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# Guiding Digital Transformation Transcript

## Can digital technologies help economies become more competitive and grow more strongly? Our research shows they can.

Accenture Strategy worked with Oxford Economics to confirm the link. And the impact could be huge.

Increasing use of digital technology could add as much as \$1.36 trillion dollars to the GDP of the world's top 10 economies in 2020—2.3% more than baseline forecasts.

We call the framework for measuring the extent to which digital technologies penetrate business and economies "Digital Density."

The four areas of economic activity measured by our Digital Density Index include: Making Markets, Sourcing Inputs, Running Enterprises, and Fostering Enablers.

See how this framework can help you develop your strategy, gauge your progress and determine the return on your digital investments with our full report:

[Digital Density Index: Guiding digital transformation](#)

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 319,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is [www.accenture.com](http://www.accenture.com).

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