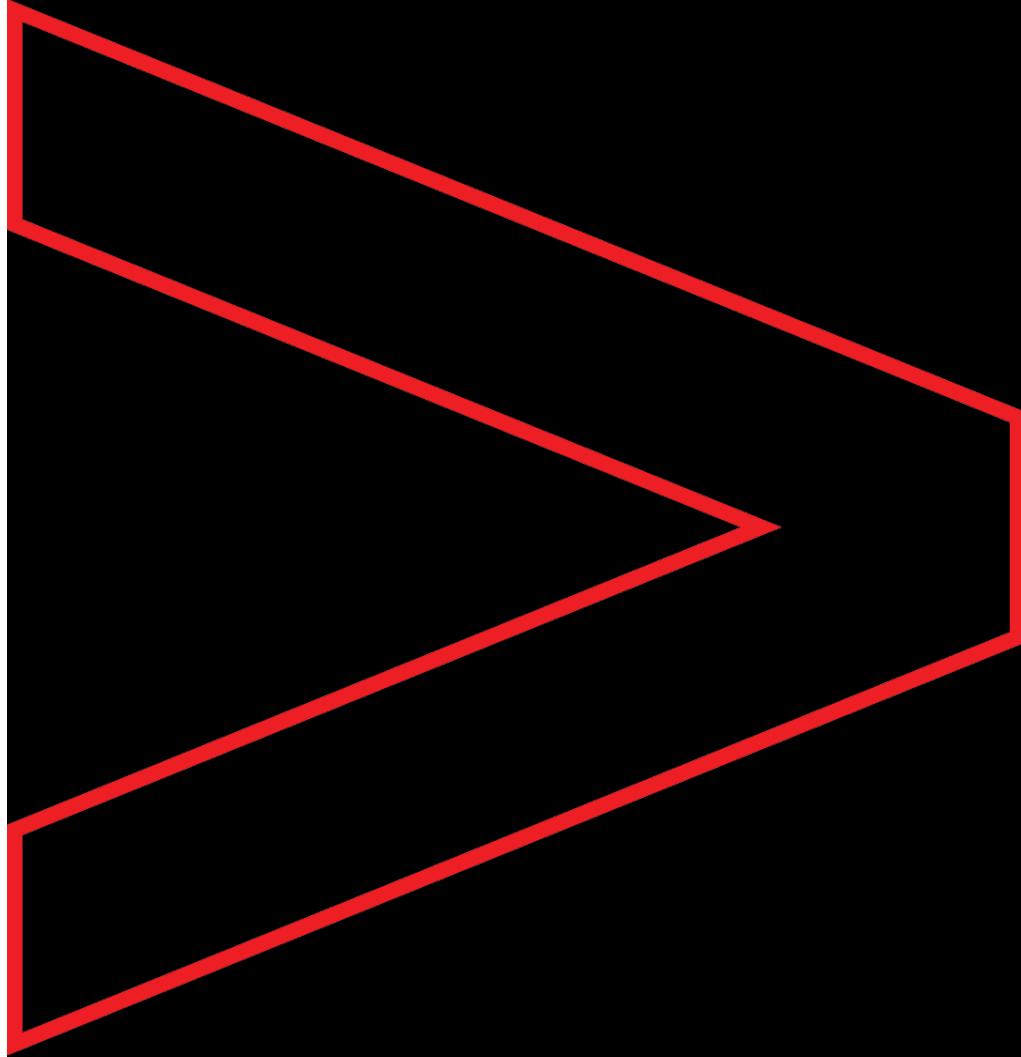


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BEYOND THE ZBB BUZZ

Strategy | Consulting | Digital | Technology | Operations

Zero-based budgeting is hotter than ever. It's evolved from a simple budgeting technique to an invaluable leadership tool.

Accenture Strategy surveyed 85 of the world's largest companies to uncover the reality beyond the buzz.

The results: over 91% of companies have met or exceeded their ZBB targets, with average cost reductions of 15%, and average bottom-line savings of more than \$260 million annually.

With success like this, it's no wonder adoption has grown exponentially.

Like any major transformation, zero-based budgeting is no quick fix. Companies report **cultural buy-in**, **change management** and **data visibility** are the hardest obstacles to overcome.

While many companies are taking ZBB to the bank, the best are taking it to the next level. How?

- By **Harnessing the triple competitive edge** of growth, profitability, sustainability & trust
- **Tackling the entire P&L**
- **Shifting cost curves with digital**
- **Powering the closed loop**
- and **Building an ownership culture**

Win big with the right ZBx strategy for your company. Learn more with the full report:

BEYOND THE ZBB BUZZ

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