CLIENT STORY
VIDEO TRANSCRIPT

REEFCLOUD

A picture says a thousand words. And it can tell us about the state of our coral reefs. More than half a billion people depend on reefs for food, income, and protection. They are also critical to the survival of a quarter of the world's fish. Around the world we analyze pictures to inform the way we manage and protect our reefs. Though climate change is accelerating the impact many of our reefs face, faster than we can monitor them. Time is running out. To protect our reefs, we need to work together, and we need to act fast.

That's why we at Accenture have been working with The Australian Institute of Marine Science and their partners across the Pacific to design a new generation of coral reef monitoring technology. ReefCloud is a digital tool that combines the power of human collaboration with artificial intelligence to equip scientists with the latest information about the state of our reef. Combining scientific expertise with automated data management, AI and statistical analysis, ReefCloud can provide insights on the current state of coral reefs 700 times faster than a human, with 90% accuracy.

What could take months could be reduced to weeks or hours which gives us scientists much more time to be doing our science. ReefCloud is a complete game changer for global coral reef monitoring network. That work circumvents the need to be a genuine coral expert in terms of generating high-quality coral reef data. It allows you to monitor coral reefs very rigorously taking high-quality photographs and using machine learning and AI algorithms to process those photos—translating that data very quickly into management decisions.

Working with Accenture has brought innovative and transformative change to the way we monitor our reefs. Accenture have added a lot in terms of the design and user experience, which has really helped ReefCloud reach more people.

We had an ocean's worth of data. Through a process of design research and rapid prototyping, we overcame the key challenge of how do we present complex data to a wide variety of different users—marine biologists, policy makers, and the general public. Working with AIMS and scientists from across the Pacific, we designed a human-centered experience that's easy to use, encourages people to uncover the insights, and also allows people to contribute their own data to the platform.

To help ReefCloud stand out, we reimagined ReefCloud's brand identity and positioning to drive engagement and collaboration across a global community, which we hope will lead to better documentation and conservation efforts for coral reefs around the world.

Conservation relies on having as much information as possible. ReefCloud is helping by integrating data and sharing it with people that need it to make those conservation decisions. Our reefs are facing their greatest challenge and it's really important that we all work together to give them the fighting chance that they need.

ReefCloud is more than just another tool. It bridges the gap between scientific advice and reef management decisions. Helping communities from across the world to work together to protect our reefs.