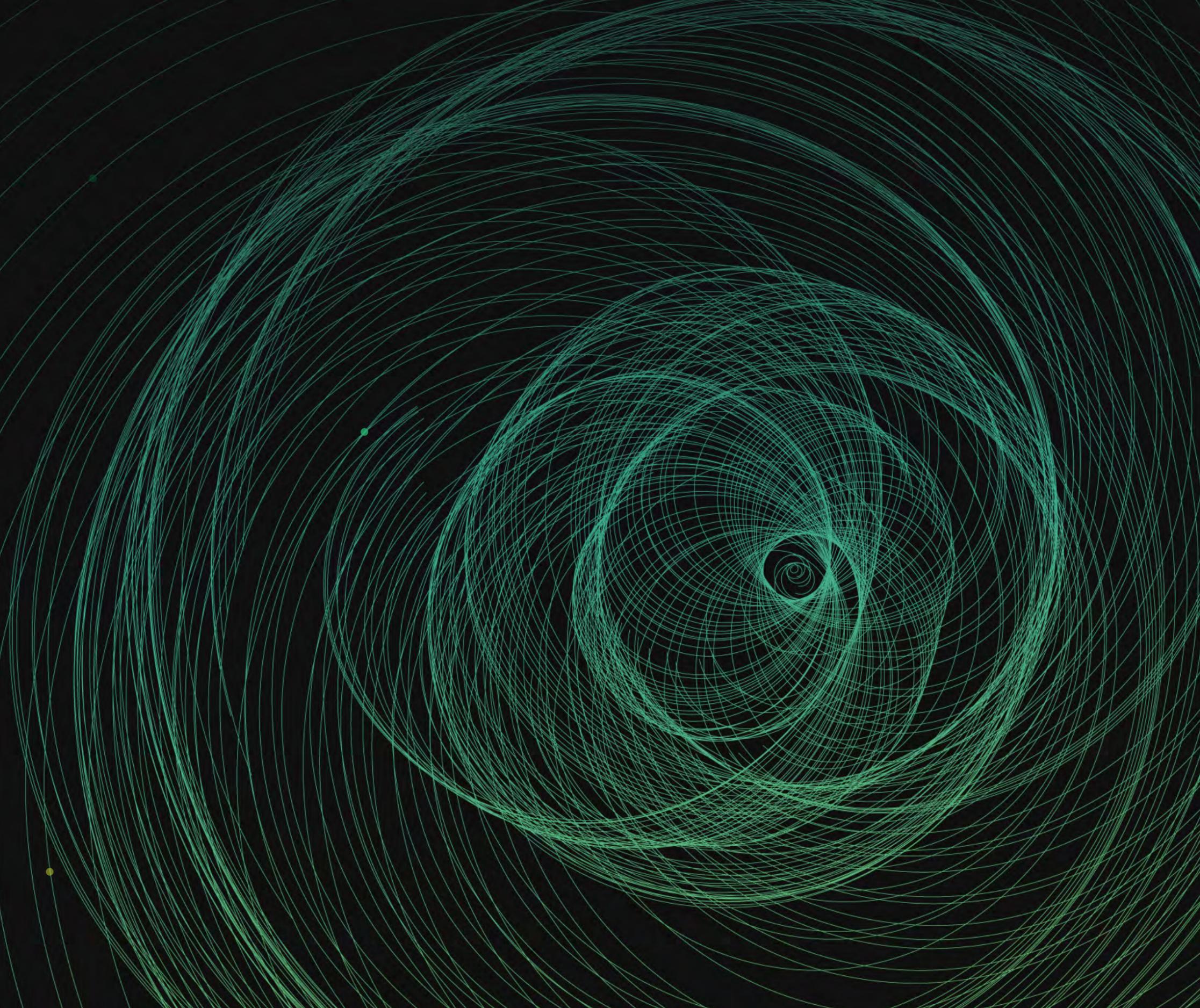




DIGITALBCG

IMMERSION CENTER

**Accelerating digital
transformation**



Digital is reinventing all industry across all corners of the world.

Now more than ever, business leaders need to know the opportunities and risks with the fast changes they are experiencing, and then how to rapidly take action for impact.

To do this, business leaders need to step away, focus their creativity with hands-on digital engagement, ideate with experts across disciplines, and be inspired by teams driving real impact with digital.





Either looking to protect an existing successful business or find new sources of revenue, our clients may need to jumpstart a broad digital transformation or focus on one portion of the journey.

Either way, our centers can help in bringing together the right business teams to unlock new value and give clients the opportunity to discover new avenues for digital disruption.

They provide a technologically-enabled workspace away from their core businesses, coordinate the right multi-disciplinary teams, and bring experience in new ways of working.

Impact delivered from a visit spans a range of benefits from uncovering new insights to building a plan on concrete next steps.

