TECH-LED M&A: FROM ART TO SCIENCE

DIGITAL IS A DEAL DRIVER

Companies are acquiring other businesses to pivot to digital faster and fuel business growth.

At the same time, digital deals are often kept as a standalone.

As companies acquire multiple digital entities, stringing them together to create a new capability and meld the best of all cultures is a primary driver of competitive advantage.

DIGITAL ACQUISITIONS, DIFFERENT APPROACH

Companies that had a strong focus on digital acquisitions in the past two years have started expanding their M&A capabilities. As such, they are better prepared for future digital investments.

Digital technologies help C-suite leaders transform M&A from an art to a science, to increase its capabilities as a driver of innovation and business growth.

AN EMERGING SCIENCE

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TREAT DIGITAL DEALS DIFFERENTLY

Leading companies develop a distinct process that best suits digital investments. From target screening to valuation, discovery and negotiation, leaders see a modified playbook as an advantage.

SPREAD THE JOY

Successfully acquiring a digital disruptor is just the starting point. Leading companies spread that digital savvy across the broader organization to help scale new business growth.

GREENLIGHT DIGITAL INTERNALLY

Forward-thinking companies leverage analytics and applied intelligence to vastly improve their end-to-end capabilities for all acquisitions both traditional and digital.

Source: In mid-2017, Accenture Strategy surveyed 1,100 C-suite executives representing 13 industries in seven countries. We explored strategic areas and opportunities where companies are harnessing technology to increase business value.

To learn more, please visit: www.accenture.com/TechLedMandA

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