



# MOBILE WORLD CONGRESS 2022 EXPLORING METAVERSE IN THE ENTERPRISE SOURCE VIDEO TRANSCRIPT

**Jason Warnke** [00:00:04] I'm Jason Warnke, I lead Digital Experience for Accenture, and we're here today to talk about the Metaverse in the enterprise. I couldn't be more delighted to have with me, Melanie Cutlan, Managing Director of Technology and Innovation, to talk to us what's happening in this very exciting space. So I'm going to kick it right over to you, Melanie, to tell us what's happening in Metaverse for the enterprise.

**Melanie Cutlan** [00:00:29] Thanks, Jason. Metaverse for the enterprise is buzzing everywhere and people are trying to understand what is happening, where it is going, and how can they apply it. There is so much to be considered about how the technology has evolved to allow us to have a sense of place, a sense of presence and a sense of collaboration together. That is incredible and how we've been hoping for that over the last few years, as many of us are, are joining in discussions remotely like this. And so, what we're seeing is the transformation of the enterprise with that concept in mind. What does it mean for the worker and the employee?

How can you do meetings together? How can you use spatial audio to have a big session, but also to have a sidebar conversation as we used to, or the hallway conversation where, let's be honest, business really got it done in between, in between meetings. So how do you really think about how we meet together? But also, how do we learn in these collaborative spaces? The idea of learning centers has been around for so long. How have we, you know, use this technology in the Metaverse to learn and experience things in new ways, and also to use the Metaverse to manage; to have leadership meetings together, to visit spaces together that we would have done historically in person and we have been doing over the last few years in these virtual spaces. And so the technology is moving along. It's a convergence of capability, a bandwidth of new simplicity of that. And so, Jason, you're really leading the way here. Do you want to talk about how you started this journey?

**Jason Warnke** [00:02:05] Sure, I'd love to. And this is a space that we, inside of Accenture for our global population, we've been



experimenting and piloting some of these technologies for years. I'm not sure we ever called them Metaverse technologies. I think we probably just said, I wonder where mixed reality fits in a workforce like Accenture's workforce. And so, we've been experimenting, prototyping and piloting things. But it wasn't until over the last few years where we sort of shifted the dialog from I wonder if this will ever happen to it is definitely happening, and here are specific things that we need to solve in terms of a business where this technology actually fulfills some of that need. And the best example that I can think of is the reinvention of Accenture's onboarding program. The way that we bring people into Accenture, oftentimes a hundred and twenty-five thousand people I think last year was the number that we brought into Accenture. We used to be able to, in start groups, bring people to physical locations - hotels or campuses, etc. - and we would get to know each other, get to know Accenture and get to know the culture. Learn about how, you know, to perform your role inside of Accenture with a team. We can't do that anymore, nor do we think that's the right thing for us to do at scale over time. And so we said, what a great opportunity for us to bring people into a virtual world, no matter where they are coming from across the planet, can go into a virtual world that we call One Accenture Park - it's actually based on Microsoft Space and MESH - they go with a headset, or they can go via their PC, to join that group. Go through this magical virtual world we created to learn about the various aspects of Accenture. They go on a tour of these different lands where they learn about different Accenture services, and they have a client that they're solving a problem for. In this case, I think it's called global coffee, and they've got to go solve some of these challenges by understanding what Accenture is all about. They're doing it in a virtual world. They're doing it no matter where they are on the planet - with a headset without a headset - we actually went ahead, this was such a compelling use case, we went and bought 60,000 VR headsets to enable the experience. If you can't use a headset or don't want to use a headset, you can do so via your PC, and it was a really important

component in consideration for us to think about was, you know, the headset certainly add something. You mentioned spatial audio, how amazing it is to go through a virtual location with other people and you're hearing people talk around you in addition to sort of that immersive, you know, feel you get just from the visual aspects of it. But not everyone can use the headset. And so, or wants to use the headset, so enabling that experience with it with a PC is a great example of being as inclusive as we possibly could. That was just the first use case, it spawned all other kinds of really neat ones around the design of physical spaces or digital twins of our offices. Immersive learning for other use cases, not just the onboard, you know, the folks that we onboard every year, but those for continuing education, we're doing more there because that retention of that sort of learning is, you know, found to be much higher because you're having that shared experience and you're actually getting multi-sensory reaction to what you've learned. So, just amazing sets of things that we're already seeing. It's still pretty early. So there are some rough spots that, you know, in terms of supporting this from IT that still need to be smoothed out over time. The sign-on process, getting into an environment very quickly and easily and safely is something that I think we'll see some great advancements in. So, I just talked about a few really, I think, compelling examples of found enterprises today leveraging this technology. But you're doing this with our clients day in and day out. What other sorts of things are you seeing happen with other enterprise customers these days?

