

Beyond the Product: Rewriting the Innovation Playbook

High performance. Delivered.

Value shifts to differentiated experiences.



The well-trodden path to innovation of more and improved product features will no longer take companies to what Accenture defines as true Value Makers, who are experiencing outsized returns.



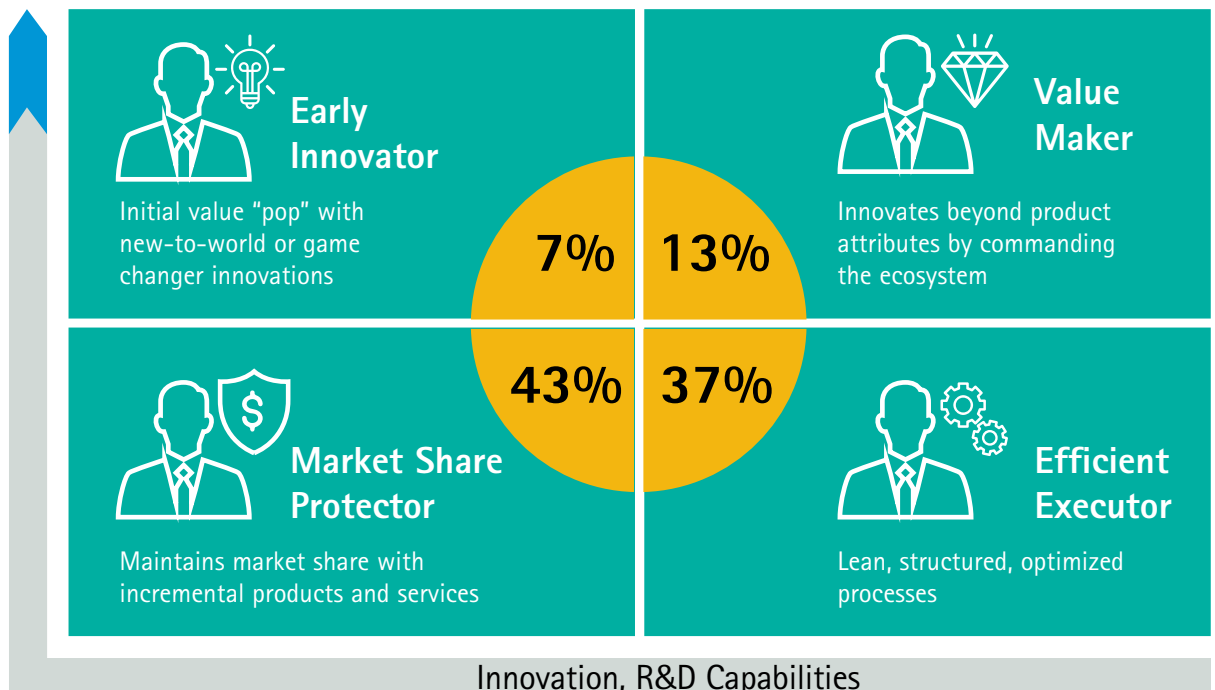
Our recent survey and econometric analysis breaks down innovation "DNA" into Accenture's Innovation Driven Growth model made up of 4 categories of innovators segmented by innovation capabilities and financial performance.



Outperforming innovators follow an accelerated path that is yielding higher rewards: between 3 to 7% annualized revenue lift and a corresponding growth in operating model income with their industry peers.

Accenture's Innovation Driven Growth Model identifies four distinct categories of innovators. Percentages indicate survey respondents by innovator.

Return on Innovation, R&D





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Securing business growth in today's digital age requires a change in innovation DNA. When done right, it can lead to better financial results.

