THE COMPETITIVE ADVANTAGE OF DIGITAL CHAMPIONS

The divide between digital champions and digital laggards is widening, as measured by BCG's 2018 Digital Acceleration Index (DAI)

US 25%

EUROPE 22%

THE COMPETITIVE ADVANTAGE OF DIGITAL CHAMPIONS

The divide between digital champions and digital laggards is widening, as measured by BCG's 2018 Digital Acceleration Index (DAI)

US 25%

EUROPE 22%

THE COMPETITIVE ADVANTAGE OF DIGITAL CHAMPIONS

The divide between digital champions and digital laggards is widening, as measured by BCG's 2018 Digital Acceleration Index (DAI)

EUROPE 22%

EUROPE 22%

EUROPE 22%

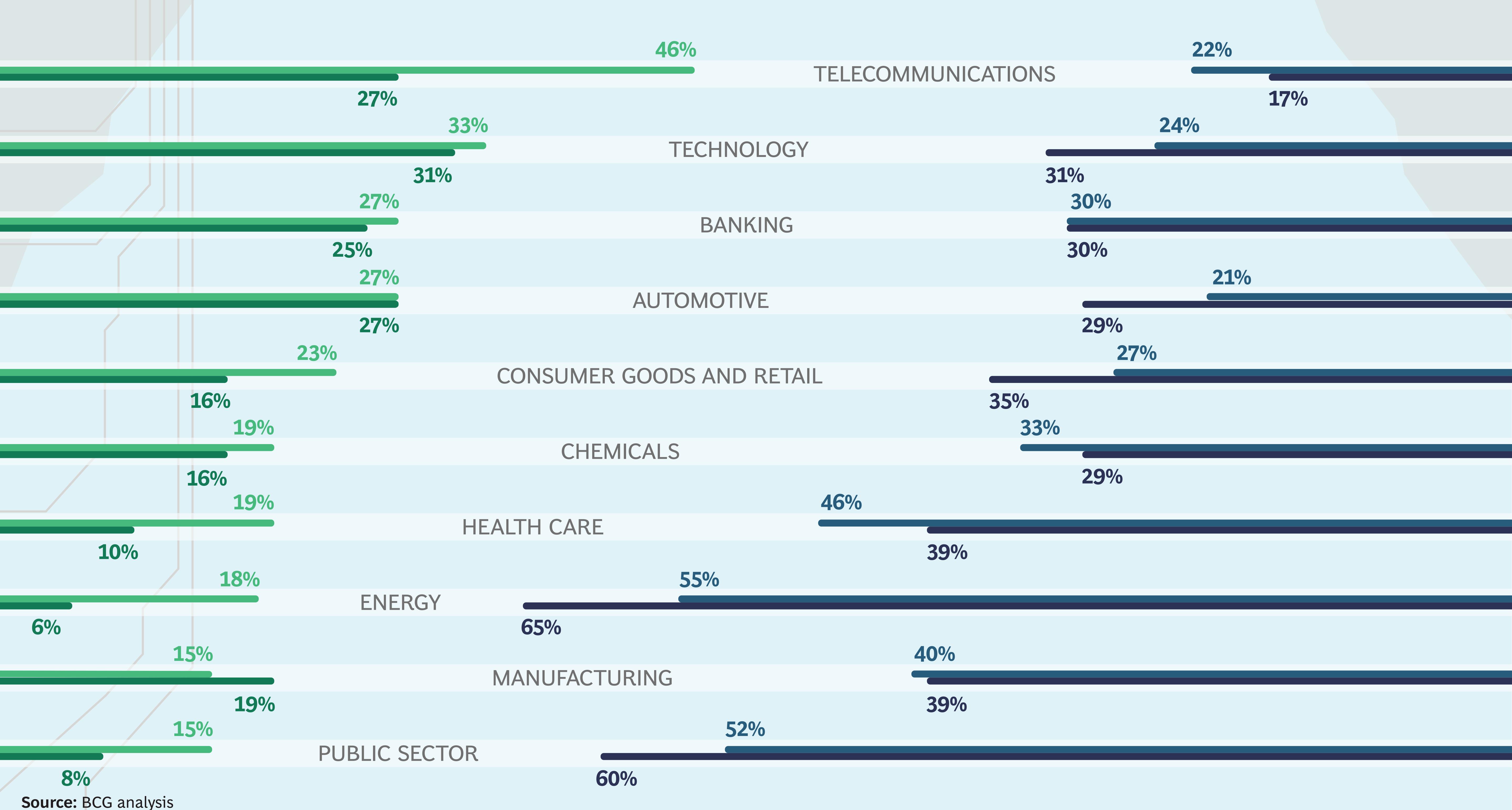
DIGITAL CHAMPIONS

Source: BCG analysis

A CLOSER LOOK BY INDUSTRY

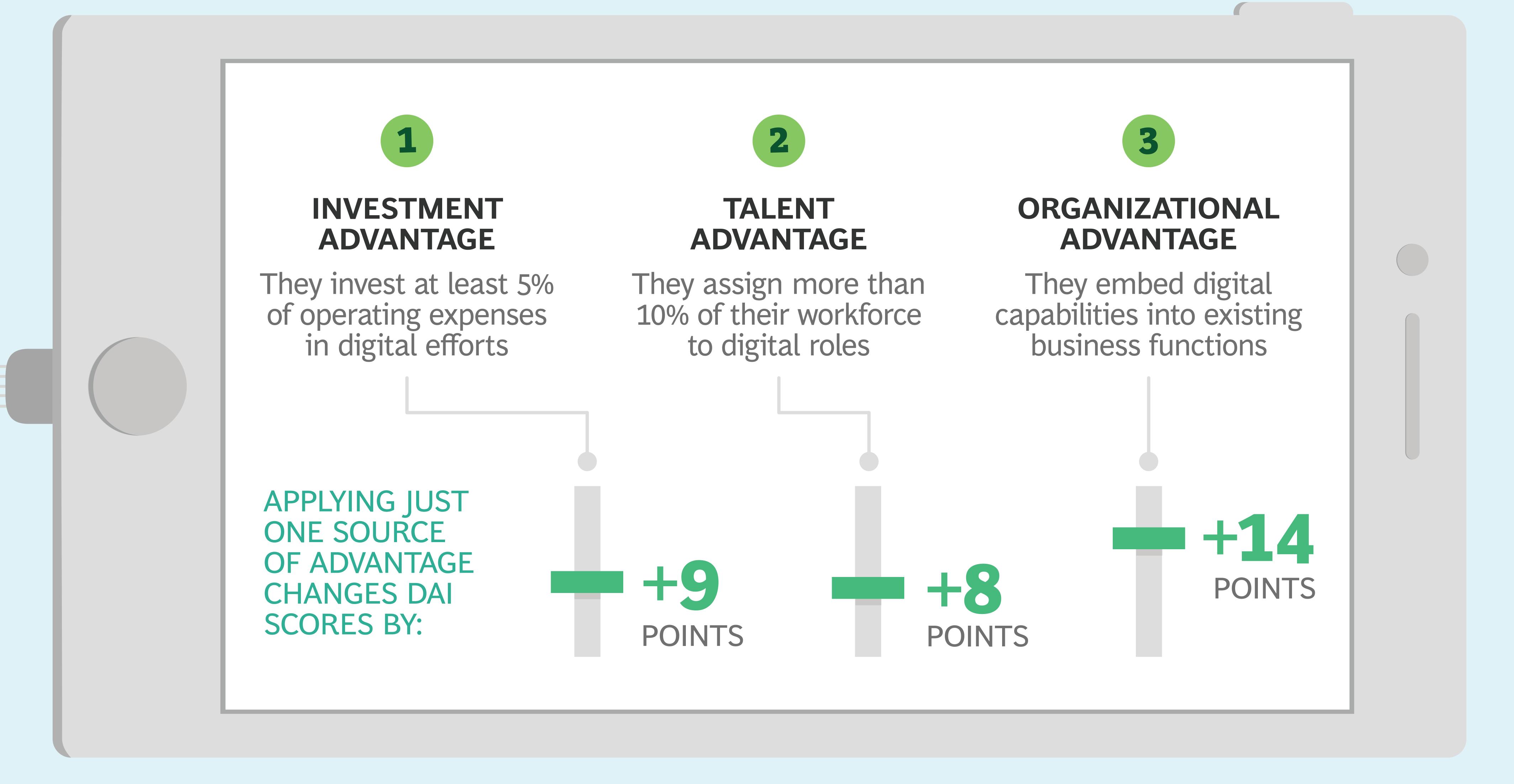
DIGITAL LAGGARDS

Of the 1,900 companies surveyed, those in telecommunications continued to have the highest levels of digital maturity, while those in energy had the lowest



THE POWER OF THRE

Digital champions achieve breakthrough performance in three key ways:



Source: BCG analysis

SHARE OF DIGITAL CHAMPIONS WHO SAY THEY OUTPERFORMED PEERS
