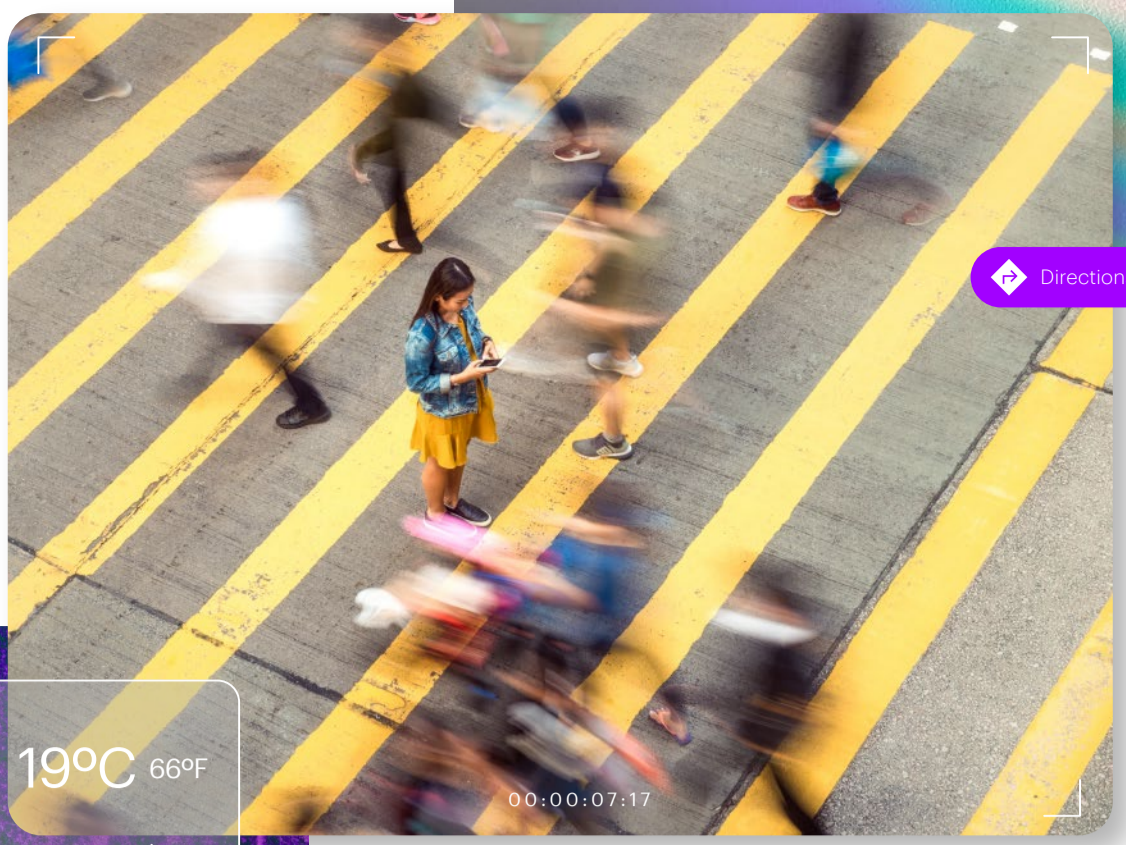


Reinventing for relevance

Connect every part of your business to drive growth—fast



Life Centricity

A crisis of relevance

95% of executives say customers are changing faster than they can keep up

The solution:

Life centricity

Life-centric businesses understand people in their full lives and adapt to evolving needs. To do this, they:

- 01. See**
 customers as complex and multidimensional
- 02. Solve**
 for shifting scenarios by broadening scope
- 03. Simplify**
 with experiences that deliver value in new ways
- 04. Scale**
 by building a fluid, fully connected operation

The benefits

3x

more likely to outperform peers on speed to market

5x

more likely to outperform on customer lifetime value

+9

percentage points ahead of peers in growth rate

Our approach

Accenture Song draws life-centric connections between every part of a business—driving growth through relevance in the process. Here's how:

Growth & Product Innovation

The generative growth edge

Speed is now the shorthand for relevance: move faster, increase quality, connect better, and see stronger results. Generative growth companies are connecting humans, machines and systems to drive new organizational velocity.

