



## **Project Proposal – Next Generation Retail**

### **1. Introduction**

Accenture solves our clients' toughest challenges by providing unmatched services in strategy, consulting, digital, technology and operations. We partner with more than three-quarters of the Fortune Global 500, driving innovation to improve the way the world works and lives. With expertise across more than 40 industries and all business functions, we deliver transformational outcomes for a demanding new digital world.

Retail industry globally and in the Nordics is being disrupted by changing customer behaviours and new digitally born giants and new entrants. Nordic retailers must find new and innovative solutions to improve efficiency, customer experience, and service.

### **2. Project goals**

Project team have an opportunity to innovate how technology can be used to change the physical and digital shopping experience in a way that creates ease of use, new experience and competitive edge.

Ultimate objective is to confirm together the scenarios the solution would support and implement technology solution to support the defined scenarios.

### **3. Technologies**

We provide the team with:

- Microsoft Azure platform
- Azure Kinect DK
- Potentially other hardware that will be noted to be necessary like beacons etc.

Team can select their preferred programming languages and tools for the solution.

For the Azure we can provide required support including help in setting up potential AI/ML solution.

### **4. Requirements for the students**

We assume that team will have an aim for innovating truly new in the Nordic retail scene, interest and skills in applying ML/AI and sensor technology.



## 5. Legal Issues

The client gets all IPRs to the results.

The client will not share any confidential information with the students.

Standard NDA will required.

## 6. Client

In today's business environment, companies need to continually reinvent themselves. At Accenture, we take an innovation-led approach to help clients "imagine and invent" their future. We invent, develop, and deliver disruptive innovations for clients, and to scale them faster.

Accenture will dedicate senior people from technology and business to support the project team. We have opportunity to allocate a project room for the team in our Innovation Hub in Helsinki city center.

### Client representative(s)

Project Owner: Jyri Koskela, [jyri.koskela@accenture.com](mailto:jyri.koskela@accenture.com), +358407725758

Product Owner: Elizabeth Kerppola, [elizabeth.kerppola@accenture.com](mailto:elizabeth.kerppola@accenture.com), +358415306843

Technology lead: Jarno Hilvenius, [jarno.hilvenius@accenture.com](mailto:jarno.hilvenius@accenture.com), +358404897082

### Preselected Student Team Members

- N/A

## 7. Additional information

- N/A