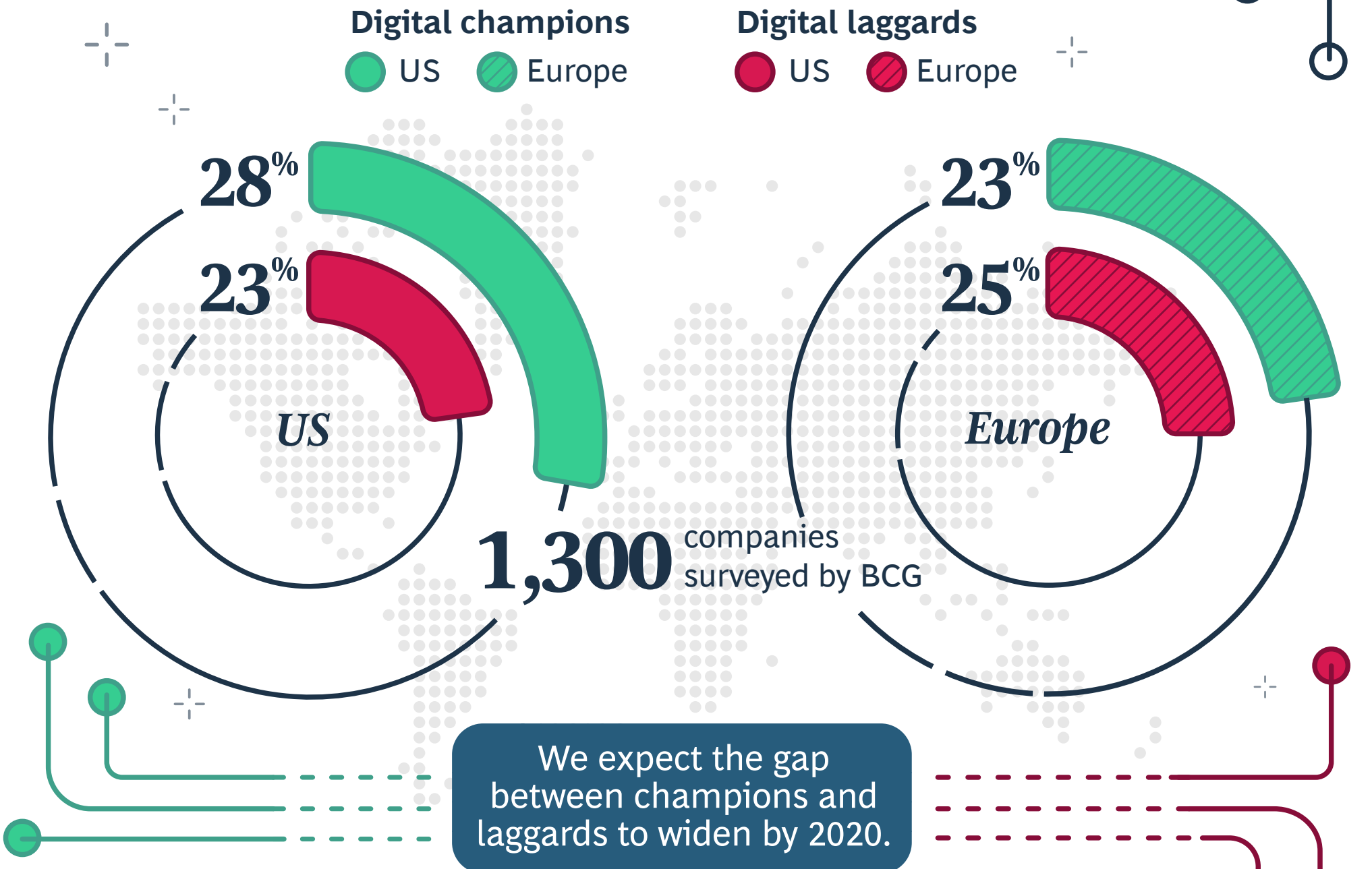


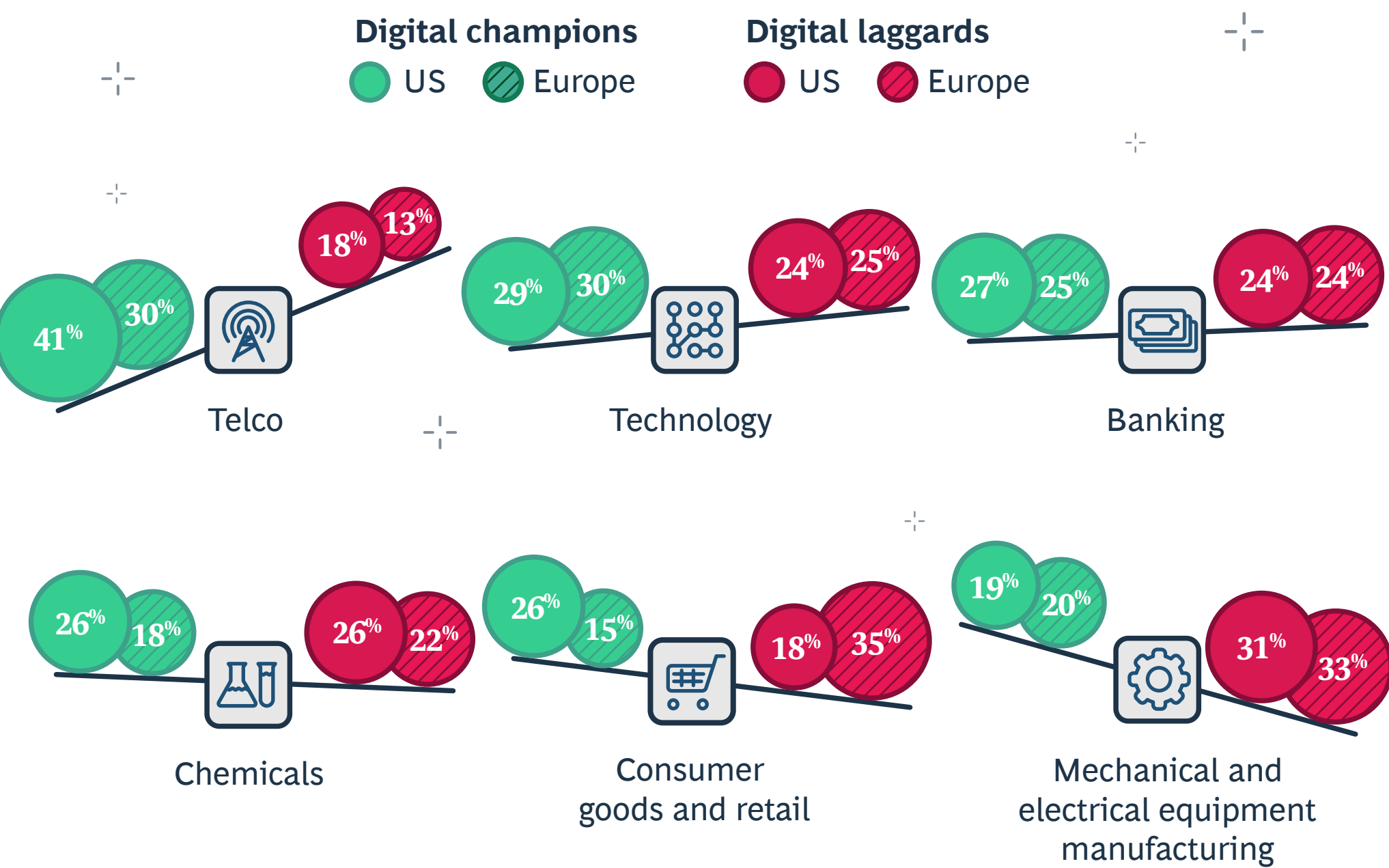
What Digital Champions Do Differently

The Growing Digital Divide



Who Are the Champions and Laggards?

