

THE AI ADVANTAGE OF BIONIC COMPANIES

Bionic companies—those that combine human and technology capabilities—generate about double the earnings and enterprise value of other companies, according to BCG’s 2020 Digital Acceleration Index (DAI) survey of 2,300 companies worldwide.



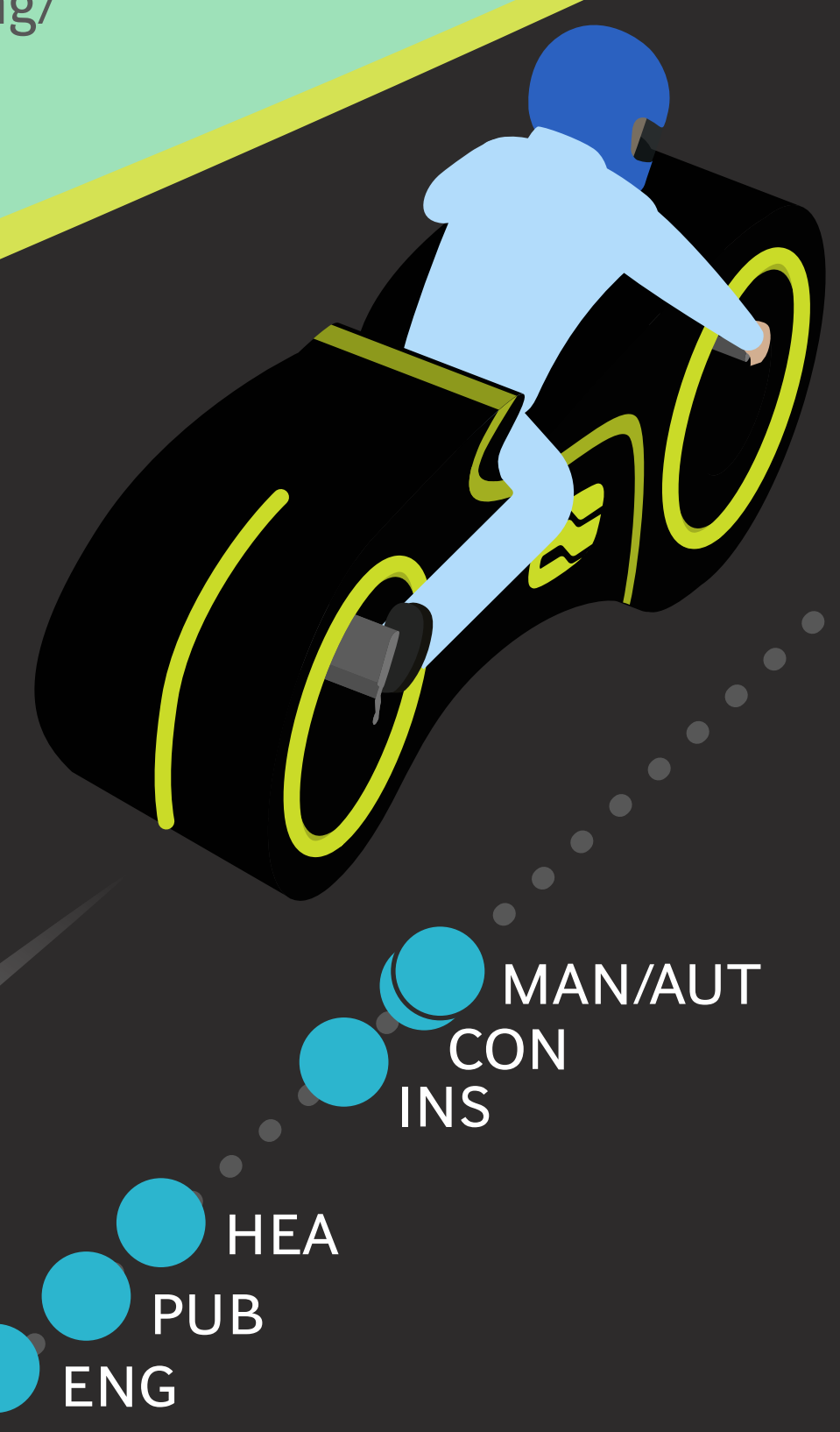
TECH IS THE MOST BIONIC INDUSTRY; ASIA THE MOST BIONIC REGION

Technology, telecom, and financial institutions were the most digitally advanced industries, with more than 30% qualifying as bionic companies. Among regions, Asia has the most bionic companies—those with a DAI score of 67 or greater.

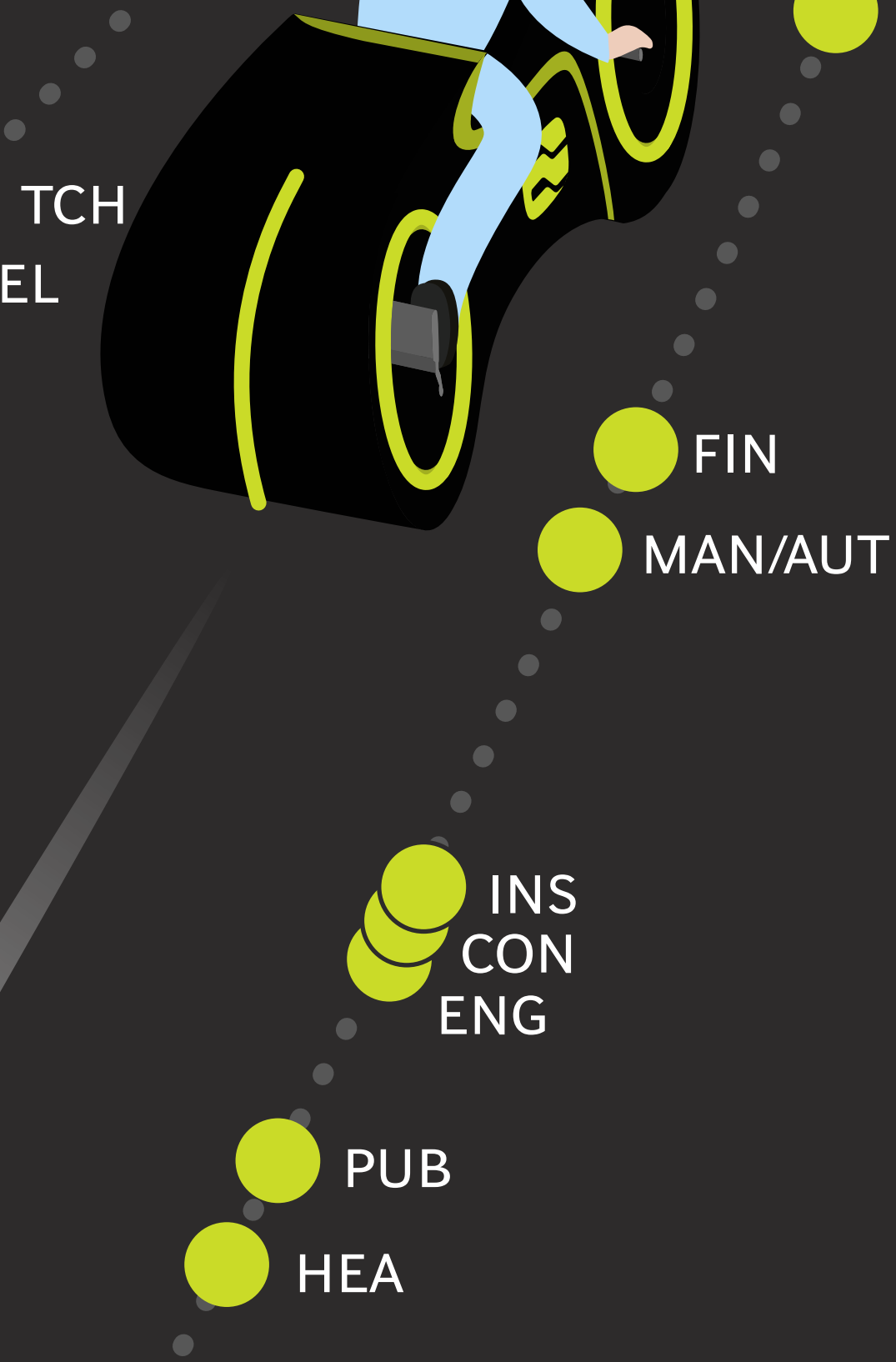
DAI is the average DAI score, ranging from 0 (lowest) to 100 (highest) per industry in a region

