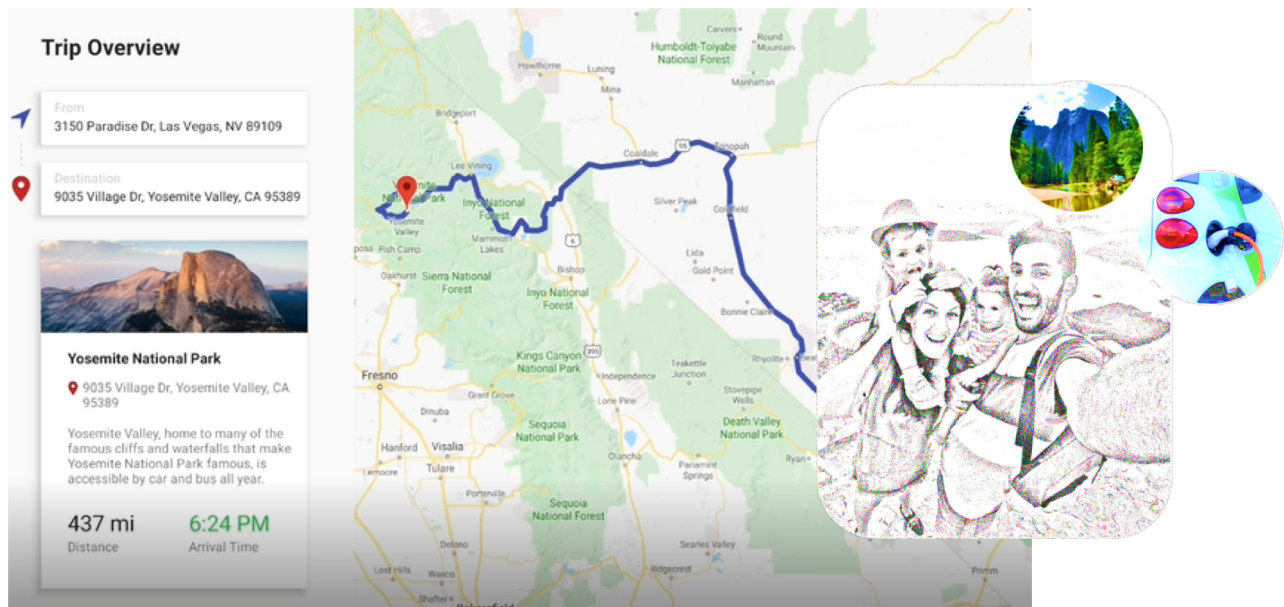


Connected Customer Journey & Personalized in-Vehicle Experiences

Personalized and contextually-relevant transportation experiences take on a new level of importance for Automotive OEMs—both from a brand affinity and a revenue-generation perspective. AWS and Accenture collaborated to develop an in-vehicle experience and reference platform for data monetization. This is just one example showcasing how Accenture's capabilities running on AWS can enable innovative mobility services and create brand loyalty for OEMs.



Collaboration

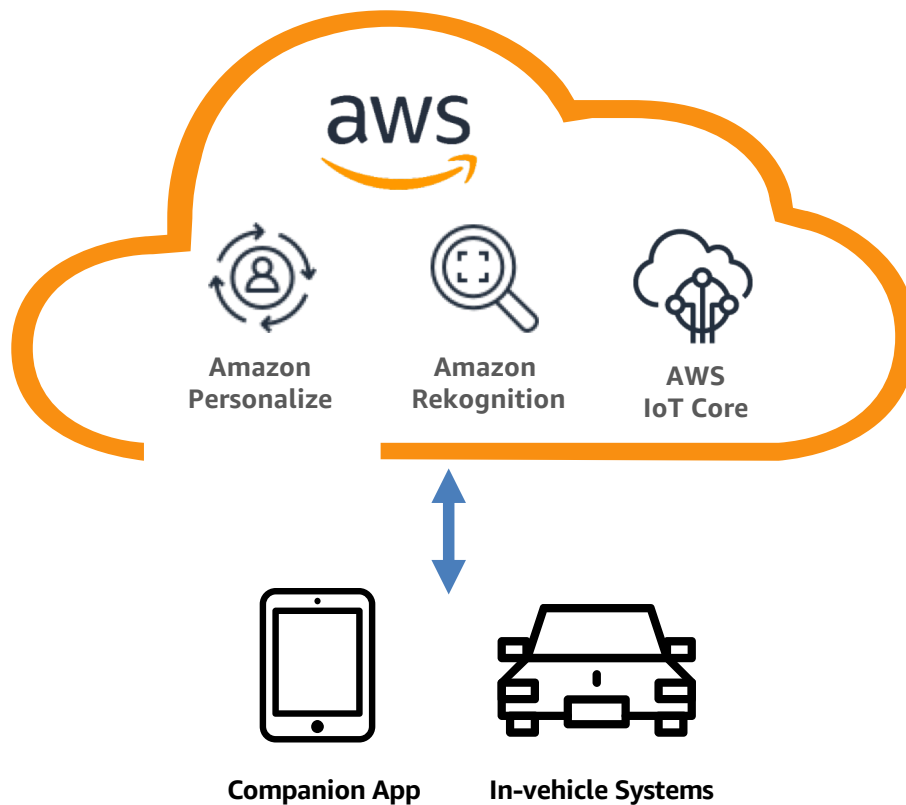


Cameras are essential sensors to learn about the context both inside and outside the vehicle. Accenture has developed a set of connected vehicle solutions based on AWS services to deliver context-aware transportation experiences. Powered by AWS IoT Core, this demo features the capability to execute real-time diagnostics based on the trip you're about to take. It features personalized trip planning, activity recommendations, and real-time guidance based on Amazon Rekognition and Amazon Personalize ML services.



The flexible architecture is ready for adding new services such as integration with electric infrastructure and in-vehicle payments. Additionally, the solution leverages Amazon SageMaker, so that customized machine learning algorithms can be developed to support use cases that extend beyond the Amazon Personalize domain.

Architecture



AWS Services and Benefits



In addition to AWS IoT and micro-services architecture, the Accenture solution leverages Amazon Personalize, the recommendation engine that underpins the Amazon retail site, in a way that it can be leveraged across multiple domains to learn the preferences of customers in the transportation context.



The Amazon SageMaker AI/ML service offers the extensibility to create, manage, and deploy custom AI/ML algorithms to further tailor the journey experience and optimize vehicle performance, based on context and occupant behaviors.

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 492,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

About: Amazon Web Services (AWS)

For 13 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 175 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 69 Availability Zones (AZs) within 22 geographic regions. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.

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