

DIGITAL MATURITY

Before you can know where to go, you need to understand where you are.
We call that digital maturity.



CUSTOMER



Providing an experience where customers view the organization as their digital partner using their preferred channels of interaction to control their connected future on and offline.

Customer Digital Maturity Dimensions

- Customer Engagement
- Customer Experience
- Customer Trust & Perception
- Customer Insights & Behaviour

A Customer Digital Maturity Conversation

Scenario: Ecturiae samus, quam quae et enis quibus res quidia dolorum quasinctio blaut omnim fugit excessi tempor aut quam, tem dolupta con consequi siminitemqui quam que volorum reratem incieni si consequo tem qui aut ut quatem et alitia denias in non comnime ndessi doluptassit ommoluptatur sus aligent istempos apelitiat. Occus dolent distiat. Vid que atur aliam fuga. Ligni debit everfer speliciet quasperro temporios adi aut vel ium, offic tota prenihi liquid ut venime que porum vel magnam, vendunt urepera dernam laut im et, untiorendae pe

How would you start a Customer Digital Maturity conversation?

STRATEGY



Focuses on how the business transforms or operates to increase its competitive advantage through digital initiatives; it is embedded within the overall business strategy

Strategy Digital Maturity Dimensions

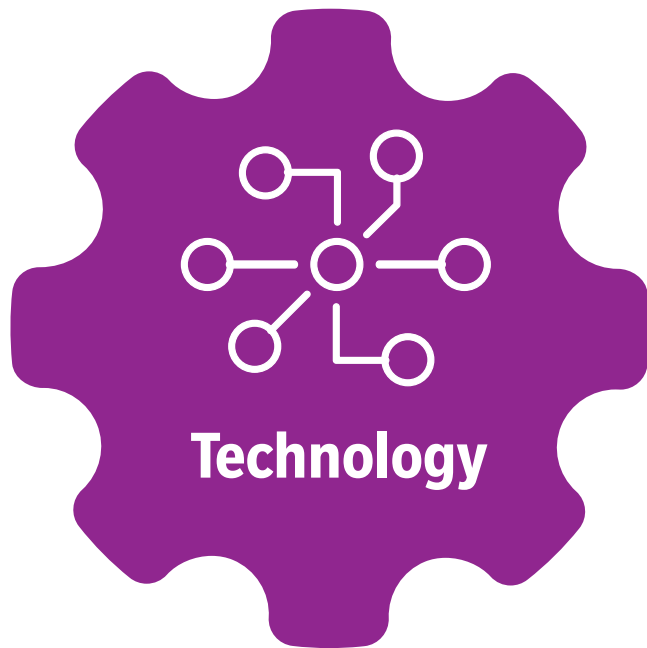
- Brand Management
- Ecosystem Management
- Market & Customer
- Finance & Investment
- Portfolio, Ideation & Innovation
- Stakeholder Management
- Strategic Management

A Strategy Digital Maturity Conversation

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How would you start a Strategy Digital Maturity conversation?

TECHNOLOGY



Underpins the success of digital strategy by helping to create, process, store, secure and exchange data to meet the needs of customers at low cost and low overheads.

Technology Digital Maturity Dimensions

- Applications
- Connected Things
- Delivery Governance
- Data & Analytics
- Network
- Security
- Technology Architecture

A Technology Digital Maturity Conversation

Scenario: Ecturiae samus, quam quae et enis quibus res quidia dolorum quasinctio blaut omnim fugit excessi tempor aut quam, tem dolupta con consequi siminitemqui quam que volorum reratem incieni si consequo tem qui aut ut quatem et alitia denias in non comnime ndessi doluptassit ommoluptatur sus aligent istempos apelitiat. Occus dolent distiat. Vid que atur aliam fuga. Ligni debit everfer speliciet quasperro temporios adi aut vel ium, offic tota prenihi liquid ut venime que porum vel magnam, vendunt urepera dernam laut im et, untiorendae pe

How would you start a Technology Digital Maturity conversation?

OPERATIONS

Executing and evolving processes and tasks by utilizing digital technologies to drive strategic management and enhance business efficiency and effectiveness.



Operations Digital Maturity Dimensions

- Agile Change Management
- Automated Resource Management
- Real-time Insights & Analytics
- Integrated Service Management
- Smart and Adaptive Process Management
- Standards & Governance Automation

An Operations Digital Maturity Conversation

Scenario: Ecturiae samus, quam quae et enis quibus res quidia dolorum quasinctio blaut omnim fugit excessi tempor aut quam, tem dolupta con consequi siminitemqui quam que volorum reratem incieni si consequo tem qui aut ut quatem et alitia denias in non comnime ndessi doluptassit ommoluptatur sus aligent istempos apelitiat. Occus dolent distiat. Vid que atur aliam fuga. Ligni debit everfer speliciet quasperro temporios adi aut vel ium, offic tota prenihi liquid ut venime que porum vel magnam, vendunt urepera dernam laut im et, untiorendae pe

How would you start an Operations Digital Maturity conversation?

ORGANIZATION & CULTURE

Defining and developing an organizational culture with governance and talent processes to support progress along the digital maturity curve, and the flexibly to achieve growth and innovation objectives.



Organization & Culture Digital Maturity Dimensions

- Culture
- Leadership & Governance
- Workforce Enablement
- Organisational Design & Talent Management

An Organization & Culture Digital Maturity Conversation

Scenario: Ecturiae samus, quam quae et enis quibus res quidia dolorum quasinctio blaut omnim fugit excessi tempor aut quam, tem dolupta con consequi siminitemqui quam que volorum reratem incieni si consequo tem qui aut ut quatem et alitia denias in non comnime ndessi doluptassit ommoluptatur sus aligent istempos apelitiat. Occus dolent distiat. Vid que atur aliam fuga. Ligni debit everfer speliciet quasperro temporios adi aut vel ium, offic tota prenihi liquid ut venime que porum vel magnam, vendunt urepera dernam laut im et, untiorendae pe

How would you start an Organization & Culture Digital Maturity conversation?

MORE RESOURCES

Providing an experience where customers view the organization as their digital partner using their preferred channels of interaction to control their connected future on and offline.