



# COMPRESSIVE DISRUPTION

LEARN TO THRIVE UNDER PRESSURE

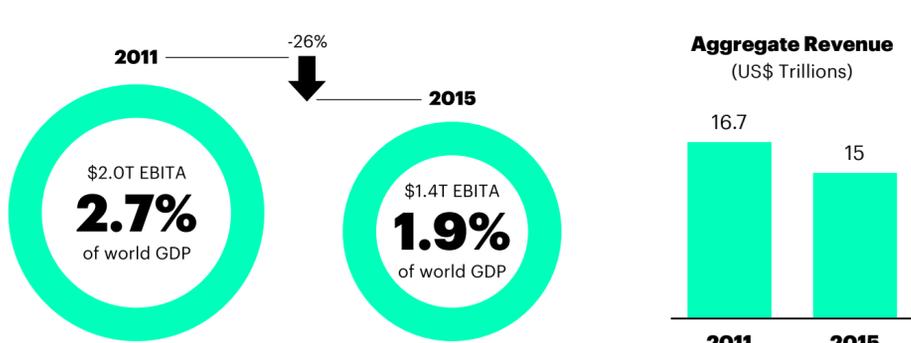
## How compressive disruption threatens slow-moving industries

The pace of disruption is accelerating, giving organizations in most industries much less time to adapt. Yet, many large asset-heavy companies are seemingly stable and immune to explosive, or “big bang,” disruption. However, companies in these industries are experiencing a slower and much harder to recognize “compressive” disruption that is putting the squeeze on revenues and operating profits.

## OUR RESEARCH

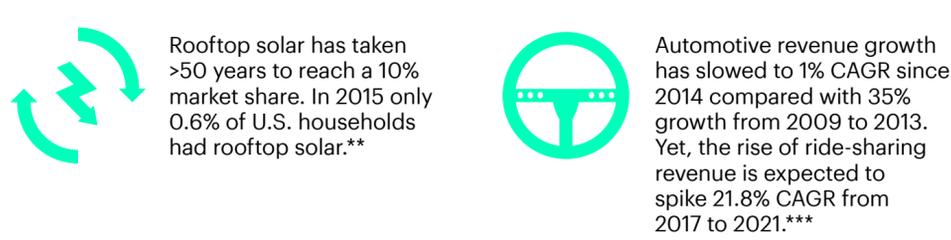


For asset-heavy industries, operating profits fell and revenues declined



Sources: Accenture Profit Compression Database; World Bank national accounts data (current US\$); Accenture Research analysis

Asset-heavy industries are slow to adopt new products

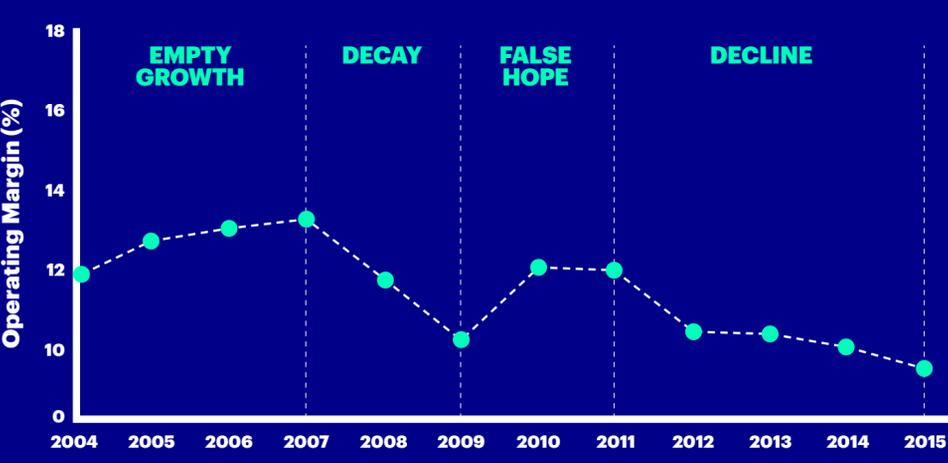


## WHAT ARE THE BLINDSPOTS?



## SPOT THE STAGES OF COMPRESSIVE DISRUPTION

Slow disruption weakens the core business over time, restricting cash flow and ultimately the ability of companies to invest outside of their core businesses.



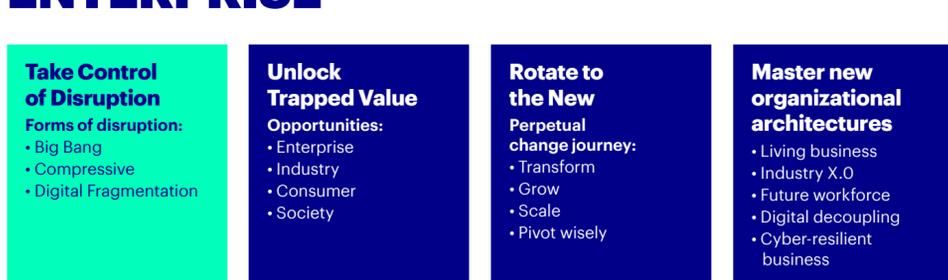
## THREE OPPORTUNITIES TO RENEW THE CORE BUSINESS



## LEARN MORE ABOUT DISRUPTION



## CREATE AN INTELLIGENT ENTERPRISE



## LEARN WHY YOU SHOULD SELF-DISRUPT

[accenture.com/leadinthenew](http://accenture.com/leadinthenew)

\* Earnings Before Interest, Taxes and Amortization  
\*\* Solar Energy Industries Association, and US Census Bureau (784,000 homes had installed rooftop solar as of the first half of 2015, and as of July 2015 there were 134,789,944 housing units)  
\*\*\* Source: Statista