



BOSTON iHUB

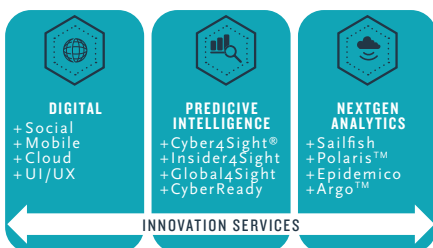
ENABLING A CONNECTED SOCIETY

The Boston iHub team is located within Boston's newest innovation district: Downtown Crossing. As the highest ranked East Coast city for innovation potential, Boston lives at the intersection of academic, technological, and industrial innovation. Boston is home to leading innovation centers for *Fortune* 500 companies, startups, and the investment community. The Boston iHub has forged lasting partnerships with vanguard institutions such as MIT, MassTLC, and the Cambridge Innovation Center (CIC).

The Booz Allen team has cemented its leadership role within the Boston community by helping to operationalize the integration of advanced analytics, artificial intelligence, and the Internet of Things (IoT) into business strategies for finance, health, transportation, entertainment, and retail, enabling clients to prepare for tomorrow by taking advantage of the leading-edge technologies—today.

STRATEGIC INNOVATION GROUP

Booz Allen is an innovation leader, propelled by the imperative to reimagine solutions for our clients' largescale and complex challenges. We blend services and capabilities into a series of challenge-based initiatives to spark transformative products and solutions that address your biggest problems. Our distinct yet integrated initiatives represent our investment in three dynamic market problems and corresponding solutions.



iHUB IN ACTION:

HACKING PEDIATRICS

Booz Allen collaborated with MIT's Hacking Medicine to bring resources to patients, clinicians, and parents. Participants worked alongside clinicians and provided technical expertise to prototype lifechanging solutions: custom front-end and Sailfish back-end development, and full return-on-investment analysis.

Our team received the "Life Saver" award for codeveloping the Crisis Care app, which prevents teen suicide.

THE ARRIVAL OF THE CONNECTED SOCIETY

The convergence of connected technology and advances in manufacturing have brought our society to the precipice of the next major industrial era—which Booz Allen refers to as the Connected Society. The Connected Society is characterized by unprecedented connectivity between people, things, and the locations where we interact. This brings new opportunity for innovation and growth across the spectrum, from *Fortune* 500s to startups and small businesses. As organizations accelerate to meet consumer demands for

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The current customer expectation landscape challenges our clients to offer 24/7 access, instant feedback, curated assortments, and personalized omni-channel experiences.

increased connectivity, the cyber attack surface is also expanding at an exponential rate. Our work with leading *Fortune* 500 companies has led to the acquisition of key insights to drive customer experience and competitiveness through secure products and services in a Connected Society.

CONNECTED CUSTOMER

The customer expectation landscape challenges our clients to offer 24/7 access, instant feedback, curated assortments, and personalized omni-channel experiences. Booz Allen leverages complementary capabilities in analytics, technology, service design, and cyber/privacy to help our clients create, transform, and maintain customer-focused organizations.

For clients across retail, hospitality, energy, health financial services, and entertainment, Booz Allen is helping to understand and influence customer behavior by providing solutions to better optimize client/customer touchpoints to drive improved awareness, engagement, and advocacy.

BOOZ ALLEN'S IoT CROSSCUT

Our IoT Crosscut combines the firm's capabilities in engineering, software development, analytics and cyber security to "build, field, and operationalize" IoT solutions and services. While the term "IoT" is relatively new, Booz Allen has been securely applying core capabilities, such as remote sensing, connectivity, analytics, cyber security, and technology strategy, to transform clients' businesses for years. From wireless mesh network solutions to netted sensor analysis, our crossfunctional experts were pioneers in designing, developing, and implementing connected solutions to solve our clients' toughest challenges.

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy, technology, and engineering for more than 100 years. Booz Allen partners with private and public sector clients to solve their most difficult challenges. To learn more, visit BoozAllen.com. (NYSE: BAH)

