

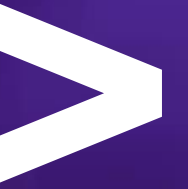


**Timmo  
STURM**

Managing Director  
ACCENTURE GMBH

DRIVING ADOPTION AND PRODUCTIVITY:  
ORGANIZATIONAL CHANGE MANAGEMENT  
FOR THE 3DEXPERIENCE PLATFORM





Engineer the Future:  
Transformation with  
**3DEXPERIENCE**,  
AI & your People at Heart

# Beyond Technology. Towards Meaningful Transformation.



**3DEXPERIENCE®**



User Centered Design

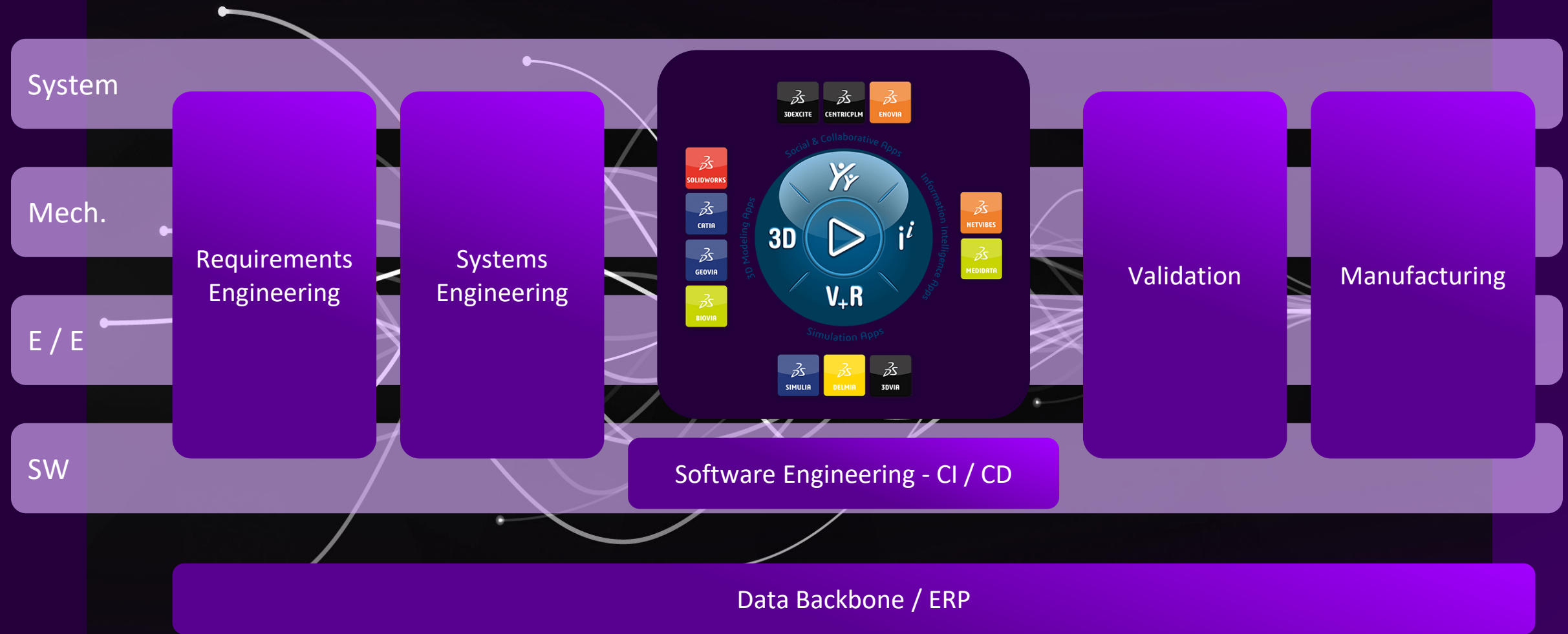


Leverage AI



Excite your Teams

# 3DEXPERIENCE is at the center of the R&D Landscape



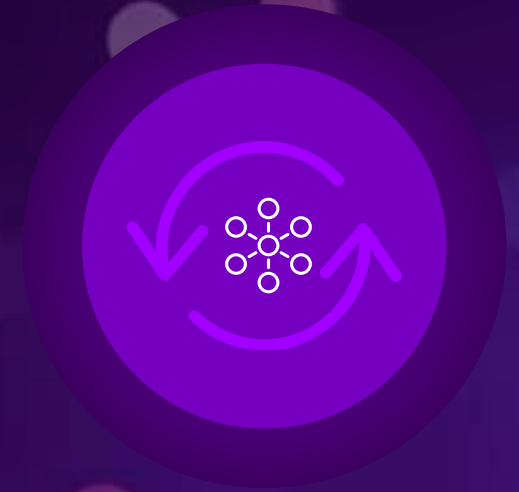
# Streamlined processes are key – And users want to love their tool environment



