

AI: BUILT TO SCALE

From experimental to exponential

Achieve competitive agility



NAIL THE SCALE

Ground-breaking research by Accenture reveals how to move beyond experimentation to scale AI across the organization.

84%

of executives say they won't achieve their growth objectives unless they deploy AI

75%

of executives believe they risk going out of business in 5 years if they don't scale AI

76%

of executives acknowledge they struggle to scale AI across the business

PAYING DIVIDENDS: PROVEN PREMIUM VALUE

Using survey data combined with publicly available financial data, our team of data scientists created a model to identify the premium for companies in our sample that successfully scale AI, controlling for various characteristics of the companies.

We discovered a positive correlation between successfully scaling AI and three key measures of financial valuation.

THE JOURNEY TO SCALE

We identified three paths as companies move from an experimental approach to AI, to harnessing its exponential potential.

01 Proof of Concept Factory

- Analytics buried deep and not a CEO focus
- Siloed operating model typically IT-led
- Unable to extract value from their data
- Struggle to scale as unrealistic expectations on time required
- Significant under investment, yielding low returns

02 Strategically Scaling

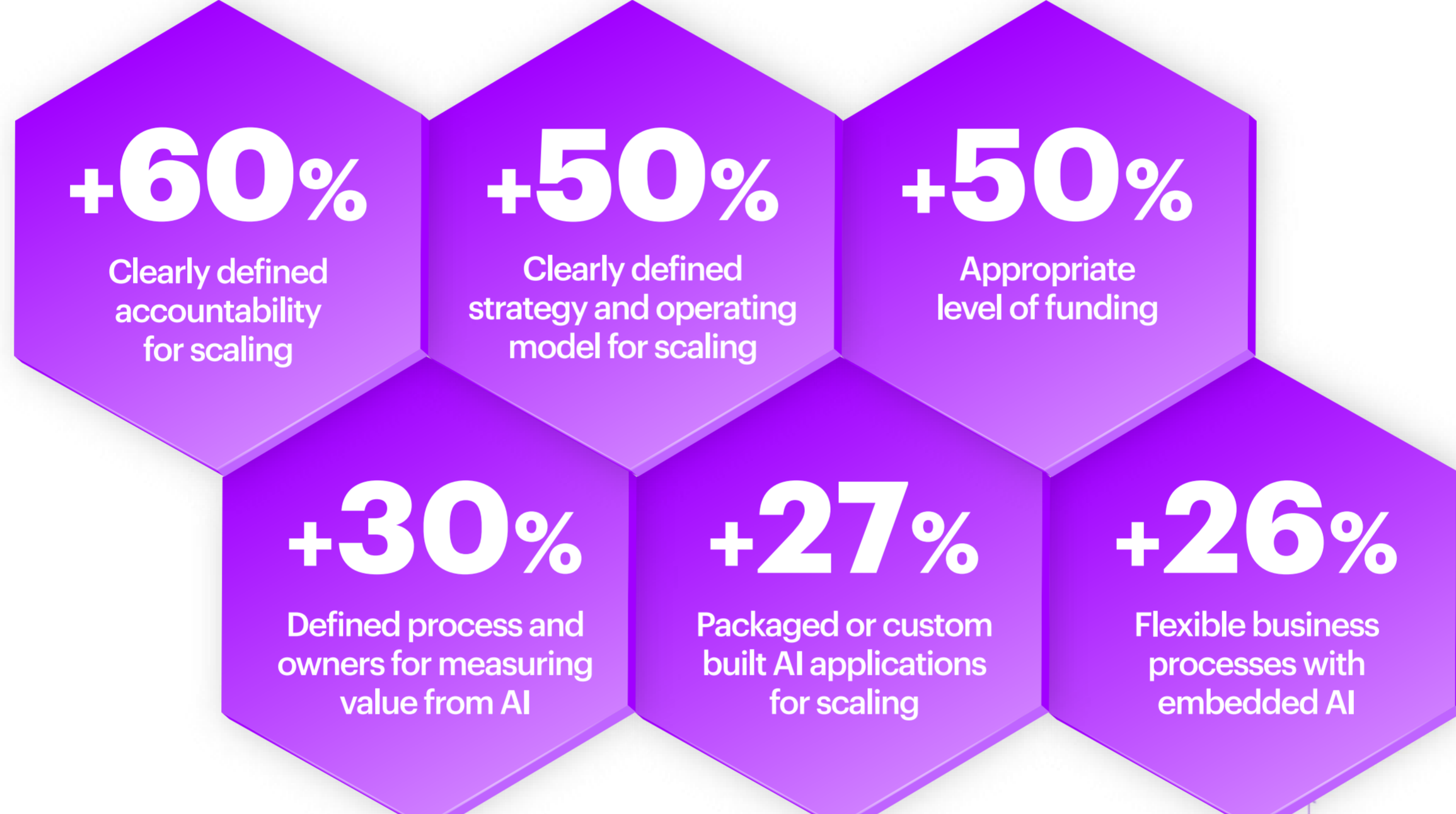
- CEO focus with advanced analytics and data team solving big rock problems
- Multi-disciplinary teams of 200+ specialists championed by Chief AI, Data or Analytics Officer
- Able to tune out data noise and focus on essentials
- Intelligent automation and predictive reporting
- Catch up on digital/AI/data asset debt
- Experimental mindset achieving scale and returns

