

How reinvention-ready companies are driving growth and relevance with gen AI

Reinventing Enterprise Operations

Generative AI has great potential to accelerate reinvention, but most organizations are limited by operations readiness.

92%

of executives know that gen AI is key to reinventing at scale and at speed.

81%

of executives believe rapid experimentation is necessary for scaling gen AI across the enterprise. But..

71%

say they need to be less risk averse when it comes to scaling gen AI use cases.

Sources: Accenture Pulse of Change Index, 2024
Accenture Reinventing Enterprise Operations 2024 Survey

In scaling gen AI and growing revenues, organizations with the highest level of operations readiness—those we call “Reinvention-ready”—are dramatically outperforming their peers:

3.3x

higher likelihood to succeed at scaling high-value gen AI use cases

2.5x

higher average revenue growth between 2019 and 2023

2.4x

greater improvements in productivity

Only 16% of organizations have achieved the highest level of Intelligent Operations in 2024

Characteristics of Intelligent Operations:

Foundational

While basic operations cost, and SLAs might be in place, automation of tasks has not begun or is at very early stages.

There is no AI strategy and execution roadmap in place.

Data is stored in silos without much interconnectivity across transaction systems; and is mainly analyzed for historical reporting.

Automated

Deployment of low-code/no-code automation for exponential efficiency

Traditional AI deployed in nearly all processes, redefining performance benchmarks

Gen AI POCs being productized across multiple functions and business units.

Insights-driven

Decentralized data ownership by domains with federated governance.

Mature data products curated by domain experts and hosted on a self-service marketplace.

On-demand, near real-time analytics, advanced modelling and data science, for data-driven decision making.

Reinvention-ready

Fully modernized data foundation and end-to-end platform integration, that supports hyper-automation across most processes.

Application of traditional AI to augment tasks at scale and rapid scaling of gen AI use cases.

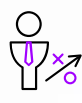


A modernized data foundation: the gateway to gen AI

Reinvention-ready organizations report 2x higher levels of data-modernization attributes:

- Data assets are designed for gen AI use cases.
- Clear roles are defined for data governance.
- Data can be traced throughout the lifecycle, all the way back to the source.

Enablers for Intelligent Operations:



Have holistic talent strategies to reinvent work and reshape the workforce:

92%

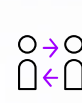
with Intelligent Operations say their “Talent is fully prepared for tech-led enterprise reinvention”



Apply leading methods and processes across the enterprise:

87%

with Intelligent Operations say “Methods and processes are applied across all business functions”



Encourage strong collaboration to develop assets and platforms:

87%

with Intelligent Operations report “Extensive collaboration to reinvent assets and platforms”

Source: Accenture Reinventing Enterprise Operations 2024 survey

4 actions to become Reinvention-ready:

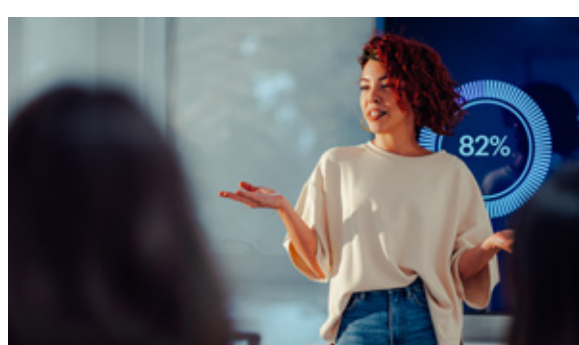
01

Implement a domain-centric approach to data modernization



02

Reinforce a talent-first reinvention strategy



03

Link business and tech teams to co-own reinvention



04

Adopt leading processes to drive business outcomes



Become Reinvention-ready

Read our report

To learn more.....

