



**NEW  
APPLIED  
NOW**

**LET'S INNOVATE  
TOGETHER**

**accenture**

**ARE YOU  
READY  
TO DISCOVER  
YOUR  
ACCENTURE?**



# IN THE WORLD

 **NYSE**  
SINCE 2001

 **492.000**  
PROFESSIONALS

 **120**  
COUNTRIES



# IN ITALY

 **6** CENTERS  
OF INNOVATION

 **16.000**  
PROFESSIONALS IN ITALY

 **4** LOCATIONS: **MILAN,**  
**ROME, TURIN, NAPLES,**  
AND MANY MORE OFFICES.



# DISCOVER YOUR ACCENTURE

accenture<sup>></sup>strategy

**WE DON'T  
FORECAST  
THE FUTURE.  
WE SHAPE IT.**

accenture<sup>></sup>consulting

**WE TURN  
GREAT IDEAS  
INTO  
REALITY.**

accenture<sup>></sup>digital

**ARE YOU  
A DIGITAL  
VISIONARY?**

accenture<sup>></sup>technology

**OUR PROGRAMS  
FOR THE FUTURE ARE  
UNCONVENTIONAL.  
ARE YOU?**

accenture<sup>></sup>operations

**GOT CLOUDY  
VISION?  
YOU ARE RIGHT  
FOR US.**

accenture<sup>></sup>security

**MAKE  
THE WORLD  
A SAFER PLACE  
FOR BUSINESS.**

# ACCENTURE INDUSTRIES

**WE HAVE EXPERTISE IN MORE THAN 40 INDUSTRIES  
ACROSS 13 INDUSTRY GROUPS.**



## COMMUNICATIONS, MEDIA & TECHNOLOGY

- COMMUNICATIONS & MEDIA
- HIGH TECH
- SOFTWARE & PLATFORMS



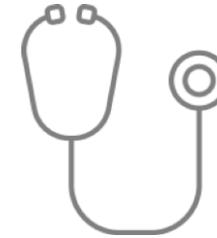
## FINANCIAL SERVICES

- BANKING & CAPITAL MARKETS
- INSURANCE



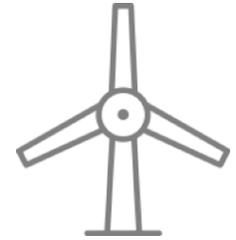
## PRODUCTS

- CONSUMER GOODS, RETAIL & TRAVEL SERVICES
- INDUSTRIAL
- LIFE SCIENCES



## HEALTH & PUBLIC SERVICE

- HEALTH
- PUBLIC SERVICE



## RESOURCES

- CHEMICALS & NATURAL RESOURCES
- ENERGY
- UTILITIES

# INNOVATION ARCHITECTURE

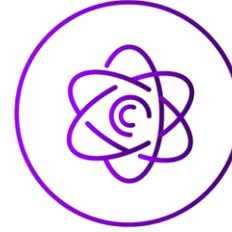
**ACCENTURE  
RESEARCH**



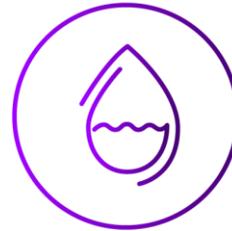
**ACCENTURE  
LABS**



**ACCENTURE  
INNOVATION  
CENTERS**



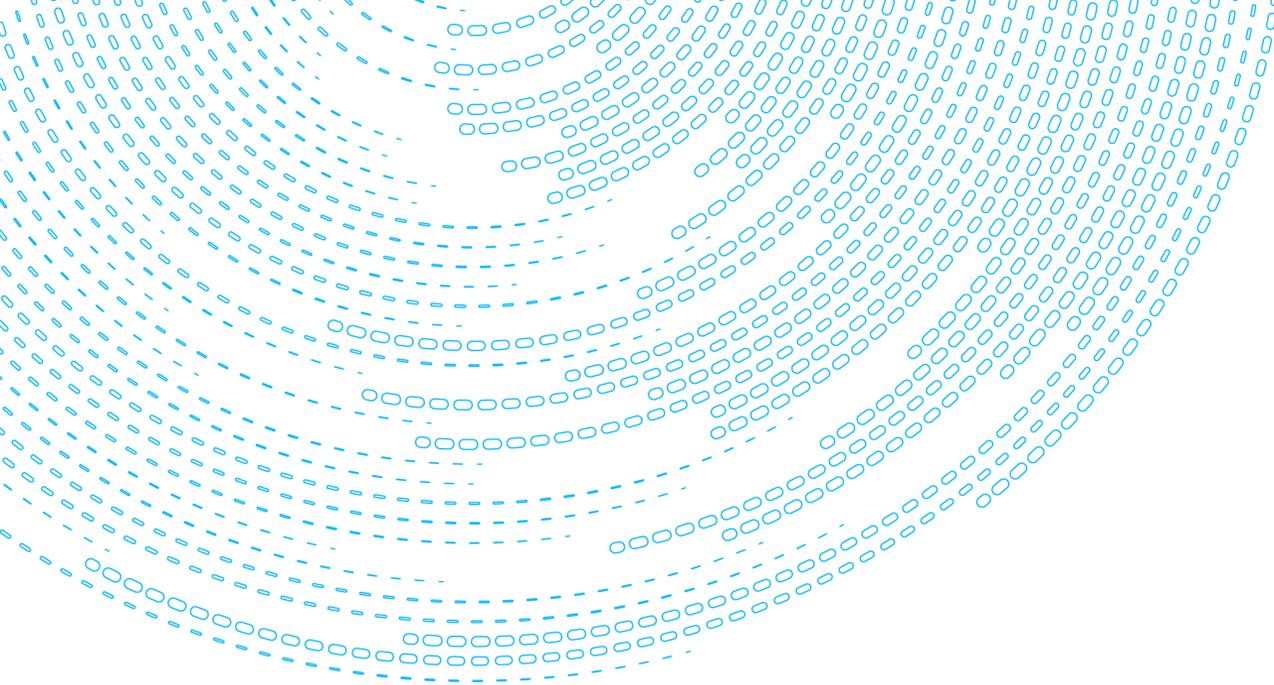
**ACCENTURE  
VENTURES**



**ACCENTURE  
STUDIOS**



**ACCENTURE  
ADVANCED  
TECHNOLOGY  
CENTERS**



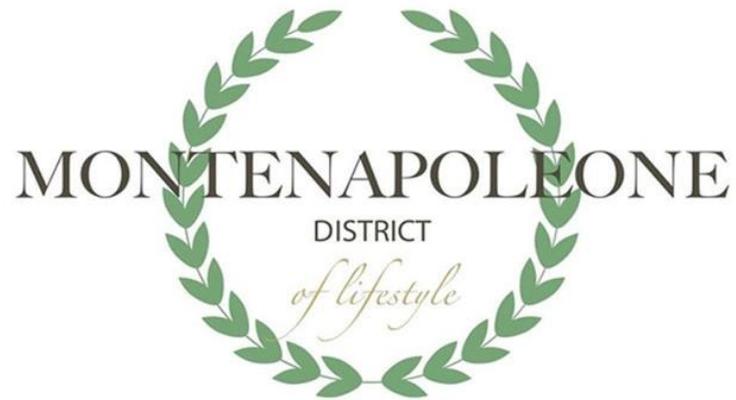
# SUCCESSFUL CASE HISTORIES

- **SORGENIA**
- **VIA MONTENAPOLEONE**
- **UBI BANCA**
- **SELEX**
- **BIESSE GROUP**
- **SAMSUNG**
- **VATICANO**
- **IL SECOLO XIX**
- **BARILLA**
- **COOP**



# CLOUD FIRST DIGITAL TRANSFORMATION

Thanks to a project launched in 2017 with the collaboration of Accenture, Sorgenia has transformed its business by aligning it with the variables that make a difference in today's utility sector: **speed, precision, punctuality, excellent customer experience and cost savings**. In this scenario, the cloud has become an enabling factor for better business management for Sorgenia, reducing operating times, creating new analyses on customer data, proposing new solutions at speed and optimizing costs.



# FASHION AND DIGITAL COLLIDE



To meet high customer expectations of luxury and exclusivity, the Italian retail district teamed with us to deliver **the first digitized fashion avenue** in a space where the digital and the physical meet, enabling brands to nurture relationships with their clients long before they visit the city and maintain that connection even after they leave.



**VIA MONTENAPOLEONE ONE  
LUXURY DESTINATION - VIDEO**



