

As a service, at your service

Reinventing the high tech company of tomorrow

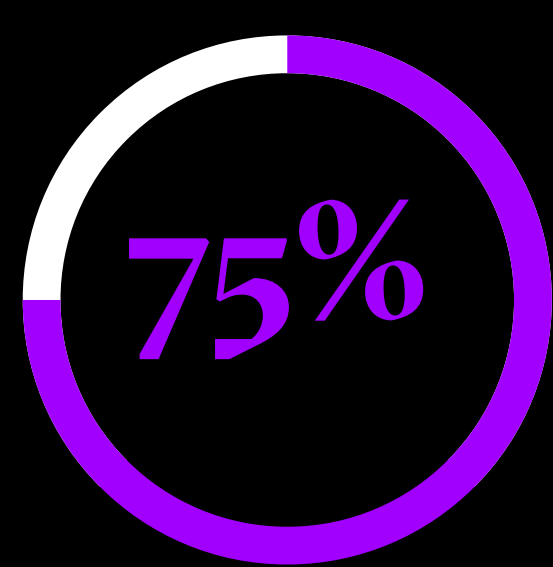


Dynamic or bust: The new market reality

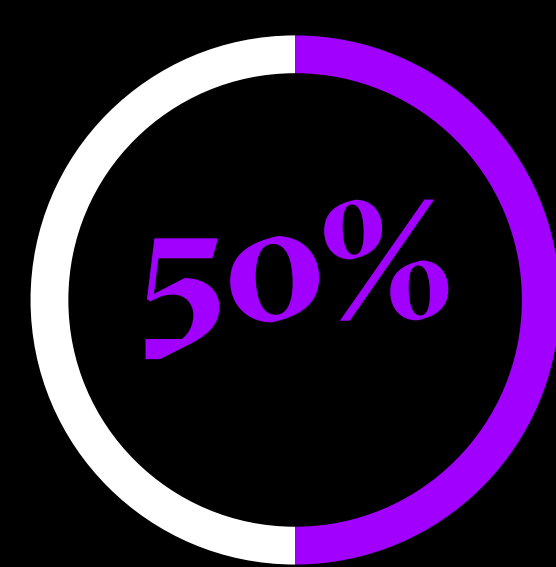
Up to 4x increases in enterprise value are rewarded to companies with a higher proportion of their revenue as recurring.

Transition from product-focused to customer outcomes-centric models is essential for high tech companies.

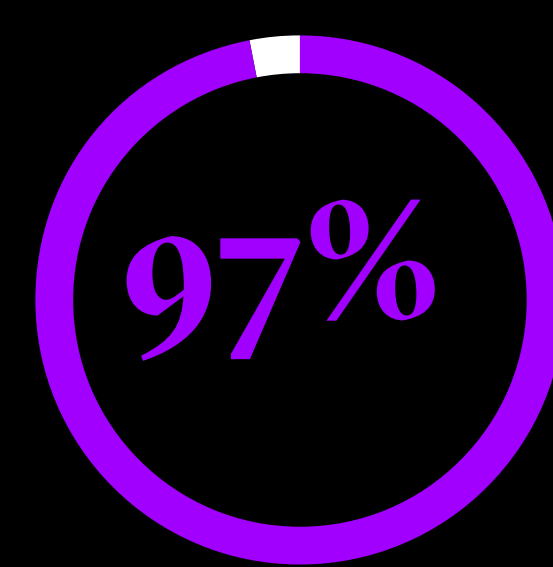
According to our research, respondents agreed with the following:



Legacy technology hardware companies will no longer exist unless they begin acting more like software companies.

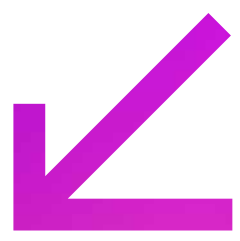


Organizations can meet their publicly stated ARR goals.