Bringing together the spectrum of BCG's digital capabilities and expertise in an immersive experience for clients.



Click here to learn more about the digital future in your industry

How do we bring digital transformation to life in our centers?

Collaborative expert teaming

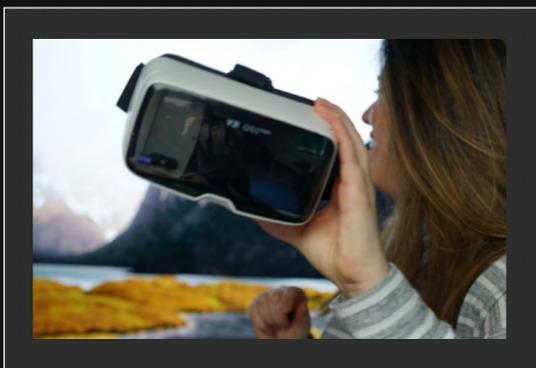
We work hand-in-hand with clients in our centers, and utilize our spaces to bring in experts from all digital disciplines as relevant to each client. In addition to using our centers to host client digital workshops, we also use them to house and enable client collaboration with our digital staff (e.g. data scientists, developers, designers, IT strategists) and to host teaming space for ongoing digital projects. Interacting with these experts and teams during a visit can lead to deeper understanding and lasting impact.

Action-oriented agendas

Digital workshops are designed with our executive client business contexts in mind. Together, we uncover the digital potential for organizations, revealing an array of possibilities and actionable steps to take on transformative digital journeys.

Hands-on discovery

Our centers use thoughtful design and technology where it matters to enable clients to immerse themselves in digital topics in interactive ways. We are constantly evolving and advancing the content we use with clients in centers to not only bring digital topics and impact potential to life, but also to engaging ways to experience what these mean for each client situation.



Innovators, operators, entrepreneurs and investors that work as digital business builders, reimagining how people experience products and services.



Some of the DigitalBCG teams and capabilities you can work with in our centers.



Tech and digital experts, architects and engineers who bring their expertise in IT architecture, project management, cybersecurity and design, to help our clients master complexity and deliver results.



Data scientists, technologists and consultants, who conceptualize, build and deploy advanced analytics solutions. They unleash the potential hidden deep within large and complex data sets.

DigitalBCG Immersion Centers span the globe and are part of a broader set of location types used to host clients for digital impact.



Innovation Center for Operations

Hands-on technology enabled locations that highlight Industry 4.0 and other digital applications in operations. (Additional ICO locations will be opening soon in Dublin, Strasbourg and Guangzhou)



DIGITALBCG
IMMERSION CENTER

Silicon Valley, Paris, New York, and Bangalore's Immersion Centers are currently opened and hosting clients. Those in Shenzhen, will open soon in late 2019.

