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# SOFTWARE ACCELERATION

Strategy | Consulting | Digital | Technology | Operations

Software product engineering is booming. This \$14 billion market continues to thrive as connected devices flourish and as more companies move from offering conventional hardware to software-driven product features.

Traditional hardware companies must pivot now or get left behind.

As software becomes the primary mechanism for product delivery and development, integration with the enterprise and ecosystem is vital. To stay competitive, companies are increasingly pursuing **as-a-Service business models** to capture market share and increase shareholder value.

But escalating maintenance and R&D costs are pinching development budgets, and complex technology waves are disrupting the pace of innovation and creating technical gaps.

Accenture's end-to-end software products, platforms and services meet these challenges head-on, delivering cost reductions, faster time-to-market, increased operational efficiency, and stronger revenue streams.

Boost your speed to innovation. Learn how Accenture can ignite software acceleration in your business at [Accenture.com/PELS](https://www.accenture.com/PELS)

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