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High performance. Delivered.

Digital Performance Index

Rotation to the New: High Performance
through Digital Technologies

Strategy | Consulting | Digital | Technology | Operations

Mobile. Big Data. Cloud. Cyber security. Most companies have made investments in some or all of these. But are they using them to drive long-term growth?

We put together the Digital Performance Index to find out.

60% of companies we reviewed do not achieve significant digital or financial performance. 35% achieve one or the other. And only 6% deliver both.

What are these Digital High Performers doing right?

They master rotation of their core business to the new. That means using digital not just to cut costs, but to grow their core business. They apply digital in four ways:

- To **plan**: embedding digital in their growth strategy
- To **make**: creating new products and services
- To **sell**: engaging customers in more personalized ways
- To **manage**: creating a new culture for the digital era

Is your organization a high performer? Learn more with our Digital Performance Index:

[Rotation to the New: High Performance through Digital Technologies](#)

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