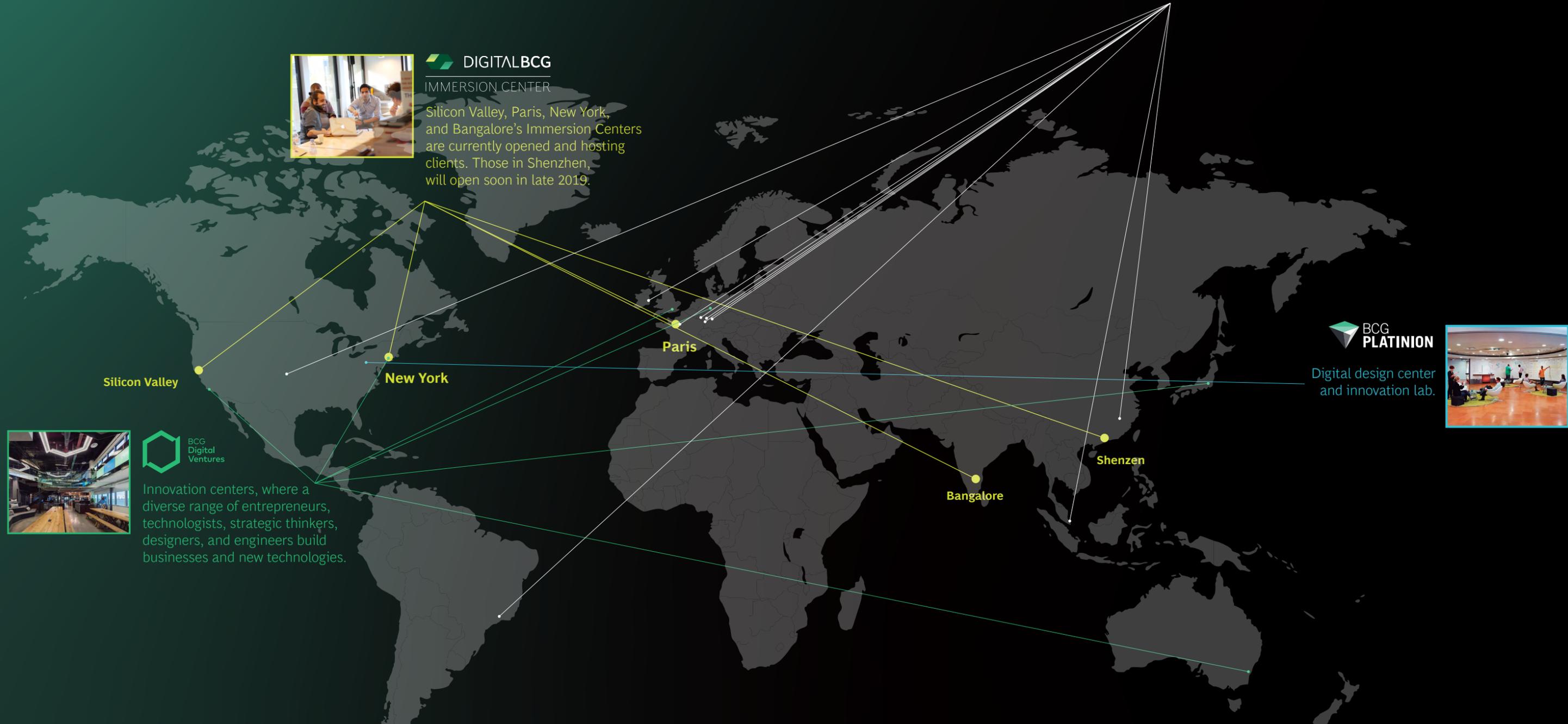


BCG Digital Ventures

Innovation centers, where a diverse range of entrepreneurs, technologists, strategic thinkers, designers, and engineers build businesses and new technologies.

BCG PLATINION

Digital design center and innovation lab.



DigitalBCG Immersion Center

Paris

Overview

Located in the heart of Paris, the Immersion Center is within close proximity to the BCG Office and its experts.

On a day-to-day basis, this exclusive space provides an immersive and sensory experience that breaks typical working habits to boost innovation and inspire creativity.

This environment has been specifically designed to help our clients find customized solutions to their business challenges while applying flexible results that provide measurable longevity.

During our 1-2 day workshop, we give the opportunity for each client to experience the 'Play & Plug' method.

Play, imagine and innovate in order to transform your company without risk and leave the Center with a clear strategic direction.

You will be fulfilled with concrete ideas, roadmap of development and next steps to achieve: everything ready to be 'plugged in' into the reality of your company.

Laura Ghebali Boukhris, Ph.D
Center Manager

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DigitalBCG Immersion Center

Silicon Valley

Overview

BCG's Silicon Valley engagements started in the 1960s and expanded with BCG's second US office in the 1970s. Over the decades, BCG has contributed much to both Silicon Valley's innovation culture and the direction of key technology innovators.

We have expanded our Silicon Valley engagement and our ability to serve clients now with a new BCG office and digital center.

The center enables clients to get hands-on activities that help them deeply understand the opportunities and threats that digital transformation brings.

Based on BCG's decades of Silicon Valley work, the center also serves as a connection point to meet with local innovators and disruptors.

The center also combines expert teams across all BCG skill sets and digital projects to empower BCG to create custom teams that can deliver on your specific digital business innovation goals.

Kurt Buecheler
Center Manager

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DigitalBCG Immersion Center

New York

Overview

The BCG office in New York is at the forefront of workplace design for today's digital age.

As such, it is an ideal place for our center and enables clients to step away and open their mind to digital, get hands-on experience in immersive workshops, and see digital teams in action, allowing them to not only understand but co-create the tangible steps for digital acceleration.

With representatives from all BCG specialty businesses based in New York, clients can meet experts across a range of disciplines such as data science, digital design, and big data infrastructure. Using interactive content in a technology-enabled

space allows clients to learn by doing. A digital day in New York may also include a visit to our technology partners innovation centers or to one of the city's largest startup incubators.

Sasha Engel
Center Manager

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DigitalBCG Immersion Center

Bangalore

Overview

Our digital space in the Bangalore BCG office is used to foster ideation and deep understanding of digital. With a space for technology demo to include VR, and an adjacent space to host sessions addressing topics such as digital customer journeys and advanced analytics.

Our clients have seen great value in taking a step away from their day to day work and their office to come to our center, located in the heart of the digital-forward city of Bangalore.

We have used these sessions with clients to work hand in hand to not only gain deeper understanding of opportunities and challenges, but also to take actionable next steps

Sreysha George
Center Manager

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Visit us to see for yourself.

Contact us at
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[Click here to visit our website](#)

