Accenture Digital Distribution Solution

High performance. Delivered.
The Digital Age is completely re-imagining the way we live, work and play—and how we consume content and connect with each other. With millions of terabytes of digital information flowing every moment of every day, the world is generating a vast amount of content, and our appetite is only growing. While this river of digital information makes it possible to do many things—spot business trends, distribute media, connect consumers and businesses—it’s also creating a host of new challenges.

There is an abundance of tools, such as: sensors, smart devices and other new technologies that capture, process and share this information. However, effectively storing, managing and distributing content—while ensuring data security and consumer privacy—is becoming harder as information multiplies and is shared more widely around the world. Yet, when managed and distributed effectively, this content can also be used to unlock new revenue streams, improve customer experiences, and optimize complex processes and operations. That’s why we created the Accenture Digital Distribution Solution (ADDS).

ADDS provides companies with an agile, scalable and customizable platform to securely capture, ingest, adapt, manage and distribute content across multiple applications, industries, channels and devices. Through this solution, Accenture is helping companies connect content and digital assets to intelligent objects, create new experiences, and achieve high performance.

## HOW IT WORKS

The Accenture Digital Distribution Solution enables clients to intelligently, rapidly and cost-effectively distribute secure content, or any data type:

- To any device, in any country, connecting multiple fragmented end-points.
- To end-users across any channel, application or industry, based on complex business rules.
- To support virtually any use case through its open API design.
Accenture is helping workers at a large Telco convert static procedures into more effective, step-by-step, multimedia facilitated procedures—enabling real-time feedback and more accurate (digitally updatable) documentation.

**Connected Drone:**
Effective industrial site monitoring is often fragmented difficult to achieve. Industrial facilities—including extensive pipelines—can stretch across large geographic areas, yet require constant monitoring and maintenance to ensure safety and maximise operational output. Standard site monitoring is typically collected from myriad points and aggregated in a time intensive process, resulting in delayed information and limited analytics.

Accenture is leveraging drone technology to help clients aggregate data from a number of different points, catalogue the information and distribute it to any connected device. Actionable insights are then provided to clients who can monitor or escalate the situation accordingly.

**3D Printing:**
Traditional manufacturing processes produce a standardized output in industrial quantities; customization is a costly and time intensive process. While 3D printing presents a unique cost-effective opportunity, CAD file owners cannot guarantee the secure distribution of digital content to remote locations.

Accenture is helping a global defence manufacturer with their 3D printing supply chain network by securing, updating and tracking usage of their product catalogue and ensuring parts cannot be access by those not authorized.
With the Accenture Digital Distribution Solution, the opportunity to rapidly and securely distribute your content or data has never been easier. ADDS can help your organization deliver a better customer experience that will elevate your brand and eclipse your competition. Contact us today to learn how the Accenture Digital Distribution Solution can work for you.

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