accenture

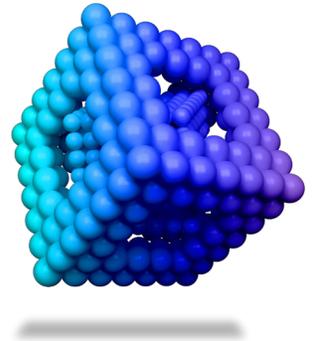**SOFTWARE & PLATFORMS | ACCELERATING PLATFORM BUSINESS**

STRATEGIC PLATFORMS
DEVELOPER PLATFORMS

Developers are the heartbeat of digital innovation. That's why building and sustaining a thriving developer ecosystem is so essential for platform companies.

To stand out from the competition, companies must keep their developer ecosystems committed to their success. That means articulating the platform's value proposition. And designing, launching and managing scalable operations that bring that value proposition to life.

Accenture Webscale Services for Developer Ecosystems help companies realize their ecosystem visions, run them efficiently at scale and engage new developers into the future.

HOW CAN WE HELP:

01 CONTENT

We help to source content that is accurate, informative and consistent for developers.

QUESTIONS ANSWERED

How can I create/source content that is readable, consistent, and technically accurate?

Does the content I have cater to all my target developer groups?

How do I continue to update and maintain the developer content, so it remains current?

SOLUTIONS

Content strategy

Personalization of content

Learning & certification capabilities

Multichannel content aggregation

02 MARKETING

We help to identify, onboard, and enable developers through effective marketing.

QUESTIONS ANSWERED

Who are my target developer groups?

What is my engagement strategy?

How do I create developers who are advocates of my platform?

How do I engage the key influencers in my market?

SOLUTIONS

Developer segmentation

Developer journey mapping

Engagement strategy

Value proposition definition

03 SUPPORT

Our teams provide adequate and useful tech support for developers.

QUESTIONS ANSWERED

What support models do I need to have in place?

What languages should I support?

What manual workflows can I automate?

SOLUTIONS

Tiered support strategy

Automation strategy and selection

Operations effective-ness consulting

App testing & publication

04 ANALYTICS

See how you compare against competitors through our insightful and actionable analytics reports.

QUESTIONS ANSWERED

What are the key reports that need to be set up?

What KPIs do I track? What does good look like?

How do you compare to competitors?

SOLUTIONS

Analytics dashboard

KPI/SLA governance

CSAT/NPS tracking

Developer feedback loop

Developer journey analysis

Whether your company is conceptualizing, designing and launching a developer platform, or operating and optimizing one, we help you to build a scalable and sustainable model for success.

For more information contact:

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ABOUT ACCENTURE

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