# DEFINING NEW CUSTOMERS WITH REDEFINED DIGITAL MARKETING



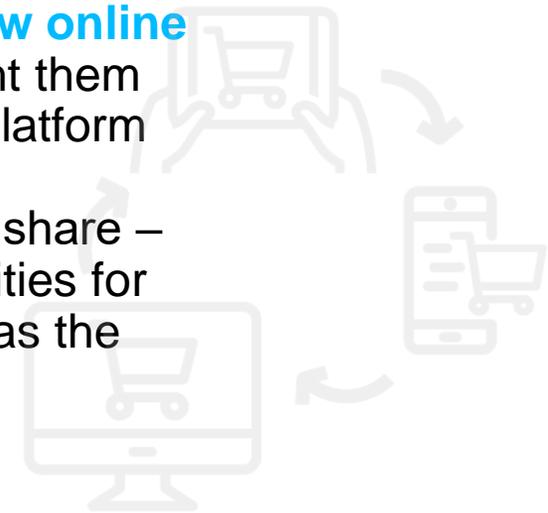
In a highly competitive mortgage market, **UBI BANCA** looked to us to amp up their digital marketing and gain new customers. So we defined and implemented a new strategy and business case from the bottom up, including creating a digital center of excellence and content factory. And it paid off handsomely – their generating **eight times** as many leads from when the program began, while cutting those lead generation costs by **two-thirds**.



# STRENGTH IN NUMBERS WITH NEW E-COMMERCE SOLUTION

Selex gruppo commerciale came to us to help them **defend their market share in a world of new online services** and pure-digital players. We brought them into the fold by creating a new e-commerce platform with a range of **omnichannel services**.

It's not only helped them protect their market share – but increased it, while creating new opportunities for extending the platform and its functionalities as the company grows.





# INDUSTRIAL IOT TRANSFORMATION BUILDS NEW REVENUE STREAMS

New solution and roadmap help biesse group to generate greater value from machines.



# SAMSUNG

## NEXT-LEVEL DIGITAL LEARNING FOR THE NEXT GENERATION



Together with Samsung, **we created LetsApp** – a digital learning platform that’s giving the next generation of Italians the know-how they’ll need for the world of tomorrow. With its human-centric design, it’s providing vital digital skills training to young people – and engaging students on a truly national scale.



# VATICAN NEWS IS LIVE

Recognizing the evolving media landscape and the increasingly digital lives of its followers, the Vatican decided to transform the Holy See's communications under a single brand. **We helped the Pope's newly created Dicastery of Communications develop Vatican News** – a new and efficient communication system offering much greater clarity, accessibility, and, above all, intimacy between the Catholic Church and its many millions of global followers.

# IL SECOLO XIX

## MAKING INTELLIGENT AUTOMATION PART OF THE STORY



We helped Il Secolo XIX, one of the most forward-thinking regional newspapers in Italy, bring new levels of productivity, consistency, and quality to their journalism using an **AI-powered digital assistant**. It has the potential to boost the breadth and depth of their stories – and to completely change how high-quality content is created.



# BARILLA'S SECRET RECIPE: IT SERVICES

Barilla collaborated with Accenture to make its IT organization more **cost-effective and competitive** with a long-term partnership in IT and application management services.





# FOOD SHOPPING GETS A DASH OF INNOVATION

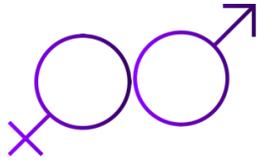
## PHASE 3 - 2018

Coop's experiments continue at its [Supermarket of the Future in Milano Bicocca](#) and, with the help of Accenture and Avanade, Coop members and customers can now enjoy the benefits of artificial intelligence in the form of ShoppY.

