

Digital Products Will Transform Your Enterprise ... and IT

Hung LeHong
Brian Prentice

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What Is a Digital Product?

Commerce App

Image Recognition Service

Citizen App: b-citi



Fractional Ownership of

Product Engagement

Car With OTA Upgrades: Tesla



Pet-Care Ecosystem









Gig Marketplace: Flex by Jitjatjo



olutions

Note: Consider product and service to be interchangeable terms
Source: [bciti Smart City Platform](#), B-CITI Solutions; [Tesla](#); [Flex by Jitjatjo](#), Jitjatjo

Gartner Digital Product Landscape

Operations	Channel	Product					Venture
 <p>Internal Services & Capabilities</p>	 <p>Digital Channels</p>	 <p>Digital Enablers & Features</p>	 <p>Digital Assets & Content</p>	 <p>Commercialized Internal Capabilities</p>	 <p>Software & Digital-Native Devices</p>	 <p>Platform Products & Solutions</p>	 <p>Digital Ventures</p>
Examples							
Employee Portal OT System	Customer or Citizen Portal Commerce App	Car with OTA Upgrades Product Engagement App	3D-Printable Plans Fractional Ownership of Collectibles	Customer Prediction Model Image Recognition Service	Digital Therapeutic Smartwatch	IoT Solutions Banking Platform	Pet-Care Ecosystem Gig Marketplace

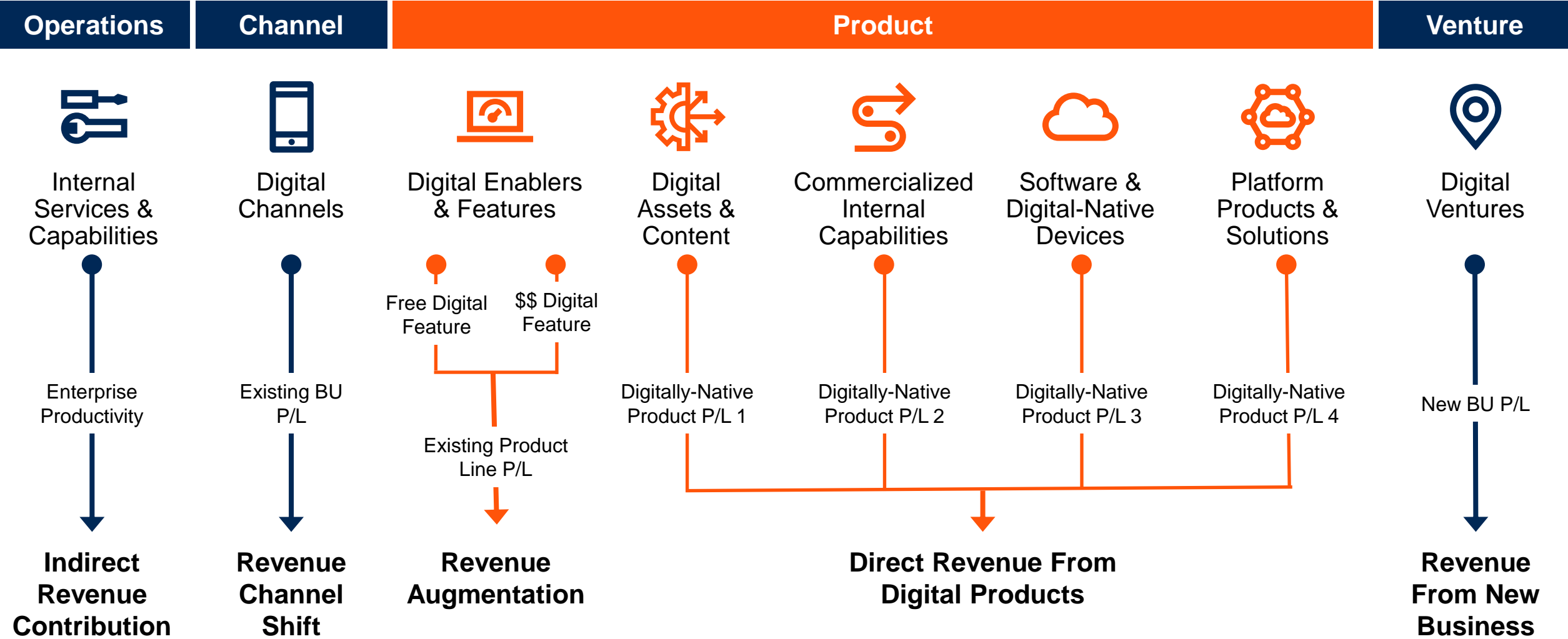
Source: Gartner

How Will Digital Products Transform Your Enterprise ... and IT?

