



**ACCENTURE GREATER CHINA DIGITAL HUB  
INNOVATION.  
APPLIED IN SHANGHAI**





Accenture Innovation Architecture helps our clients develop and deliver disruptive innovations and scale them faster.

Located in the heart of the Yangpu District in Shanghai, the Accenture Greater China Digital Hub is focused on helping clients to reinvent their products and services, reimagine their business models, industrialize innovations at speed and achieve new levels of efficiency. Powered by a global network of innovation centers, the Hub multiplies the speed and scale to deliver industry-leading solutions and unlock new business values.



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# KEY COMPONENTS



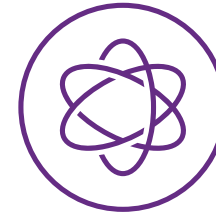
**ACCENTURE  
INNOVATION CENTER**



**ACCENTURE  
LIQUID STUDIO**



**ACCENTURE  
DELIVERY CENTER**



## ACCENTURE INNOVATION CENTER

Accenture Innovation Center helps clients take advantage of digital technologies, such as extended reality (AR/VR/MR), artificial intelligence, IoT, digital twins and automation to transform core industrial operations, worker and customer experiences, and business models. It is part of Accenture's global Industry X.0 Innovation Network of more than 20 facilities.



## ACCENTURE LIQUID STUDIO

Accenture Liquid Studio designs and rapidly develops prototypes of products and services alongside Accenture teams of industry and technology experts. In a circular process of developing, testing, releasing and reviewing, we continuously improve the innovative products and services.



## ACCENTURE DELIVERY CENTER

Accenture Delivery Center develops and scales innovation across industries by unlocking the power of New IT and transforming business processes. We apply intelligence, innovation and deep industry expertise to help our client transform their businesses and lead in the new.

# FOCUSED INDUSTRIES



**NEW  
RETAIL**



**NEW  
ENERGY**



**FINTECH**



**INDUSTRY  
X.0**



**DIGITAL  
TRAVEL**



**COMMUNICATIONS,  
MEDIA AND  
TECHNOLOGY**



Accenture Greater China Digital Hub brings together project teams of experts, global networks and a wide range of digital assets. Through customized tours, design thinking workshops and joint seminars, the Hub helps clients experience a new journey in an immersive environment.

We orchestrate optimal ecosystem partnerships to prototype, iterate, and scale fully functional end-to-end solutions faster than ever.

**START YOUR INNOVATION JOURNEY NOW!**



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Scan QR code  
to learn more

# 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 477,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

The company has been operating in Greater China for over 30 years. Today, it has around 15,000 people servicing clients across the region with offices in the cities including Beijing, Shanghai, Dalian, Chengdu, Guangzhou, Shenzhen, Hong Kong and Taipei. As a trusted Partner of Choice for digital transformation, Accenture is bringing more innovation to the business and technology ecosystems and helping Chinese enterprises and the government to embrace digitization and enhance global competitiveness to succeed in the new era.

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