



# Industrial Speedsters

How advanced technologies can turbocharge  
your speed to market

# Accelerated speed to market is a clear ask of Industrial C-Levels and their customers

How can I swiftly fulfill customer demand with the right product, **at the right time** at the right place?

How do we produce more goods **in less time** (with lower costs)?

How can I sense and **respond rapidly** to disruptions and operate with agility?

How do we leapfrog competitors in sensing market trends and **rapidly align** our portfolio plans?

How do we **compress** our Product Development & Engineering **cycle times both for hardware and software**?

How do I build more flexibility into my operations to **respond faster** to a dynamic market?



# Speed to Market

How long it takes a business to develop & test a product, manufacture and have it in customers' hands.



# Accenture conducted a benchmarking study on speed to market

Which industrial enterprises are the fastest in speed to market and accelerate the most?  
And which technologies turbocharge the speed to market acceleration?

## Accenture surveyed ...



**1,200 experts** in R&D and Engineering,  
Manufacturing, Supply Chain & Logistics and  
IT/Digital Strategy

## Representing companies from four industry segments



Industrial &  
electrical  
equipment



Heavy  
equipment

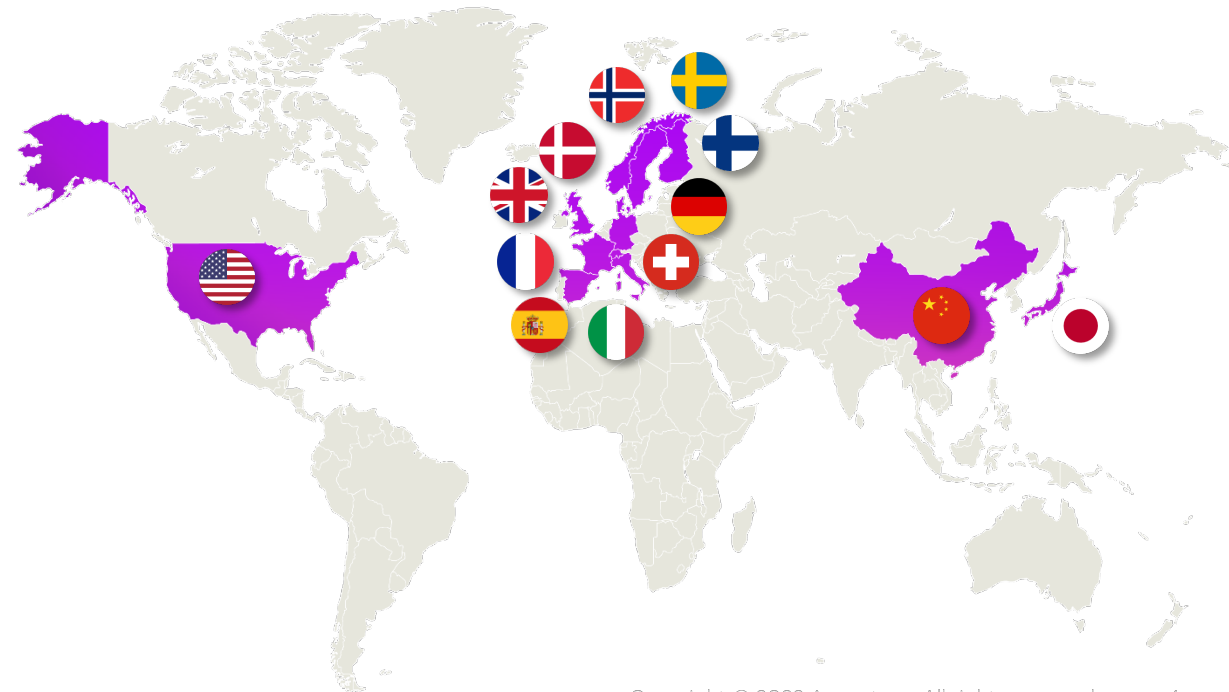


Industrial  
suppliers  
(incl.  
automotive  
suppliers)

