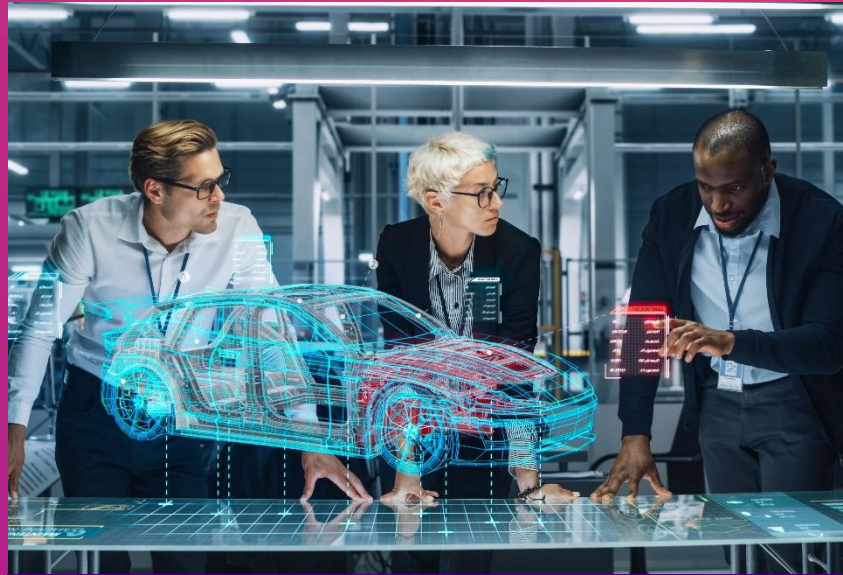




Accenture Software Defined Vehicle Solution

Build and monetize digital platforms to create, deliver and continuously shape unique user experiences.



To compete, OEMs must transform to become digital companies that are future-ready.

Changing customer expectations, an increase in competition and new revenue creation opportunities are defining the next frontier in automotive innovation.

Three critical elements to ensure a successful transformation

- Redefine the strategy and organization
- Reinvent the product and business models
- Create a new operating model

Accenture's comprehensive and integrated portfolio of services, solutions, strategic acquisitions, and ecosystem partners, help OEMs transform to secure their position in the new auto-ecosystem.

There is a fundamental shift away from the vehicle as the main source of revenue. Digital services and experiences, enabled by the vehicle as a platform, are gaining traction.

\$3.5 trillion

Revenue generated through digital services will increase from \$300 million in 2022 to \$3.5 trillion by 2040.*

90%

By 2030, annual unit production of software-defined vehicles will surpass 90% of total production, up from 1.5% in 2020.**

* Accenture Research
** Gartner

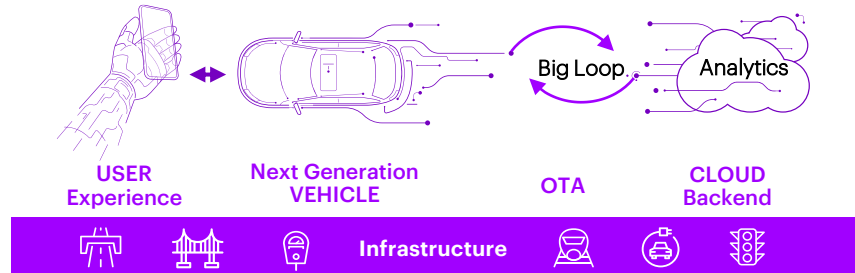
Accelerate the journey

To compete, OEMs must transform. This means changing not just the products they make, but their entire organization. They need to focus on becoming digital companies that are ready for the future. Accenture's Software Defined Vehicle Solution helps OEMs build and monetize digital platforms to create, deliver, and continuously shape unique user experiences. In many ways, this has started happening already. We help accelerate the journey.

Core benefits

Make a complete transformation possible

Our services, solutions and expertise are unique and integrated across the entire automotive value chain, making a complete end-to-end transformation possible.



Continuous focus on customer experience

OEMs need to become more customer-centric. Creating experiences that not only meet, but exceed, customers' expectations is key to create digital services that generate substantial revenue and requires working across traditional silos, rethinking culture and organization.

Solution features

An end-to-end holistic approach

Our capabilities help OEMs address three imperatives at the same time: redefining strategy and organization; reinventing product and business models and creating an entirely new operating model.

Transform the organization: Software-defined Advisory

We help design future-proof organizations, including business model development, management and execution of transformation programs, and new ways of working – using the product to create and capture new value.

Transform the product: Software & Platforms

We help define, implement and accelerate the development of your auto software stack - including embedded software in-vehicle, cloud, user front-ends, data platforms and OTA. Our focus is on future-proofing your software stacks.

Transform the operating Model: Systems Engineering

We enable your processes, methods and tools for data-driven and continuous delivery, with a single CI/CD mindset. We realize the power of systems engineering: defining requirements, architecture, integration, testing and validation.

See what our solution can do for you

Reach out to our team to find out more about the Accenture Software Defined Vehicle Solution.



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