We discovered a positive correlation between successfully scaling AI across the organization and higher financial valuation. This relationship is evident even when controlling for various characteristics of the companies in our sample. Our 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, with the aim to uncover the success factors for scaling AI.

Our research identified three key measures of financial valuation: revenue ratio, price-to-earnings ratio, and price-to-sales ratio. The table below shows the percentage increase in these ratios for companies in our sample that successfully scale AI, compared to those that don’t:

- **Revenue Ratio**: +35%
- **Price-to-Earnings Ratio**: +33%
- **Price-to-Sales Ratio**: +28%

Nail the Scale

Ground-breaking research by Accenture reveals how to move beyond experimentation approach to AI, to harnessing its exponential potential.

**THE JOURNEY TO SCALE**

It’s about moving deliberately, in the right direction, from experimental to exponential scaling AI. To do so, executives believe their organizations need to address the following:

- **Experimental mindset achieving scale and returns**
- **Catch up on digital/AI/data asset debt**
- **Intelligent automation and predictive reporting**
- **Able to tune out data noise and leading with data**
- **CEO focus with advanced analytics and responsible AI**
- **Multi-disciplinary teams of 200+**
- **Clear enterprise vision, strategy and operating model for scaling AI**
- **Competitive differentiator and value creator driving higher P/E multiples**
- **‘What if’ analysis enabling improved decision making**
- **Clear accountability, metrics, and governance breaking down silos**
- **Responsible business practices enhancing brand perception and trust**
- **Clear executive sponsorship and alignment throughout the organization**
- **Effective data assets and structure and rigor in place to help unleash AI**

**PAYING DIVIDENDS: PROVEN PREMIUM VALUE**

Our research found that companies in our sample that successfully scale AI won’t achieve their growth objectives unless they scale AI. 75% of executives believe they risk going out of business in 5 years if they don’t scale AI.

**ABOUT THE RESEARCH**

Our 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, with the aim to uncover the success factors for scaling AI. For more information, please visit our website or follow us on LinkedIn.