

Digitization Framework

1. Define aspiration.
2. Improve external offerings, such as data products and technology- enabled equipment.
3. Streamline company processes by improving management and support functions.
4. Reinvent business models for data products, data-driven services, and enabled equipment.
5. Develop a digital technology platform, including a secure cloud, big data, and analytics.
6. Build a digital-ready organization and capabilities, which must include governance, culture, and processes.

BCG Compass Tool

The Channel Compass Tool Highlights Which Channels Create the Most Value and When