1.6x

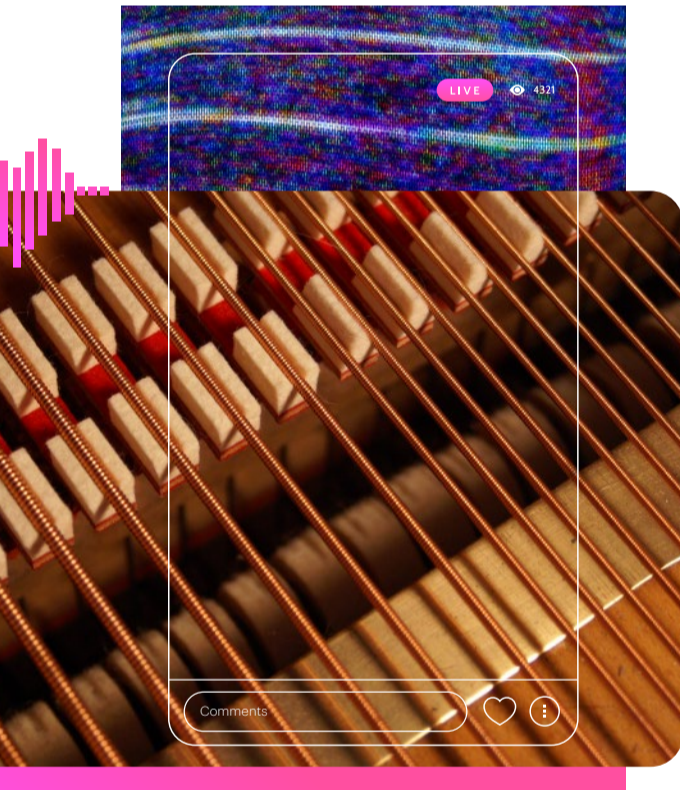
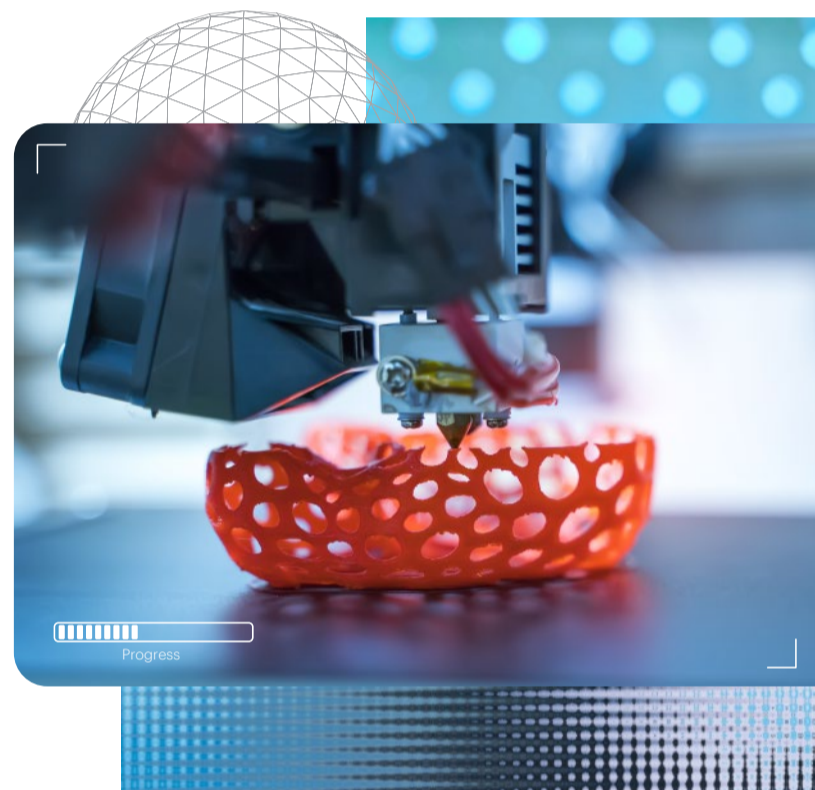
higher revenue from new innovation efforts that continuously validate relevance

19%

greater likelihood of growing new and organic revenue faster from adapting their products within a year

17%

uplift in new and organic revenue growth from rebalancing growth portfolios at speed



Marketing

Marketing, the Maestro way

Stop seeing marketing as a solo performance and start conducting it as an enterprise-wide symphony. A Maestro approach breaks down silos, boosts innovation and lets marketers direct a broader strategic effort—for better results.

With a Maestro approach, companies perform better than peers:

1.6x

in customer lifetime value

1.4x

in environmental, social and governance (ESG) targets

1.8x

in speed to market

Commerce

Commerce without compromise

Companies are investing in commerce, but the multiplying complexity comes with high costs. Just **20%** qualify as Champions, boldly embracing commerce fundamentals in experience, technology innovation, operational excellence and talent and organization to grow profitability.

