High Performers use digital across their entire business

From core business to new business: Mastering the digital journey

High-tech companies are advanced at PLAN and MAKE capabilities

There is a significant gap between Digital High Performers and the rest of the high-tech industry

Digital High Performers distinguish themselves by focusing on:

1. Plan
2. Make
3. Sell
4. Manage

Digital performances are given scores of 1-4 (from lowest to highest)

High-tech companies are experiencing its biggest disruption yet…

High-tech is experiencing a significant transformation that is occurring in the industry.

Accenture's analysis reveals that when it comes to digital performance, companies is lagging relative to the degree of disruption that is occurring in the industry.

High-tech's overall Digital Performance score indicates that the digital journey of many companies is lagging far behind the degree of disruption that is occurring in the industry.

By contrast, Digital High Performers excel in the use of digital technologies and tools that clearly recognizes the need for strong and consistent digital corporate culture.

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As a graph, data-driven approach, Accenture assessed the digital performance of 55 of the largest companies in high-tech, and identified leading practices from companies that coupled digital and financial success—the Digital High Performers.

To better understand how companies are positioned to reinvent their business using digital, Accenture examined the digital performance of 55 of the largest companies in high-tech, and identified leading practices from companies that coupled digital and financial success—the Digital High Performers.

For a deeper discussion on how you can leverage these insights to drive business performance and to find out more about Accenture's Digital Performance Index:

Visit: www.accenture.com/high-tech-digital-performance

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