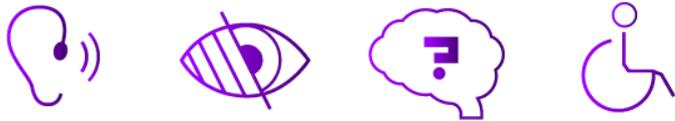


**VIDEO**

# THE VALUE OF DIVERSITY



**GENDER**



**PEOPLE WITH DISABILITY**

**LGBT**

# RANKED NO. 1 ACCENTURE EARNS TOP SPOT ON REFINITIV WORLD'S MOST DIVERSE & INCLUSIVE COMPANIES

Equality in the workplace has never been more relevant than it is today. In fact, our research shows that equality is a powerful multiplier of innovation and growth. It drives creativity and inspires a sense of belonging. It's why we're committed to championing a culture of equality. One where our people are empowered to be their best, professionally and personally.

**CHANGING  
THE WORLD  
IS WHAT  
WE DO BEST.**

**ARE YOU  
UP TO IT?**

**JOIN ACCENTURE. HELP REWRITE  
THE FUTURE OF BUSINESS.**



# STAY CONNECTED WITH ACCENTURE ITALIA & FIND OUT OUR OPPORTUNITIES



[professioni.accenture.it](https://professioni.accenture.it)



[@AccentureinItalia](https://www.facebook.com/AccentureinItalia)



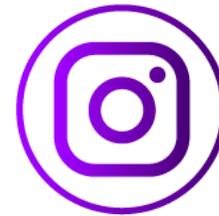
[Accenture Italia](https://www.linkedin.com/company/accnture-italia)



[@Accentureitalia](https://twitter.com/Accentureitalia)



[Accentureitalia](https://www.youtube.com/Accentureitalia)



[@accntureitalia](https://www.instagram.com/accntureitalia)

**THANK  
YOU!**

**[alberto.storace@accenture.com](mailto:alberto.storace@accenture.com)**

# APPENDIX

# THIS IS ACCENTURE CONSULTING.

IMAGINE A PLACE WHERE  
PASSION AND INNOVATION  
ARE THE TRUE ESSENCE  
OF YOUR JOB.

Develop customized, next-generation products and services that help clients shift to new business models designed for today's connected landscape of disruptive technologies.

The logo for Accenture Consulting, featuring a blue chevron symbol above the word "accenture" in a bold, lowercase sans-serif font, followed by "consulting" in a lighter weight of the same font.

## 5 OPERATING GROUPS



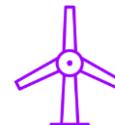
**FINANCIAL SERVICES**



**COMMUNICATIONS,  
MEDIA & TECHNOLOGY**



**HEALTH & PUBLIC  
SERVICE**



**RESOURCES**



**PRODUCTS**

# THIS IS ACCENTURE TECHNOLOGY.

IMAGINE DESIGNING,  
CREATING AND MANAGING  
INNOVATIVE DIGITAL  
SOLUTIONS  
TO HELP OUR CUSTOMERS  
ACHIEVE THEIR OWN  
BUSINESS OBJECTIVES.

Create and deliver custom-  
designed solutions for our  
clients' most complex  
technology challenges.

accenture<sup>></sup>technology



**TECHNOLOGY  
SERVICES**



**TECHNOLOGY INNOVATION  
& ECOSYSTEM**



**ACCENTURE ADVANCED  
TECHNOLOGY CENTERS**



# THIS IS ACCENTURE OPERATIONS.

**IMAGINE A PLACE WHERE THE BRIGHTEST EXPERTS IN INFRASTRUCTURE, CYBER SECURITY AND CLOUD COMPUTING DESIGN CREATE AND MANAGE THE CORE OF THE MOST INNOVATIVE INFORMATION SYSTEMS.**

Deliver continuous, rapid-fire innovation and new business capabilities. All while you help define and meet the future needs of entire industries.

**accenture**operations



**BUSINESS PROCESS SERVICES**



**JOURNEY TO CLOUD**

# THIS IS ACCENTURE DIGITAL.

IMAGINE EXPLORING  
THE FRONTIERS OF  
TECHNOLOGY AND  
DESIGNING SOLUTIONS  
THAT CHANGE THE WAY  
WE LIVE, WORK AND  
COMMUNICATE.

Redefine the way entire  
industries work in every  
corner of the globe.

accenture<sup>></sup>digital



**ACCENTURE  
INTERACTIVE**



**ACCENTURE APPLIED  
INTELLIGENCE**



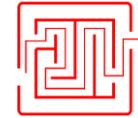
**ACCENTURE  
INDUSTRY X.0**

# THIS IS ACCENTURE STRATEGY.

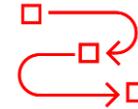
IMAGINE BEING AT THE  
INTERSECTION OF BUSINESS  
AND TECHNOLOGY AND HELPING  
OUR CUSTOMERS TO DESIGN  
STRATEGIES THAT GENERATE VALUE  
AND CREATE MAJOR COMPETITIVE  
ADVANTAGE.

Partner with colleagues to deliver real  
outcomes from technology-enabled  
transformation initiatives.

accenture<sup>></sup>strategy



**BUSINESS STRATEGY**



**TECHNOLOGY  
STRATEGY**



**OPERATIONS &  
FUNCTIONS STRATEGY**

# THIS IS ACCENTURE SECURITY.

**CREATE SECURITY  
STRATEGIES, OPERATING  
MODELS AND COMPLIANCE  
PLAN.**

Deliver industry-tailored  
solutions that meet specific  
business goals.

The logo for Accenture Security, featuring the word "accenture" in black and "security" in orange, with a small orange chevron above the "u" in "accenture".



