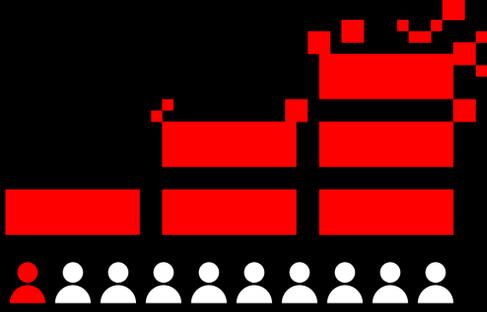


# Digital without disruption

## Digital dreams vs. digital reality

Many companies have heavily invested in digital technologies to fuel growth. But the majority have not achieved this value proposition. Why are so many companies failing to drive growth through digital?

High performance. **Delivered.**



Less than **10%** of executives see sustainable growth through digital investment.



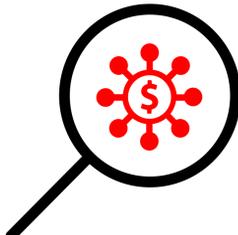
**Two-thirds** believe they are not successful at improving the activities that add value and create competitive advantage.

## What's getting in the way of growth through digital?

Companies are not strategically reinvesting cost savings to move the big needles of performance.



Digital technologies are the most common (**54%**) direction for reinvestment of cost savings.

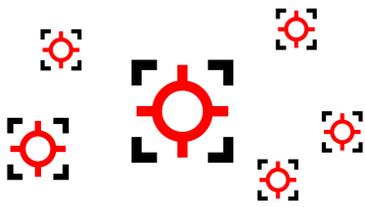


Over **50%** of executives say identifying the right areas to invest for growth is their top challenge.

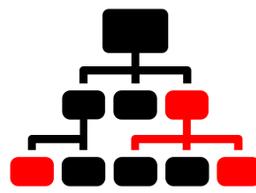


Only **30%** of executives prioritize cost savings in line with business strategy.

Companies lack a view of their organization from the eyes of the customer.



**75%** of executives report not knowing where to focus to eliminate waste and reduce non-value added activities.



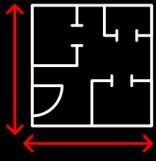
**49%** of digital adoption is driven by individual business units and functions – without collaboration across the enterprise.

## The game plan for growth

Companies cannot save their way to growth. Digital needs to follow the customer lifecycle, supporting the customer experience.

Two key principles should be followed:

- 1 Understand the end-to-end value chain – and identify the possibilities for growth.



Create an end-to-end blueprint that provides an accurate depiction of the way your organization actually operates, not just the way it's organized.



Leverage this holistic view to target where digital capabilities can improve the customer experience and drive growth.

- 2 Walk a day in your customers' shoes – and see where digital fits.



Assess the potential impact of digital. Ask yourself, "If the business were to remove the digital components, would the customer experience largely be the same?"

Learn more about how companies can realize long-lasting returns from digital investments with our full report:

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