



CO-RESEARCH PARTNERSHIP: FAURECIA & ACCENTURE TOGETHER TO ACCELERATE INNOVATION

VIDEO TRANSCRIPT

What does the co-R&D partnership bring to Faurecia?

[00:00:12] Grégoire Ferré
Chief Digital Officer, Faurecia

Our partnership with Accenture is essential. It's going to bring two things: one, it's going to help us speed up our digital capability and scalability into our operations. Our partnership with Accenture is going to help us dive into the connected vehicle, into this new experience, this new connected experience within the vehicle. We're going to go fast; we're going to go strong; Accenture is going to co-innovate with us to bring the speed.

How are the Accenture Labs helping Faurecia to support its vision?

[00:00:45] Marc Carrell-Billiard
Senior Managing Director, Accenture Labs

What we do is that out of seven labs that we have, we have engaged three labs to work with Faurecia. So we have a lab in Sophia Antipolis that specializes in blockchain and we look at

how we can leverage blockchain in the context of the mobility of the future, but we have also a lab in Dublin that does a lot of work on artificial intelligence that would play a big role in the cockpit of the future.

And last but not least, we have a lab also in San Francisco, that really works around, you know, human and machine interaction, that's very important also. But it is not only the lab, we have also our Liquid Studio, which is kind of the prototyping capabilities of Accenture in our innovation architecture. And what they do, is that they take the work that is done by the lab, and they have to industrialize it - faster.

Can you give examples of your co-research activities?

[00:01:40] Guillaume Péronnet
VP Strategy North America, Faurecia

So we are focused on the transformation that is happening in the mobility world. We are developing together a solution to enhance the user experience inside the car, artificial



intelligence, advanced HMI, and new technology in general.

[00:01:57] Mary Hamilton
Managing Director, Accenture Labs

We're very excited to be developing a platform with Faurecia, where we can explore new human-machine interactions, and we can think about how to personalize that experience for the end customer. We're also looking at how we apply artificial intelligence to be more auto-adaptive in that platform and how we're developing our work.

How are you taking advantage of the local ecosystem in the San Francisco Bay area?

[00:02:21] Guillaume Péronnet
VP Strategy North America, Faurecia

So we have been hiring expertise we don't find inside Faurecia and which is hard to find anywhere else in the world—like electronic engineering, software engineering and UX design. We also set an Advisory Council regrouping experts from Silicon Valley who are helping us and guiding us in what we are trying to achieve when it comes to innovation.

[00:02:51] Mary Hamilton
Managing Director, Accenture Labs

With our Accenture Labs, along with our open innovation teams, we have a fantastic ecosystem and set of relationships with the startup community that's there local with in Silicon Valley, and we're able to tap into that to bring the best new capabilities to the work we're doing with Faurecia.

What are the next R&D challenges for this partnership?

[00:03:12] Guillaume Péronnet
VP Strategy North America, Faurecia

We see a major disruption coming in that the space of your car is going to become an

extension of what you do at home and what you do at work.

[00:03:23] Mary Hamilton
Managing Director, Accenture Labs

One of the areas that we're very excited about within Accenture Labs that were beginning to research, is around advanced materials. We're looking at things like smart textiles and how that will change the future of interaction with people and we're applying that with some of our work we're doing a Faurecia.

[00:03:39] Marc Carrell-Billiard
Senior Managing Director, Accenture Labs

So you heard about Guillaume talking about connecting platform, you heard about Mary talking about material science, I think there's a last topic that we're going to be really working on: the new type of CPU, the new type of processing power that we need in the car. And eventually we'll have to combine all those different processing power, to build basically the inspiring mobility that Faurecia has in terms of vision.

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