CON	Consumer & Retail	PUB	Public Sector
ENG	Energy	TCH	Technology
FIN	Financial Institutions	TEL	Telecom
HEA	Health Care		
INS	Insurance		
MAN/AUT	Manufacturing/Automotive		

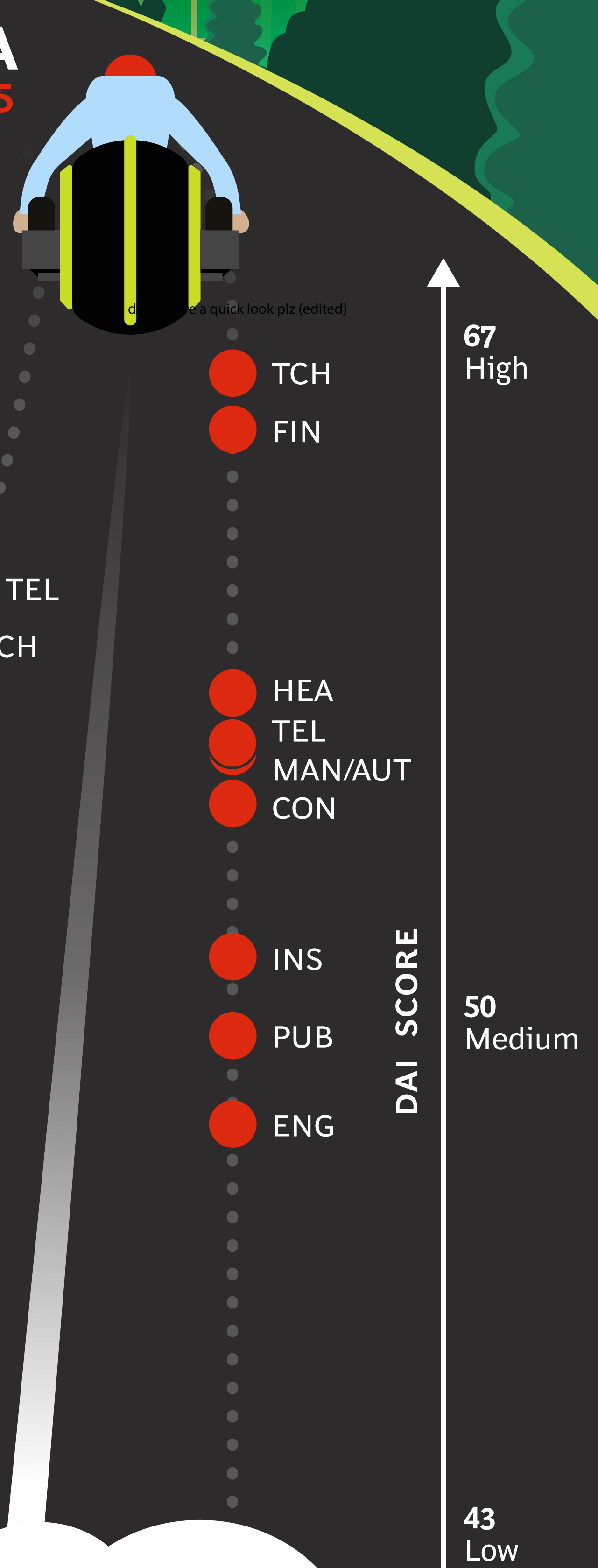
US
DAI: 49



EU
DAI: 51

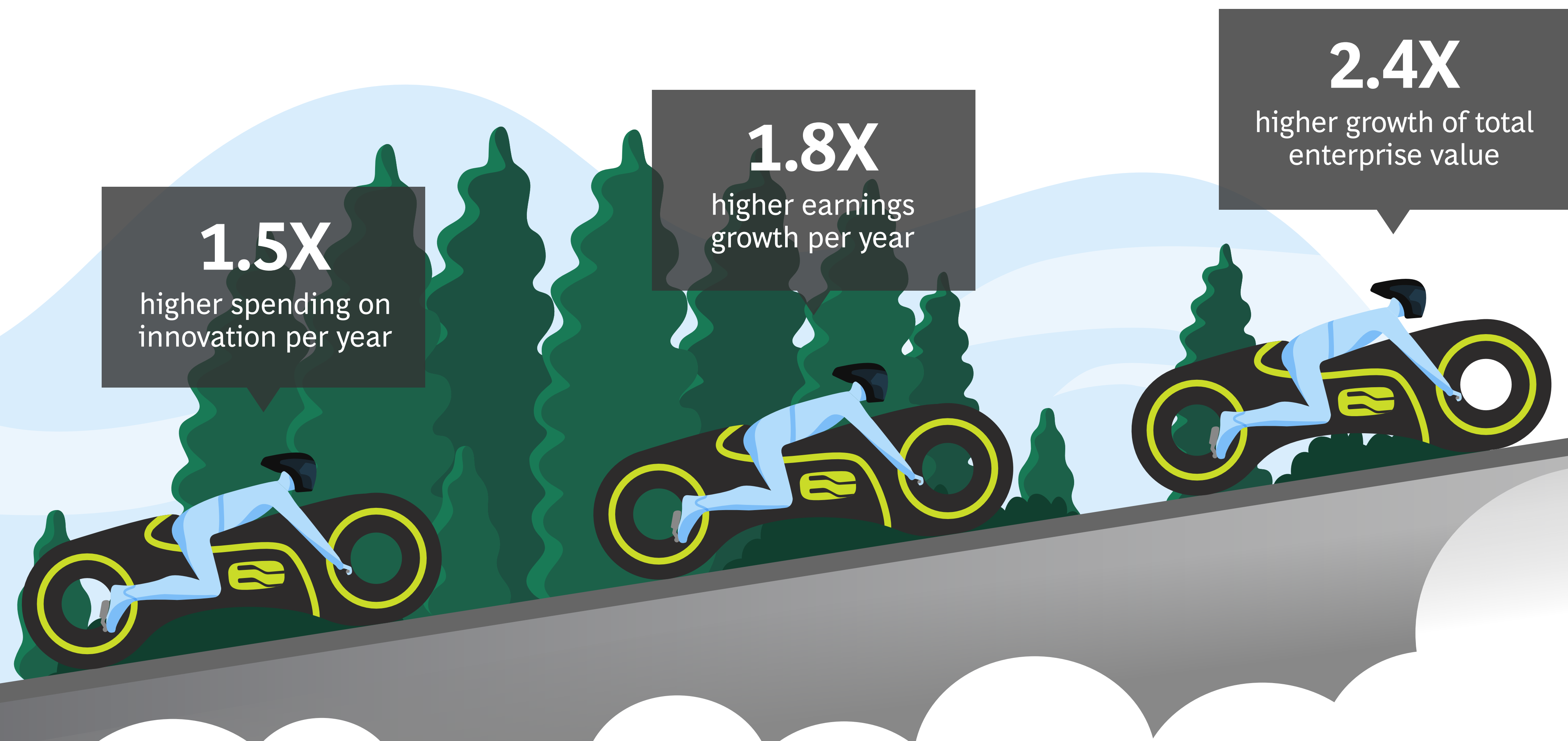


ASIA
DAI: 55



BEING BIONIC GENERATES MAJOR BENEFITS

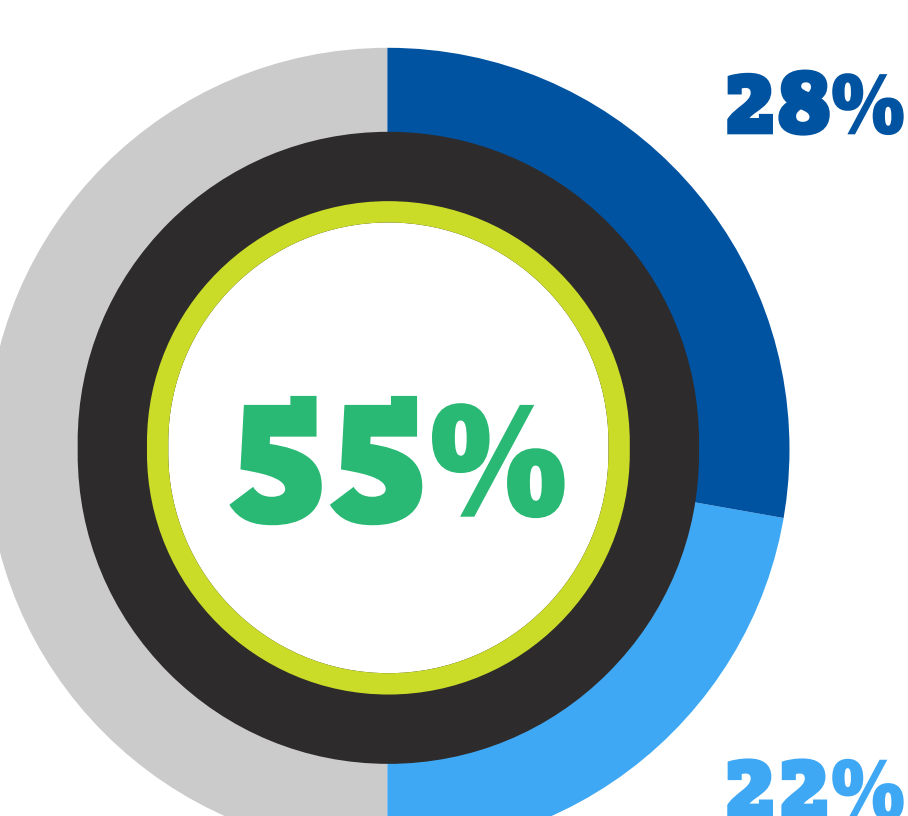
Bionic companies are much more successful at converting strategy to outcomes and thus lead laggards on key performance indicators.