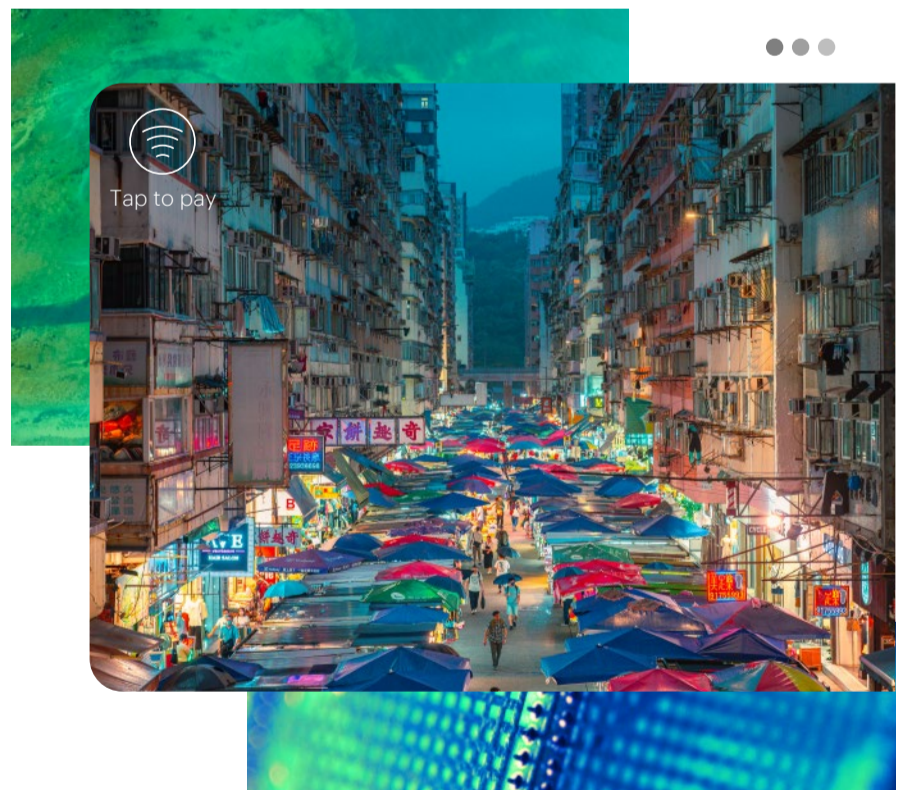
Champions outperform peers:

85%

more revenue growth

31%

more profitability



Sales and Service

Value networks: Building connections for growth

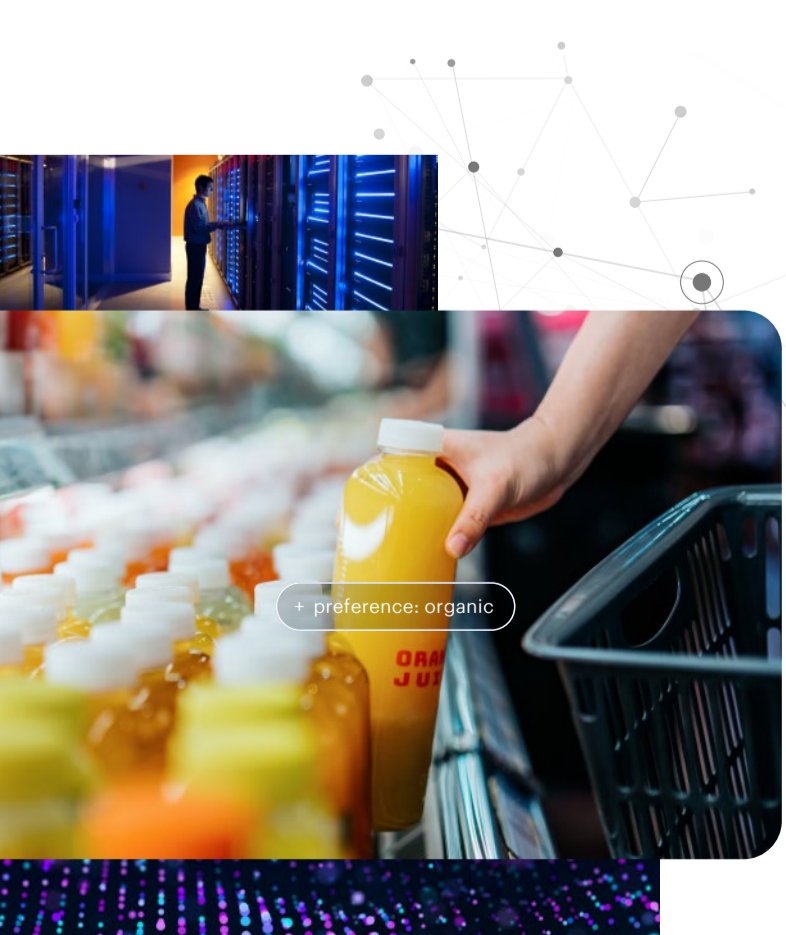
Companies using customer insights and partnerships advantages have higher percentage point profitability growth (EBIT)—at minimal cost with maximum benefit. Here's how to build life-centric value networks that fuel growth and relevance.

73%

of executives say a competitor has a customer insights advantage influencing growth outcomes

+10.8

percentage point profitability growth without significant costs



Learn how you can reinvent the front office for life centricity:

