



# KEVIN PRENDEVILLE TALKING HEAD

## VIDEO TRANSCRIPT

[01:00:00:00]

Intro

three is, different business models for how that product is brought to market, whether it's as an outcome basis or as an as-a-service.

[00:00:00:06]

**WHY IS DIGITAL PRODUCT ENGINEERING SO IMPORTANT IN HIGH TECH NOW?**

[00:00:01:08]

**WHY MUST ALL COMPANIES BECOME SOFTWARE-DRIVEN COMPANIES**

[00:00:00:08]

Digital product engineering, and especially software product engineering, is so important in high-tech because of the chronic need for time-to-market and innovation. Some of the pain points that our clients are facing in the engineering space is: number one, how do they rationalize their portfolio to focus on the right things to do? Number two is, how do they accelerate their complex product between what they have to do internally in the ecosystem to get the time-to-market? Number three is, how are they going to sell the product . . . and how are they going to adapt to the new monetization models that are out there? And fourth is, often how do you tie together a very complex engineering workforce that might be around the planet, working together as efficiently as possible?

[00:00:01:10]

Software is one of the most important differentiators moving forward. We're seeing commoditization on the hardware side, so really bringing the best customer experience, bringing the best user experience, and maximizing the feature set—both now and as you iterate with more features in the future

[00:00:01:26]

**THE BENEFITS THAT ACCENTURE DELIVERS**

[00:00:00:45]

**EVOLVING TRENDS IN PRODUCT ENGINEERING**

[00:00:01:29]

So, some of the benefits that our client are seeing when they engage us is an increased time-to-market, better engineering productivity, and overall a higher return on investment on their massive R&D spend.

[00:00:00:48]

The three macro trends we're seeing in product engineering is number one, the increase of software and the importance of software in the product. Number two, the increase connectivity between the core product and the ecosystem or enterprise systems that enable it. And number

Copyright © 2017 Accenture  
All rights reserved.

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