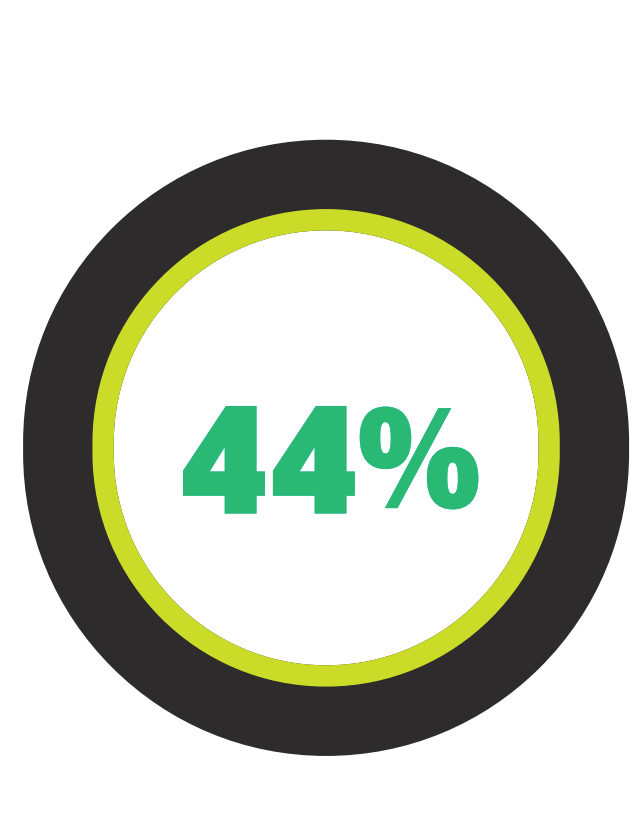
FOUR DIGITAL BOOSTERS

Bionic companies achieve breakthrough performance in four key ways. They:

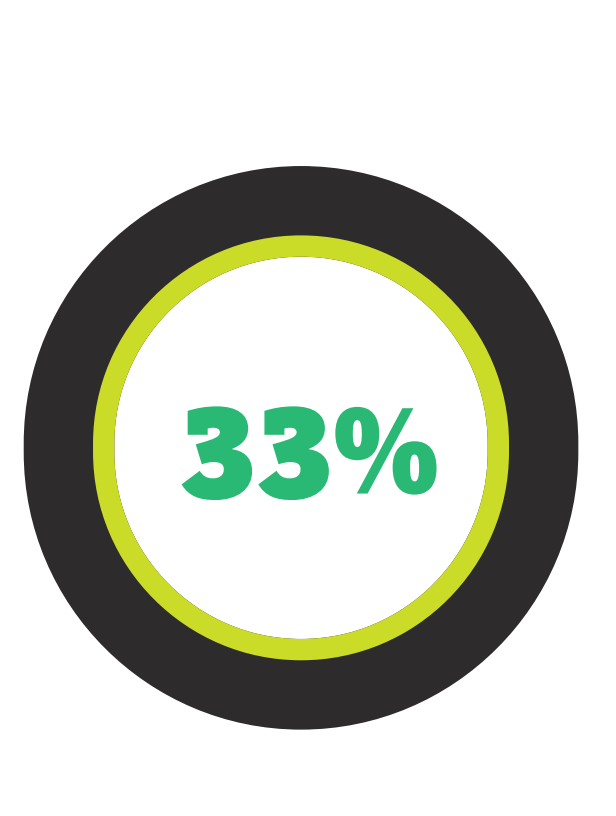
1 INVEST IN TECHNOLOGY
Investment of >15% OPEX mainly in tech and data in digital