Integrated and streamlined  
processes



Keep the user at the center



High  
Performance

# R&D effectiveness depends on the right setup

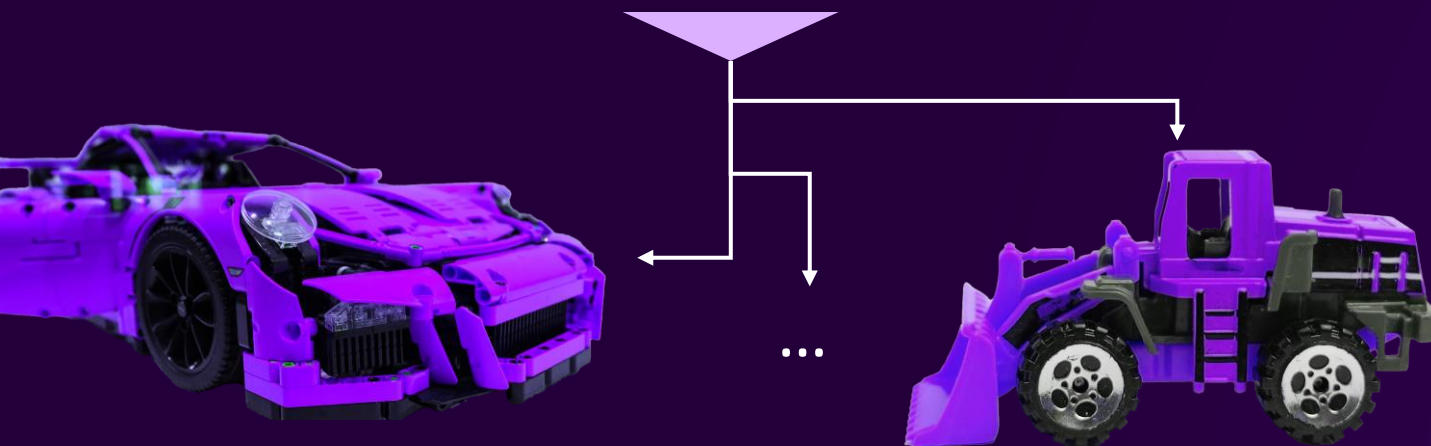


OOTB still needs Configuration

Optimize processes

AND User Experience

Within the standards of the Platform



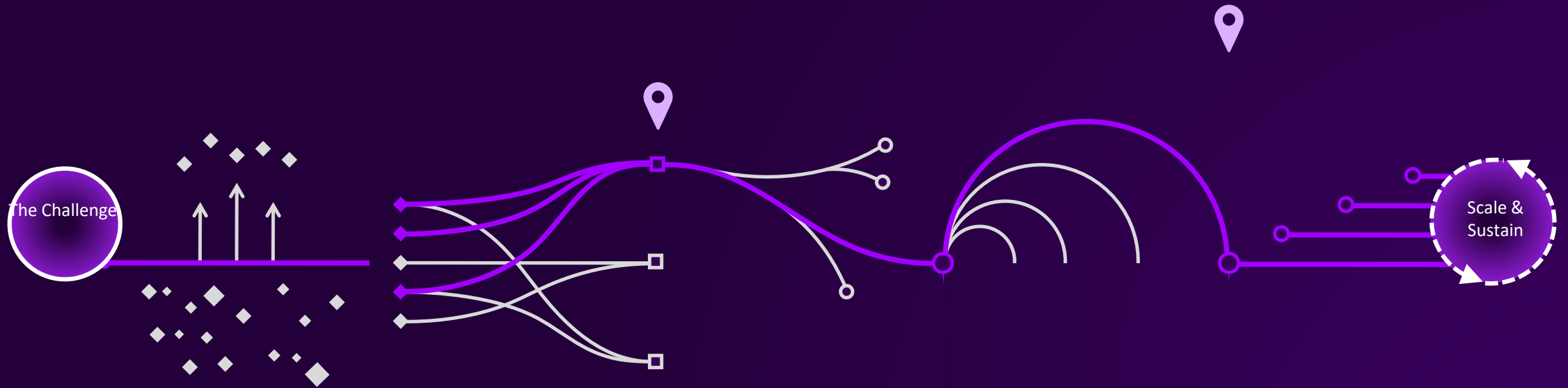
# User Centered Design complements Process and Functional definition

