High-tech leaders recognize that demanding markets require a new era of products that are connected to both the external ecosystem and internal enterprise systems, as they look to capitalize on growing ‘as-a-Service’ business models. Today, success is awarded to companies that challenge existing business models by rapidly adapting their products, processes, data and resources to deliver customer-centric experiences.

AS A RESULT, THEY’RE ABLE TO:

1. Accelerate time-to-market
2. Monetize data and deliver more personalized services
3. Become innovation leaders
4. Increase market share and achieve more consistent revenue streams

THIS WHOLESALE INDUSTRY REINVENTION IS DRIVEN BY

1. Internet and social-based companies reshaping the landscape
   - Using global scale, mobility, cloud, data, analytics and evolving ecosystems, they’re:
     - Redefining the user experience
     - Bypassing competitive barriers
     - Driving ‘as-a-Service’ consumption patterns
     - Changing how the market values companies

2. Technology products are becoming platforms in their own right
   - Software + Interconnectivity + IoT changes the game:
     - ‘Evergreen’ products kept continuously improved via updates
     - Flexible customer-specific variants
     - Real-time customer and product performance insights
     - Access to huge connected marketplace, harnessing cloud for scale
     - Preventive maintenance/upgrades
     - But security challenges need to be overcome...

3. Competitive new marketplace with new business models
   - New ecosystems...players...customer segments
   - New data streams that can be monetized
   - New product engineering and design philosophy
   - New market insights

HOW CAN HIGH-TECH COMPANIES STAY AHEAD OF THE PACK?

1. Embrace emerging tech opportunities—from, IoT, AI, and beyond
2. Create streamlined business processes and end-to-end digital product threads—from idea through end-of-life
3. Harness the combined power of the cloud, connected devices, and the platform economy by monetizing data

JOIN THE CONVERSATION #AccelerateGrowth

To learn more visit www.accenture.com/us-en/cmt-electronics-high-tech-industry

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