

Digital Business Models Provide Competitive Advantage

Video Transcript



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Marshall Wells Accenture Hybrid Cloud

A At Accenture we believe that every business is a digital business and, increasingly we are finding that these digital businesses are outperforming their peers.

We are finding these businesses are employing new strategies, digital strategies that are giving them the advantage. We are finding that in three areas. First the speed and agility at which they are able to get to a business outcome. So it is very important that it is the business outcome that they are providing quickly, not just provisioning the technology.

The second thing we are finding is that they are really focused on using hybrid cloud and cloud technologies as an integration strategy. What they are able to do is combine their unique IP and customer value propositions with what already exists in the public market and create new and unique value propositions by combining these services and offering them to the customers in differentiated ways.

The third thing we are finding is that they are not only providing their value proposition as a service to their customers, but they are also demanding that from their partners, so that the full life cycle can be provided as a service.

We believe these three factors will continue to differentiate these digital companies and they will continue to outperform their peers by pursuing these digital strategies.