



**SPTL114-Spotlight:**  
**Applying Artificial Intelligence:**  
**Making It Real by Empowering**  
**Our Businesses and Communities**

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# Applied Intelligence at Accenture

AI is not an exponential technology,  
however the combination of AI technologies  
can create exponential results

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**Applied Intelligence  
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02

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**Getting AI Right**

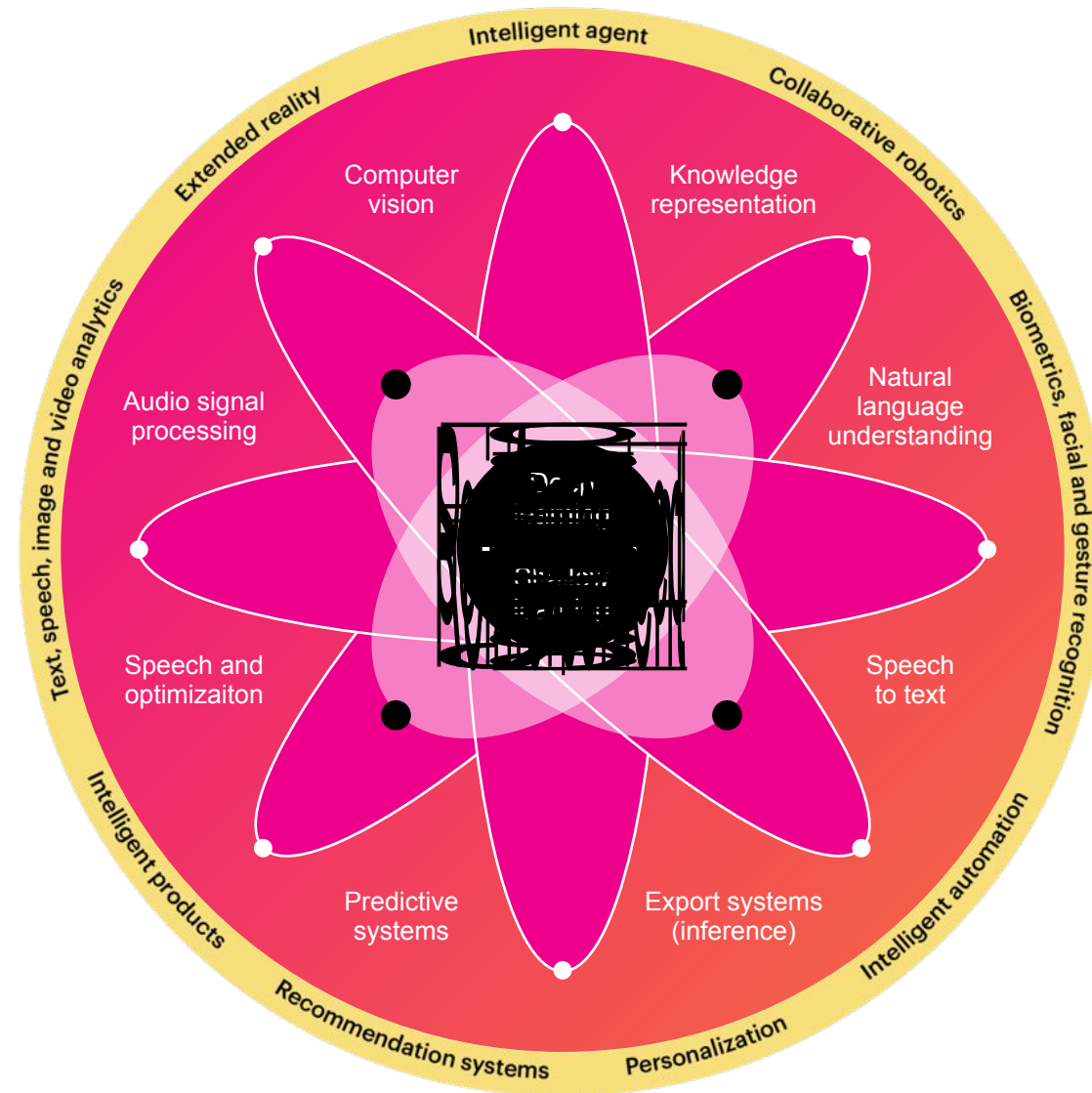


# Applied Intelligence Defined

# AI explained

AI is a constellation of technologies that allow smart machines to extend human capabilities.