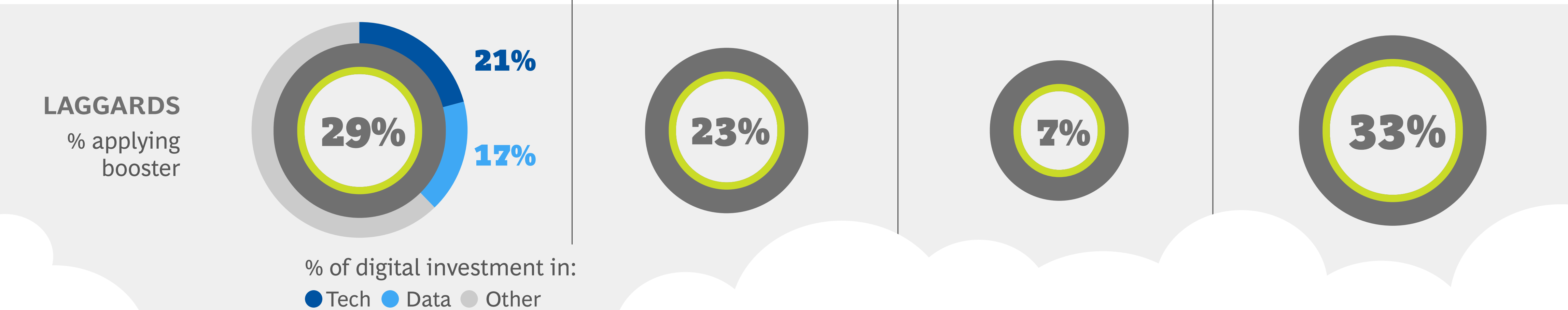
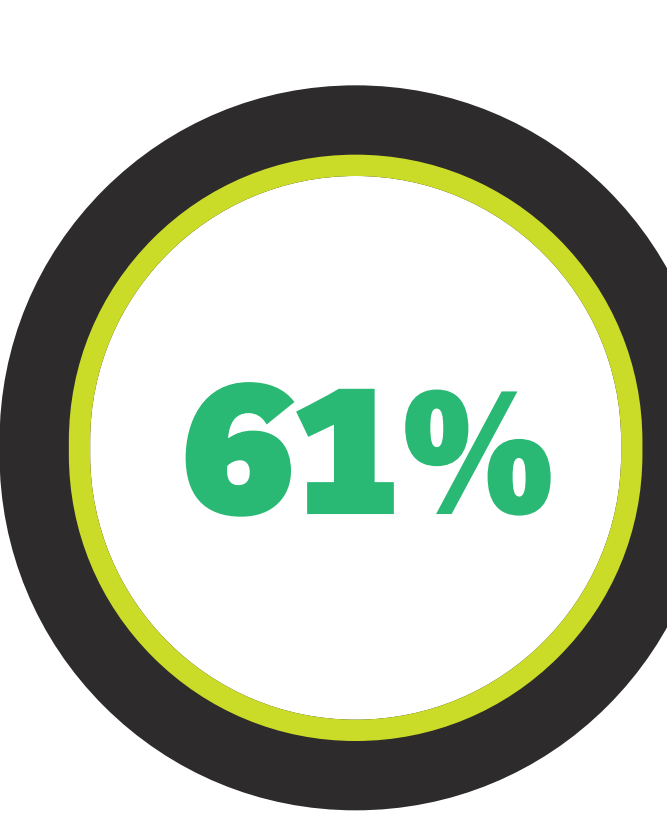
2 DEDICATE PEOPLE TO DIGITAL
>15% of staff have digital profiles and work in digital