**STRATEGY & RISK**



**CYBER DEFENCE**



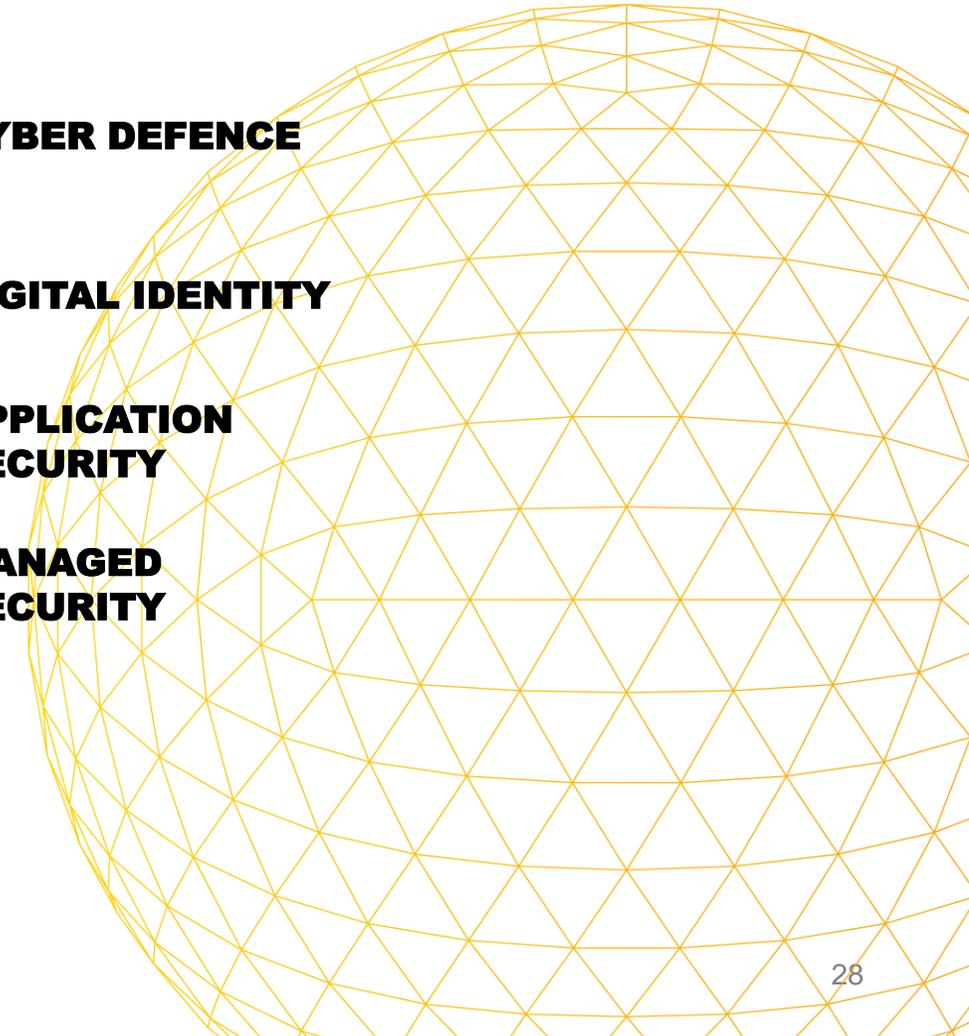
**DIGITAL IDENTITY**



**APPLICATION  
SECURITY**



**MANAGED  
SECURITY**



# STRATEGIC ALLIANCES STRENGTHEN OUR POSITION IN THE TECHNOLOGY ECOSYSTEM.



ORACLE



workday.



Google

EMC<sup>2</sup>



Knowing partners and their technology inside-out, we can **rapidly tailor solutions** to meet clients' specific needs

We share best practices and collaborate on development with technology providers to help clients **innovate and enhance performance**

# INTERBRAND BEST GLOBAL BRANDS 2018

|   |   |  |   |   |   |   |   |
|---|---|--|---|---|---|---|---|
| 01<br><br><b>+16%</b><br>214,480 \$m | 02<br><br><b>+10%</b><br>155,506 \$m                           | 03 <small>TOP GROWING</small><br><br><b>+56%</b><br>100,764 \$m | 04<br><br><b>+16%</b><br>92,715 \$m  | 05<br><br><b>-5%</b><br>66,341 \$m   | 06<br><br><b>+6%</b><br>59,890 \$m   | 07<br><br><b>+6%</b><br>53,404 \$m                               | 08<br><br><b>+2%</b><br>48,601 \$m   |
| 09<br><br><b>-6%</b><br>45,168 \$m   | 10<br><br><b>+5%</b><br>43,417 \$m                             | 11<br><br><b>+10%</b><br>43,293 \$m                             | 12<br><br><b>-8%</b><br>42,972 \$m   | 13<br><br><b>-1%</b><br>41,006 \$m   | 14<br><br><b>-2%</b><br>39,874 \$m   | 15<br><br><b>+8%</b><br>34,575 \$m                               | 16<br><br><b>-26%</b><br>32,757 \$m  |
| 17<br><br><b>+11%</b><br>30,120 \$m  | 18 <small>TOP GROWING</small><br><br><b>+23%</b><br>28,152 \$m | 19<br><br><b>-5%</b><br>26,133 \$m                              | 20<br><br><b>+4%</b><br>23,682 \$m   | 21<br><br><b>+1%</b><br>22,885 \$m   | 22<br><br><b>+2%</b><br>20,798 \$m   | 23<br><br><b>NEW</b><br>20,005 \$m                               | 24<br><br><b>+8%</b><br>19,139 \$m   |
| 25<br><br><b>-5%</b><br>17,712 \$m   | 26<br><br><b>+12%</b><br>17,567 \$m                            | 27<br><br><b>-5%</b><br>17,458 \$m                             | 28<br><br><b>-7%</b><br>16,864 \$m   | 29<br><br><b>+3%</b><br>16,849 \$m  | 30<br><br><b>-18%</b><br>16,826 \$m | 31<br><br><b>+1%</b><br>16,617 \$m                              | 32<br><br><b>+15%</b><br>16,372 \$m |
| 33<br><br><b>+2%</b><br>15,627 \$m | 34<br><br><b>+14%</b><br>14,214 \$m                          | 35<br><br><b>+3%</b><br>13,995 \$m                            | 36<br><br><b>+3%</b><br>13,535 \$m | 37<br><br><b>+3%</b><br>13,053 \$m | 38<br><br><b>-2%</b><br>13,017 \$m | 39 <small>TOP GROWING</small><br><br><b>+30%</b><br>12,942 \$m | 40<br><br><b>+6%</b><br>12,213 \$m |

**ACCENTURE  
RANKED #34**

# **INNOVATION CENTERS**



# ACCENTURE CUSTOMER INNOVATION NETWORK

ACIN IS A HUB AT THE INTERSECTION OF DIGITAL TRANSFORMATION AND CONSUMER INDUSTRIES (FASHION, RETAIL, CPG).

