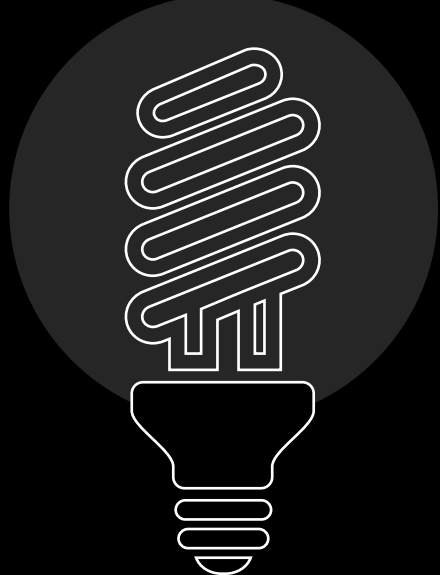


# Creating Business Innovation through Technology Innovation

CIOs' critical role as digital innovators

High performance. Delivered.



**62%** of business and technology executives are investing in digital technologies.<sup>1</sup>

**35%** are comprehensively investing in digital innovation as part of their overall business strategy.<sup>2</sup>

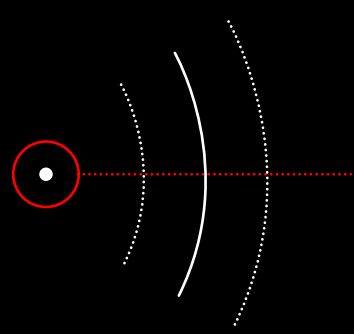
## CIOs are in the spotlight

CIOs are ideally placed to be innovation champions, identifying and exploring emerging and existing technology with the business and working together to create new business opportunities.

Leading CIOs that successfully steer technology innovation for the business have three distinct characteristics

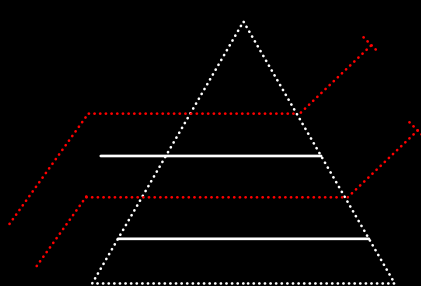
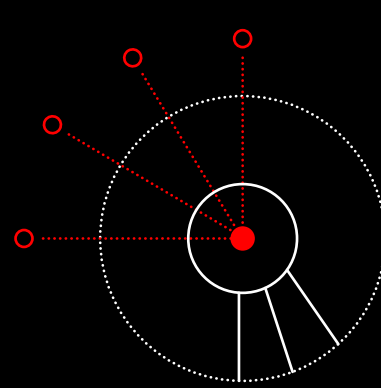
1

### Be Relentlessly Innovative: Build a distinctive technology innovation service



- A Have a strong voice on the latest business and technology trends**
- Collate ideas
  - Draw insights from multiple sources

- B Provide innovation platforms**
- Bring the business and IT together
  - Explore market shifts and customer needs
  - Iterate and refine services
  - Learn by doing



- C Introduce flexible portfolio management tools**
- Regain visibility of all change activity, from idea through to live services

2

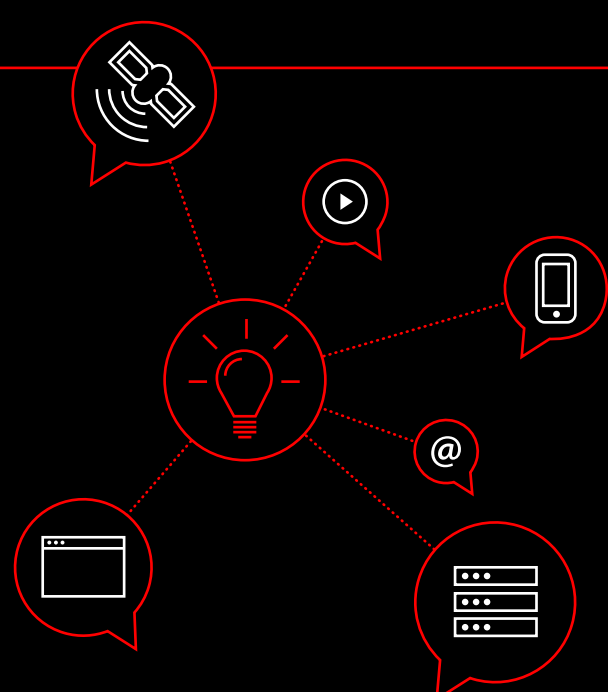
### Earn the right to innovate at an enterprise level

**61%** of business leaders fail to identify their technology architecture as nimble. Innovation is difficult without the agility to put new ideas into practice.<sup>3</sup>

## How?

Gain agility through simplification, having the right processes in place and operating a multi-speed business.

3



### Lead by example with innovation to become a digital transformation leader

- Discuss technology innovation as part of strategy investment and planning
- Join up innovation and business change initiatives
- Rotate business and technology talent—and create an innovation environment that attracts new talent

[www.accenture.com/drivingtechnologyinnovation](http://www.accenture.com/drivingtechnologyinnovation)

<sup>1</sup>Accenture Technology Vision 2015  
<sup>2</sup>ibid  
<sup>3</sup>Accenture Strategy research on the intersection of business and technology, 2015