- Machine learning
- AI Capabilities
- Applications



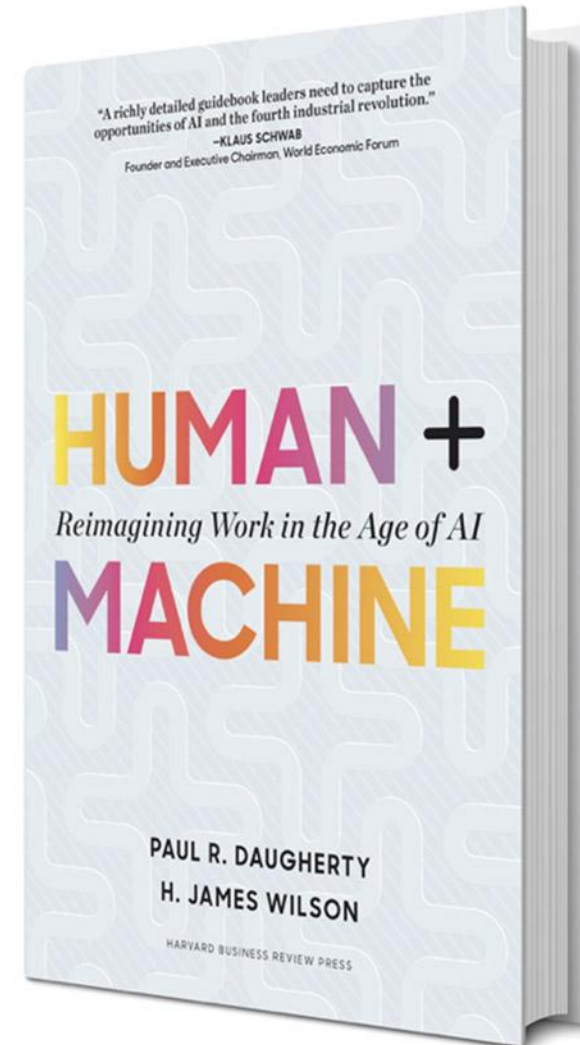
# Applied Intelligence

**A**utomation

**A**dvanced Analytics

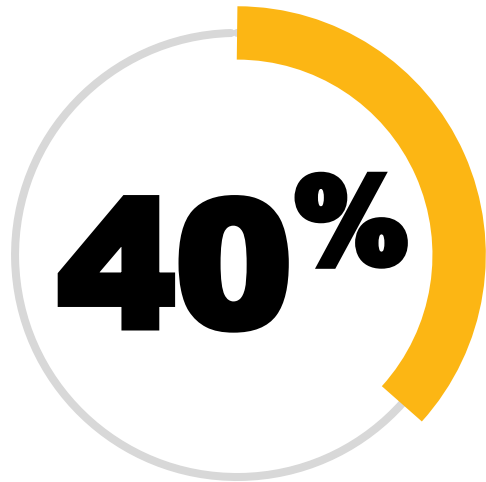
**A**rtificial Intelligence

... **A**ugmented by human ingenuity



# AI Drives Growth

By 2035, productivity in key economies to grow by up to



Annual growth rates could almost **double** by 2035



Real Gross Value Added (GVA) (% Growth)

Source: Accenture "Why Artificial Intelligence is the Future of Growth"

