

Not Your Father's Business Model: Competitiveness in the Age of Digital

Competing to win in today's complex business environment requires gaining the triple "A" advantage

High performance. Delivered.

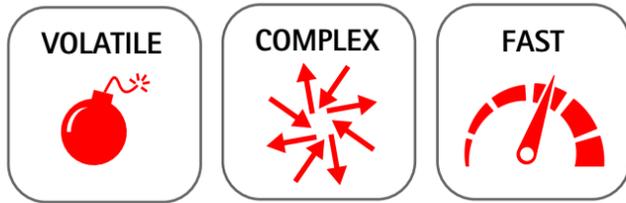


What's changed?

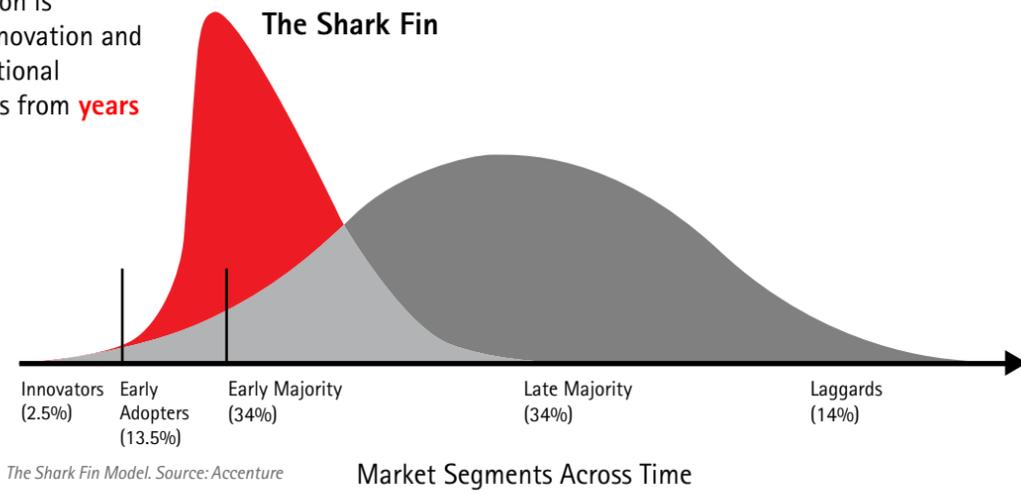
Digital is reshaping operating models and driving industry convergence while market cycles are shrinking dramatically. Surviving means getting much more agile, adaptive and aligned.

The Big Challenge

The world of business today is:



Digital disruption is speeding up innovation and changing traditional industry models from years to weeks.



How can companies create new models for competitiveness? By gaining the Triple "A" Advantage:



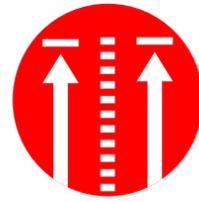
AGILITY

- Create a flexible operating model and keep costs down by:
- De-cluttering your operating model and setting company principals that encourage productivity and innovation.
  - Lowering fixed costs by eliminating waste and then reinvesting savings into growth areas.



ADAPTABILITY

- Adapt to a more fluid playing field both inside and outside the organization.
- Competitors are now partners.
  - Rivals are collaborators.
  - Other industries become critical links.



ALIGNMENT

- Simultaneously meet the expectations of...
- Customers
  - Shareholders
  - Society at large
- ...while being under unparalleled levels of scrutiny in the digital world.

Steps to take to achieve the triple "A" advantage:



Alter current operating models to cut fat and boost growth.

Accenture research reveals: The most successful companies achieved 75% of their cost reduction goals and sustained them for more than 3 years.

Prepare for new, unexpected sources of competition driven by digital.

Companies who use savings to fund new areas of growth and innovation are 3x more likely to increase shareholder returns.

Go beyond compliance when it comes to sustainability.

From "license to operate" to "license to grow," companies today must go beyond "just compliance" to create a competitive edge in the marketplace.

What does this mean to businesses today?

To survive in this highly complex, volatile, ambiguous world, companies must be agile, adaptive and aligned—the triple "A" advantage. Getting ahead and staying there requires getting all three of them right—and right now.



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