

Device-as-a-Service

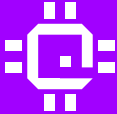


New-age technologies are fundamentally changing the way products and services are consumed which, in turn, is driving enterprise transformation to meet market demands.

Accenture's Device-as-a-Service (DaaS) offering supports enterprise transformation, allowing clients to adopt a platform-based business model to open new avenues of growth in a service-led economy and lay the foundation for new value creation.

DaaS offers devices and associated services packaged as a comprehensive solution on a single platform, thereby driving a seamless customer experience, OPEX flexibility, and access to smart, living products. Our offering helps our clients build their capabilities and serve their end-customer in an "as-a-service" model, while generating tangible benefits across the entire value chain.



Target Segments

-  **Hardware Companies**
-  **Software & Platforms**
-  **Comms & Media**

Offer #1 Strategy

- Build a business case for the offering and develop an external and internal plan to implement the offering.
- This offering includes business model strategy, growth strategy, competitive strategy, go-to-market strategy, organization, culture, and governance.

Results Delivered

Accenture advised a leading hardware company on the business transformation required to build its software business, including prioritizing and sequencing capabilities development.

Offer #2 Asset Deployment

- Utilize reverse logistics to plan how products/assets are deployed to customers, serviced, and processed.
- This offering includes forward supply chain, configuration and testing, kitting and packaging, repair depot operations, and service and support.

Results Delivered

Accenture applied our unique DaaS process libraries and platform prototypes to blueprint end-to-end asset deployment processes for a leading hardware company, which accelerated time-to-revenue and enabled scaled testing in a full DaaS model.

Offer #3 Product Operations

- Strategize product ordering and fulfillment for the customer, including any repairs to contribute to product upkeep.
- This offering includes partnership models, order management, global sourcing, and supplier management.

Results Delivered

Creating architecture, deployment blueprints, and operating models, Accenture enabled an agile DaaS evolution path for a global hardware brand, crucially providing the ability to automate partner onboarding to meet "speed of market" change requirements.

Offer #4

Customer Sales & Service

- Design the activities that relate to putting the customer first, from sales through ongoing relationship management and customer support.
- This offering includes marketing strategy, pricing, sales strategy, channel strategy, account management, and service and support.

Results Delivered

With a specialized customer-journey design, Accenture created simple but effective models for DaaS that directed product, pricing, promotion, and strategy for a global provider entering DaaS from an established hardware business.

Offer #5

IT & Product Development & Testing

- Develop R&D, device development, and testing for the DaaS offerings and IT operations by using certain methodologies and tools that are in security and regulatory compliance.
- This offering includes security and regulatory compliance, IT operations, device development and testing, R&D, tools, and methodology.

Results Delivered

Accenture is a key resource for a significant hardware/software company, delivering R&D, device development, and scaled testing of devices used in ongoing DaaS offerings.

Accenture developed product road maps and a platform integration architecture for a major hardware company beginning to accelerate its DaaS market entry.

Offer #6

Finance & Legal

- Address financial planning and management, as well as all the activities from a compliance and legal standpoint that DaaS requires.
- This offering includes financial strategy, reporting and compliance, accounting, contracts, and invoicing process/management.

Results Delivered

Enabled through Accenture's assessment and unique DaaS frameworks, a global high-tech manufacturer used Accenture's work to baseline requirements for dramatically improved scaling of finance and legal requirements for DaaS products—from fixed-asset accounting and controls to accelerated contract development in sales.

Offer #7

Device Management & Maintenance

- Assess the ongoing processes needed to maintain devices, as well as the activities that are required to refurbish or decommission them after customer use.
- This offering includes security policies, device configuration, repairs and warranty, end-of-life services and service levels.

Results Delivered

Accenture has delivered critical assessments, benchmarks, process design, program design, and operational capabilities for multiple global telco and hardware manufacturers to improve cost recovery and redeployment capabilities for DaaS products.

Why Accenture

- Accenture's DaaS offering provides clients with plug-in, scalable, consumption-based services powered by analytics, cloud, and automation to create value across the ecosystem comprising our clients, our client's channel partners, and end customers.
- We offer end-to-end capabilities, from shaping the strategy to transforming and operating the business, leveraging the power of digital and technology to create value.
- Accenture is ServiceNow's largest professional services partner with more than 900 certifications and more than 5,000 completed ServiceNow projects. We have an experienced team of dedicated practitioners, along with a unique set of assets, models, and accelerators, to support our client's journey.

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