■ Present  
■ Predicted state



# **The Intelligent Enterprise at Work**

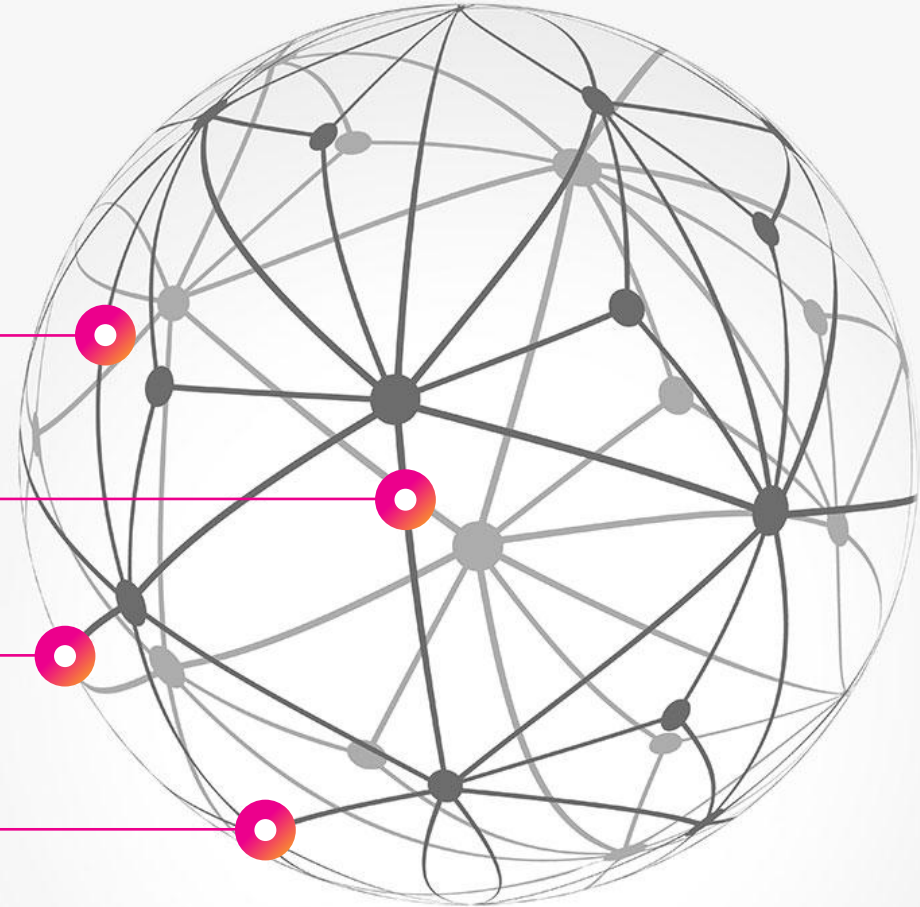
# The Intelligent Enterprise

Living process

Network effect

Data native

Responsible AI





# Empowering New Business Outcomes

at speed and scale



New speed  
to market



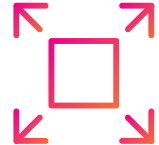
Hyper-  
personalization



Create new  
revenue stream



Reimagine  
products &  
services



Open  
new markets

# AI-empowered Utilities

Smart utilities are combining internal and external data for informed vegetation culling to reduce the risk of liabilities due to natural disasters

