Figure 1: R&D stage-gate process enabled by digital technology and integrated with digital marketing

Core research & development

Digital research and ideation
- Big data analysis

Digital experiments (DX)
- Well-aimed target
- Data-driven plan
- High-speed experiment

Digital commercialization
- Human sense
- Digital channels
- Customer relationship management
- Digital marketing
- Digital sales

Key building blocks

1. Search and content analytics
2. Lab automation
3. Artificial intelligence
4. Quantum computing
5. Intelligent knowledge management
6. Co-creation platforms

Pipeline increase

Source: Accenture