



accenture<sup>></sup>digital



**ACCELERATING  
DIGITAL TRANSFORMATION**

**ACCENTURE  
DIGITAL  
CENTER OF  
EXCELLENCE**



## Challenges: staying ahead of digital trends to be the disruptor, not the disrupted

Today, in every region, industry, and company, we see a digitally enabled technology revolution. While many companies tend to think transformation is all about the new, they are often overlooking an important opportunity to uncover hidden value in their core business. Digital innovations have the power to open up an abundance of economic possibilities that were previously blocked or unreachable.

We think about digital transformation as more than just technology, it's about rethinking business models, operations, and relationships with customers and ecosystems.

Start your journey here with Accenture Digital Center of Excellence (DCoE), which will help you leverage Accenture's global network and resources to transform your business into a thriving digital enterprise.

## Services: A journey of digital transformation

Accenture Digital Center of Excellence (DCoE) addresses a business's digital quest from two lenses:

- Go Digital: DCoE aims to help clients outpace consumer expectations, practice hyper-personalization for enhanced customer experiences and define a role in the access economy.
- Be Digital: DCoE helps clients identify, develop and launch new digital business models, set up a successful corporate venturing business, build a digital workforce and bring cyber security to the next level.

## Benefits: Begin your digital transformation with Accenture Digital Center of Excellence

At Digital Center of Excellence, clients can:



**Experience**  
digital technologies through  
industry demonstrations



**Engage**  
in high-tech workshops



**Incubate**  
innovative solutions with  
rapid development of prototype



**Deliver**  
quality results at speed,  
at scale and on demand





### Experience:

Hands-on experience of interaction with 40+ live industry demos (always the latest update) to envision the future, such as:

#### Go Digital:

- **Connected Insurance**

By connecting vehicles to a mobile app, driving behaviors can be captured and analyzed, and scores are given per driver per trip. Drivers can then get a quick insurance quotation based on their driving behaviors. The insurer can manage its clients better and provide personalized services based on real data.

- **Omni-channel interactive experience**

To reinvigorate the night life experience for consumers, we have designed an interactive multi-channel platform including an interactive table and a mobile app. Consumers can order what they want, and play interactive games together, as well as access social media, through which we designed a new business model and loyalty programs to incentivize consumers and channel partners, and set the tone for future growth.

#### Be Digital:

- **Connected Asset Management**

CAM is set of consulting and management services designed to improve the operational efficiency of physical plant assets. It applies specialized analytics to reduce operating and maintenance costs, while improving uptime and production.

- **High-value Customer Retention**

By developing a comprehensive and holistic approach to customer data management, it calculates the best retention strategy, reduces client turnover, and maximizes added value from the retention plan.



### Engage:

Through different types of workshops, including Design Thinking Workshops, Exploration Workshops, Themed Workshops, etc., clients can not only leverage unconventional spaces to break with their daily routines and stimulate new thinking, but also engage with industry and technology experts for deep-dive discussions and co-creation, to come up with disruptive as well as user-centric digital strategies and ideas to help accelerate digital transformation.



### Incubate:

DCoE provides the ideal environment to test ideas, identify areas of improvement and develop digital platforms. Clients can collaborate with our digital team to incubate ideas and develop a proof-of-concept within Accenture's innovation ecosystem.



### Deliver:

Together with capabilities and assets specifically developed for China market, DCoE is able to deliver insight-driven and technology-based outcomes. Clients can also tap our global delivery network and digital alliance partnerships to deliver solutions at speed, at scale and on demand.



## Accenture Digital Center of Excellence (DCoE)

Accenture DCoE houses cutting-edge facilities and industry demonstrations, providing an ideal environment for clients to test real-world solutions and insight-driven strategies. In collaboration with the broader Accenture Digital and Accenture Technology teams, clients can further engage with industry experts, Accenture points of view (POVs) and research materials to tap growing markets.

Start your transformation journey now and turn your business into a digital enterprise with Accenture DCoE.

Talk to our key leadership team to learn more how we can help you at DCoE:



**Yu Yi**

Accenture Digital Lead,  
Greater China  
[yi.y.yu@accenture.com](mailto:yi.y.yu@accenture.com)



**Jeff Huang**

Accenture Digital Delivery Lead,  
Greater China  
[jeff.x.huang@accenture.com](mailto:jeff.x.huang@accenture.com)



**Tina Chen**

Accenture Digital Transformation Lead,  
Greater China  
[tina.yi.chen@accenture.com](mailto:tina.yi.chen@accenture.com)

Scan the QR code to visit [DCoE.accenture.com](https://DCoE.accenture.com)



## 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 435,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

For more information about Accenture, please visit its corporate homepage [www.accenture.com](http://www.accenture.com).

## About Accenture Digital

Accenture Digital, comprised of Accenture Applied Intelligence, Accenture Interactive and Accenture Industry X.O, offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end customer experiences and interactions, delivering tangible results from the virtual world and driving growth.

Learn more about Accenture Digital at [www.accenture.com/digital](http://www.accenture.com/digital).

Copyright © 2018 Accenture  
All rights reserved.

Accenture, its logo, and  
High Performance Delivered  
are trademarks of Accenture.