

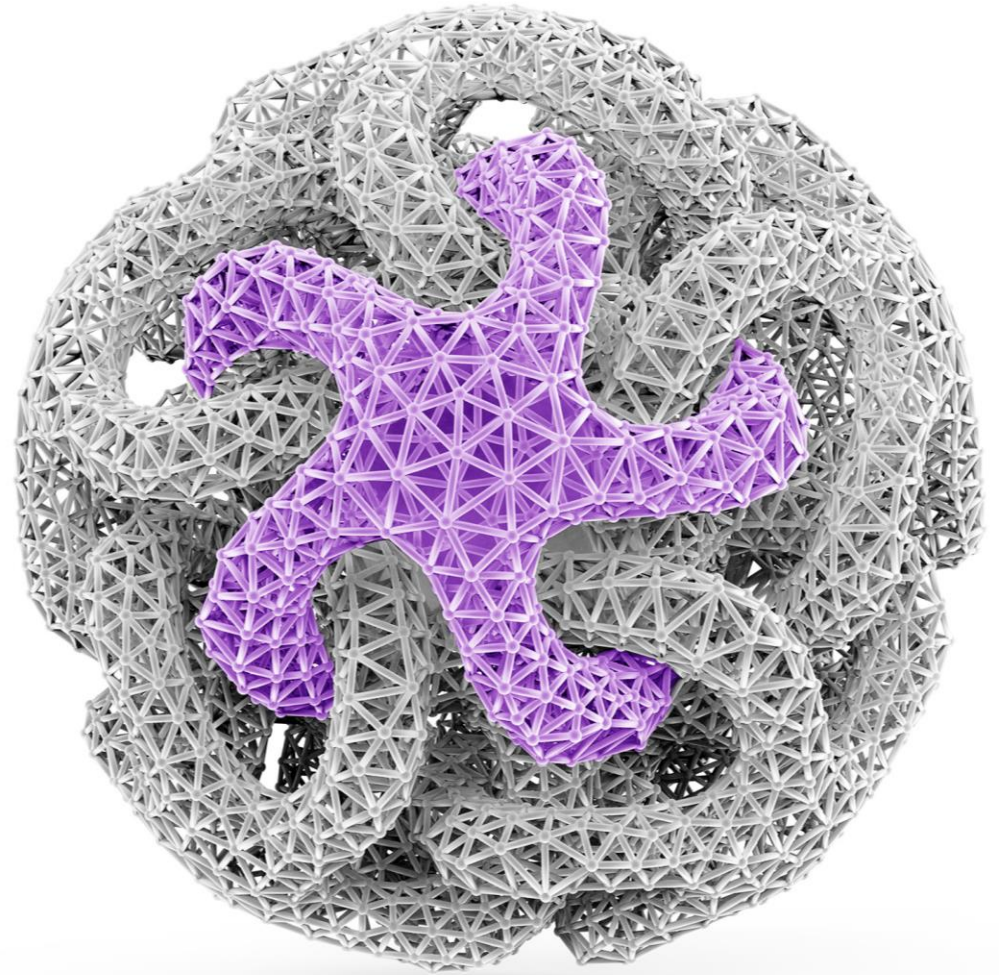


APPLIED INTELLIGENCE: LET DATA SPEAK FOR VALUE!

Michele Crescenzi

Managing Director

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**Our promise:
to combine technology
and human ingenuity.**

We leverage the power
of change to create 360 °
value for clients, our
people and the entire
community.