## INDUSTRIES



RETAIL  
CPG

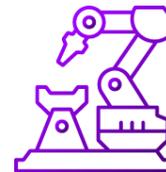


FASHION

## DISRUPTIVE TECHNOLOGIES



VIRTUAL  
REALITY



ROBOTICS



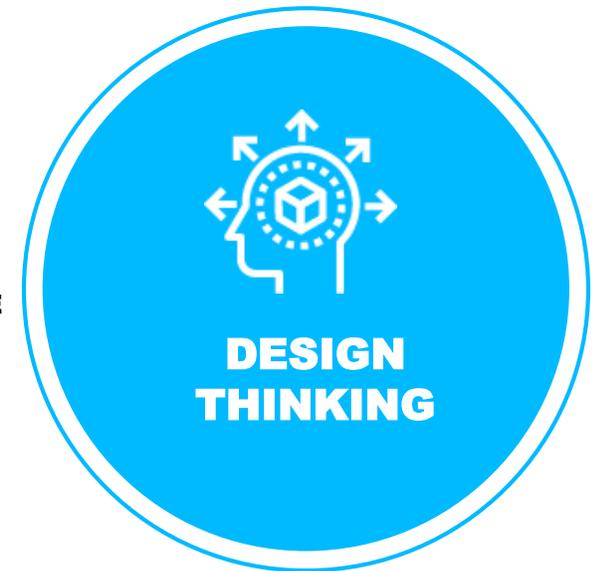
ARTIFICIAL  
INTELLIGENCE



BLOCKCHAIN



IOT

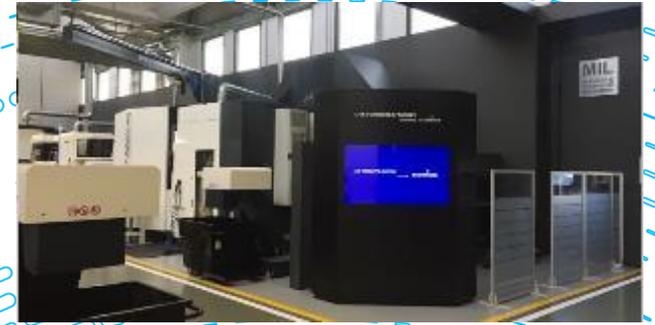


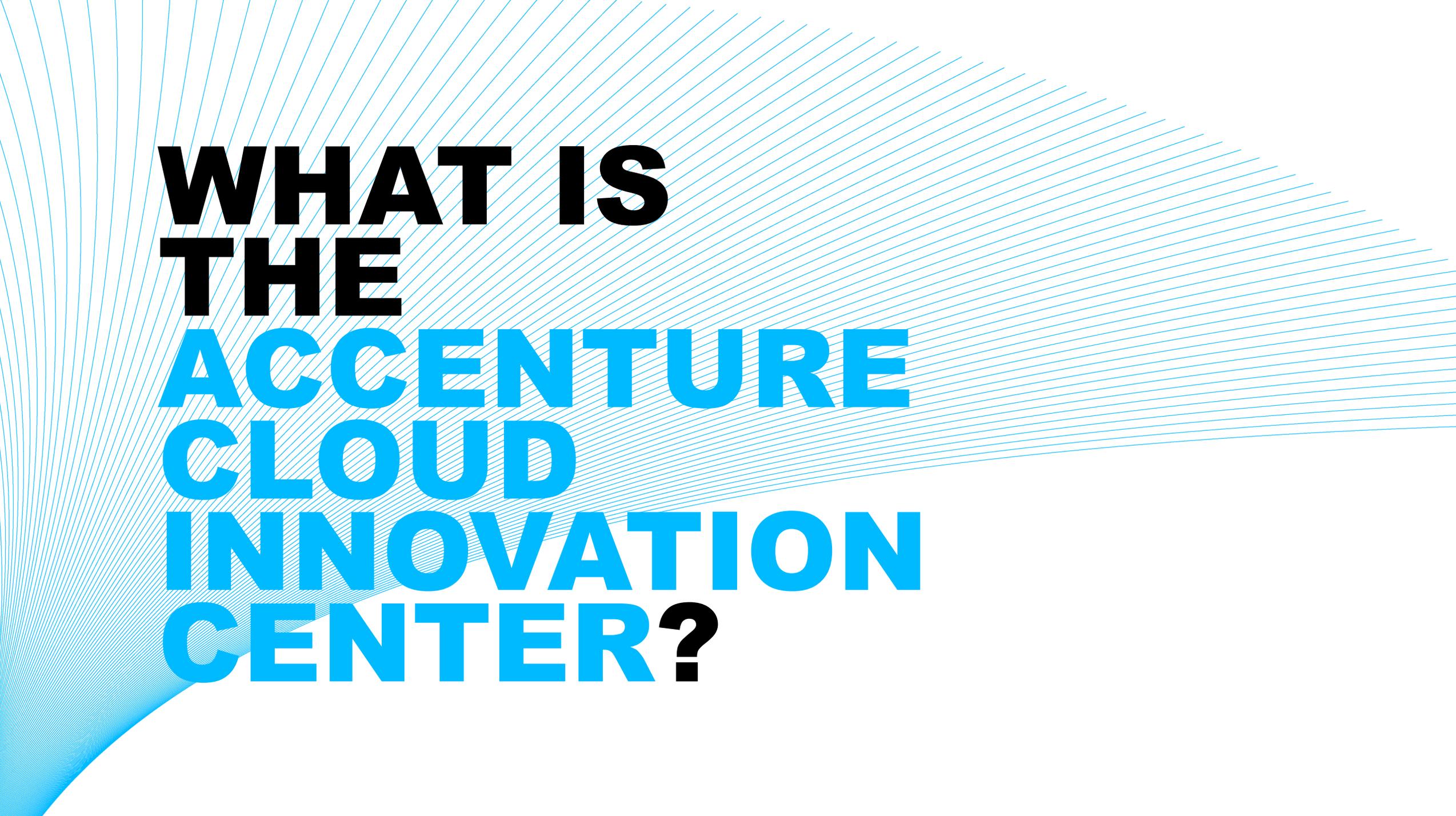
DESIGN  
THINKING

# INDUSTRY X.0 INNOVATION CENTER MODENA

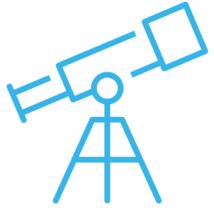
## WHO WE ARE

The Industry X.0 Innovation Center Modena is built in a real, working factory in the heart of Italy's manufacturing region. The Center applies innovation to deliver business outcomes and is specially designed for the exploration of new digital solutions that transform operations and deliver incremental and sustainable business value.