# AI-empowered Fresh Replenishment

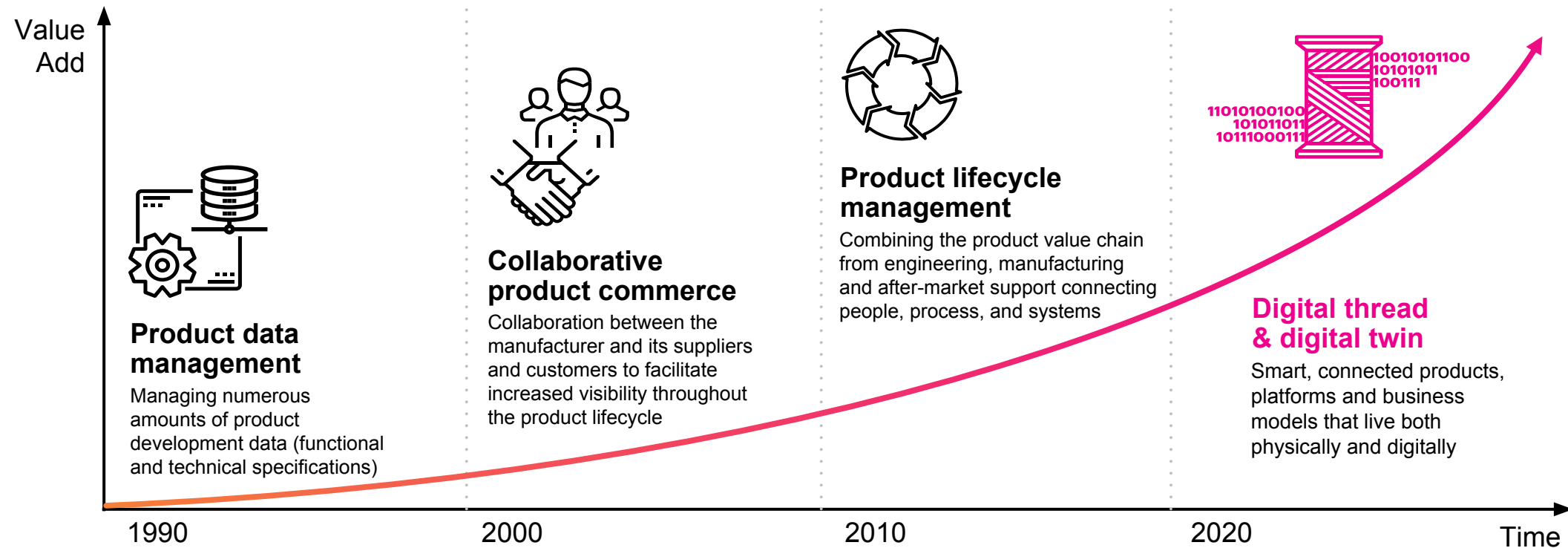
trends and harmonized data across  
systems to forecast & replenish the  
highly volatile fresh foods

# AI enabled digital thread & digital twin reimagines product journey

Working with Jet Engines to drive more  
**accurate predictive** maintenance, product  
design, manufacturing & quality

# The enterprise must also evolve

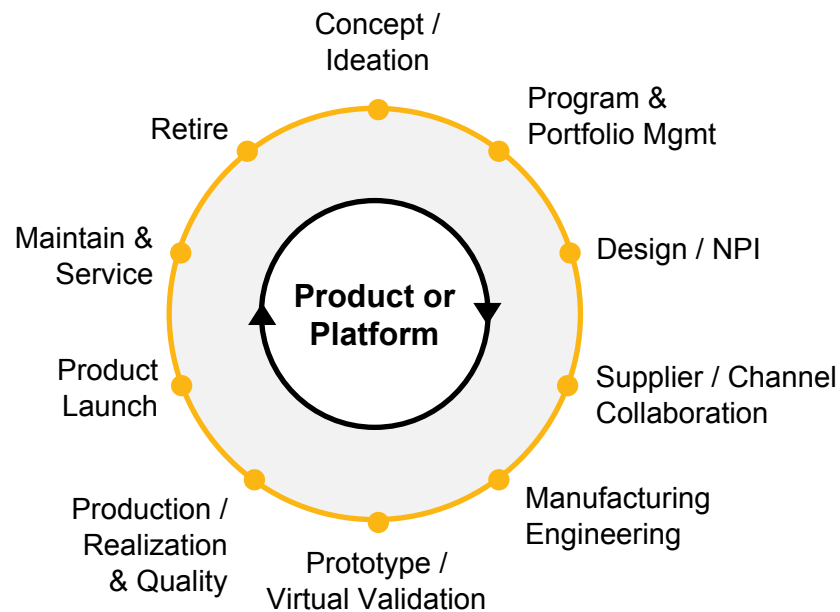
from PDM to digital thread & digital twin to support new Products and Business Models



