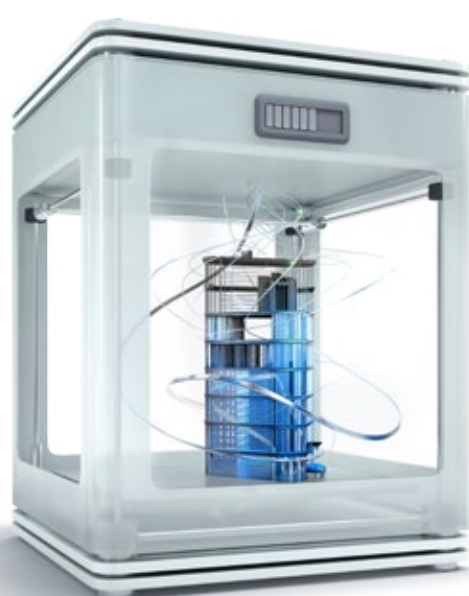


# COMBINE AND CONQUER

INDUSTRY X.O AND THE DIGITAL REINVENTION OF INDUSTRY



of companies are getting both cost saving efficiencies and new growth from their investments in digital technologies.

**WHY? BECAUSE MOST ARE STILL DEPLOYING DIGITAL TECHNOLOGIES PIECEMEAL.**

Accenture research shows that if they were to take a combinatorial approach they could significantly boost both savings per employee and market capitalization. Combination is also key to value creation as an Industry X.O business: a smart, connected, living, and learning enterprise that embraces constant technological change, and drives profitable growth from it.

## IT'S ALL IN THE COMBINATION



### EFFICIENCY

Combining 5 digital technologies in particular—autonomous vehicles, augmented and virtual reality, big data, machine learning, and mobile computing—could achieve additional average savings of more than US\$85,000 per employee.



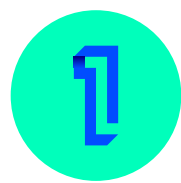
### GROWTH

Combining 5 different digital technologies—autonomous robots, mobile computing, autonomous vehicles, 3D printing, and machine learning—could deliver additional average market capitalization of just over US\$6 billion for a company.

**INDUSTRY X.O BUSINESSES COMPLETELY REINVENT THEIR INDUSTRIES TO ENABLE NEW LEVELS OF EFFICIENCY, NEW SOURCES OF GROWTH AND THE NEW CUSTOMER EXPERIENCES THAT SUSTAIN "LEADING IN THE NEW".**

## 6 DIGITAL IMPERATIVES

Winning technology combinations will vary across industries. But all Industry X.O business must address 6 digital imperatives to deploy these technology combinations:



### 1 Transform the core

Drive new levels of efficiency around digital. Both machines and software systems are synchronized to unlock cost efficiencies—thus driving up investment capacity.



### 4 Build a digital-ready workforce

Source, train and retain talent with digital-ready skills and encourage active collaboration between people and machines.



### 2 Focus on experiences and outcomes

Investing to drive new, hyper-personalized experiences for customers, via multiple "smart touchpoints," helping grow core businesses by enhancing customer engagement.



### 5 Re-architect new ecosystems

Create a robust ecosystem of suppliers, distributors, start-ups, and customers that enables rapid scaling of new business models across the digital value chain.



### 3 Innovate new business models

Driving differentiated value for clients and new revenue streams for companies.



### 6 Pivot wisely

Continually balance investment and resource allocation between the core business and the new business to synchronize innovation and growth.

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