3 SCALE UP DIGITAL
Scaling from digital pilots to E2E digital solutions



4 WIN NEW REVENUE
New digital offerings generate >10% of revenue

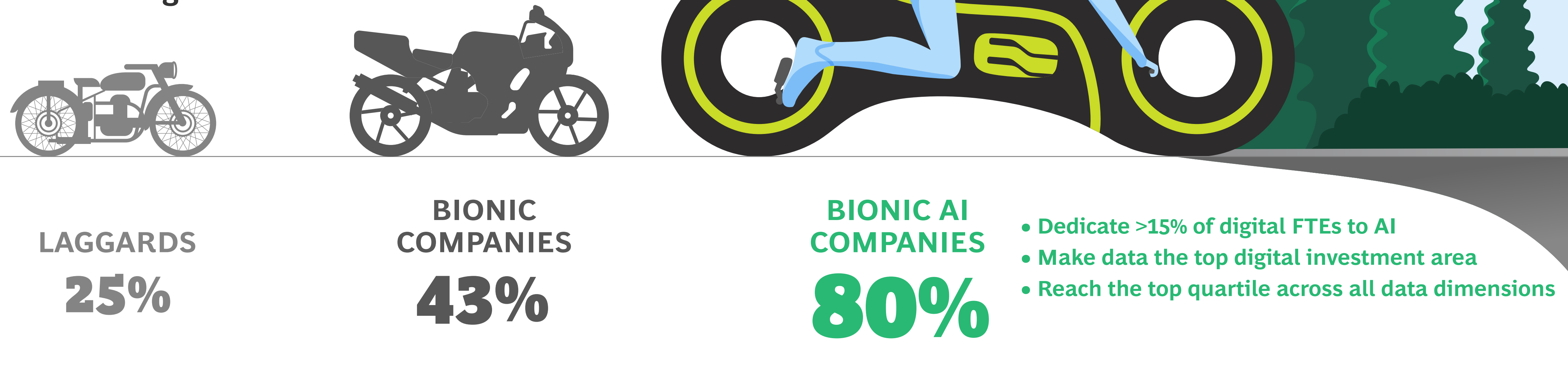


Organizations gain on average 22 DAI points when applying all four boosters

ARTIFICIAL INTELLIGENCE IS A GAME-CHANGER AMONG BIONIC COMPANIES

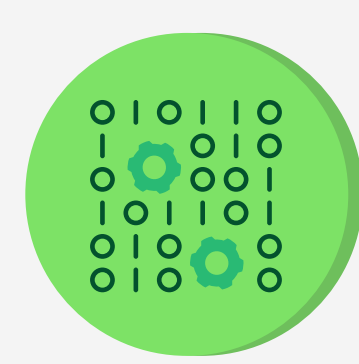
A select few bionic companies are making major headway with artificial intelligence. These “bionic AI” companies are a big step above the rest.

Percentage of companies with more than 10% EBIT impact from digital:



BECOMING BIONIC AI

Among the 17% of bionic companies that have risen to the level of bionic AI, a few common operational themes emerge.



INVEST IN DATA
They have prioritized revenue growth and innovation over cost reduction. They are in the top quartile on all DAI data dimensions, such as data strategy, data governance, digital and data platforms, and AI.



STRIVE FOR AGILE PROCESSES
They treat AI as core to their business transformation and key to introducing new agile ways of working, which allows them to scale digital solutions more effectively.



ACQUIRE AND TRAIN TALENT
They have invested in talent to integrate AI algorithms and human capabilities to improve business processes. Almost 37% of these companies plan to upskill more than 25% of their workforce in the coming year.

Data and Sources: Data in this infographic comes from a BCG survey of senior executives at 2,300 companies across Asia (including China, Singapore, Malaysia, Japan, Thailand, India, Indonesia, and the Philippines), Europe (including UK, Germany, France, Nordics, Italy, the Netherlands, Belgium, Austria, Switzerland, Spain, Czech Republic, Russia, and Luxembourg) and the US to estimate their digital maturity across 36 dimensions.

We examined nine industries: consumer and retail, energy, financial institutions, health care, insurance, manufacturing/automotive, public sector, 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 rated companies with a DAI score of 67 points or above as bionic, and we rated those with a DAI score of 43 or below as laggards.