Digital Disruption: The Growth Multiplier for Public Service

Author interview: Bernard Le Masson, Managing Director
Hello I am Bernard Le Masson and I lead public service business at Accenture Strategy.

Today I would like to talk with you about an Accenture report that we released at the World Economic Forum. The report is called Digital Disruption: The Growth Multiplier. It provides insight into the role of digital and economic growth for countries. I would like to share with you how this is especially significant to governments of other public service top civil servants as they look at ways to strengthen GDP growth.

We highlight three key findings in our research. First, the digital economy is bigger than we usually think. Accenture research shows that more than 20 percent of the world economy can be deemed as having digital formations. This is much higher than original estimates. What's even more surprising to many is that the digital economy is growing three times faster than the non-digital economy. Secondly, we learned that economic growth can be supported with a smarter use of digital investments. By 2020 the growth in GDP can go from two percent to four percent for the main ten element countries reviewed in our report. This represents an increase from $30 billion to $100 billion in each economy and even more in the largest countries. That's a very significant intermittent growth in GDP. Thirdly, optimizing digital investment results in what we call the growth multiplier. This means that a smarter mix of investment in each area: skills, technologies, end up being factors, can drive greater value.