

News Release

MEDIA CONTACTS:

Avanade: Cheryl Yab

Phone: (65) 9867 6552

Email: cheryl.yab@avanade.com

Avanade Unveils Its First Digital Innovation Studio In ASEAN

Avanade's newest Digital Innovation Studio joins a global network of 15 studios focused on creating inspiring customer and employee experiences through human-centred design

Singapore, August 20, 2019 - Avanade, the leading digital innovator on the Microsoft ecosystem, today announced Singapore as the location for its newest Digital Innovation Studio. The studio combines design-led thinking and user-centric approach to solve business problems, build strategies and implement innovative technology solutions rapidly for clients in the ASEAN region.

With the reliability of a technology consultancy, the agility and creativity of a digital agency, the studio provides a tangible and interactive experience for clients to co-create and test the latest technologies in different phases - from proof-of-concept, prototype to market launch and scale.

For example, the studio is using Internet of Things and predictive analytics to reimagine the future of automotive service - one that delivers a delightful customer experience and boost employee productivity in parallel. Additionally, the team of creatives and technologists at the studio is designing a mobile application that aims to create a genuine human impact in healthcare services. The app uses Microsoft Cognitive Services to support users' healthcare enquiries, provide information such as clinics located nearest to the user, schedule medical appointments and read doctors' reference letters using Optical Character Recognition.

"Innovation is at the heart of what we do at Avanade and our Digital Innovation Studio team will work side-by-side with our clients to help them explore the right solution," said Omer Ali Khan, Avanade's ASEAN General Manager. "As Singapore establishes itself as a Smart Nation and the pulse of Asia's massive technology growth, the studio's agility will be a key success factor. Our clients need to be able to continuously assess impact and adapt in ways that make the most sense for their businesses. The Digital Innovation Studio offers that."

"Our new Digital Innovation Studio is underpinned by a culture that thrives on co-creation with our clients and partners, collaboration across disciplines and capabilities, and a human-centered design approach to deliver truly exceptional customer and employee experiences," said Rueben Anthony, Avanade's Head of Digital in ASEAN. "We are excited to bring this new approach to our clients and deliver value faster than ever before."

Avanade's Singapore Digital Innovation Studio joins the growing network of 15 studios located in Melbourne, Seattle, Chicago, Toronto, New York, Los Angeles, Houston, Atlanta, Raleigh, London, Krakow, Paris and Milan.



#

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 36,000 professionals in 24 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.