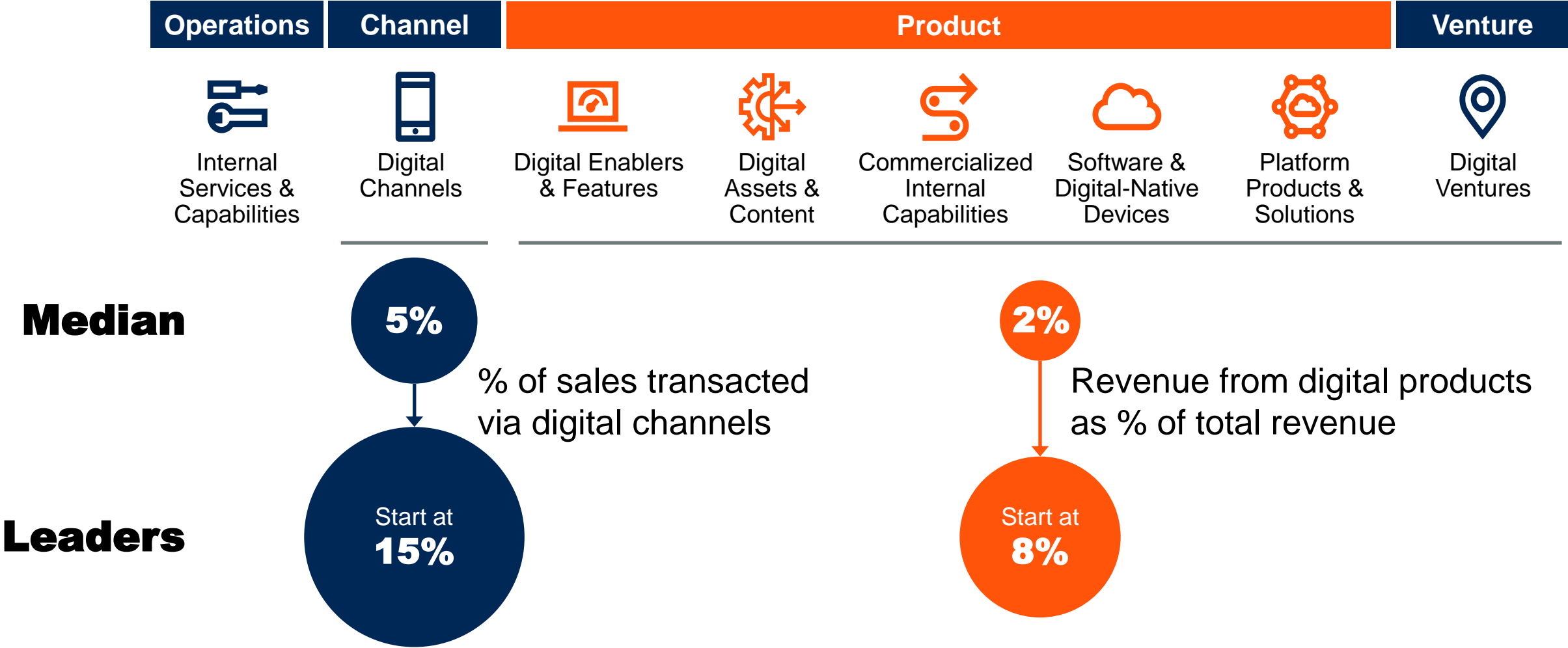
- 1 Financial Impact**
- 2 Delivery Model Impact**
- 3 Technology Impact**

How will digital products impact your **financials**?

