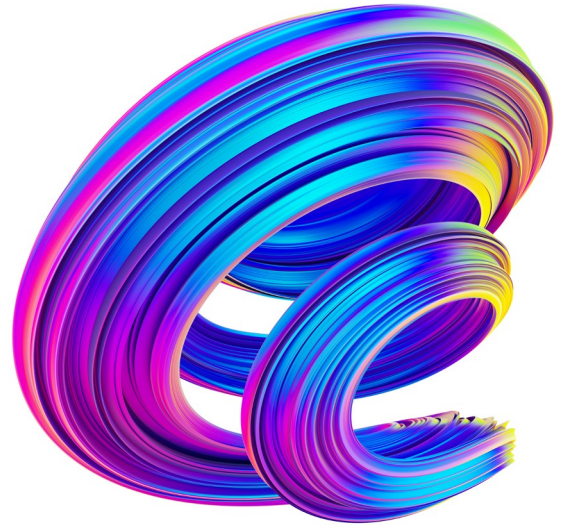# accenture

Everything-as-a-Service

The awe-inspiring pace of change in today's digital world is forcing companies to innovate and re-shape their operating models and embrace digital transformation for new growth opportunities.

Everything-as-a-Service (EaaS) operating models form the foundation of an increasing number of industry offerings delivered via the cloud rather than the traditional on-premise or license model.

The EaaS business model integrates software, infrastructure, and business processes on demand to provide a plug-in, modular, scalable, and consumption-based model, supported by analytics, cloud, and automation.

Target Segments	Hardware Companies	Software & Platforms	Comms & Media

Offer #1
Business & Product Strategy

- Define the overall vision, priorities and journey for the As-a-Service business across the operating model, along with the associated value proposition.
- Provide the strategic and tactical roadmap to transformation and identify critical areas of the business that need transformation.
- Create a product design, build processes, and develop the user experience.

Results Delivered

Accenture helped a leading technology company develop SaaS business agility and speed to market for new business services.

As part of this work, we provided CTO-level guidance on strategic and operational considerations.

Offer #2
Customer Success

- Increase the value of the end-to-end customer relationship in the new, evolving subscription/SaaS business models through customer onboarding management, increased adoption and consumption, account management, and renewals.

Results Delivered

Accenture helped a high-growth SaaS company develop customer success capabilities and an industrialized customer success team to increase the customer retention rate.

Accenture helped a global high-tech networking company build, document, rationalize, and prioritize processes and capabilities for the customer success and renewals functions.

Offer #3
Product & Platform

- Develop a platform-first strategy that empowers customers and ecosystem developers to create stickiness.
- Facilitate a shared platform of common, base services that allow product teams to rapidly innovate and experiment.

Results Delivered

A global industrial products firm selected Accenture to help with the architecture and design of the cloud-based replacement of their legacy product. Accenture helped the firm design a micro-services-based, open platform using Agile methodologies.

Offer #4

Organization & Culture

- Empower the organization structure, leadership, talent strategy, and culture required for an agile As-a-Service business.
- Transform the operating model and organization by leveraging a multi-speed model, structuring around services-based organization, biztech governance, and talent ecosystem management.

Results Delivered

A top financial services firm engaged Accenture to set up a new, independent technology division that could quickly respond to market and regulatory changes.

Accenture supported a top-five global toy manufacturer in its transformation to a digital enterprise by addressing missing capabilities, fragmented ownership of digital services, and multiple operating models.

Offer #5

Sales & Marketing

- Enable the processes, structures, and systems required to support a modern "land and expand" sales motion.
- This offering encompasses channel strategy, compensation plans, and go-to-market and growth strategies.

Results Delivered

Accenture helped a leading IT solutions provider transform into a data-driven marketing organization by building end-to-end data and analytics solutions.

Accenture provided guidance to a traditional hardware firm on how to segment, identify, recruit, and train existing and new partners to achieve the firm's rapid SaaS growth objectives.

Offer #6

Finance & Legal

- Support the accounting, finance, security/compliance processes, systems, and contracts required for an As-a-Service business.

Results Delivered

Accenture worked with a rapidly growing high-tech firm to help them automate select financial, accounting and legal policies, processes and technologies in order to position them to meet their aggressive growth objectives, including a focus on rapidly integrating acquired firms.

Offer #7

Governance

- Obtain executive sponsorship, financial support, and senior leadership commitment to the As-a-Service strategy, enabling accountability, agility, and transparency.

Results Delivered

Accenture worked with the CEO and leadership team of a large high-tech firm to envision their "North Star", create a three-year business case and roadmap, and establish the governance and accountability structure to reach their goals.

Why Accenture

- Accenture's EaaS offering helps clients with real-world insights and ideas for making their operating models more agile and developing durable As-a-Service businesses that will scale.
- Accenture provides market-proven strategies, personalized offer development, detailed capability assessments, and actionable roadmap recommendations.
- We design new user experiences, living products, frictionless transaction systems, and best-in-class operating model capabilities that are essential to these models' success.
- We have an experienced team of dedicated practitioners, along with a proprietary framework, tools, and assets, with several client-vetted success stories of implemented transformations.

For more information, contact us:

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