# Digital thread & digital twin

Leveraging Data From Across the Product Journey

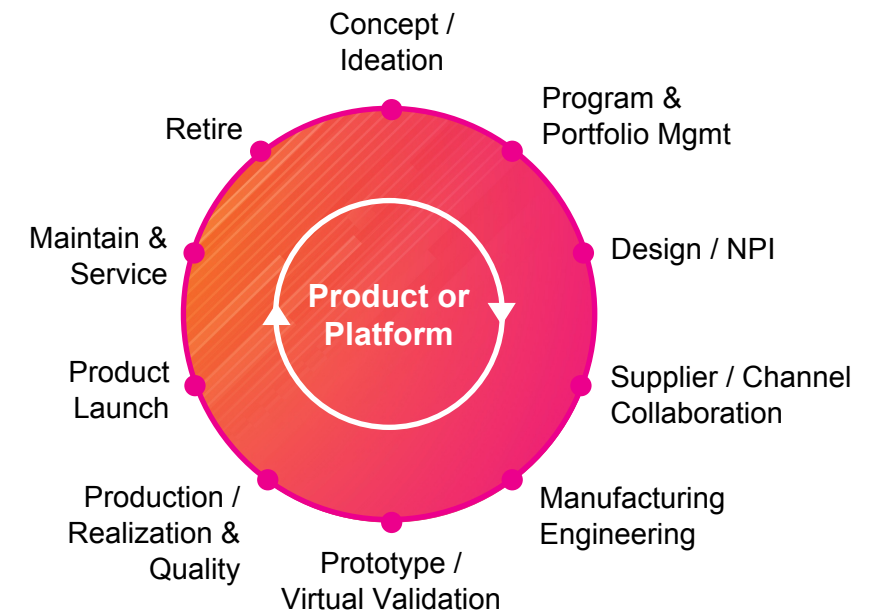
## Physical products in physical space



The **Digital Thread** links together critical related processes and data across design, manufacturing and in-service

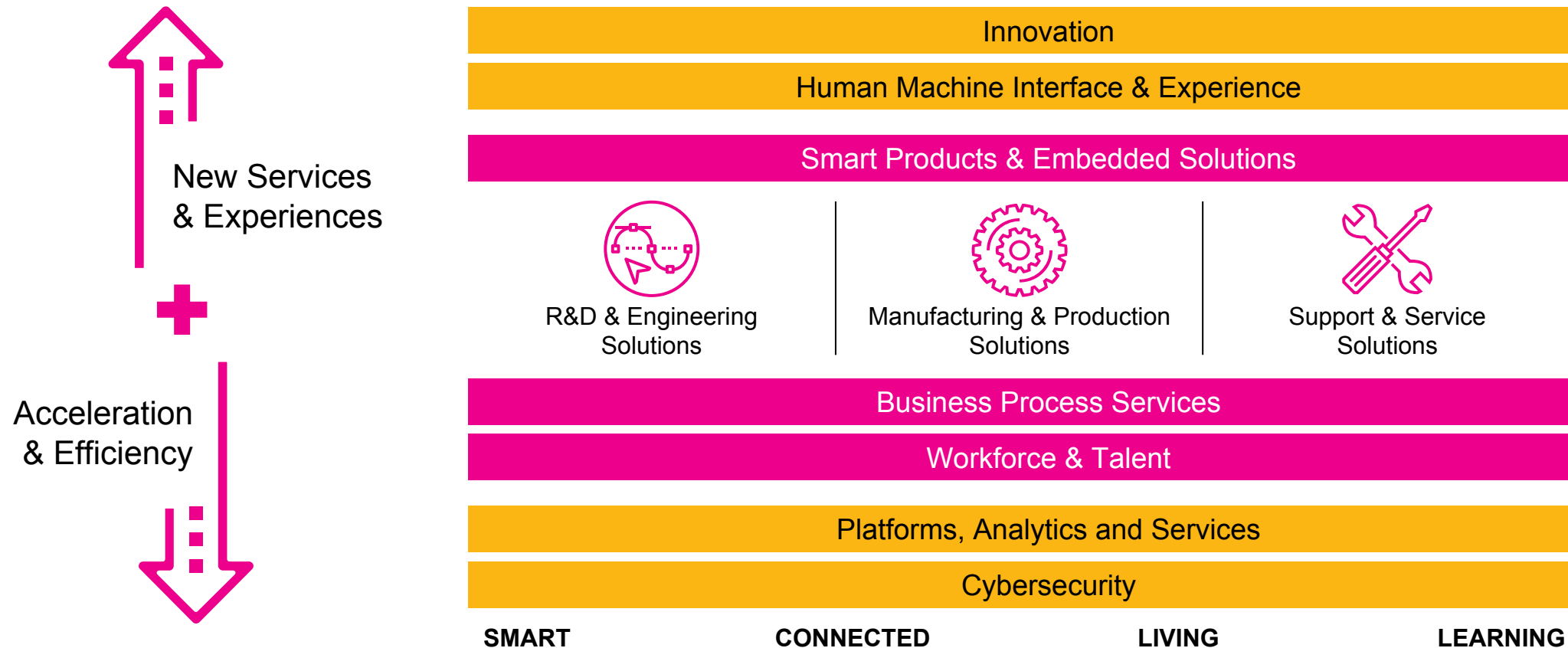
The **Digital Twin** uses data from the digital thread to model, predict, and provide feedback on the behavior and performance of a product from design through in-service