Digital Product Landscape — Revenue Map



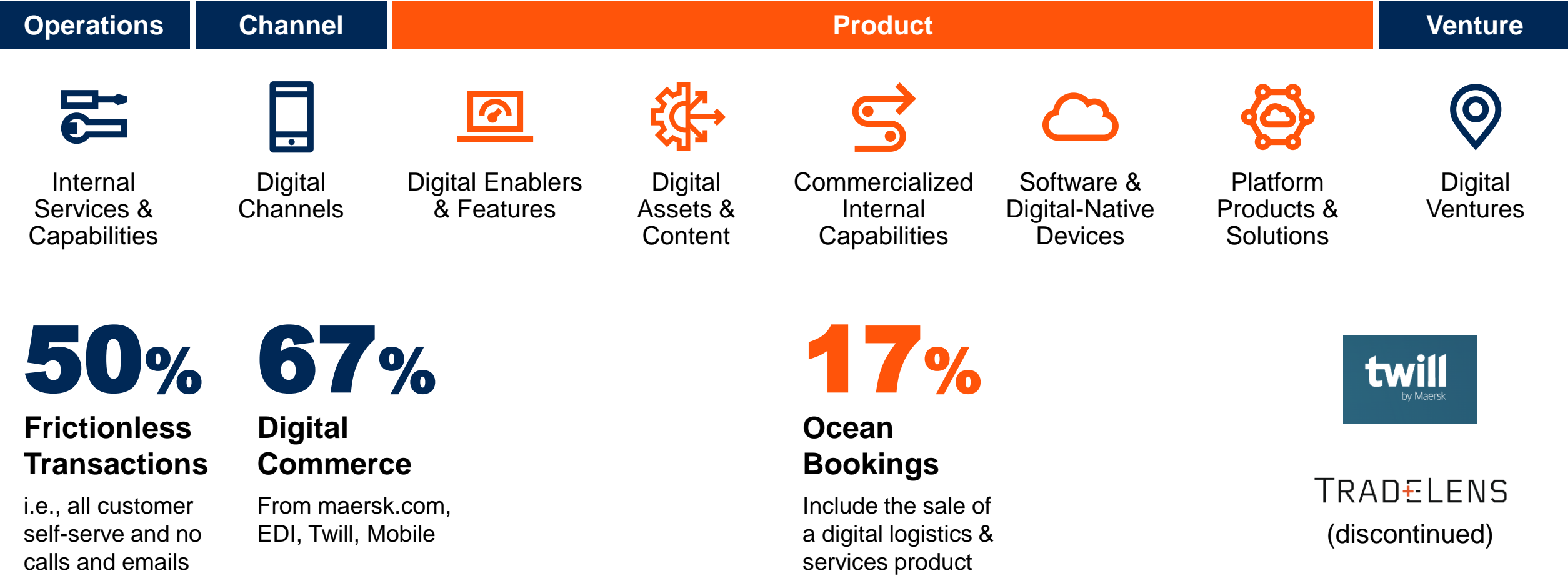
Typical Revenue Impact of Digital Products



n = 1,000+

Source: [Digital Business Benchmarks: Enterprises Must Improve](#) (G00766172)

