Rotation to the New: High Performance through Digital Technologies
Most companies have made investments in some or all of these. But are they using them to drive long-term growth?
Digital High Performance

the ability to turn significant
digital investments into
sustained financial outcomes.
For our Accenture Digital Performance Index we assessed 343 companies across 8 industry sectors against 117 digital metrics. We also assessed their financial outcomes.
Our results show that only 18% of companies that lead their sector can be classified as Digital Leaders. They commit to digital but have not yet delivered sustained financial high performance.

6% of companies achieve both digital and financial high performance.

Furthermore, only 6% of companies achieve both digital and financial high performance. These Digital High Performers outscore Digital Leaders by 44% on revenue growth and 34% on profitability. Investors reward Digital High Performers with 48% higher Future Value.
What are these High Performers doing right?
They master rotation of their core business to the new. That means using digital not just to cut costs, but across the spectrum of business activities in four key ways:

- To plan: embedding digital in their growth strategy
- To make: creating new products and services
- To sell: engaging customers in more personalized ways
- To manage: creating a new culture for the digital era
Are you digital or are you a Digital High Performer?

Let Accenture's industry experts assess your digital performance