers** and **analysts** spans **20 countries** and publishes **hundreds of reports, articles** and **points of view** every year.



Observatory & Benchmark



We can deliver **matrix criteria** and **clustering activity**, leveraging **creative excellence** and **predictive experience** and **competitive benchmarking**. Run an **observatory** to continuously scouting **new trends, technologies, startups**, and **success cases** from the market.

Qualitative & Quantitative Research



We are always on the search of the right balance between qualitative and quantitative approaches to research. We can run **qualitative research** with a selected audience through different approaches (ex: Surveys, Interviews, focus groups, mystery shopping..). In quantitative researches we are able to **collect and analyze numerical data** to describe **characteristics, find correlations, or test hypotheses**.

Point of View (Pov) Ideation & Creation



A **data driven** and **scenario-based approach** is used to envision the future of the industry of our clients to create **new opportunities**. Through **extended research** and **trends analysis** a POV is developed.



4 | Our Services - Innovation Factory

How can I leverage the innovation to continuously generate ideas, co-create disruption and discover new technologies to run collaborative conversation?

We enable companies to leverage the **Innovation Center as their own**, establishing a partnership through an array of **tailor-made services** with a continuous engagement thanks to our **technologies, capabilities** and **experiential environments** to touch innovative applications in real life.



Workshop



We can bring **any topic to life** in our spaces through **ad-hoc contents, demos**, and **customer journeys**. Workshops enable clients to **experience the innovation** engaging environment from everywhere and in **multiple formats**.

ACIN as a service



We work **with companies** to generate growth through effective **Collaboration with their customers**. Immersed in the ACIN environments we stimulate, through **Virtual Reality** and **Analytics, data-driven conversations** about category management, store transformation et al., to **co-create** new, joint initiatives and **co-innovate** with a multiple stakeholders approach.

Metaverse Studio



ACIN is **Accenture's European Metaverse Studio**. A hub for all that concerns the **B2C metaverse opportunities**. With a continuously running observatory, and a **dedicated team** we design and orchestrate the development of metaverse experiences.

Retail Lab



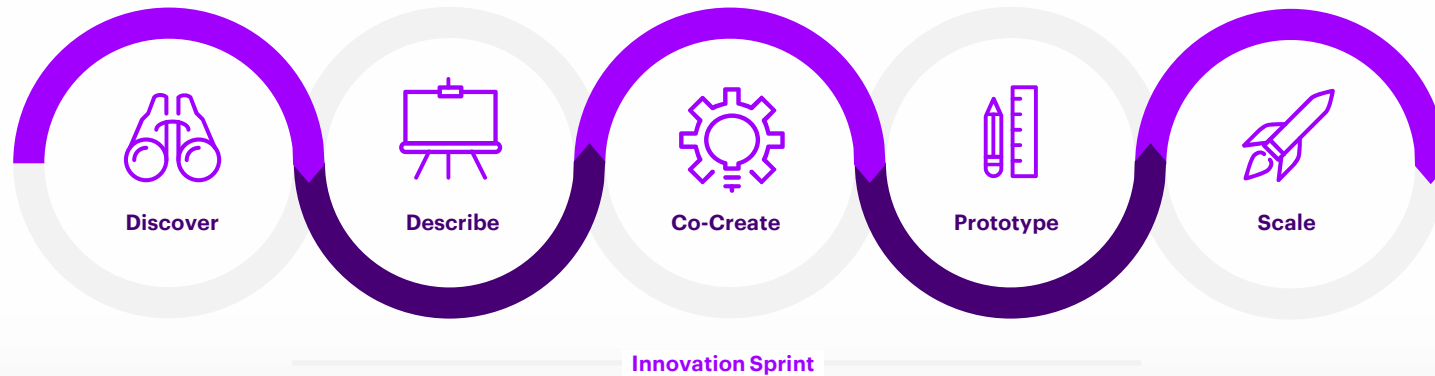
ACIN lab will be leveraged to test and validate the proposed innovation in an **Immersive physical space** that enables collaboration with clients and stakeholders in a productive and controlled environment. The approach delivers precise and **actionable feedback** that **adds value** to the overall **innovation initiative**.



4 | Our Services - Innovation Sprint

How can I start from an idea, explore its relevance, and turn it into a concept or pilot quickly?

Identify **areas of opportunity** and seize them with our **proven methodology** to rapidly transform an idea into a **tangible initiative**. Using our **iterative approach**, put in motion a **real innovation engine** that is continuously fueled by our **research capabilities** to consistently **drive innovation** for your organization.



How prepared is my organization to innovate?



The importance of innovation is understood, but actually **innovating presents a set of challenges**. Our approach is designed to provide a **snapshot of your current capability**, identifying the **gaps** and **opportunities** to strengthen it and ultimately enable the **creation and capture of value** through an actionable roadmap.

Innovation Agenda



Starting from an assessment we identify a set of **challenges** and **opportunities** for clients. Through co-creation we develop **relevant initiatives**, and **key enablers**, to **achieve the vision**. They are mapped on a **roadmap** and **prioritized** to maximize impact.

Innovation Program



A **continuous initiative** in which a set of areas of opportunity is identified, to be further explored through **market research** and **co-creation sessions** to generate **innovative ideas**. Innovation programs aim to push and strengthen innovation as a continuous and iterative approach and put innovation at the centre of the company culture and mindset.

Beyond the Core Innovation



We support companies to generate **new growth** by **exploring opportunities** to shift business models or integrate new **offerings/services** in their current portfolio. Through **co-creation** these opportunities are transformed into **concepts** and **scaled to capture value**.

Innovation Training



A set of initiatives to enable people within your organization to **acquire** the necessary **skills to drive innovation**. We cover an array of tools, methods, and approach to **deliver innovation projects**.





accenture