In the world

NYSE

Since 2001

721.000

Professionals

120

Countries



In Italy

10

Centers of innovation

+20.000

Professionals in Italy

5

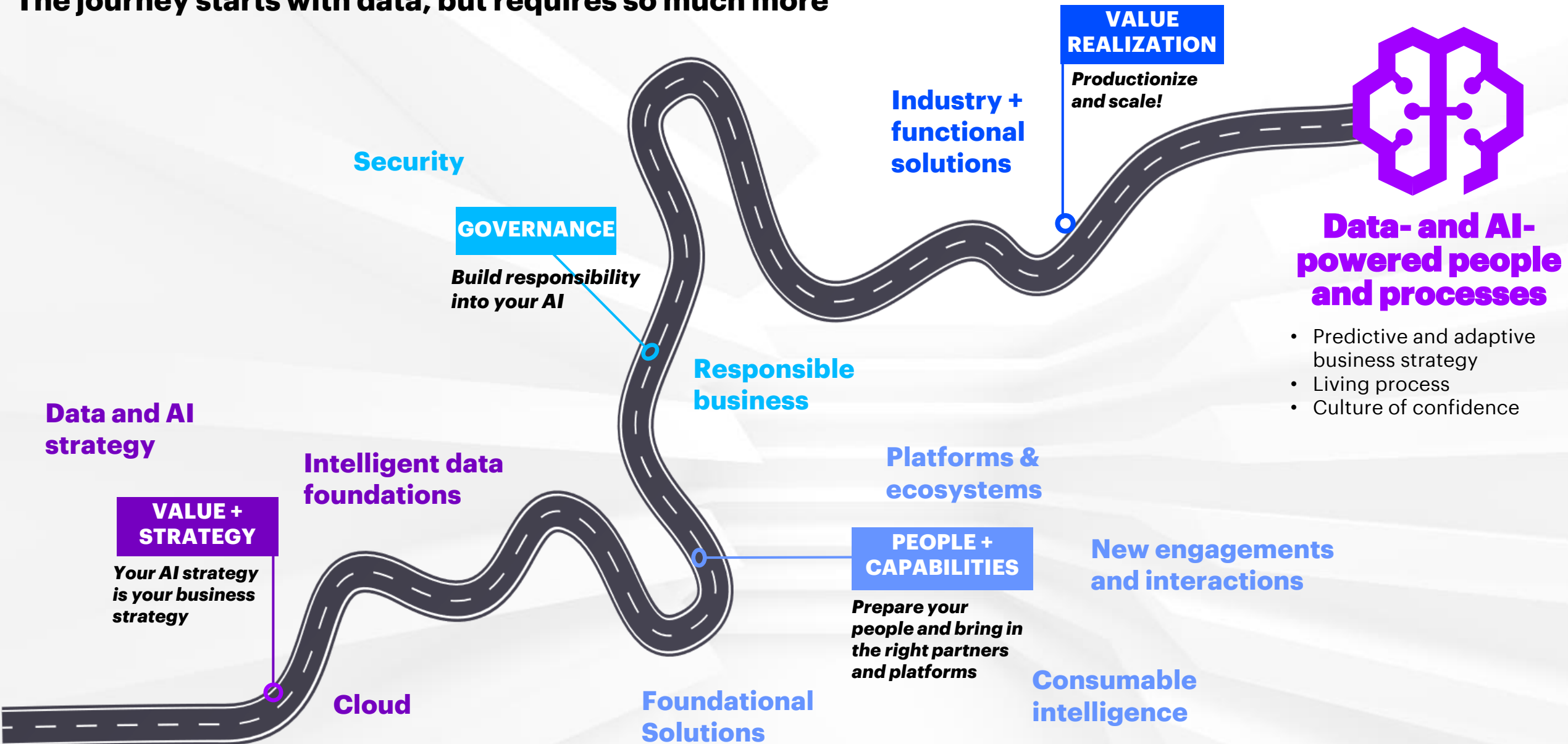
Locations: Milan, Rome, Turin,
Naples, Cagliari, and many
more offices.

Meet Applied Intelligence



Let Data Speak for Value!

The journey starts with data, but requires so much more



APPLIED INTELLIGENCE | INNOVATION SPOTLIGHT

Responsible AI @BANKING

Definition of the new technology strategy for a sustainable, privacy-savvy, and responsible AI industrialization

AI TECH STRATEGY, MLOPS ARCHITECTURE and DATA SCIENCE OPERATING MODEL aligned with Responsible AI principles and EU AI Act.

Adoption of **SYNTHETIC DATA** to avoid privacy issues by generating artificial data set with original statistical properties.

HR Data Driven Transformation @HIGH TECH

Rotate HR to a Data-enabled Function to drive hyper relevant decisions on Talents at Global scale

RELEVANT COST SAVINGS IMPACT ON 7+ HR PROCESSES

powered by:

- Recruitment analytics and screening automation
- Learning analytics to increase return on training investments
- Resource matching optimization
- Targeted retention by advanced employees' profiling

Retail Channel Optimization @BOTTLING

Point of Sales (PoS) optimization via advanced analytics (predictive models, clustering, etc

NEW SERVICE MODEL DESIGN: based on PoS visit frequency and assortment optimization

- **+14%** Incremental sales
- **+28%** Boost in prediction of assortment (out of stock)
- **-20k** Visits saved on low-potential point of sales

Drones & Satellites Analytics @UTILITY

Design & deliver a platform to monitor 32.000 Km gas pipelines leveraging on Computer Vision algorithms

AUTOMATIC MONITORING of human interferences by analyzing images from drones and satellites to prevent risks on gas pipelines

EARTH MOVEMENTS ANALYSIS via time-shifted satellite images analysis and comparison with AI models to detect potentially dangerous movements

**READY TO
MAKE AI YOUR
BUSINESS?**

LEARN MORE:

accenture.com/appliedintelligence



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