Connected Devices & Embedded Software
Overview
Market Landscape

70% of IoT revenue!

.embedded-systems-revenue-projection-

$2.1Tn

idcs-embedded-intelligent-systems-revenue-projection-for-2020-

B2B opportunity = 2x B2C

.embedded-systems-revenue-projection-2014-2020-

Growing at 9% CAGR

.embedded-intelligent-systems-revenue-projection-2014-2020-

Double digit CAGR of unit shipment growth

.embedbed-systems-unit-shipment-growth-

Source: IDC. The Rise of Intelligent Systems: Connecting Enterprises and Smart Devices in Seamless Networks

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Connected Devices Market Trends at a Glance

**Growth in Consumer Electronics**
Digitalization, mobility and miniaturization of devices, with smart digital applications such as digital TVs, audio equipment, Blu-Ray players, and media servers making their way into the living rooms of households.

$1T

**Use of Open Source OS**
As the market matures, Open Source OS will gain more traction, due to interoperability and integration advantages.
The large number of devices running on Open Source software will lead to growth in this segment.

3.7x

**Cost of Embedded SW Development**
Although varying by product, Embedded SW development represents between 42% to 62% of product development costs followed by Electrical & Mechanical.

62%

**Rapid proliferation of IoT**
The rapid uptake of intelligent systems due to their applications in smart home appliances, intelligent cities, point-of-sale, manufacturing, healthcare, transport & logistics.

40B

Source: IDC; ARM; Gartner; Forbes; WSJ

Source: Technavio; IDC; Gartner; ARM; Siemens; Microsoft; Linux; Forbes

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Accenture Digital

Accenture Interactive, Analytics and Mobility work seamlessly together to help drive digital transformation for our clients.
Accenture Mobility

**Mobility Strategy & Consulting**
Help our clients assess, design and execute a mobility strategy and/or digital transformation using mobile technologies.

**Mobile Applications**
Development of enterprise and consumer applications which help differentiate our clients in the market and enhance productivity.

**Mobile Application & Device Testing**
Industrialized and comprehensive testing approach for mobile apps and a broad range of devices.

**Connected Devices & Embedded Software**
End-to-end service helping our clients to rapidly create, launch and maintain leading edge, differentiated connected devices.

**Connected Products, Platforms & Services**
Provide transformative capabilities to our clients through horizontal and industry-specific IoT solutions.

*Internet of Things*
Connected Devices and Embedded Software

• Expert advisory and assessment of constantly changing and emerging technologies to help find the best fit for the discovery, compute and communication of data from devices

• An experienced team of engineers helping organizations get the best possible value for their business from existing—or potentially new—connected devices, as standalone devices for device manufacturers or part of a broader IoT offering

• A comprehensive suite of product engineering services, from device conception and prototyping through to launch and continued maintenance in the field to manage the complete lifecycle of connected devices
Scope of Connected Devices and Embedded Software

Industries
- Mobile Network & Telecom
- Consumer Electronics
- Manufacturing, Industrial & Resources
- Transportation & Automotive
- Health
- Retail
- Semico
- Aerospace & Defense

Services
- Advisory
- Innovation
- Product Engineering
- In-Market Operations

Technology Capabilities
- Device Hardware & Sensors
- Device Operating System
- Device Security
- Device Agents
- Device Service Enablement
- Device Comms
- Device Location & Positioning
- Device Analytics
- Telecommunications Networks
For many organizations, finding the device solution to meet the ever-changing needs of the business while also ensuring planning, implementation and adoption success can be a daunting undertaking. Put your device procurement, or technology selection program on the path to success from the very beginning with help from Connected Device **Advisory Services**. Our comprehensive services confirm that you have an experienced partner to guide your business through each stage of your device transformation program.

With certain consumer markets reaching maturity and growth being sluggish the winners will be those who can work with their ecosystem partners to push **Disruptive Innovation** by connecting humans with technology in ways that meet their fundamental needs. Price, Security and ease of use remain significant barriers to adoption of IoT devices and services. Growth in new categories will happen, and when it does, it will happen very quickly. Connected Devices **Innovation Services** will help to accelerate your companies Time-to-Innovation using our powerful ecosystem of solutions.

Full lifecycle **product engineering services** taking devices and systems from concept to prototype for fast, scalable development tested and ready for manufacturing at volume. Includes all elements of Product Engineering from requirements, system engineering, product development, DevOps, Integration & Testing.

Once products are released, the support requirements does not end there. From in-market SW updates, real-time monitoring & fleet management, new feature & maintenance releases, Tier 1-3 technical support, Connected Devices provides full turnkey **Maintenance & Operations services** & solutions for successful value extraction from existing devices delivered in the field.
Our broad and deep experience

We offer a broad range of proven, end-to-end capabilities in planning, implementing and managing mobility and IoT solutions.

Our scale, our people, and our partnerships

We can deliver globally, at scale, 24/7. We have a delivery presence in more than 30 countries through 17 delivery centers, capable of rapidly creating new solutions across any mobile platform.

Our innovations and assets

We have developed a suite of proprietary tools and capabilities to accelerate mobility adoption for our clients.

Our rich ecosystem of partners enables us to provide leading-edge mobility solutions while always providing technology-agnostic, independent advice.

Accenture Mobility has over 170 patents globally and a similar number of patent applications pending for mobility-related inventions.
Key Contacts

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