**Melanie Cutlan** [00:06:10] As you've talked more and more in the public about what we're doing together with Microsoft and upcoming with MESH and such that we've created a lot of conversations with clients who want to understand how to learn in this space, as well; how to recreate that onboarding experience. And also, if you think of remote workers,



the learning is so different in an immersive environment. So you've got people out working on a telephone pole or an electrical line, or were out in the field. We have incredible capabilities now to create an immersive experience where you can teach people things that help them learn and retain that information so differently. And so, it's very exciting to see where clients are doing the events together, right? So recreating how do you do events? How are you getting that workforce both in the office like us and out in the field with the others that continue to expand on that capability of the enterprise. As well as seeing people who want to hold their leadership meetings and such in a new collaborative space that can create a presence together that we've all been lacking over the last few years.

**Jason Warnke** [00:07:23] That's right. Another area that we didn't even imagine would be as beneficial to us as it has turned out to be is actually in the design of our physical location. Well then you see, that might sound a little strange. Like how would VR help us design the physical spaces that Accenture does still create new offices and new locations? And what we found is as we as early as we possibly can take in the cab designs of a physical location, the designers, the architects are working on, we grab that into the technology of the Metaverse. In many cases, the gaming engines that power the games we play - unity, unreal, etc. - we brought those into the VR environment. We created this place where our stakeholders building these locations could interact and iterate through a design of a space before the first hammer is actually picked up by a worker in one of those locations. It's amazing the kinds of decisions you can make when you're talking about virtual space before you start to expend valuable capital building a location out. And it really helps you understand just the different vantage points that you might have in a space that you can't really understand until you see it first, visually and spatially. It's been extraordinary. Now it's a part of our process as we're designing a space right now, we're doing so iterating with a virtual model of it, the digital

twin of the space. Which I think is one of the things we didn't anticipate, but as soon as we have the capability and the skills and the tools, we started to see all these other use cases emerge. I'm just curious if there's anything else in the enterprise space that you're seeing early signs of trends that are going to pick up, or picking up, with our clients?

**Melanie Cutlan** [00:09:13] Well, there's two parts. As you talk about the digital twin of our offices, some of our offices are used for innovation. So how do you innovate together in a virtual space and how do you create an environment? And it used to be about the showcase tour of capabilities to inspire. But now, instead of showcasing a demonstration of a manufacturing plant that has a supply chain backlog, why not go to a digital twin of that manufacturing space? And see that you know that the boxes are stacking up or the trucks can't get through or the port where the containers are all stacked up. And that ability to have presence along with problem-solving creates such a unique capability together when you merge those two. So when you bring people together in a collaborative space, the space itself does inspire you. And we used to be, you know, stuck with those four walls, or travel to different locations, so these digital twins of real spaces are important, but also digital twins of fit-for-purpose spaces that are built to innovate and to inspire and to do some different things.

**Jason Warnke** [00:10:22] Well, thank you, Melanie, for just a great, exciting conversation. You know we both love this topic where we spend a ton of time. I'm dying to know what things should our listeners or viewers that are watching this keep in mind? Or maybe where the first places that they can start, as they take their first steps into the metaverse?



**Melanie Cutlan** [00:10:45] And Jason, this is such a fun place to be, and I love everyone I get to talk to you about it because it's just, you know, it's an open-ended world of possibilities. But really, you have to start tangible. Do you have a real-life problem you're trying to solve? We've talked to clients about, you know, how do I create culture as new joiners join our organization and how do we create that sense? So, how do we make sure we engage, you know, learning throughout the process? Or as we've talked about, how do we use this to actually manage our business? And so, find a real-life problem you're trying to solve. And then the technology is there. There are plenty of ways to get in. And as Jason said, this is a change management journey of getting people comfortable in this space and then helping them to understand what they can do with the space. And so really, it's about building a roadmap that gets you into the future of how your enterprise of the future will work.

**Jason Warnke** [00:11:37] Amazing advice. Thanks so much, Melanie. Take care.

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