

THE RIGHT CHEMISTRY FOR RESILIENCE

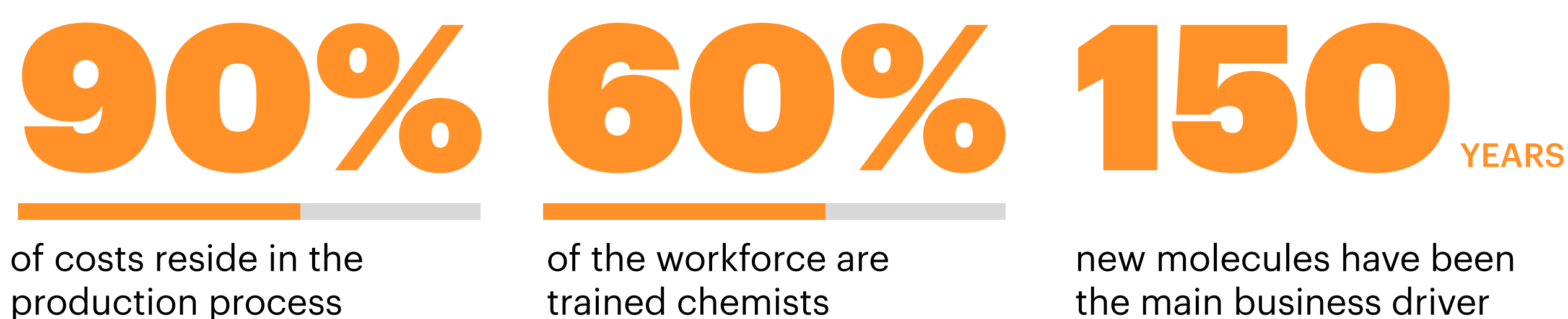


Competitive agility in the chemical industry requires big changes in strategy and operations. Digital technologies can help find new sources of value to drive growth.

increased revenues **5-7%**
margin growth **1-2%**

Accenture Strategy analysis shows that chemical companies have experienced periods where revenues increased by 5-7%, while their overall margin growth was only 1-2%.

A MOLECULE MIND-SET IS HAMPERING THE TECHNOLOGY VALUE AGENDA



THREE ACTIONS CAN HELP CHEMICAL COMPANIES ENHANCE THEIR COMPETITIVENESS

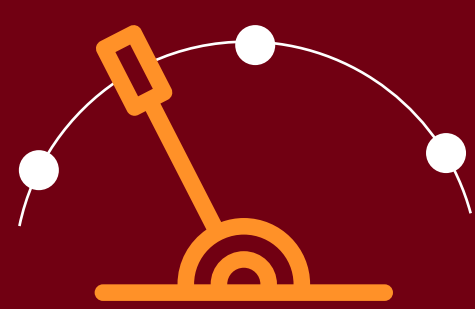


ADAPT

Recognize that resilience demands more variability in fixed costs than cost cutting

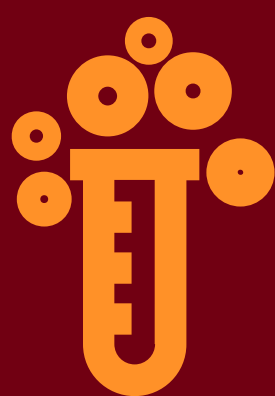
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chemical companies do not demonstrate resilience—stable profits when sales decline and profit growth when sales grow



PIVOT

Flex effectively between steady profits and capturing growth



RELEASE

Holding onto a molecule mind-set is hampering technology value

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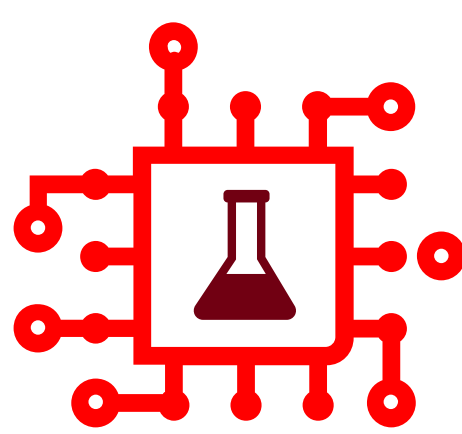
chemical companies communicate a value-based technology strategy to shareholders

WAYS TO ROTATE TO THE NEW

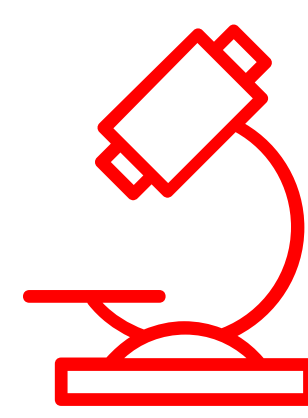
Cyclicality will rule unless the importance of cost variability and digital technologies is recognized.



Conduct a forensic review of the “as-is”



Remodel as a technology company



Refocus initiatives to break with tradition

Learn more about how to move from volatility to value with our full report: www.accenture.com/chemistry-for-resilience