Discover

Define

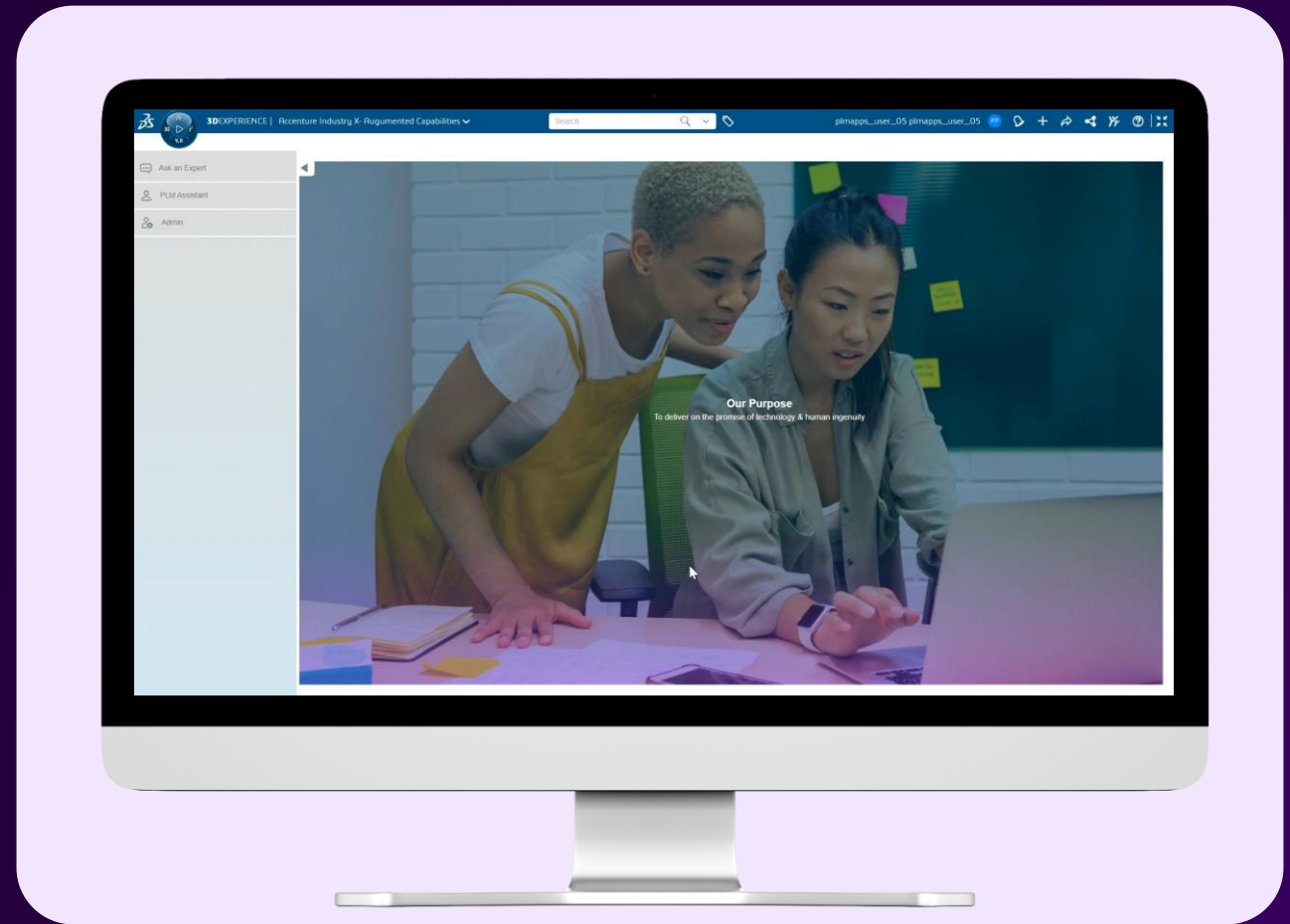
Co-create

Deliver



# Digitize what you make. Revolutionize how you make it.

How about GenAI?





# Digitize what you make. Revolutionize how you make it.

We are already doing it!



# Organizational Change Management ensures your people to be...

**Aware**



about objectives and  
what's in for me