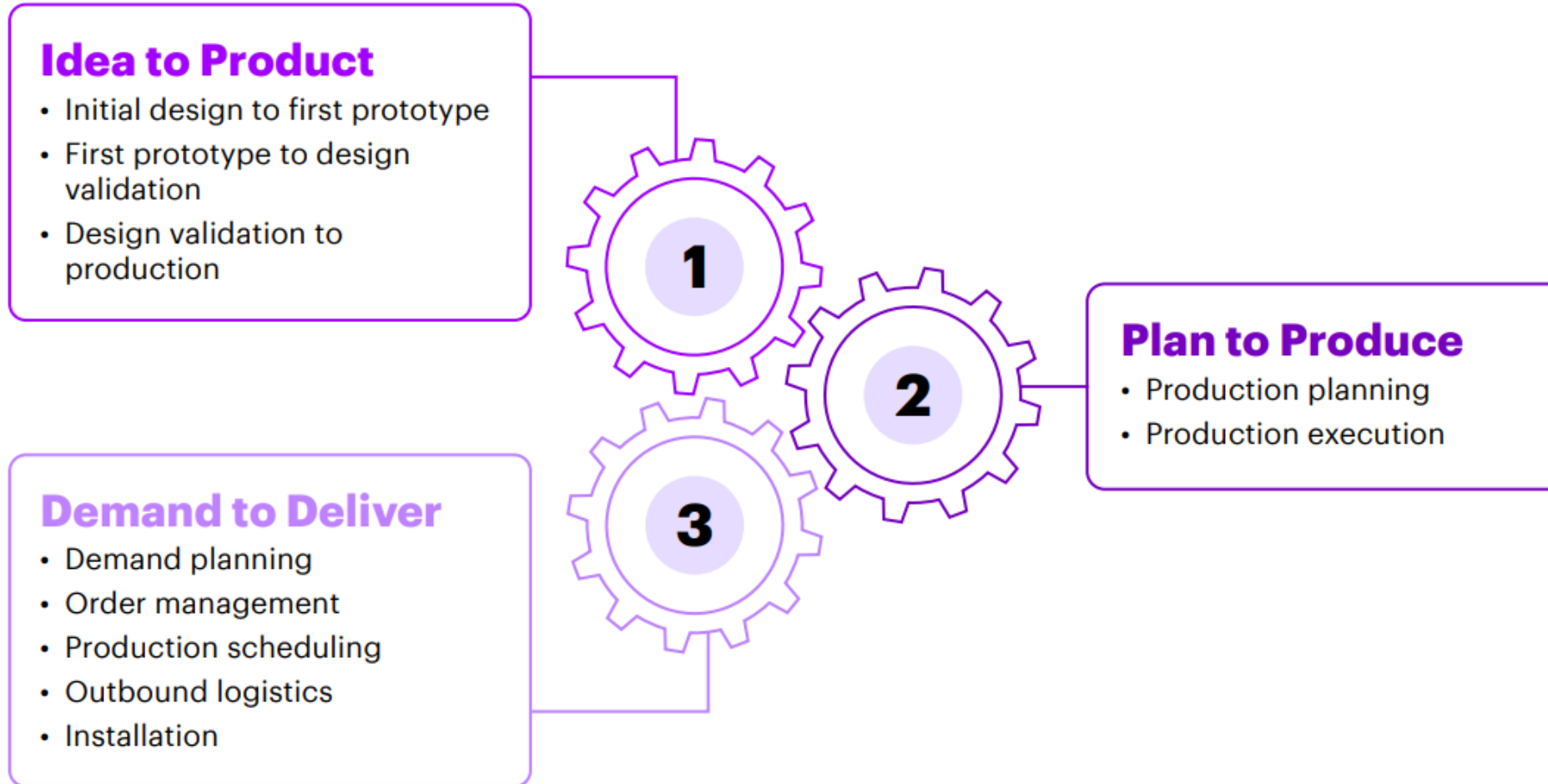


Consumer  
durables

## Across 13 countries

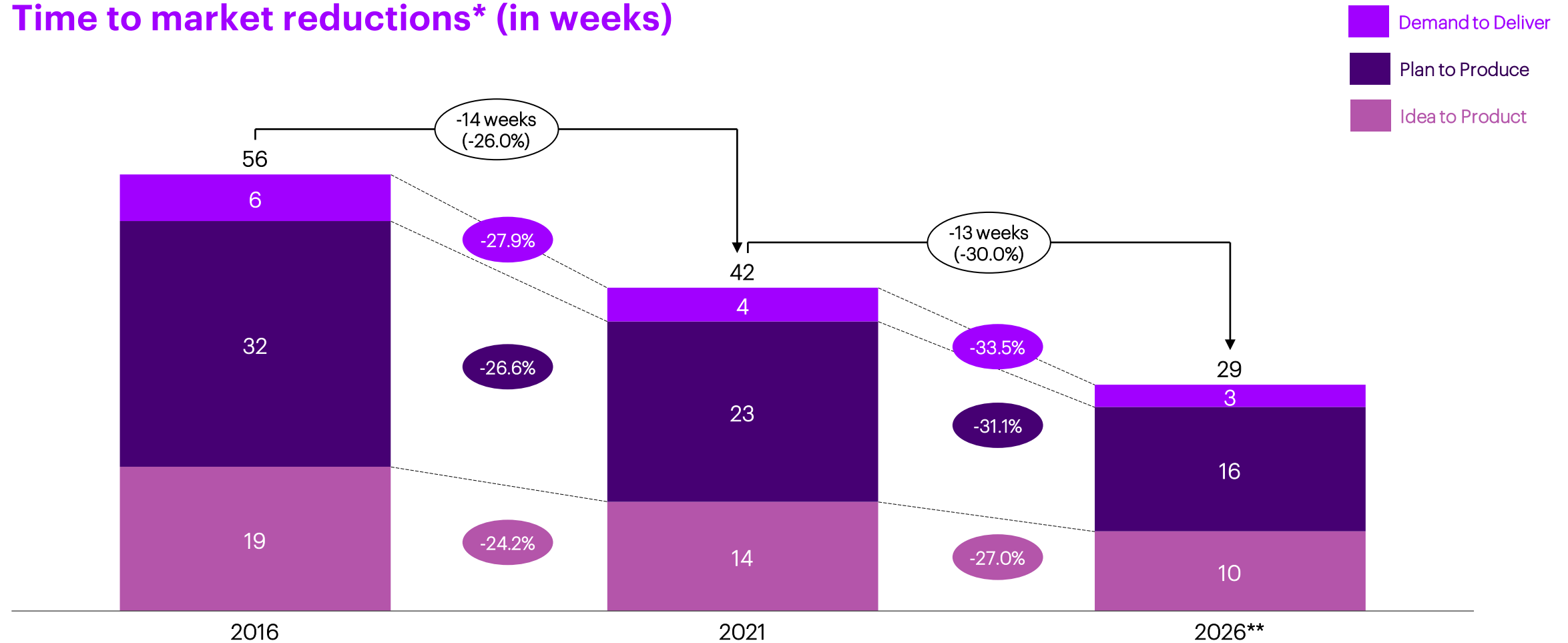


# To better understand the main drivers of speed to market, the survey is structured along three speed to market processes



