NAIL THE SCALE

Ground-breaking research by Accenture and its team of data scientists has revealed how to move beyond experimentation to scale AI across the organization.

THE JOURNEY TO SCALE

The research involved 1,500 C-suite executives from companies with a minimum revenue of US$1 billion in 12 countries around the world across 16 industries.

1. Proof of Concept
   - 1.5x
   - Lower returns
   - Not a top priority
   - Not a CEO focus

2. Strategic Scalers
   - 2x
   - Higher returns
   - Higher expectations on time required
   - Focused on the right places

3. PROVEN PREMIUM VALUE
   - Additional +60%
   - +50%
   - +30%
   - +27%
   - +26%
   - +19%
   - +18%

PAYING DIVIDENDS: PROVEN PREMIUM VALUE

We identified three paths as companies move from an experimental AI mindset to an exponential one. We discovered a positive correlation between successfully scaling AI, controlling for various characteristics of the companies.

Strategic Scalers have structure and rigor in place to help unleash AI. Compared to companies in Proof of Concept, Strategic Scalers are adept at structuring and managing their data, with the aim to uncover the success factors for scaling AI.

Nail the Scale

Three key measures of financial valuation:

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- +50%
- +30%
- +27%
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- +18%

Our research involves 1,500 C-suite executives from companies with a minimum revenue of US$1 billion in 12 countries across 16 industries, evaluating various characteristics of the companies.

We documented a clear pattern of companies successfully scaling AI and the low returns from conventional wisdom that continues to emerge as AI develops:

- It's not just about MORE DATA
- It's not just about SPEED
- It's not just about A SINGLE_LEADER
- It's not just about MONEY

The research revealed that companies can achieve competitive agility and differentiated results by scaling AI across the organization.

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A nalytics buried deep and IC ESAO focus with advanced analytics and SME approach to AI, to harnessing its exponential potential.

84% of executives say they won’t achieve their potential if they don’t scale AI. 75% of businesses who scale AI say they will gain out of the gate if they scale AI.

76% of executives acknowledge they struggle to scale AI across the business.

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