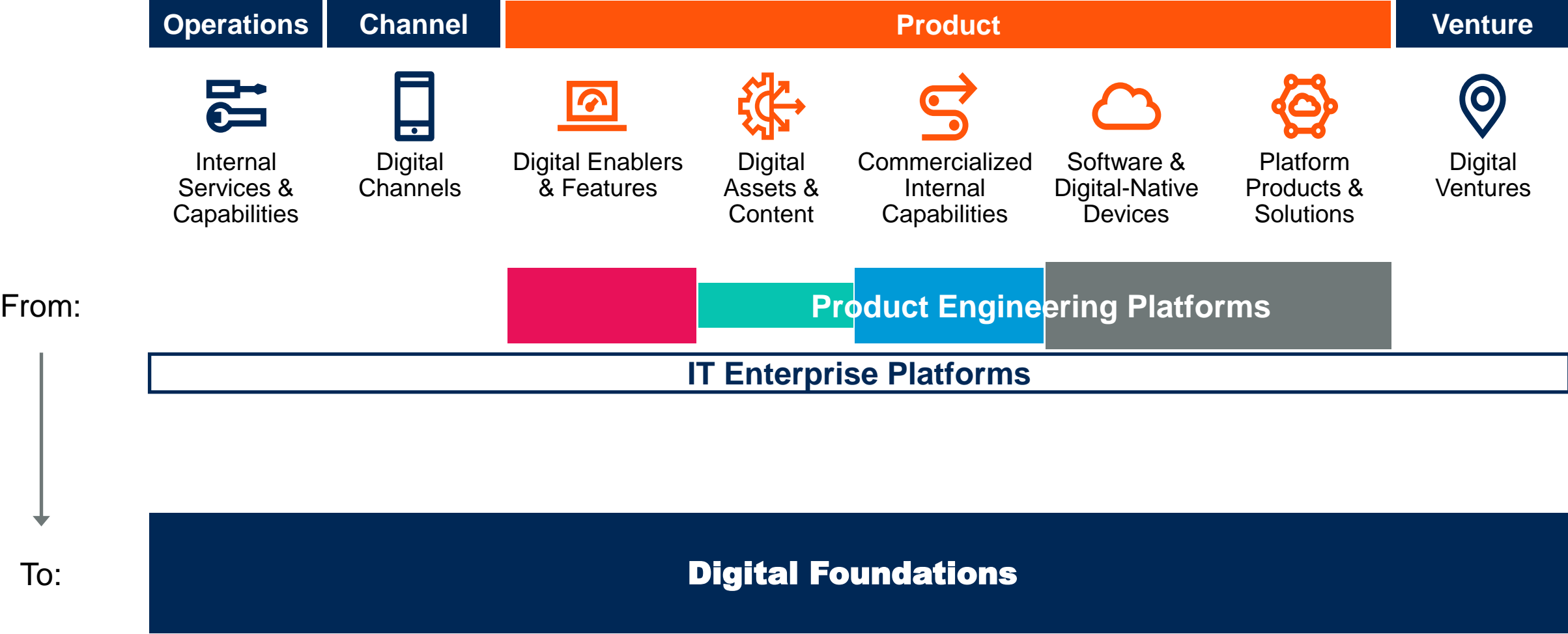
A.P. Moller — Maersk Example



Source: [A.P. Moller - Maersk A/S Full year and Q4 2021 Results](#), A.P. Moller - Maersk

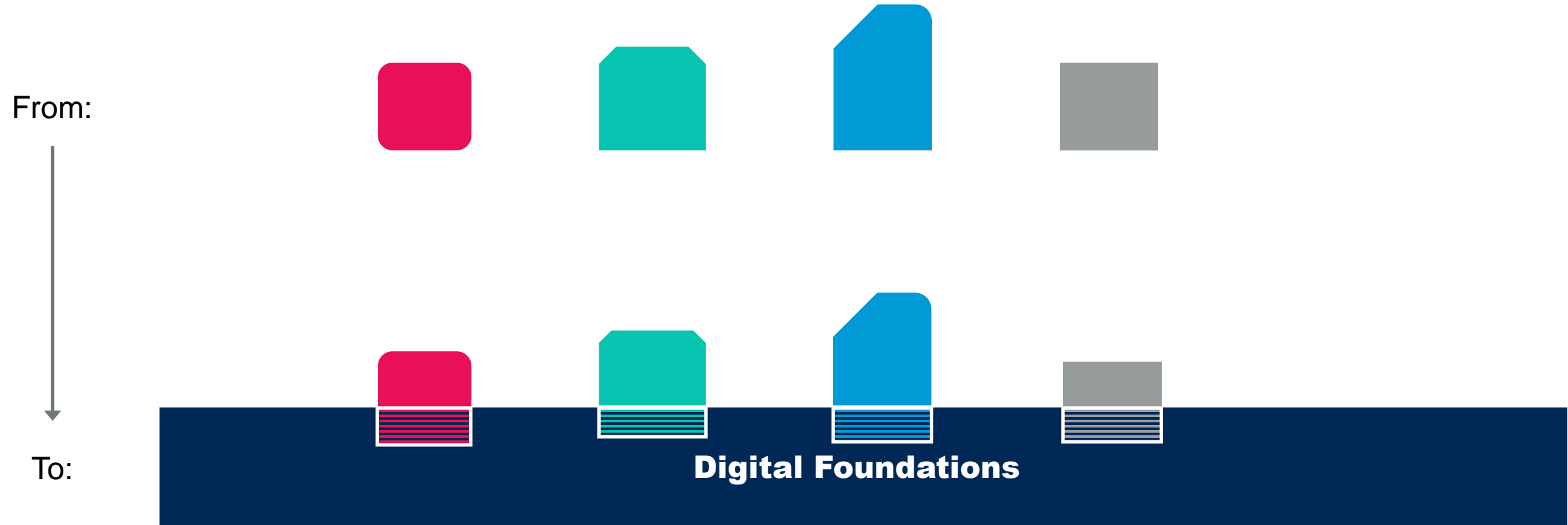
How will digital products impact your **technology** approach?

