Digital Shoring
Your path to networked innovation

Companies are under pressure to innovate faster than ever. Industry clusters are a source of growth and competitiveness, but benefits can be hard to secure. Companies can accelerate innovation through digital proximity.

Be open to outsiders
61% of executives report benefits in sharing information with organizations outside their industry cluster

46% of executives noted a lack of variety of potential collaborators within their industry cluster

What is digital shoring?
Digital shoring—the latest evolution of organizational shoring approaches—builds on digital technologies and capabilities to help innovators find each other

Choose the right partners for collaboration
69% of executives said a top benefit of industry clusters is building professional relationships and a network for the future

54% of executives reveal uncertainty over the benefits of collaboration in their industry cluster

Employ today’s digital tools
82% of executives who ranked a non-collaborative culture among their top three cluster challenges believe it can be solved digitally

65% of executives who reported difficulty translating cluster relationships into valuable outcomes believe that digital tools could help

51% of new cluster relationships are initiated using digital tools, such as Twitter, according to executives

Make employees ambassadors for digital shoring
50% of executives identified benefits of learning from organizations outside their industry cluster

36% of executives said a non-collaborative culture was a top three industry cluster challenge

Accelerate the path to innovation
66% of executives said innovation of new products and services was the main benefit of building relationships with other organizations globally

About the research
452 Executives surveyed, in collaboration with Oxford Economics
24 Interviews with industry leaders and cluster experts

3 Industries
Life Sciences and Health
Automotive
Chemicals and Process

What is an industry cluster? A geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field

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Accelerate the path to innovation
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