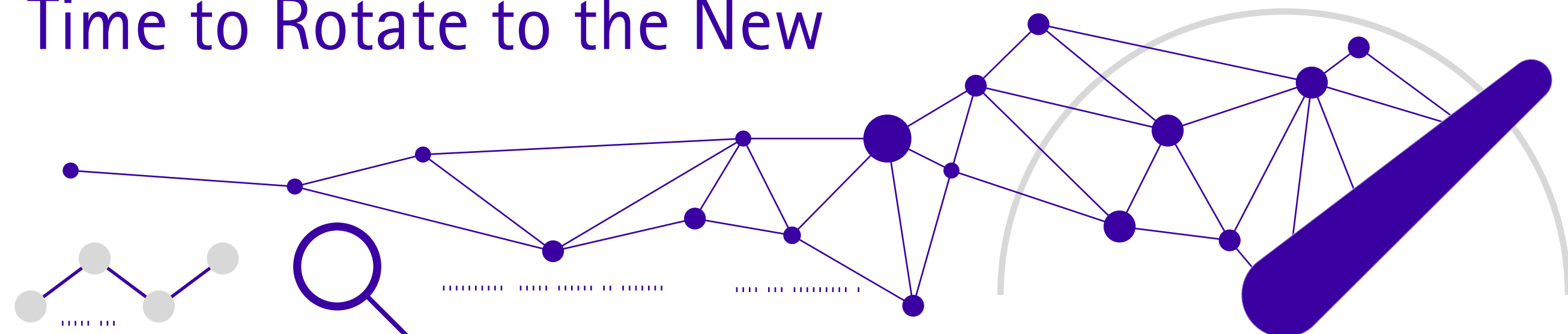
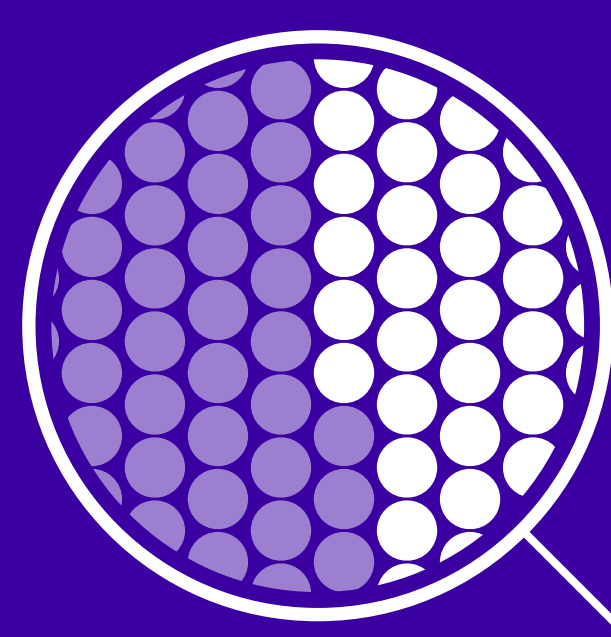


Achieving Digital Performance

Time to Rotate to the New



Our Accenture Digital Performance Index analyzed 343 companies across eight industry sectors for their digital investment and progress, then cross referenced their digital performance with their financial performance.



Our findings

Most companies have made investments in mobile, big data, cloud, and/or cyber security. But performance for most is still lacking.

60%

of companies we reviewed do not achieve significant digital or financial performance

