

# ACCENTURE'S INNOVATION ARCHITECTURE

The Focus India delegation had the privilege to visit Accenture's latest Innovation Hub in Bangalore. Accenture allows its visitors to perceive emerging industry trends, as well as to experience the latest technologies. This is made possible thanks to the 4000+ committed employees, driving innovation and in many cases collaborating with the clients on the premise.

During a session with HR Manager Neeraj Trehon, the Focus India group learned how Accenture India, receiving 300'000 applications and welcoming 20'000 new hires yearly, is placing itself as an employer of choice in the competitive recruiting environment in India. The delegation was then introduced to Accenture's innovation architecture. Their mission statement is: making future real today. To achieve this goal, Accenture divided its innovation architecture into six pillars: Accenture Research, Accenture Ventures, Accenture Labs, Accenture Studios, Accenture Innovation Centers and Accenture Delivery Centers (see graphic).

## Accenture Labs

The delegation was ready and eager to experience the future behind the doors of the Accenture Labs, which offered hands-on experiences on many innovations: one of them was pepper the robot, which is a humanoid robot given the ability to recognize human emotions. Whilst walking, some delegates were stopped by another moving humanoid robot, remote-controlled by a person that is visible and hearable on the robot's screen. Speaking about the future, this robot might replace journalists in area of conflicts.

Besides these fascinating innovations, the delegation had an insight into a recent project in farming, which applies IoT technology. The aim of "precision farming" is to facilitate the work of farmers and to increase their efficiency. Smart connected devices, e.g. drones, and sensors enable various analysis on mobile applications, monitoring the location or health status of cows, their quality of milk, and so forth.



Presenting a precision farming initiative in the "IoT-Valley". Photo: NK

## ACCENTURE INNOVATION HUB IN BENGALURU



Source: <https://newsroom.accenture.com/news/accenture-opens-groundbreaking-innovation-hub-in-bengaluru.htm>

## Accenture Studio

Accenture attaches importance to user experience (UX) design, which is focusing on analyzing customer journeys and providing solutions and innovations through design thinking.

The delegation met one of Accenture's UX design teams, consisting of twelve employees with different working background, including managers, psychologists, engineers and designers. Wearing different hats when creating a new product allows the team to not only focus on the functionality, but also on the design, the usability, and the behavior of the end users – always putting the customer first.

Thank you Accenture, for enabling the Focus India delegation to experience technological innovations in the making and ensuring this visit was a highlight of this year's onsite seminar. IS



The Focus India delegation at the Accenture Innovation Hub in Bangalore. Photo: DW