



# Operations 360° Virtual Tours

## **MALAGA**

Intelligent Sales and Customer Operations  
Video Transcript

Welcome to the virtual tour of our Intelligent Operations Centers in Malaga.

This short video can be paused at any point if you want to look around for longer. If you are watching this on your laptop, you can navigate the 360-degree experience using your cursor or touchscreen. You may also use a virtual reality headset for a fully immersive experience.

Ready?  
Let's go!

### **Welcome to Malaga!**

A dynamic metropolis on the South Coast of Spain with one of the best climates in Europe.

Our Malaga Intelligent Operations Center is one of our 50+ centers around the world dedicated to enabling your journey to intelligent operations, and one of 9+ experience activation centers dedicated to powering brand experiences that deliver marketing-led growth.

Our Experience Activation Network is among the world's largest concentration of marketing activation experts, bringing together tens of thousands of professionals worldwide.

This includes digital marketing professionals working together in a collaborative and innovative space, focused on digital experience, creation & activation.

It is here where we work with you to pave the way with a new, data-driven, content powered approach to achieving marketing-led growth.

Enabling you to captivate your customers with experiences that draw from local language, client and context knowledge, top talent, automation and collaboration while achieving seamless execution at scale.

At the heart of our approach for accelerating the journey to digital, data-driven, intelligent operations is our SynOps platform. Here, in our SynOps hub you can take a good look at how we bring intelligent operations to life for your business.

SynOps orchestrates the optimal combination of human + machine talent, driven by data and insights, to create an evolved, intelligent operating model, to deliver target business outcomes.

The SynOps dashboard help us continuously monitor the performance of people and technologies. Ultimately, giving us the control to get ahead of issues before they become critical.

Exceptional talent.  
Innovative technology.  
Powerful Insights

SynOps is powering intelligent operations.

Copyright © 2021 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.