## Digital products in virtual space



# Digital thread & digital twin

## The business case



# Drive value across the enterprise

extend use of digital far beyond engineering, to manufacturing, maintenance, and customer service to create competitive differentiation



**Innovate and differentiate service offerings**  
(aftermarket services, value-added services, new service based revenue models)



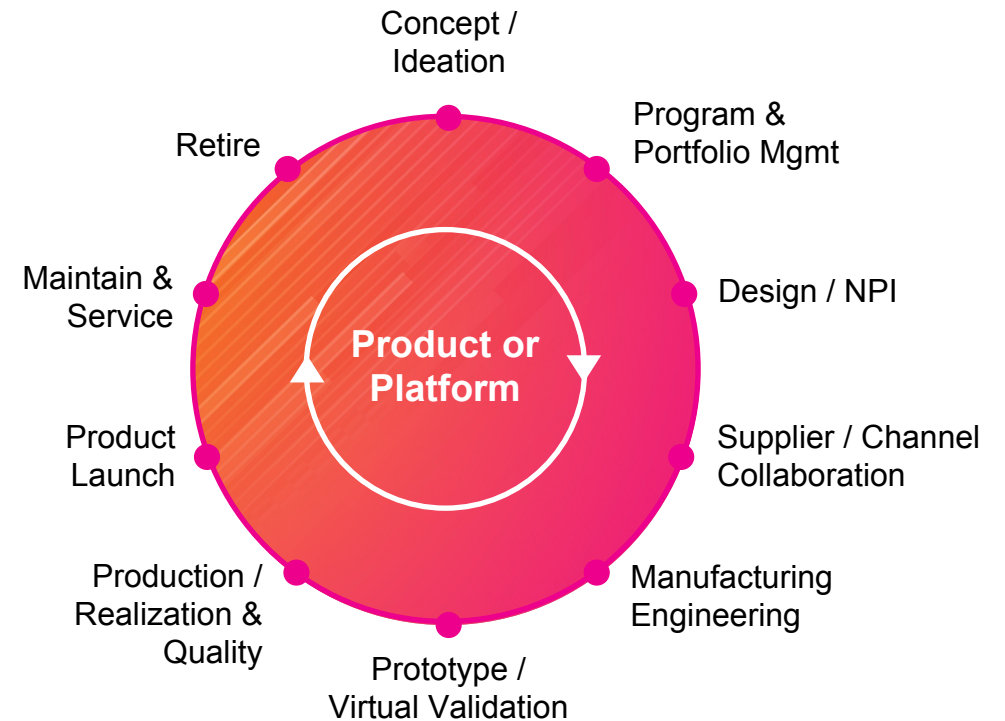
**Shrink cycle time and drive cost down** in Design & Manufacturing (model-based design, additive manufacturing)



**Synchronize and collaborate with partner ecosystem** in order to optimize products over the entire lifecycle leading to improved end-customer experience



**Use data as a strategic resource** – create new revenue streams using data, apply analytics on data to improve operations (first time quality, manufacturing throughput)







# Getting AI Right

# The Intelligent Enterprise

How are high performers getting it right?



