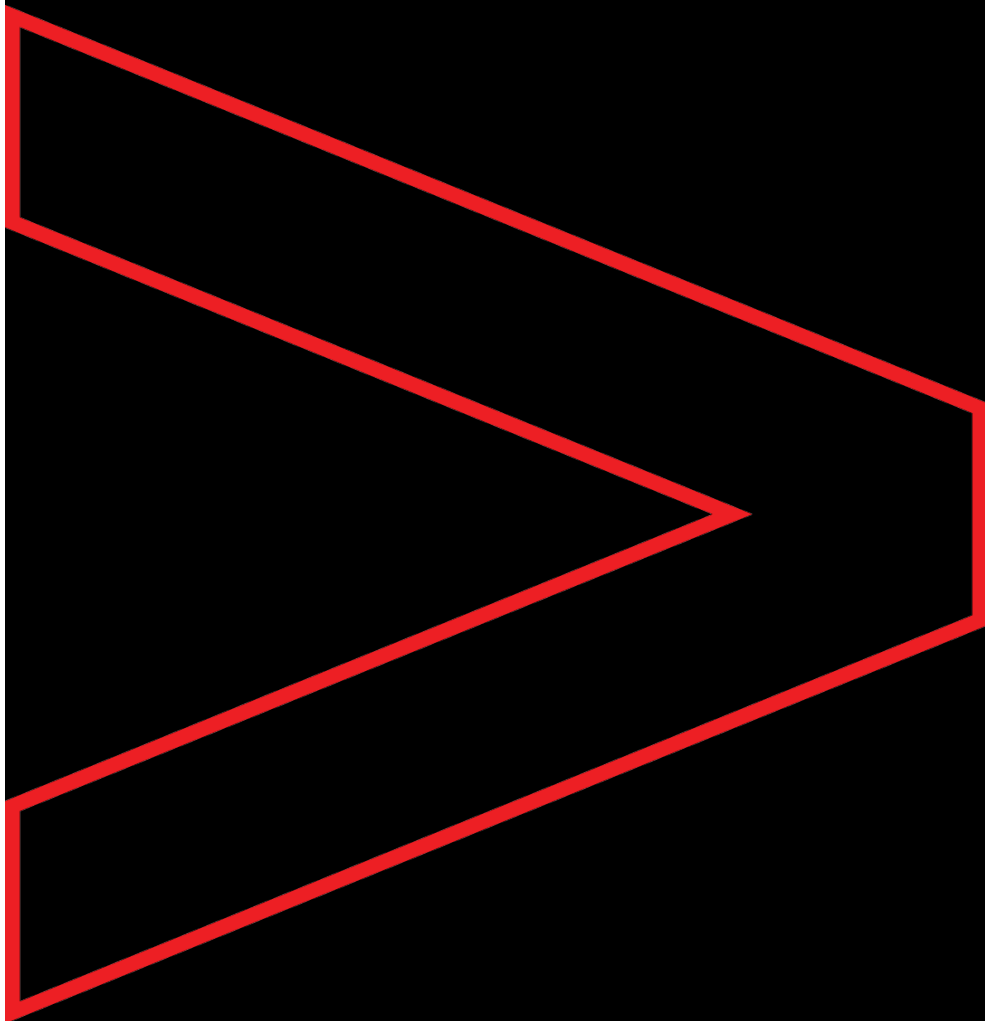


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THE X FACTOR: COMPETITIVE AGILITY

Strategy | Consulting | Digital | Technology | Operations

The speed of change will never be as slow as it is today. To keep up, companies need to drive out non-working money and reinvest it on growth. But when it comes to cost reduction, too many companies set projected resource needs based on past demands.

To boost competitiveness and pivot to new market demands, **ZBx – a Zero-Based mindset – is a must-have**. It's a holistic approach to improve agility by launching enterprise-wide cost optimization in four areas:

- Zero-based spend (ZBS)
- Zero-based organization (ZBO)
- Zero-based commerce (ZBC)
- and Zero-based supply chain (ZBSC)

For a ZBx mindset to succeed, companies must take three essential actions:

One: **Gain CEO and leadership team commitment** to drive a ZBx mentality.

Two: **Focus on four macro areas (ZBS, ZBO, ZBC, and ZBSC)** to get the needed cash to reinvest for growth.

Three: **Hardwire ZBx into your company culture** to create a sustained commitment to should-cost mentality.

Learn more about how to move from ZBB to ZBx with our full report:

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