**Equipped**



and trained for the new  
ways of working

**Competent**



and supported to perform  
efficiently in the "new"

# And is lived across the entire organization

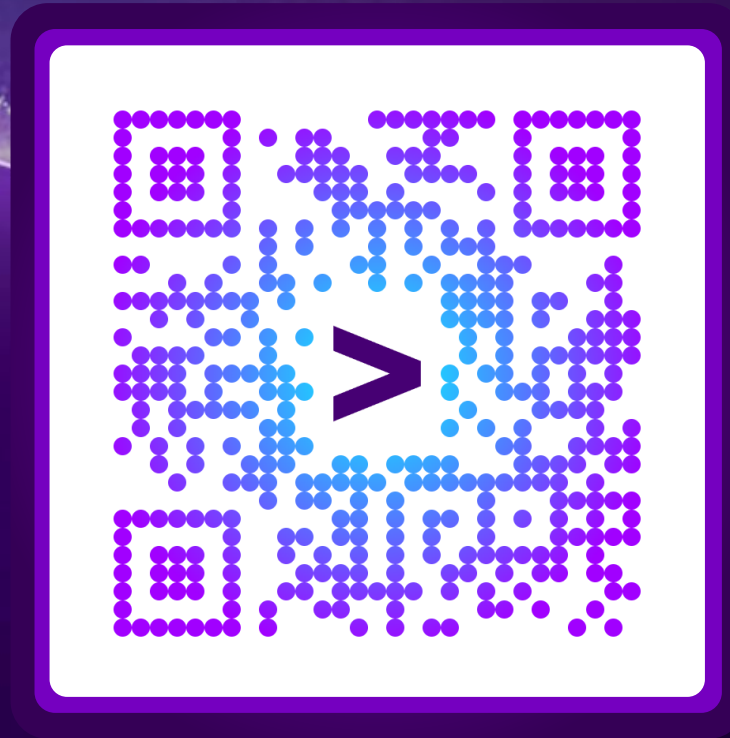


# And don't forget the fun along your Transformation

Hi, I am  
Chick Norris



**Are you interested in our full story?**



**Scan and book your visit at our GenAI Innovation Hub Munich**