03 Industrialized for Growth

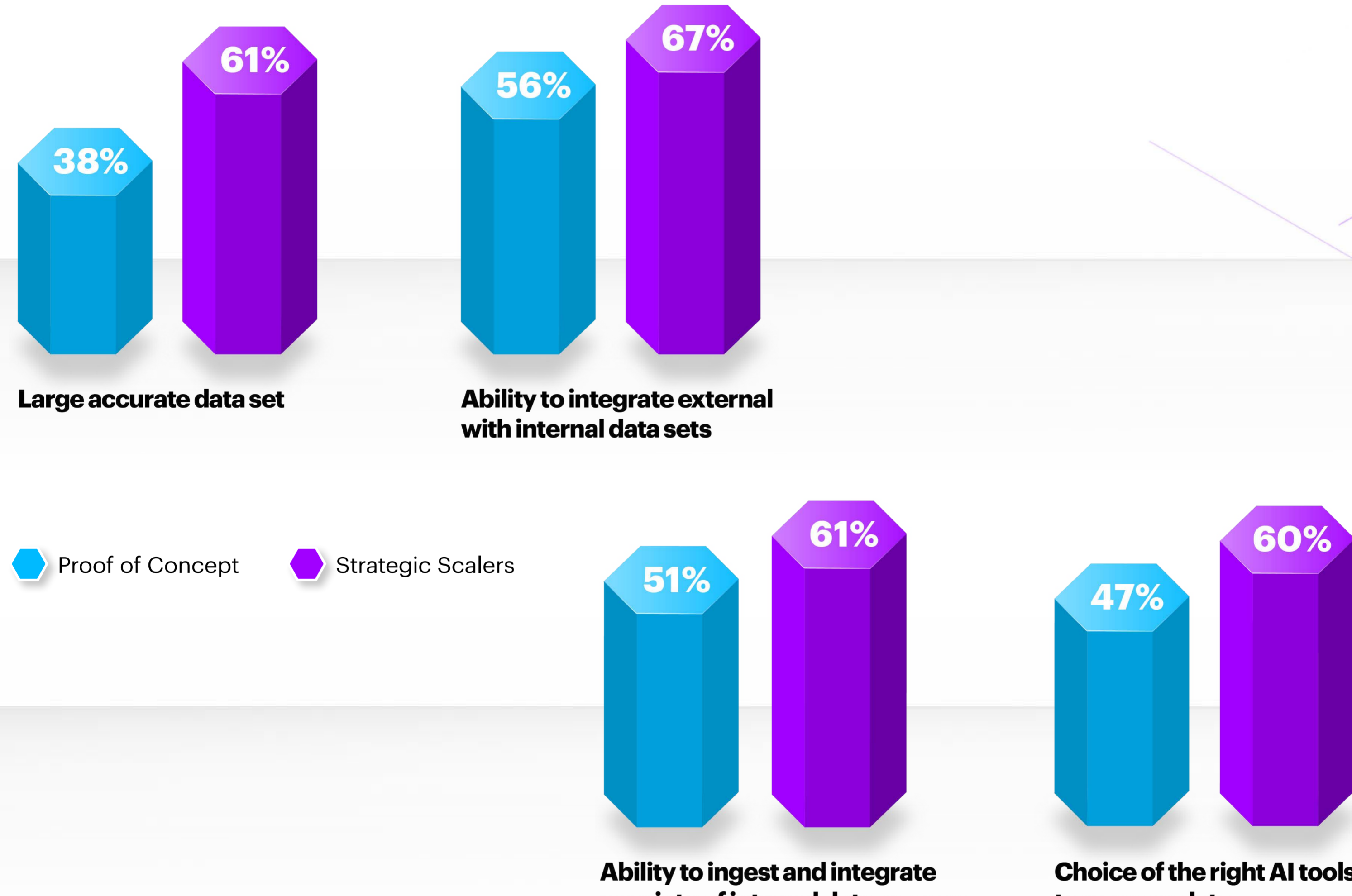
- Digital platform mindset and enterprise culture of AI democratizing real-time insights to drive business decisions
- Clear enterprise vision, accountability, metrics, and governance breaking down silos
- 'What if' analysis enabling improved acquisition, service and satisfaction
- Responsible business practices enhancing brand perception and trust
- Competitive differentiator and value creator driving higher P/E multiples