Digital Product Landscape — Technology Map

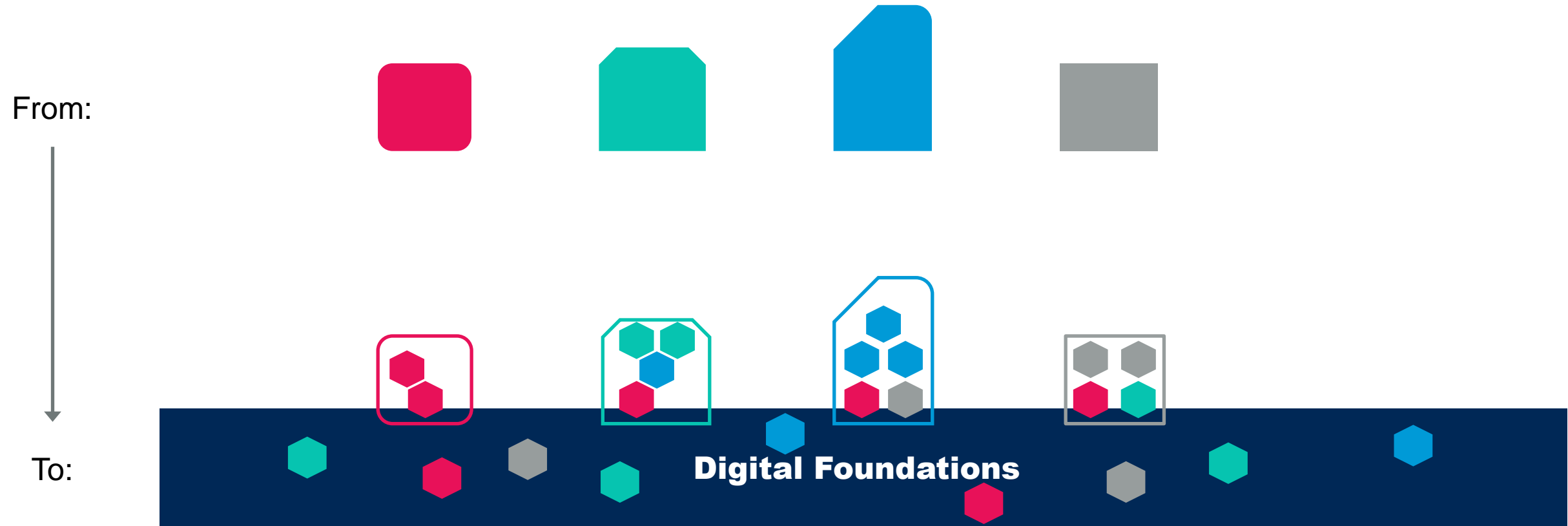


Products Don't Just “Run” on Common Foundation

This is not the journey



Products Are Built & Run on a Common Foundation



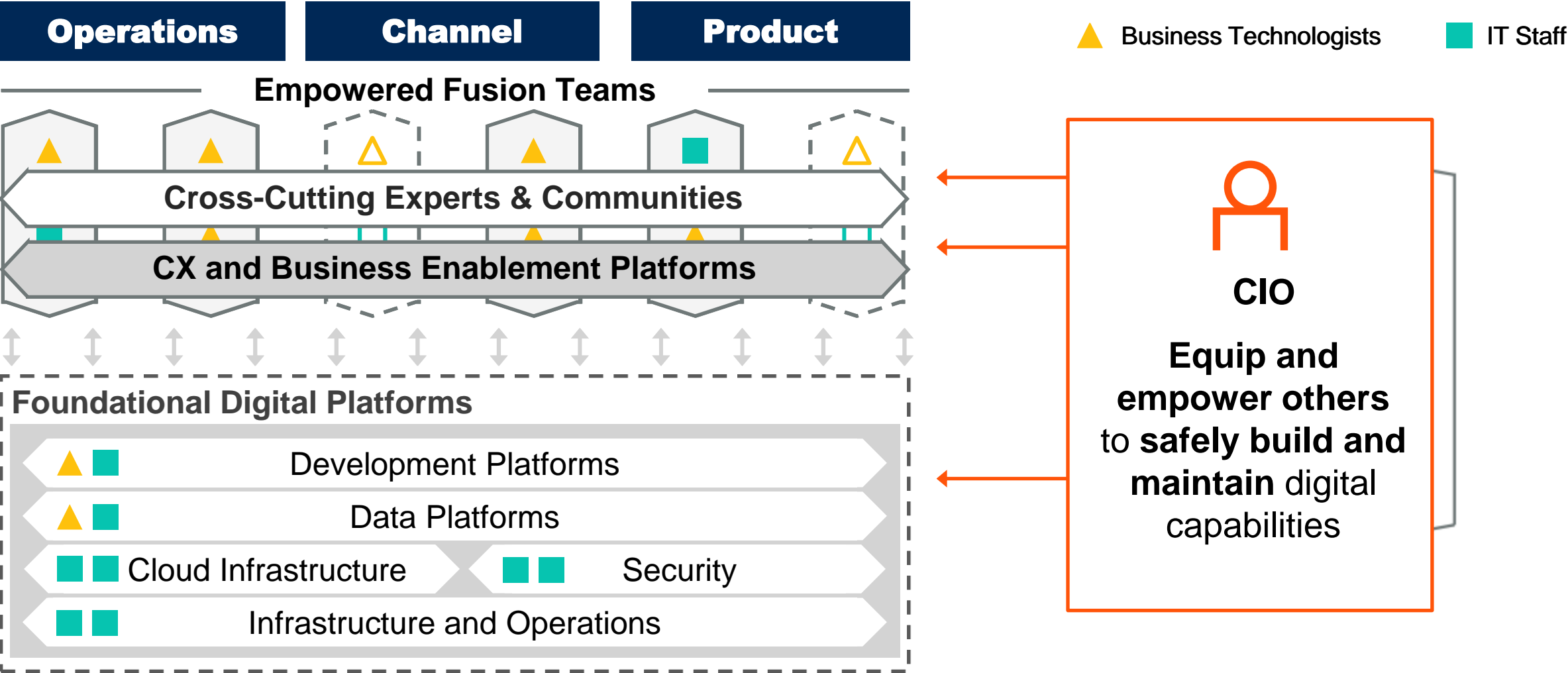