# Industrial companies reduced their time to market significantly and plan for further reductions

## Time to market reductions\* (in weeks)



\*n=1200

\*\*Projections based on survey participants

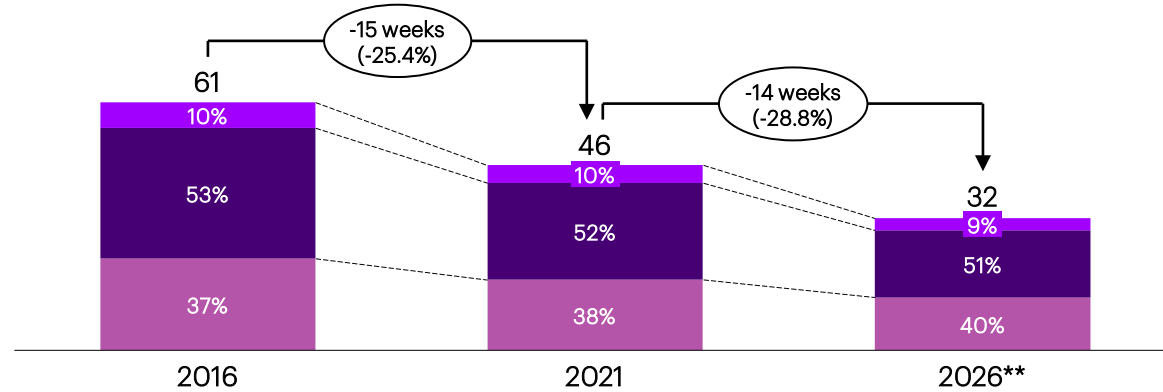


# Time to market varies across segments – heavy equipment with largest past and planned reductions

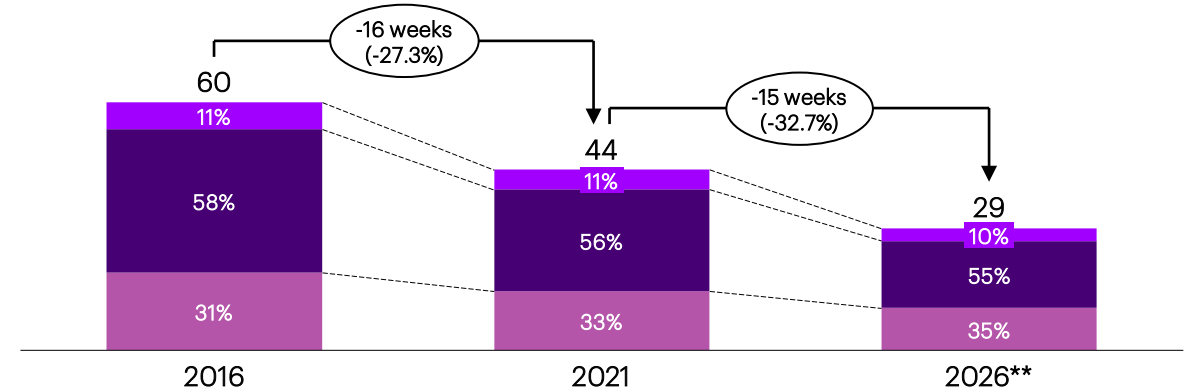
## Time to market reductions\* (in weeks)



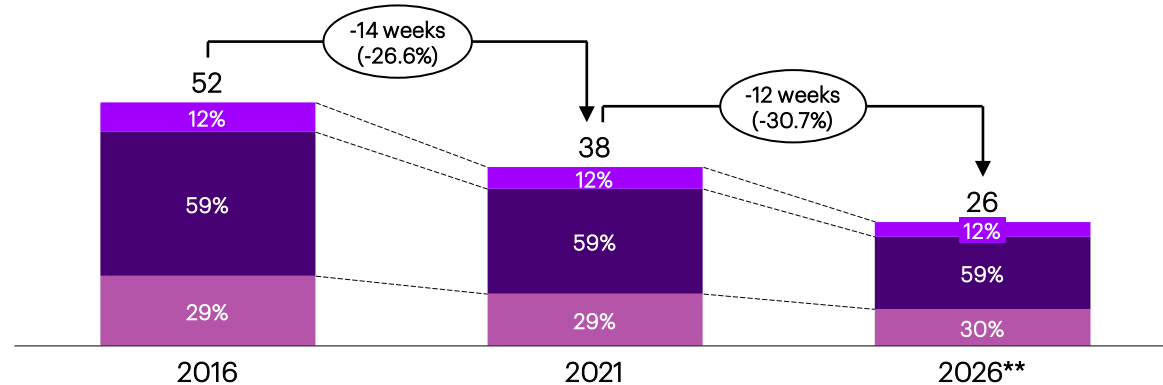
Industrial & electrical equipment (IEE)