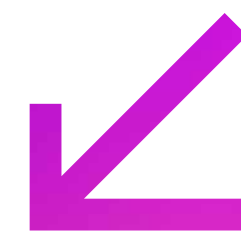
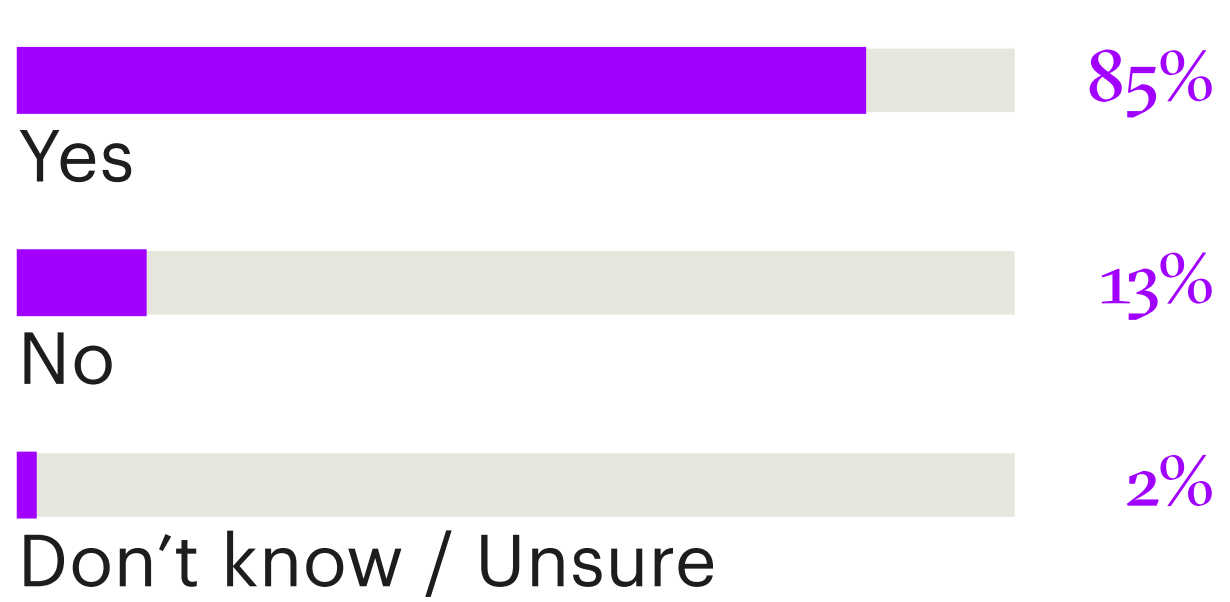


Generative AI can expedite the organization's strategic shift toward ARR and AaS models.

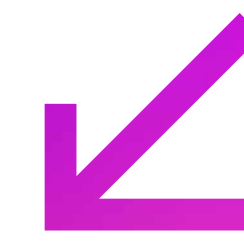
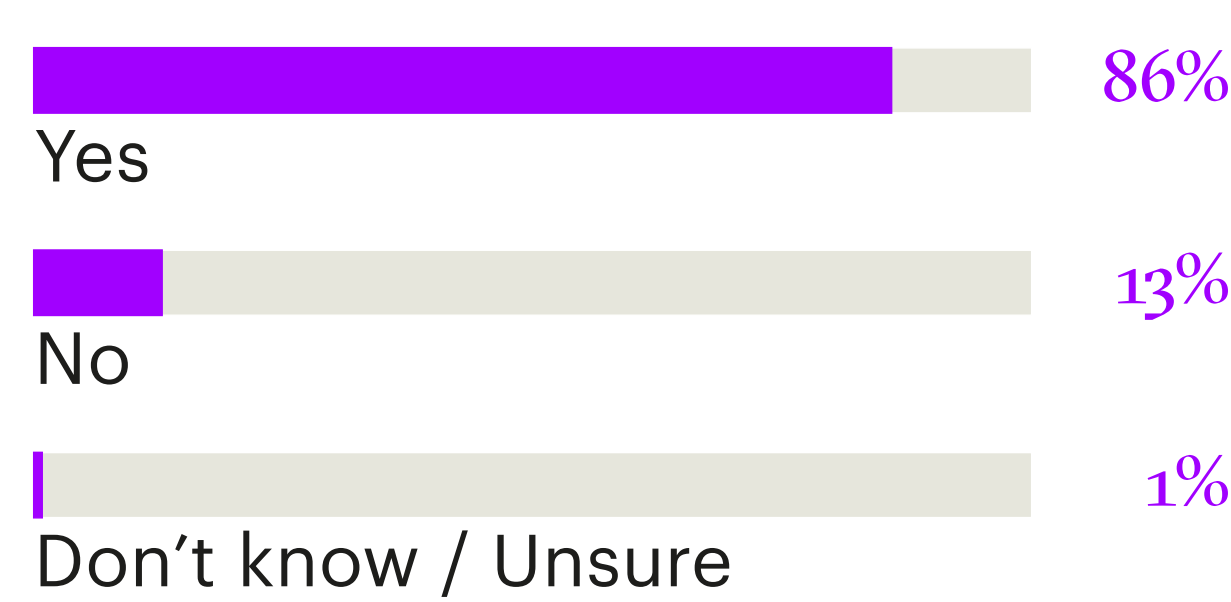
How ready are enterprises to adopt an AaS model?