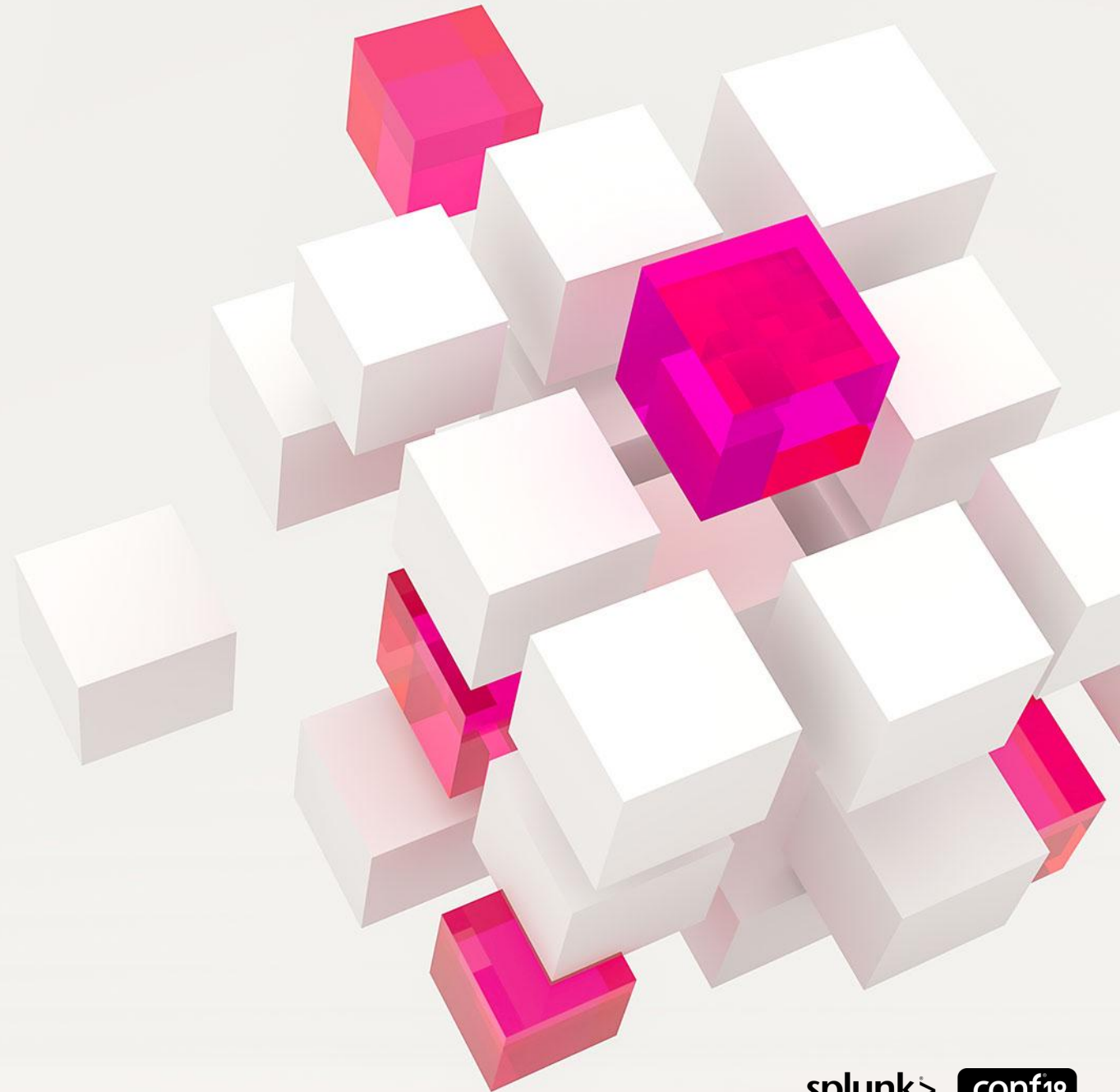
Collaboration



Capabilities E2E



Connections



# Responsible AI

**The right policies to  
implement AI responsibly**



Governance & Accountability



Honesty, Transparency, & Fairness



Stewardship & Reskilling



Security

**Thank  
You!**

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# Thank You!

Be sure to visit us in the  
**Source Pavilion booth 101**

## About Accenture

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