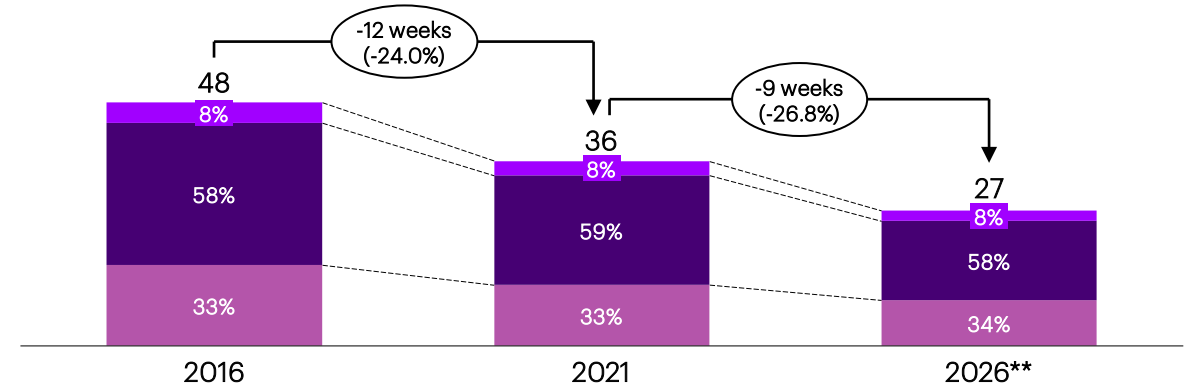
Heavy equipment (HE)



Industrial suppliers (IES)



Consumer durables (CD)



\*IEE: n=396, HE: n=306, IES: n=369, CD: n=129

\*\*Projections based on survey participants





Is there a **direct link** between Speed to market, the **use of technology** and **company performance**?

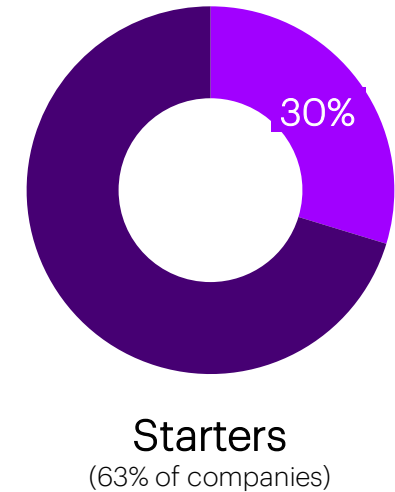
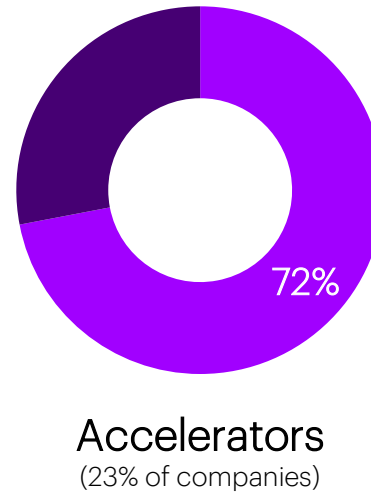
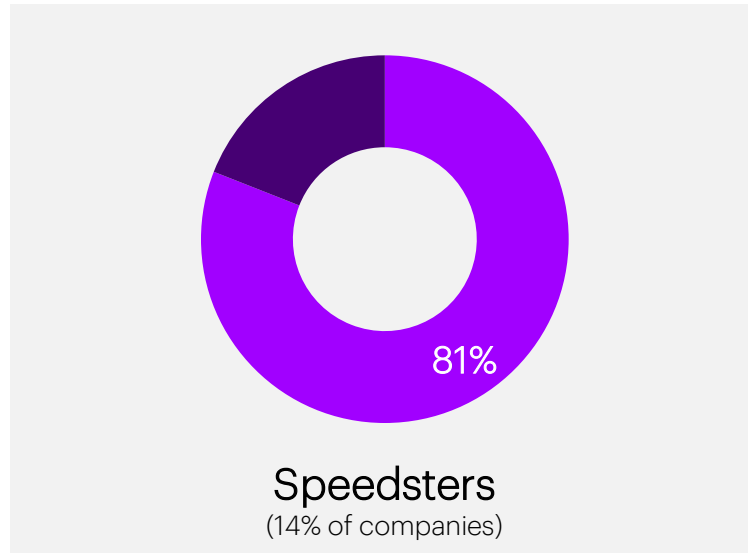