NIKE's Digital Foundation = Composable Platforms



Source: [Case Study: Composable Platform Strategy to Drive Business Agility \(Nike\)](#) (G00766602)

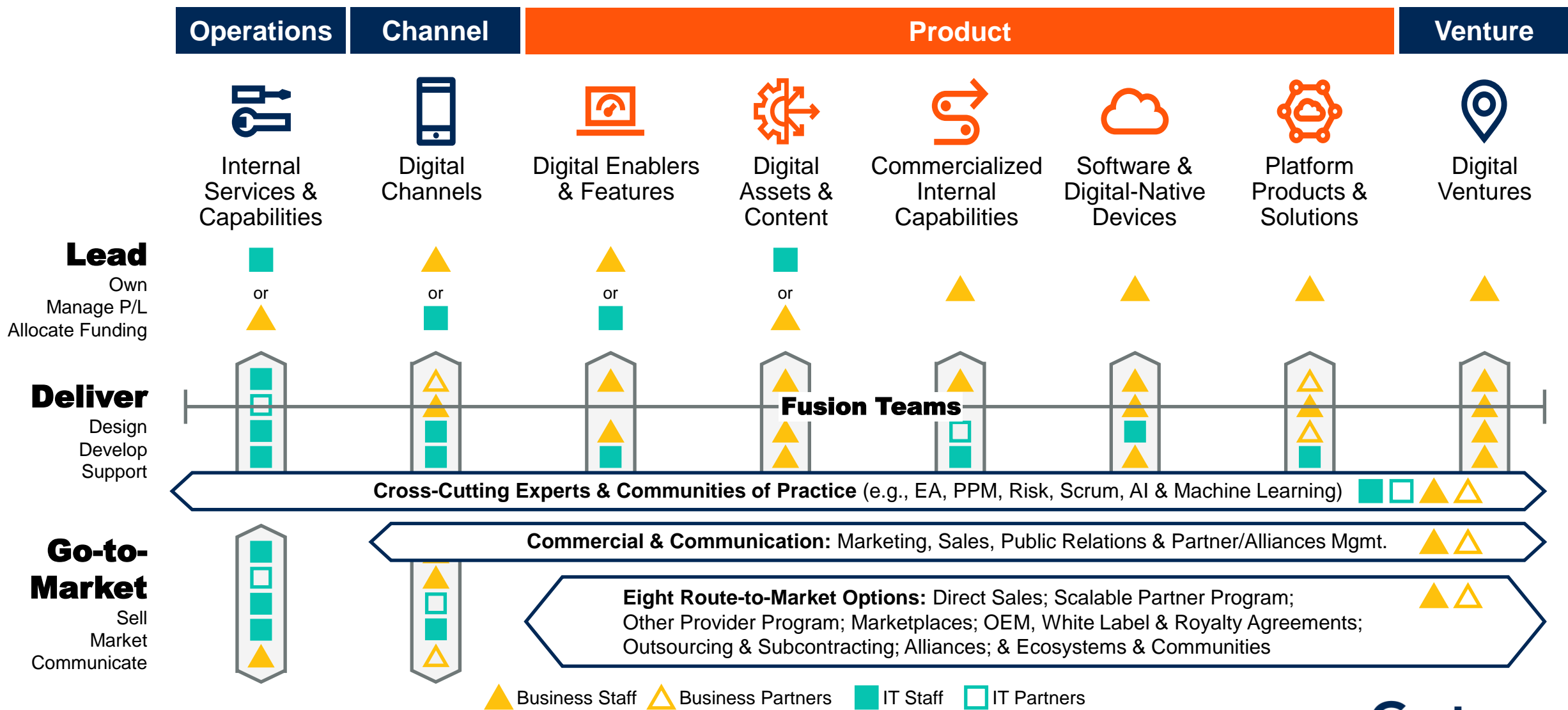
**How will digital products impact
your **delivery model**?**