OVER THE LAST THREE YEARS THROUGH ACTIONS IN KEY AREAS

THE DIGITAL PERFORMANCE ADVANTAGE

Companies should invest in initiatives that show a strong correlation with performance improvements

78%

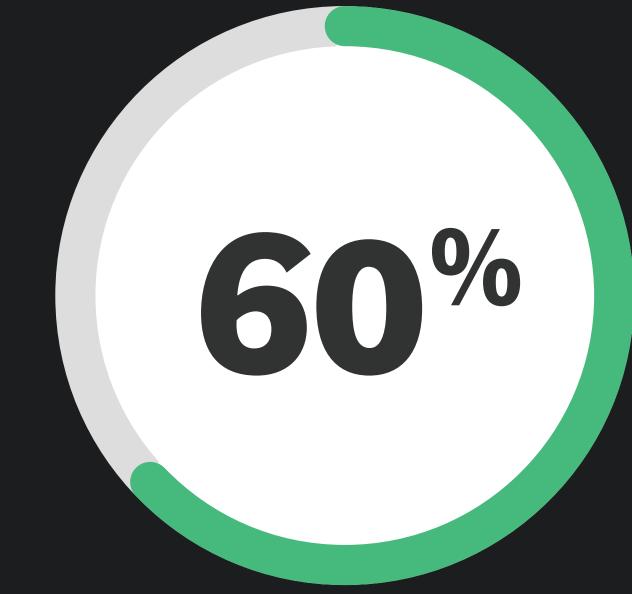
COMPETITIVE ADVANTAGE

Launch new digital services and products; incubate startups

62%

TIME TO MARKET

Innovate with digital marketing and personalization



COST EFFICIENCY

Experiment with digital platforms and technologies such as AI and blockchain

Source: BCG analysis

Data in this infographic comes from *Digital Maturity Is Paying Off*, June 2018. BCG surveyed 1,900 companies in Europe and the US to estimate their digital maturity in terms of 37 dimensions of digital transformation.

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 ten diverse industries: automotive, banking, chemicals, consumer goods and retail, energy, health care, manufacturing, public sector, technology, and telecommunications. Energy, health care, insurance, and public sector are new to the survey.

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.