**WHAT IS  
THE  
ACCENTURE  
CLOUD  
INNOVATION  
CENTER?**



**EMERGING  
TECHNOLOGY**



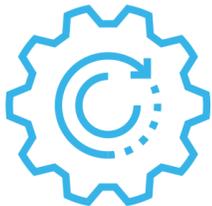
**REAL CASE**



**VISION**



**ACCENTURE CLOUD INNOVATION CENTER ROME**



**ECOSYSTEM  
PARTNERS**



**CLIENTS**

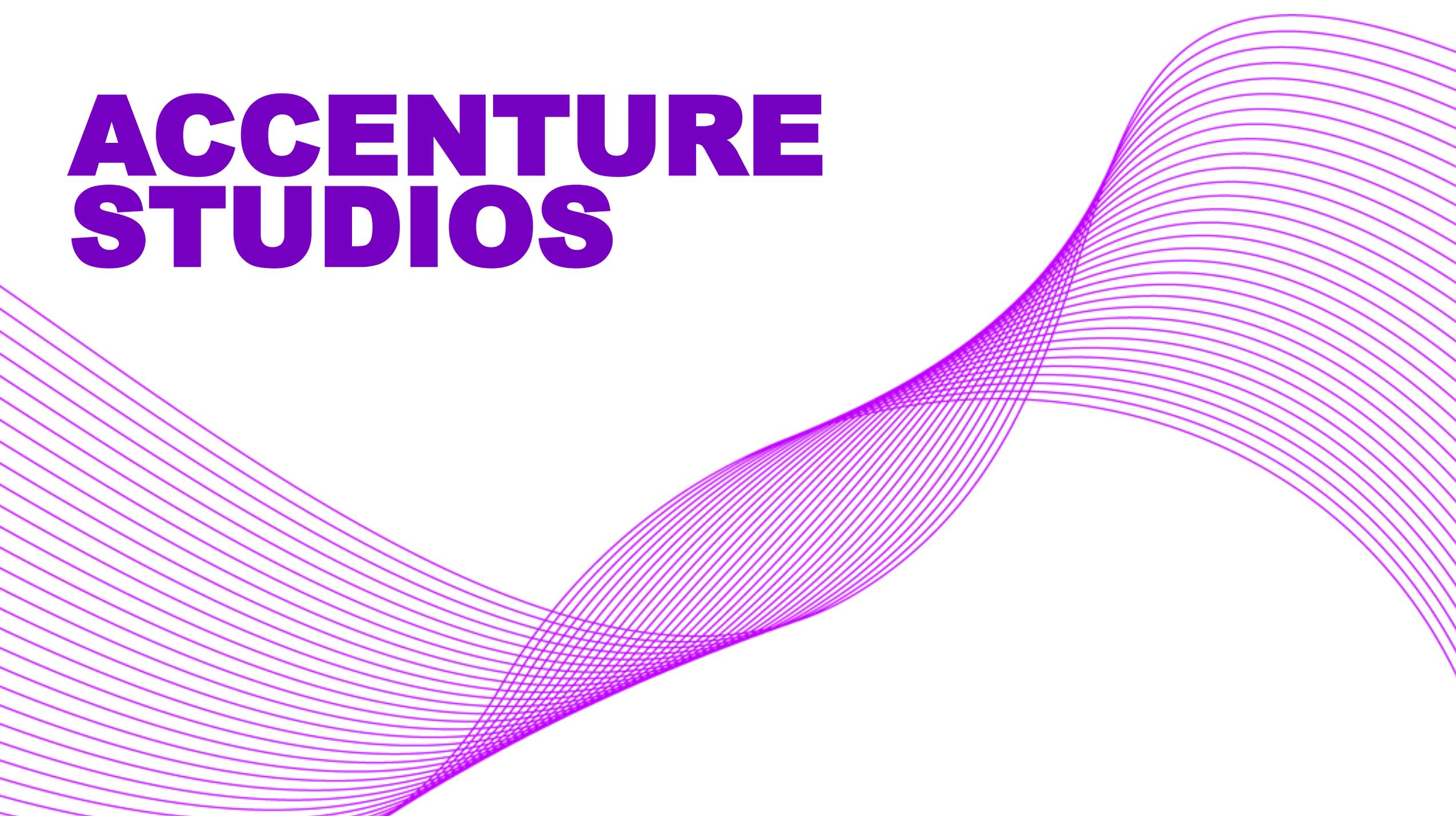


**ACCENTURE**



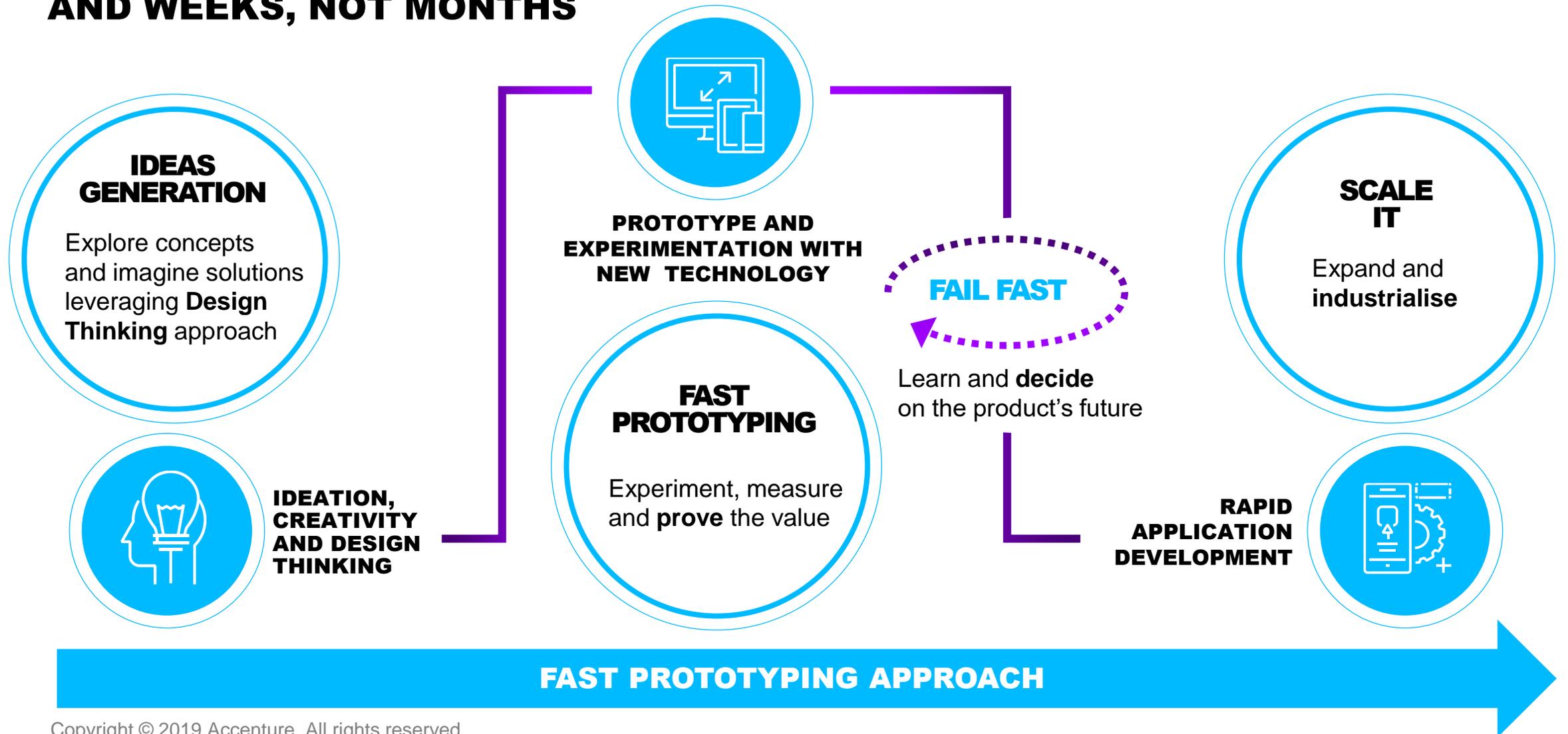
**A CENTER FOR  
PROTOTYPING  
INNOVATIVE  
CLOUD  
TECHNOLOGIES  
POWERED BY  
REAL USE  
CASES**