# The Speedster advantage

## 1. Strongest technology leverage

Share of time reduction between 2016 and 2021 realized by leveraging technology\*



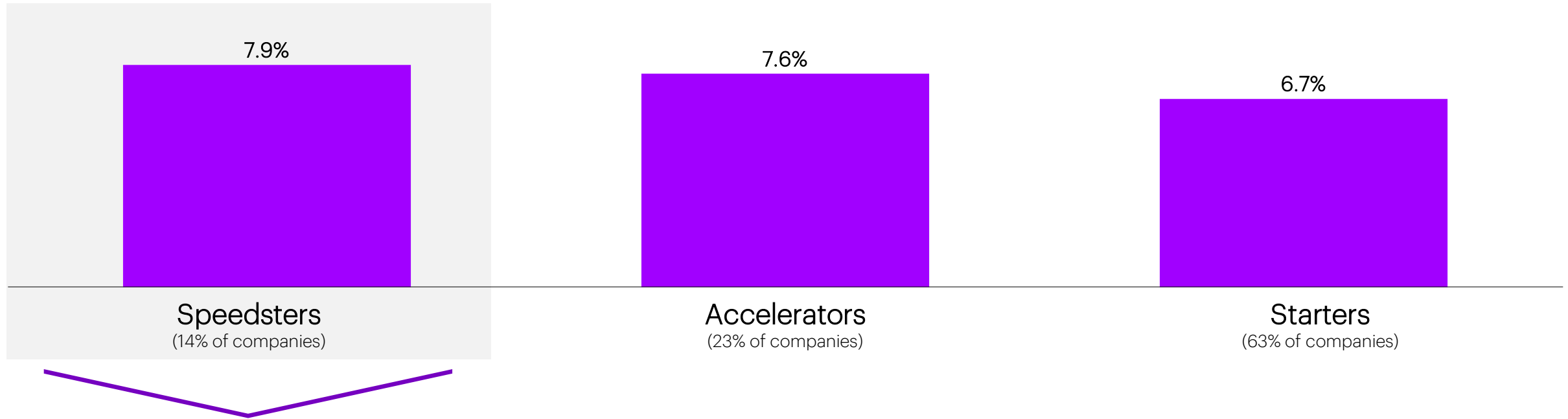
The fastest Industrial companies (Speedsters) achieve their higher time and cost reductions due to a significantly higher technology leverage in all three speed to market processes.

\*n=1200; three speed to market levels have been defined (Speedsters, Accelerators and Starters ) based on three criteria in each Speed to market process (I2P, P2P, D2D):  
criteria 1: time to market time 2016 and 2021, criteria 2: achieved time reduction 2016-2021, criteria 3: achieved cost reduction 2016-2021

# The Speedster advantage

## 2. Highest topline growth

Annual revenue growth (CAGR 2016–2021)\*



The fastest Industrial companies (Speedsters) have achieved the highest topline growth compared to their peers.