34%

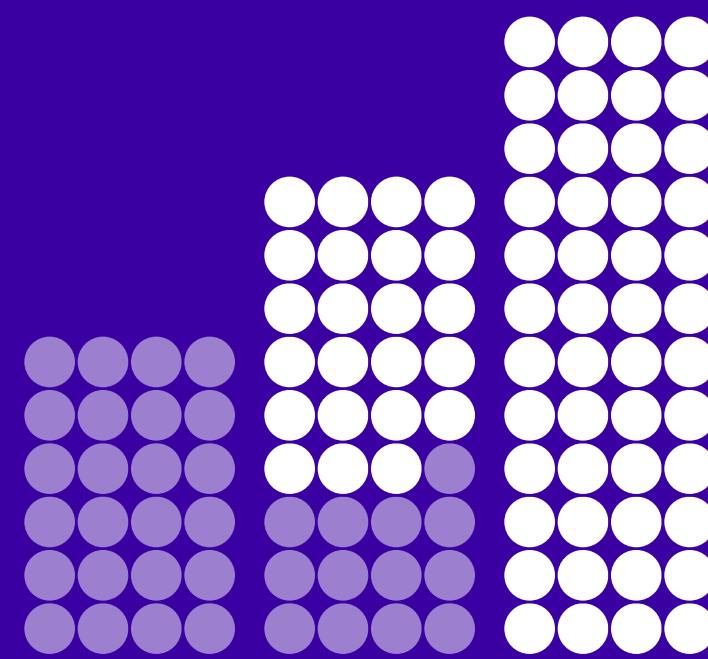
achieve one or the other

6%

Only 6% deliver both

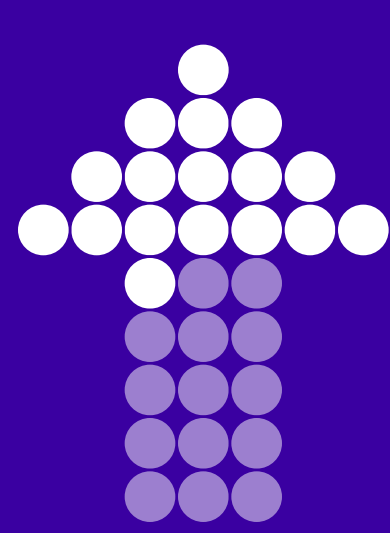
Digital High Performers deliver superior financial outcomes

Digital High Performers outpace Digital Leaders by achieving greater profitability, revenue growth and consistent financial performance. They achieve:



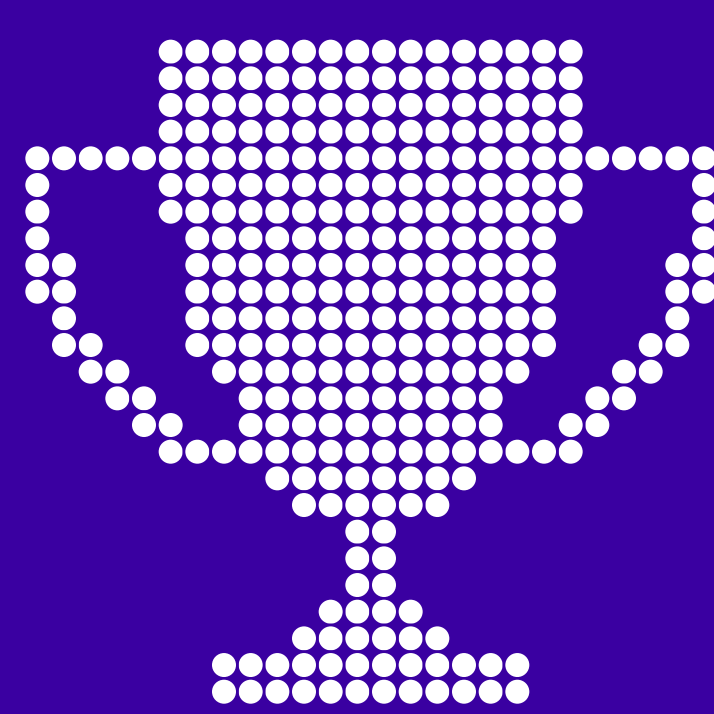
44%

higher revenue growth



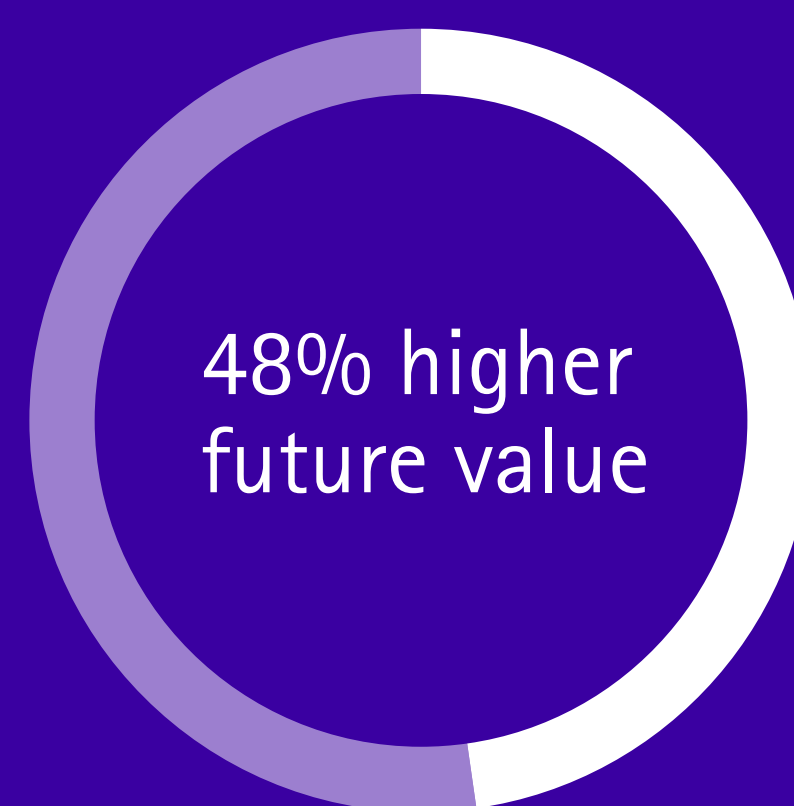
34%

higher profitability

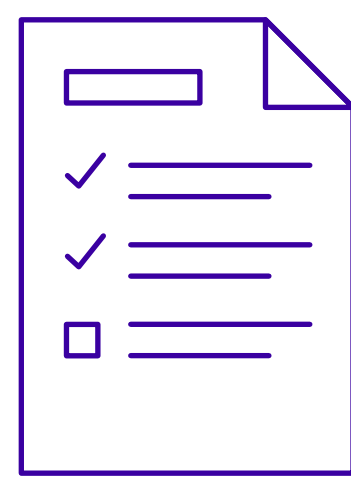


Shareholders reward Digital High Performers

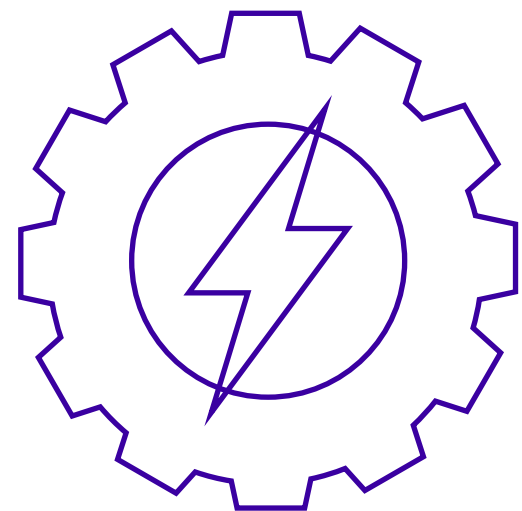
Digital High Performers realize greater value. They achieve:



Digital High Performers succeed in all areas of business activity



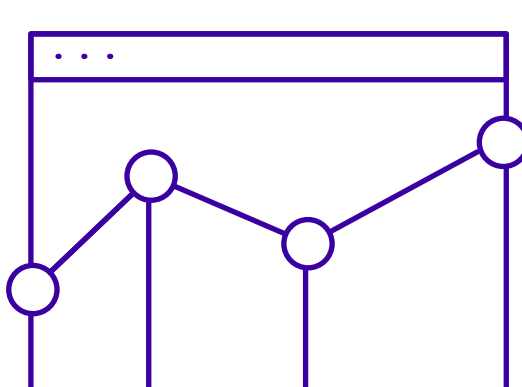
Plan: They assess strategic planning and implementation and the degree to which companies embed digital with their plans.



Make: They assess the use of digital technology in design, innovation, production and delivery, including how digital is applied to streamline activities across a supply network.



Sell: They evaluate how digital is used to improve customer experience through multiple channels, from sales to service.



Manage: They examine the presence of digital technologies and mindsets in corporate culture and internal operations, including how digital improves their operational efficiency.

Find out how Accenture can assess the digital performance of companies in your industry:
www.accenture.com/use-en/insight-digital-performance