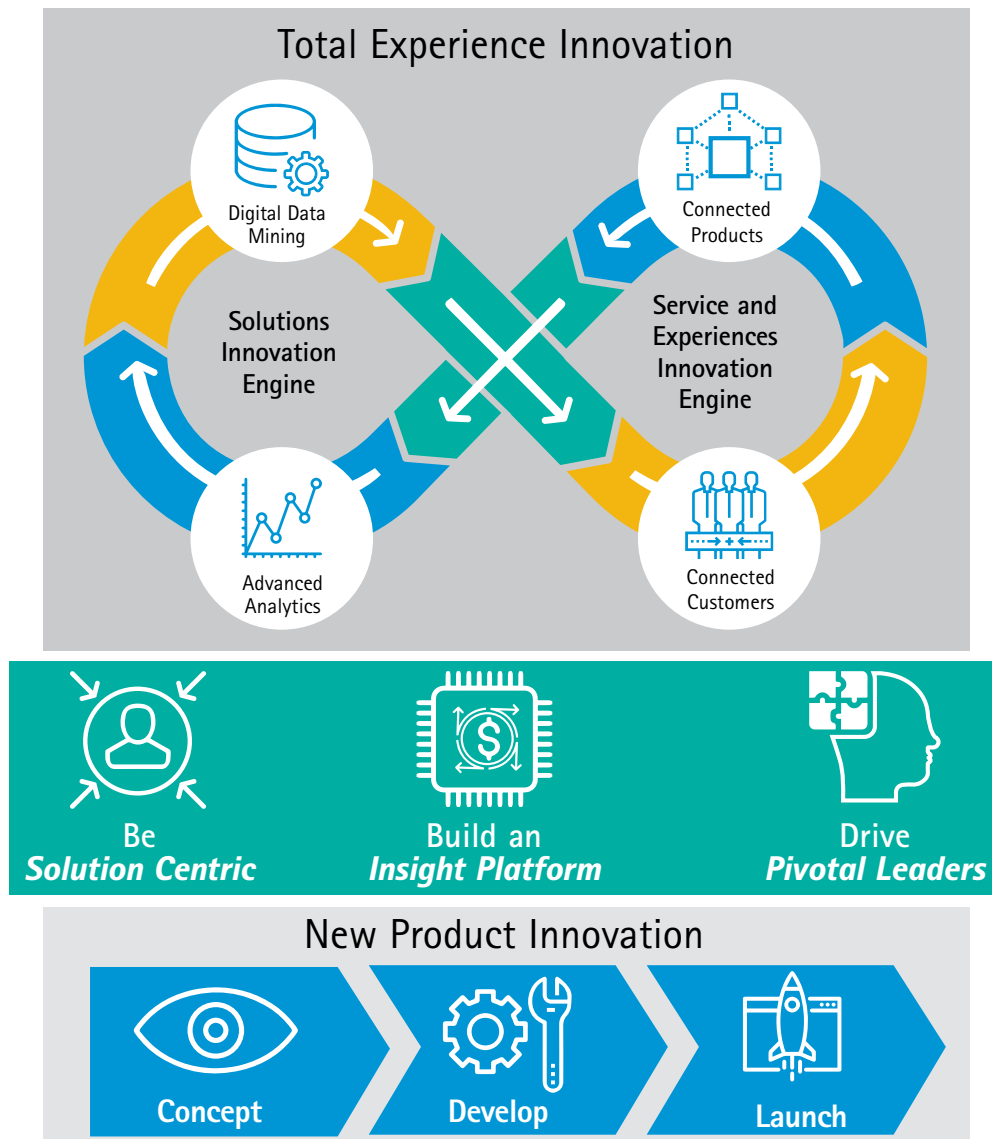
Early Innovators/Value Makers are **three-times more likely** to have significantly better results in:

			
Identifying insightful customer/market trends	Incorporating digital as part of the customer experience	Achieving higher product introduction	Being faster to market

Early Innovators/Value Makers and Market Share Protectors/Efficient Executors **focus on different capabilities:**

 <ul style="list-style-type: none"> • Innovation & product development leadership • New business incubation & integration • Corporate & public strategy alignment 	 <ul style="list-style-type: none"> • Sources of innovation • Digital customer experience • Ability to integrate hardware and software innovation
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Moving to the highest value creation means developing a concurrent innovation model



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