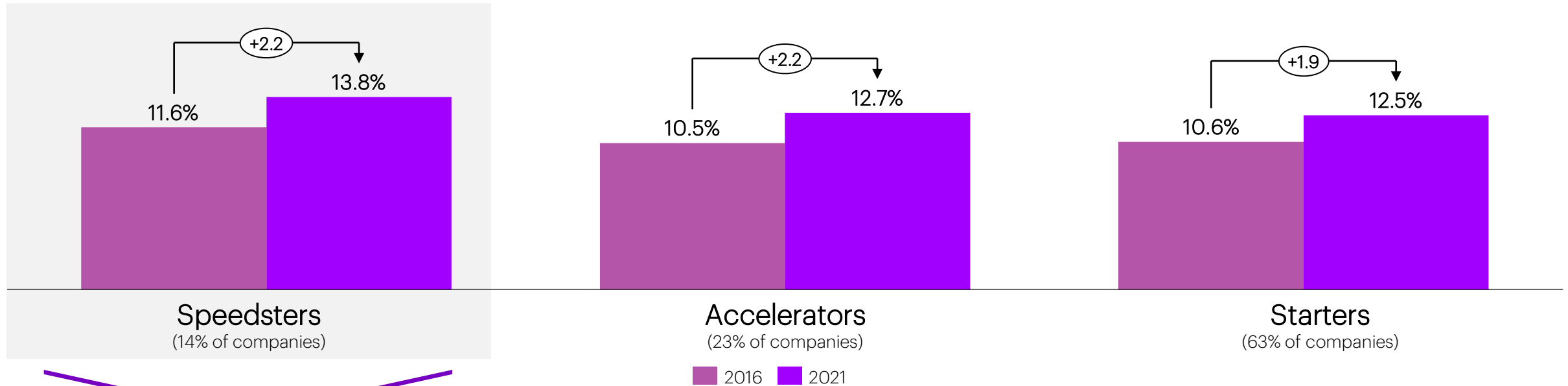
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# The Speedster advantage

## 3. Highest profitability

### Operating margin (2016–2021)\*



The fastest industrial companies (Speedsters) have achieved the highest operating margins and the strongest margin improvements from 2016 to 2021.

\*n=1200; three speed to market levels have been defined (Speedsters, Accelerators and Starters) based on three criteria in each Speed to market process (I2P, P2P, D2D):  
criteria 1: time to market time 2016 and 2021, criteria 2: achieved time reduction 2016–2021, criteria 3: achieved cost reduction 2016–2021



# Industrial companies can turbocharge their speed to market with a strategic focus on technology

## Technologies to be evaluated

### Idea to Product

- Collaborative cross-domain engineering on one PLM/ALM platform
- Agile engineering with over-the-air updates
- Closed loop engineering with feedback from digital product twins & connected products
- AI-driven engineering automation, leveraging high performance & quantum computing
- Engineering in the industrial metaverse

### Plan to Produce

- Production engineering, simulation & virtual commissioning concurrent to product engineering
- Holistic supplier integration for planned quality & logistics processes
- Digital production twin for OEE, yield & efficiency optimization
- AI-enabled predictive control tower for supply chain & production
- XR worker training in the industrial metaverse
- AI-enabled production simulation in the industrial metaverse

### Demand to Deliver

- PLM & ERP integrated CPQ tools
- Sales & Operations process synchronization to offer “Available-to-Promise” forecasts
- Distribution & supply chain process harmonization
- AI-enabled RfP/RfT processing
- Digital sales in the commercial metaverse

# How to turbocharge your speed to market

## Next actions

- Lay the foundation
- Evaluate and leverage technology, from basic to advanced
- Create a culture that fosters Human + Technology

# About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Technology and Operations services and Accenture Song—all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 710,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. **Visit us at [accenture.com](https://www.accenture.com).**

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