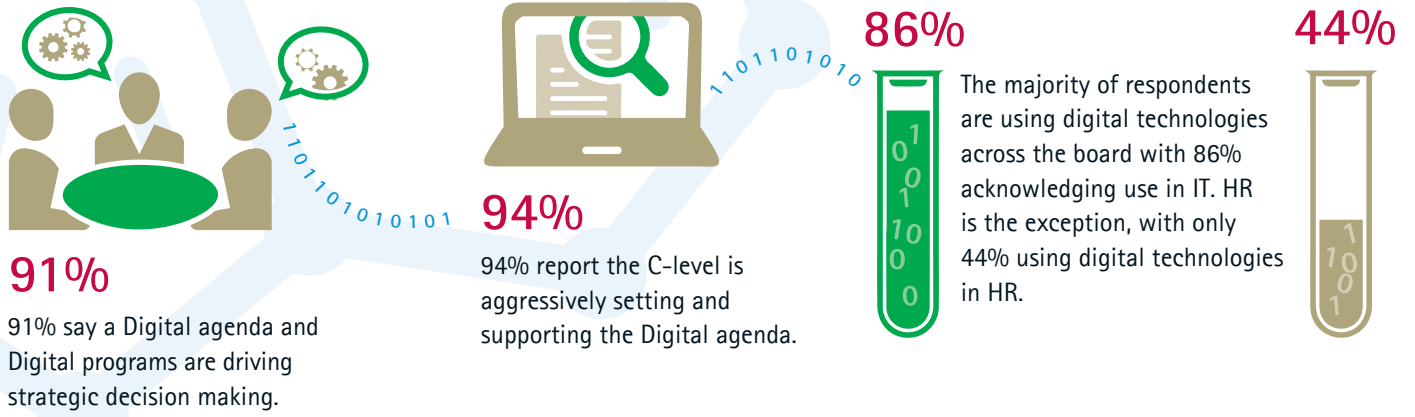


# Accenture Global Digital Chemicals Survey

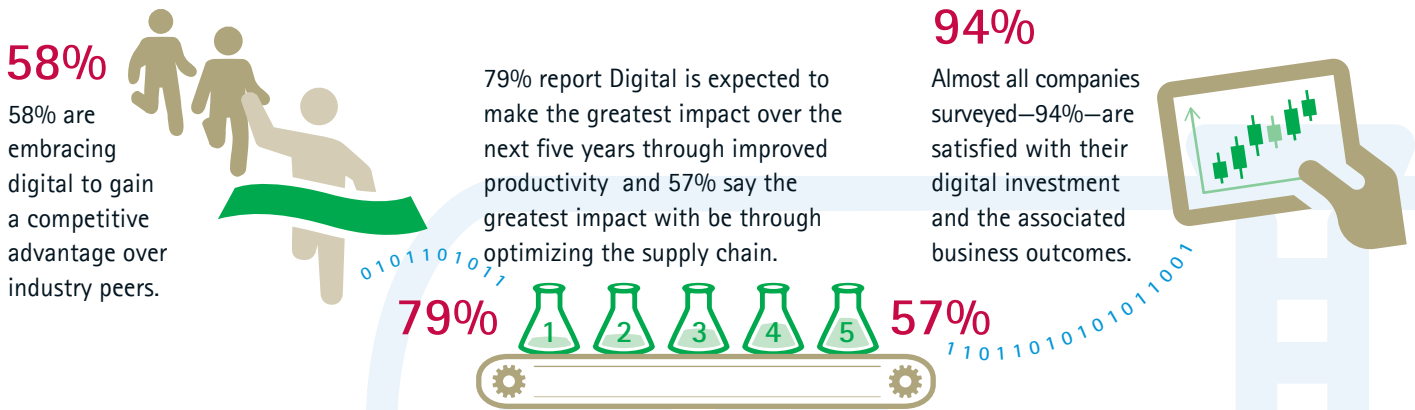
High performance. Delivered.

Our survey of 156 C-Suite and VP-level chemical industry executives across the globe provides unique insight into chemical leaders' views on Digital programs. Below we share the insights gained from the survey.

## Digital has permeated the chemicals industry and is gaining C-level support



## Digital is making an impact on productivity and supply chain optimization and companies are more than satisfied with the outcomes



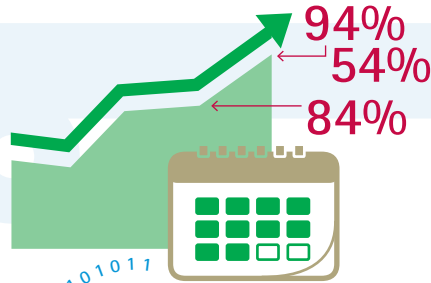
## Analytics, big data and cloud are believed to hold the most potential for ROI

Analytics and big data (72%) as well as cloud computing (80%) are believed to hold the most potential by far for overall company ROI.

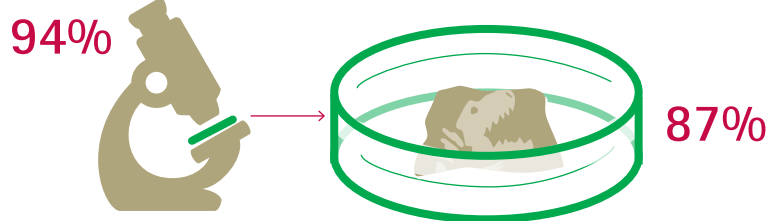


## Investments in digital are expected to increase over the next three years

84% report investment in digital overall has increased over the past three years and 94% expect an increase in the next three years—with 54% expecting a significant increase.



94% expect Digital to revolutionize the chemicals industry and 87% say that those companies that don't embrace digital will lose their competitive edge and may face extinction.



### For more information, contact:

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Or visit us at [www.accenture.com/chemicals](http://www.accenture.com/chemicals).

Source: Digital Chemical Survey, July–August 2014

### Methodology

Accenture conducted an online survey of 156 C-level and top management executives in the chemicals industry. The survey was fielded in July and August 2014 and included respondents from petrochemicals, agrochemicals, paints and coatings, plastics and fibres, specialty chemicals and basic and intermediate chemicals companies in the United States, Germany, France, Austria, Switzerland, China, United Arab Emirates and Saudi Arabia. The companies that these executives represented range in revenue between \$100 million to greater than \$10 billion.