Democratize Digital Delivery by Design



Source: [Presentation: Democratized Technology Delivery: The CIO's New Opportunity to Boost the Value of IT](#) (G00754237)

Digital Product Landscape — Role Map



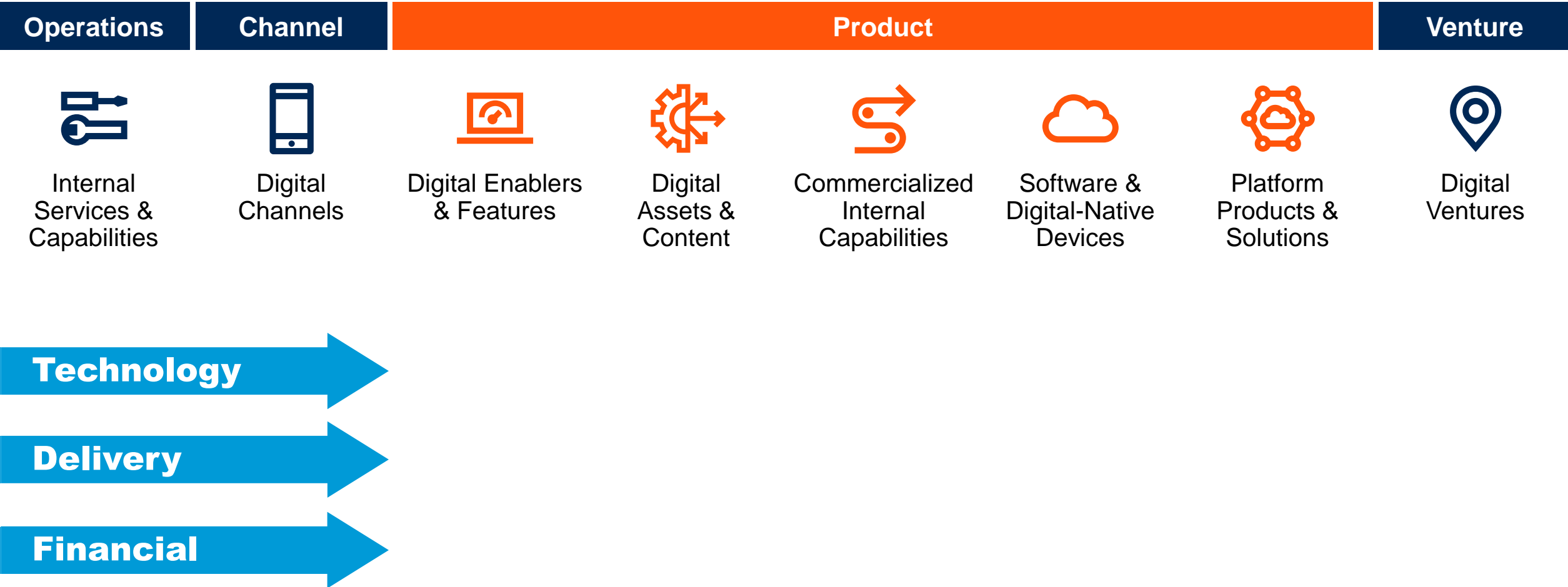
Eight Route-to-Market Options



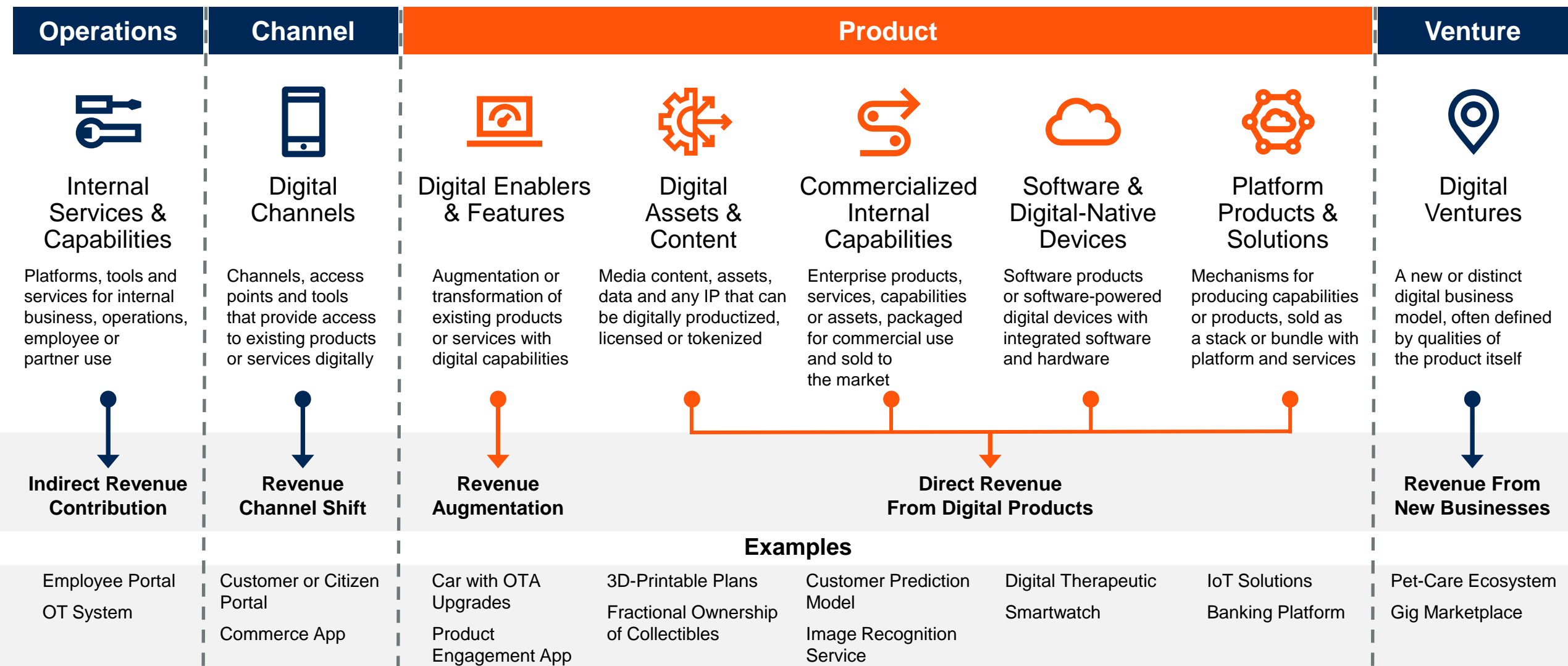
Source: [Route-to-Market Fundamentals for Product Marketers](#) (G00753500)

Let's put it all together

How Will Digital Products Transform Your Enterprise ... and IT?



Gartner Digital Product Landscape



Source: Gartner

Recommended Gartner Research

- 🔍 [Case Study: Composable Platform Strategy to Drive Business Agility \(Nike\)](#)
Applications and Software Engineering Research Team
- 🔍 [Quick Answer: Does Our Organization Need a Chief Product Officer?](#)
Erin Neus-Cheong, Brian Prentice and Hung LeHong
- 🔍 [Digital Revenue: What It Is and How to Pursue It](#)
Hung LeHong and Apoorva Chhabra