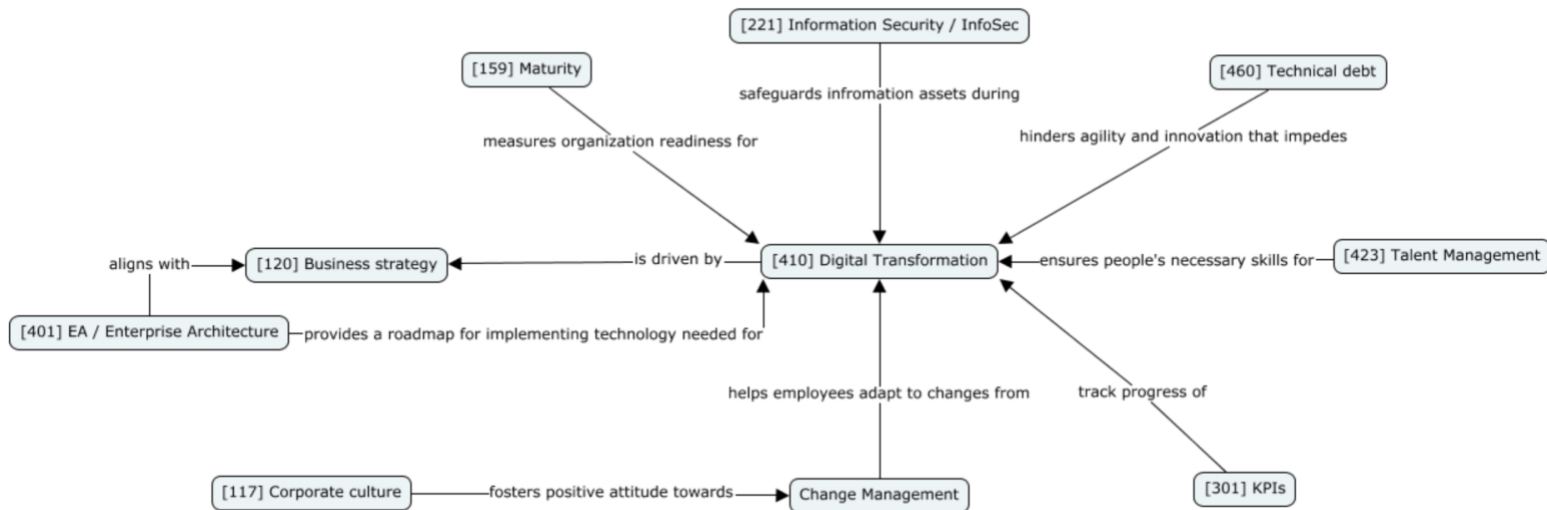


96729 – Beatriz Urbano



At the center of the CMAP lies **[410] Digital Transformation**, the process of applying technology-driven change to achieve business goals defined by the organization's **[120] Business strategy**. A strong **[401] EA** acts as the blueprint, aligning technology investments with the strategy. However, **[460] Technical Debt** can hinder progress. **[159] Maturity** assesses an organization's digital readiness, while a supportive **[117] Corporate culture** that embraces change is crucial. Effective **[423] Talent Management** ensures the right people with necessary skills are available. **Change Management** helps employees adapt to new workflows and technologies. Finally, **[221] InfoSec** safeguards information assets during transformation, and **[301] KPIs** track progress and ensure alignment with business goals.