THREE THINGS SET STRATEGIC SCALERS APART

01 Drive "intentional" AI. Compared to companies in Proof of Concept, Strategic Scalars have structure and rigor in place to help unleash AI.

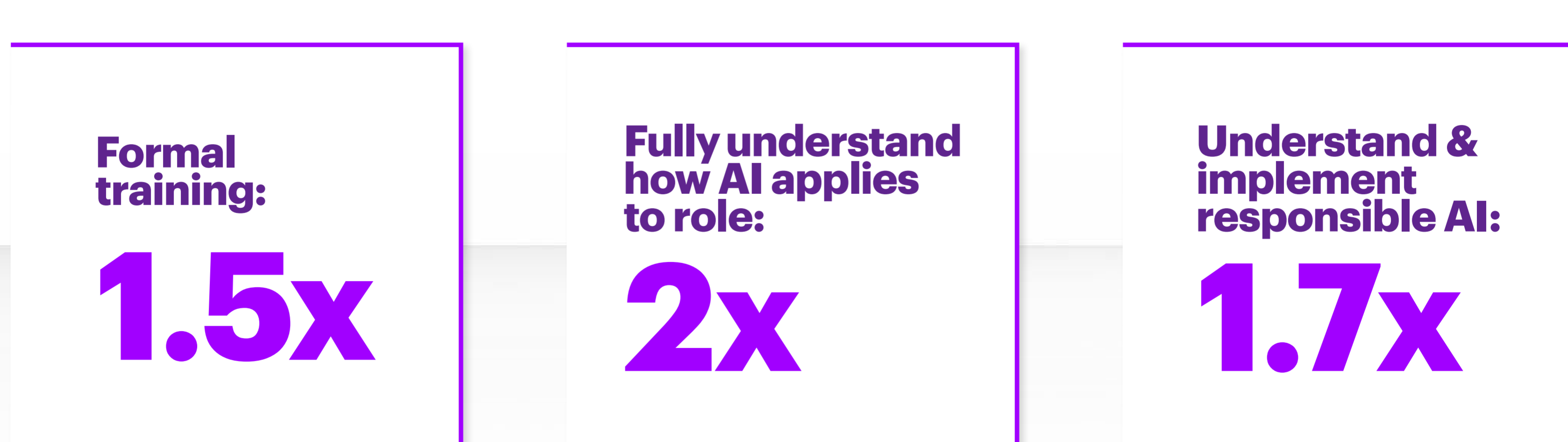


02 Tune out data noise. Strategic Scalars focus on data assets that underpin their AI efforts and are adept at structuring and managing their data.



03 Treat AI as a team sport. Scaling AI calls for embedding multi-disciplinary teams throughout the organization in addition to having sponsorship from the top.

Strategic Scalars are more likely than their Proof of Concept counterparts to ensure their employees are prepared for the journey:



SMOOTH SCALING

Scaling the exponential power of AI requires eschewing conventional wisdom that continues to emerge as AI develops:

It's not just about SPEED
It's about moving deliberately, in the right direction.

It's not just about MONEY
It's about aligning your investments to the right places with the intention of driving large-scale change.

It's not just about MORE DATA
It's about investing in your data, deliberately yet pragmatically, to drive the right insights.

It's not just about a SINGLE LEADER
It's about building multi-disciplinary teams that bring the right capabilities.

ABOUT THE RESEARCH

Our research involved 1,500 C-suite executives from companies with a minimum revenue of US\$1 billion in 12 countries around the world across 16 industries, with the aim to uncover the success factors for scaling AI.

Read the full report here

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