



# ACCENTURE AMADEUS INNOVATION CENTER DUBLIN

## VIDEO TRANSCRIPT

To stay competitive, airlines have to offer passengers differentiated and personalized experiences.

The Amadeus Accenture Alliance has set-up a new innovation center in Dublin, Ireland. The wide range of resources helps us generate exciting new ideas and prototypes – scalable to meet each airlines' respective challenges. "This alliance is committed to driving innovation in the airline industry. And this center provides a hub, where airlines can come to have regular exchange and interaction with travel ventures and thought leaders."

Our Dublin Innovation Center is the hub where our alliance inspires, provokes and discovers new courses for the future of airline travel. We host tours and day-long innovation workshops, ideathons and hackathons.

"This is the place where we demonstrate our work side-by-side with airlines to generate new ideas and turn them into profitable solutions." At week-long design sprints, we can then co-create, customize and develop agile new solutions by market, by leveraging and delivering on our alliances' deep airline expertise. Accenture's transformational and horizontal cross-industry digital expertise alongside Amadeus's deep understanding of underlying airline processes.

"We want to demonstrate hands-on how we can serve the industry end-to-end and help airlines cut through the complexities by unveiling potential system optimizations, accelerating the speed of customization and introducing market-shaping innovations."

Located among such innovative market leaders, there is AirBnB, facebook, Google and TripAdvisor. And alongside many start-ups and

universities, Dublin is a perfect place to take advantage of an existing ecosystem.

"The Dublin Innovation Center provides us with a great opportunity to bring our clients in and give them the best of what Amadeus and Accenture can offer. To have Accenture's Innovation center home in Dublin and have Amadeus come in into that location is a wonderful opportunity for us to work together."

The center's work is based on 4 pillars:

- Next- Gen retail with new marketing and distribution capabilities
- A unique traveler experience – pre-, in- and post flight
- Leaner, greener, smoother and more connected airline operations
- Airlines as mobility actors to reinvent the future of flight

"We show our airline partners, how by working together with other resources, ideas like the inflight selling, the use of blockchain for real-time luggage tracking and chatbots to manage disruptions can be brought to life."

The Accenture Amadeus Innovation Alliance Dublin Innovation Center brings innovation to life. So visit us in Dublin and experience first-hand, how we are driving the innovation chain from ideation through to hands-on implementation and re-shaking the industry in the process. We call it Innovation<sup>2</sup>.

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