According to BCG's proprietary Digital Acceleration Index (DAI), the telecommunications industry has the most champions while the mechanical and electrical equipment manufacturing industry has the most laggards.



The Digital Challenge

Executives cited four top hurdles to digital transformation:

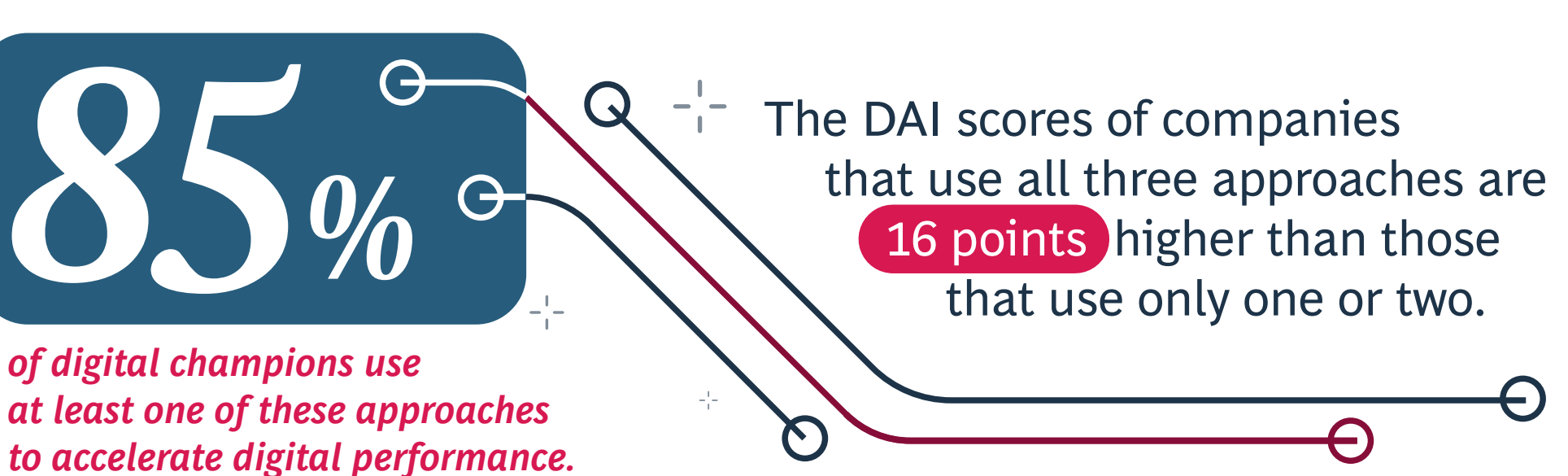
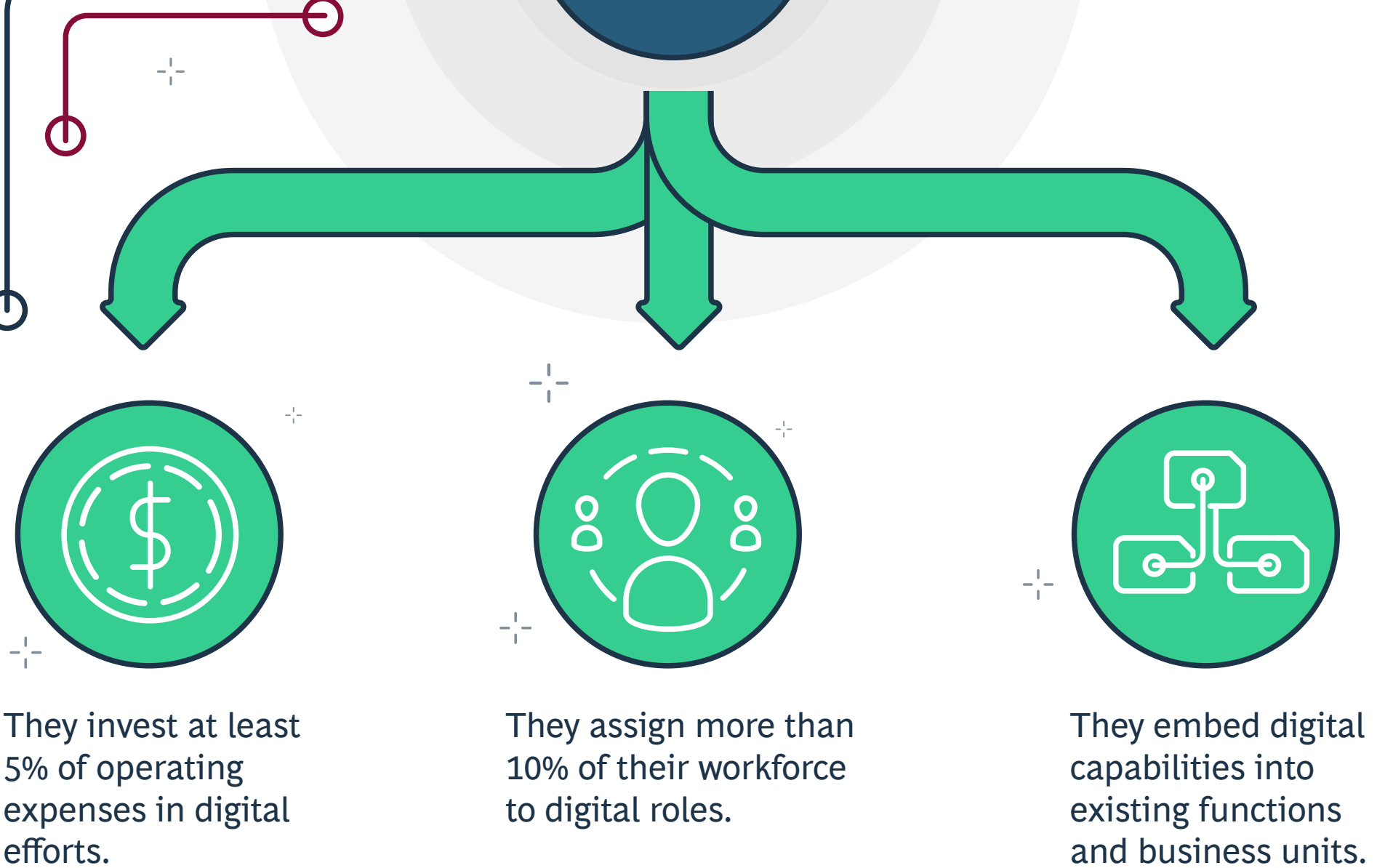


Executives said they must overcome these challenges while also delivering on several critical digital initiatives:

- ▶ Simplifying the tech function
- ▶ Creating new digital products and services
- ▶ Adapting to Industry 4.0 and digital manufacturing
- ▶ Managing digital change efforts
- ▶ Generating performance gains
- ▶ Enabling a data-driven organization

Boosting Performance

Beyond addressing these issues, digital champions typically outperform in **THREE KEY WAYS**:



Data and Sources

Data in this infographic comes from "Beyond the Hype: The Real Champions of Building the Digital Future," BCG article, July 2017. BCG surveyed 1,300 companies in Europe and the United States to estimate their digital maturity in 27 categories.

BCG collected data from senior executives at companies with at least 2,500 employees in the US and Europe (including Austria, France, Germany, and the UK). We examined six diverse industries: banking, chemicals, consumer goods and retail, mechanical and electrical equipment manufacturing, technology, and telecommunications.

We assigned the responses values on a scale from 0 to 100 and weighted them to determine each company's overall performance on BCG's Digital Acceleration Index. We ranked companies with a DAI score of 67 points and above as digital champions, while we considered those with a DAI score of 43 and below to be digital laggards.