# ACCENTURE STUDIOS

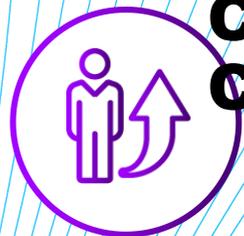


# ACCENTURE LIQUID STUDIO

A PLACE WHERE IDEAS BECOME EXPERIENCES IN DAYS AND WEEKS, NOT MONTHS



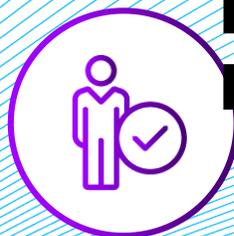
# OUR CORE VALUES



**CLIENT VALUE  
CREATION**



**ONE GLOBAL  
NETWORK**



**BEST  
PEOPLE**



**RESPECT  
FOR THE  
INDIVIDUAL**

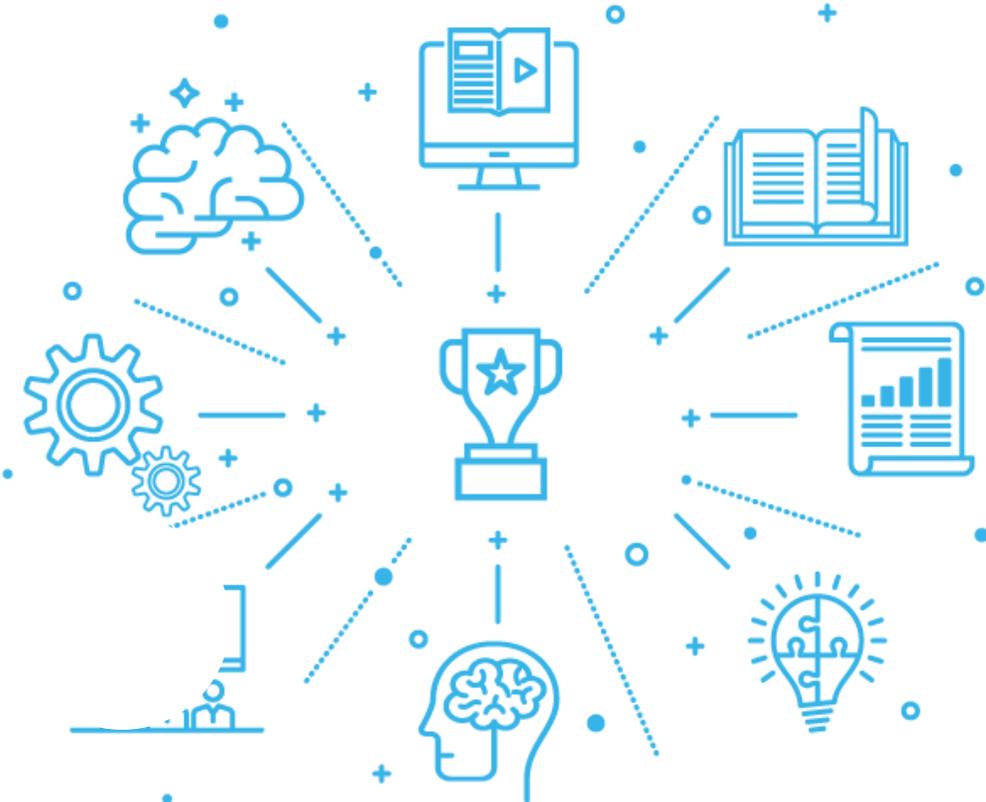


**INTEGRITY**

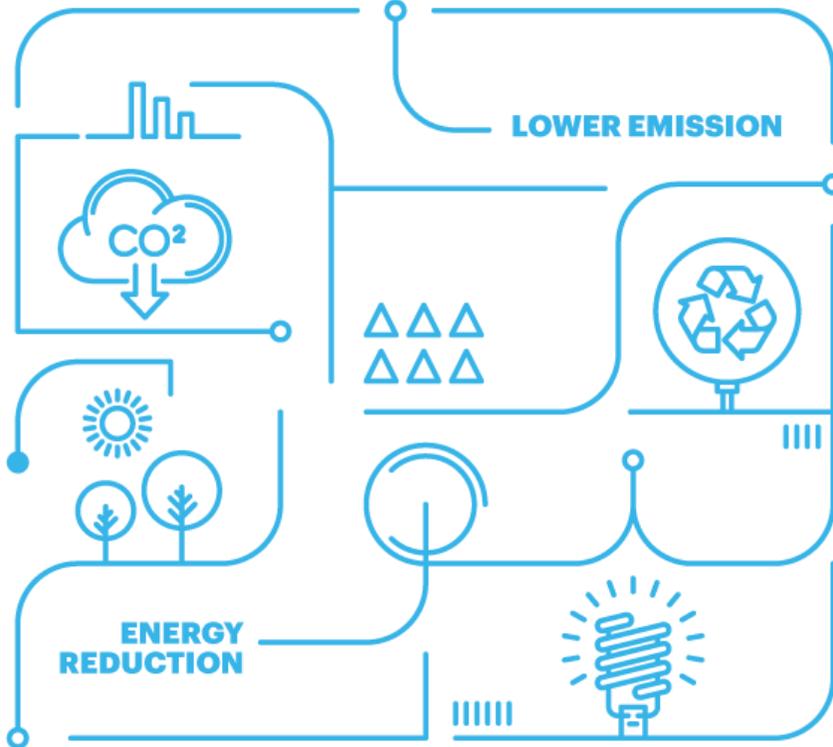


**STEWARDSHIP**

# CORPORATE CITIZENSHIP



## SKILLS TO SUCCEED



## ENVIRONMENT

# LEARNING HIGHLIGHTS

## FY17



### LEARNERS

**100%**

OF EMPLOYEES HAVE ACCESS TO TRAINING

**46**

HOURS OF TRAINING PER EMPLOYEE + INDIVIDUAL LEARNING ASSETS AVAILABLE 24/7

**1.1 MILLION**

VISITS PER MONTH TO MYLEARNING

**280,000**

AVERAGE UNIQUE USER ACCESS TO MYLEARNING PER MONTH



### COURSES

**40,600+**

ACTIVE COURSES

**8.3 MILLION**

COMPLETIONS PER YEAR

**16,500+**

CLASSROOM COURSES OFFERED

**6,500+**

ONLINE COURSES OFFERED

**5,200+**

VIRTUAL COURSES OFFERED



### EVALUATIONS

**1.14+M**

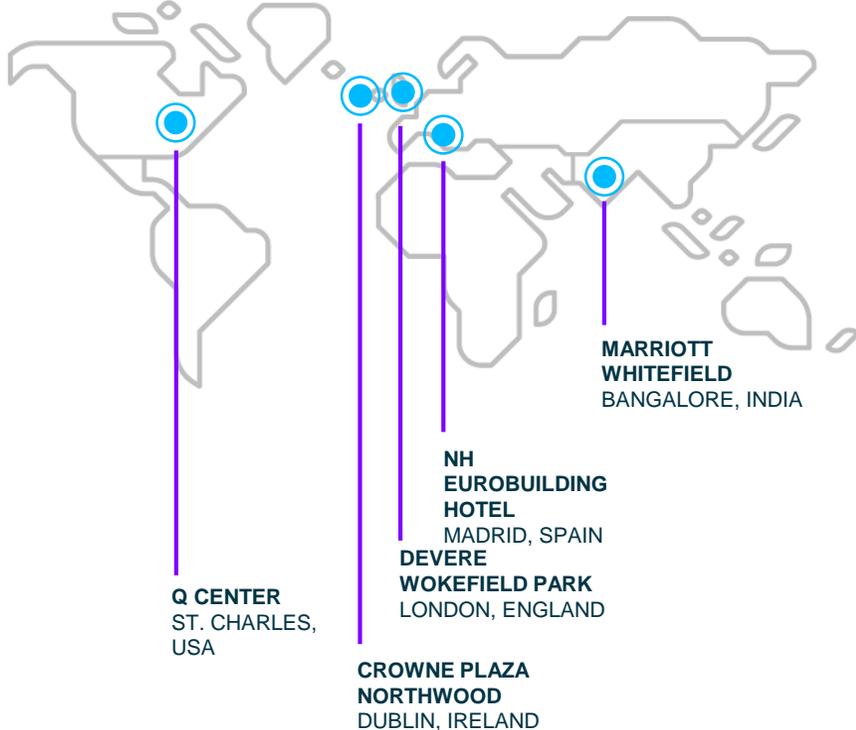
COMPLETED SURVEYS

**12,400+**

COMMENTS FOR ONE COURSE ALONE



### 5 REGIONAL LEARNING CENTERS



### TRAINING DAYS

**46,375+**

TOTAL VIRTUAL PARTICIPANT DAYS

**174,000+**

TOTAL CLASSROOM PARTICIPANT DAYS

**86,863+**

NORTH AMERICA CLASSROOM DAYS

**53,800+**

EUROPE & LATIN AMERICA (EALA) CLASSROOM DAYS

**33,500+**

ASIA PACIFIC (APAC) CLASSROOM DAYS

# LEARNING HIGHLIGHTS

FY17



**\$935M**

SPENT ON TRAINING



**100+**

VENUES



**92**

CONNECTED  
CLASSROOMS