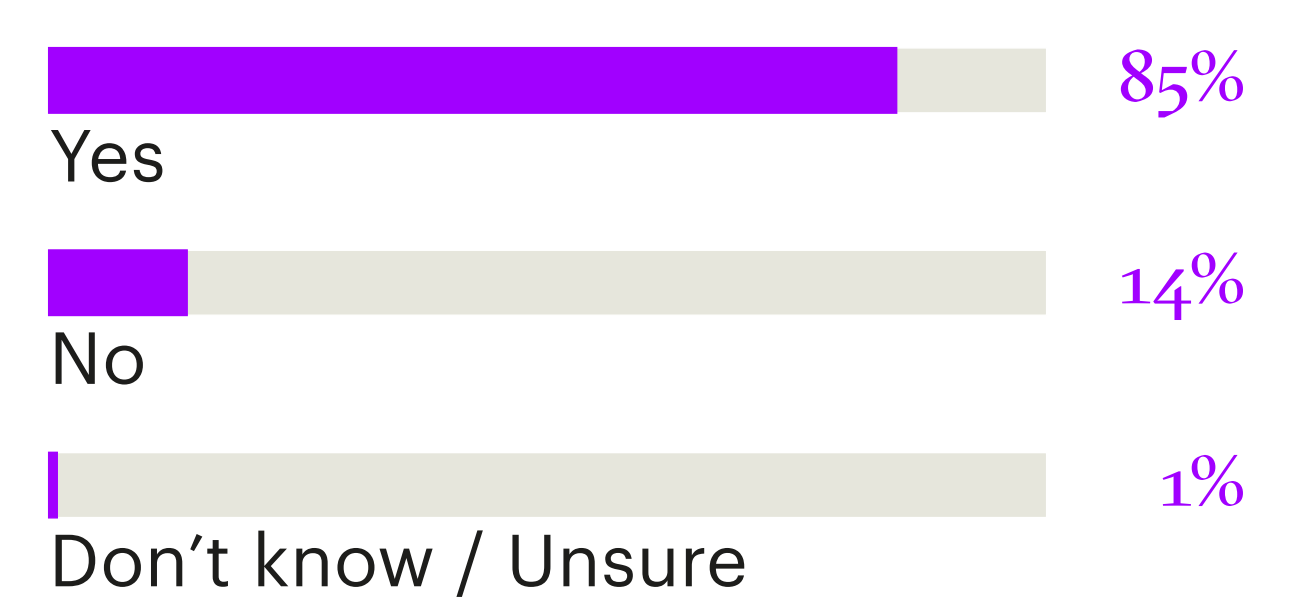
The sales force is concerned about AaS models cannibalizing existing offerings.



The sales force is equipped to handle the shift from transaction-based to outcome-based compensation.



The sales force's willingness to embrace new compensation models is key to enabling AaS.



The path to success.

To thrive, high tech companies must:

- Shift from transactional to relational customer engagement.
- Replace legacy systems with modern IT.
- Meet the elastic, evolving customer needs of today.
- Recalibrate to a modern sales force ready to succeed with AaS.

Read our report to learn how to transform your high tech company for tomorrow's market.

[accenture.com/high-tech/as-a-service-at-your-service](https://www.accenture.com/high-tech/as-a-service-at-your-service)

