Achieving Digital Performance
Time to Rotate to the New

Our Accenture Digital Performance Index analyzed 343 companies across eight industry sectors for their digital investment and progress, then cross referenced their digital performance with their financial performance.

Our findings
Most companies have made investments in mobile, big data, cloud, and/or cyber security. But performance for most is still lacking.

60% of companies reviewed do not achieve significant digital or financial performance:
- 34% achieve one or the other
- Only 6% deliver both

Digital High Performers deliver superior financial outcomes
Digital High Performers outpace Digital Leaders by achieving greater profitability, revenue growth and consistent financial performance. They achieve:

- 44% higher revenue growth
- 34% higher profitability

Shareholders reward Digital High Performers
Digital High Performers realize greater value. They achieve:

- 30% higher longevity (total return to shareholders)
- 48% higher future value

Digital High Performers succeed in all areas of business activity

Plan: They assess strategic planning and implementation and the degree to which companies embed digital with their plans.

Make: They assess the use of digital technology in design, innovation, production and delivery, including how digital is applied to streamline activities across a supply network.

Sell: They evaluate how digital is used to improve customer experience through multiple channels, from sales to service.

Manage: They examine the presence of digital technologies and mindsets in corporate culture and internal operations, including how digital improves their operational efficiency.