## CRITERIA

## tmforum Digital Maturity Model (GB997A v4.0.1)











Data

Data

Data Value



**Technology** 

Customer Experience Management

Customer

Outside-In View

Customer

Insight

Customer

Trust

An internal organization and governance system is in place to deliver an optima customer experience

products & services

The organization makes

effective use of data to

generate customer insights

The delivered

experience aligns with

the brand promise

The organization delivers a good experience with its

Marketing & Brand Management

Ecosystem

Management

Financial

Sponsorship

Market

Intelligence

Portfolio

Management

Strategy

Management

A consistent brand message is developed and maintained across all channels

A clear and complete digital

strategy is developed and

adopted by the organization

The organization is able to leverage ecosystems to create business value

Financial sponsorship

is in place to support the

digital strategy

Market information is gathered to inform

the strategy

The organization maintains a balanced portfolio of

digital products and services

Workplace Enablement

Talent Management

Organizational

Values

The organization's working environment, tools and accepted practices support productivity and innovation

employee experience

The organization has

the competencies,

knowledge and tools

to create and develop

an effective workforce

Organizational values are Operations established which drive the Governance

> Service Design & Innovation

> > Service Transition/ Deployment

Service Operations The organization has effective operations Governance governance in place

The organization is able to efficiently and effectively design and develop Engineering innovative services which deliver business value

The organization is able to rapidly, flexibly and effectively deliver, deploy and retire services

The organization is able to

effectively and efficiently

run services in production

ensuring high availability,

quality and responsiveness

to demand changes

Realization

The organization has an Technology effective data governance Governance system in place

The organization has Technology & effective systems and processes in place to collect, transfer, store and process data

The organization is able to

realize business value from

its data assets

Application Architecture

application architecture in place which describes the behavior of applications and their integration with the underlying technology platform and services

The organization governs

well the utilization of

technology in the research

development, and

production of its goods

and services

There is a technology and

Security

The organization plans for and proactively address threats, vulnerabilities and security compliance

Applications & Platforms

The organization has the necessary connectivity and compute capabilities

Technology platforms

and tools are in place to

effectively develop and

manage applications

and processes

Connectivity & Compute

in place to support digital business operations

139 criteria to assess your organization's digital maturity

Together we work with more than 850 digital partners worldwide, including:



























































