

INTRODUCTION

Digital fitness is critical for the success of start-ups and SMBs today. Competing in the global economy for customers, investment and talent requires instant access to world-class applications and IT resources, that scale at the pace of your success. The cloud delivers this the flexibility and scale that underpins digital business success and democratises access to world-class technology, making it available and affordable for startups and SMBs alike. To assess the digital fitness of startups and SMBS, IDC has conducted a survey of 400 organisations across Germany, France, the U.K. and the U.S to understand how digital design and engineering applications are used in startup and SMB organisations. Based on the results, we have grouped the respondents into three categories, digital improver, digital achiever and digital native, to understand what sets the leaders in digital fitness apart from their competitors and which best practices we can learn from them.

SURVEY HIGHLIGHTS

The key priorities for the leading start-ups and SMBs according to the survey are related to profitability. They want to either improve profitability or become profitable, depending on the organization's age and stage of development. Managing profitability requires a careful balance between making the necessary investments to drive innovation and keeping costs from spiralling out of control. Aligning business and IT priorities and supporting the business strategy with a flexible IT delivery model supports the journey towards profitability. Additional priorities are increasing brand awareness and accelerating time to market. Using the latest IT applications and tools helps attract talent and create a great experience for employees, customers and partners, which in turn helps to improve brand awareness. Accelerating time to market is typically done by working with agile methods, in short sprints and by getting feedback from the market fast. A cloud-based digital platform can facilitate collaboration across geographically dispersed employees but also across the ecosystem of customer, partners and suppliers.

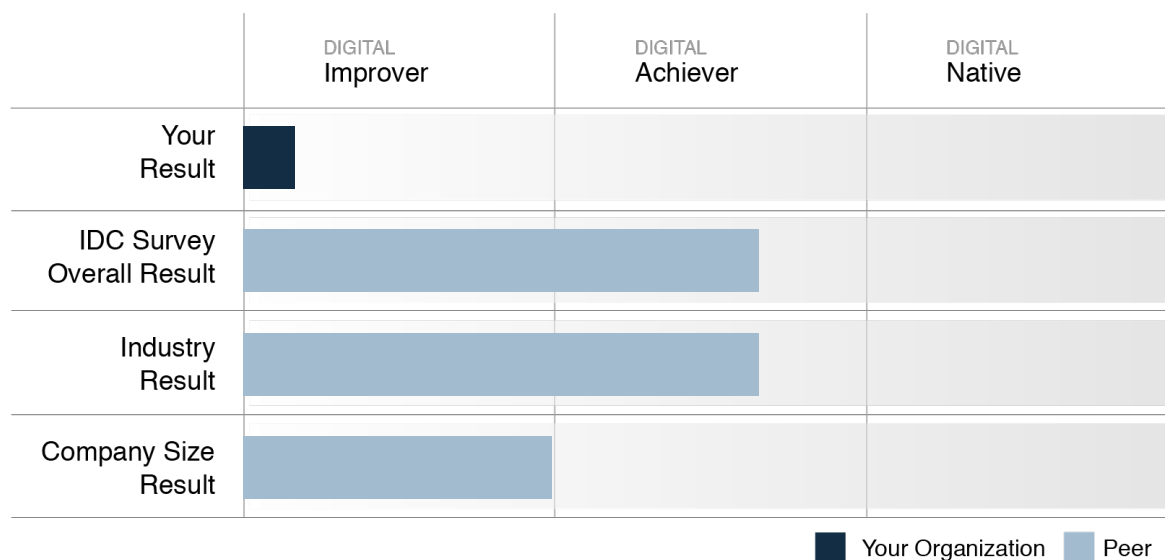
RANKING EXPLANATION

Based on the benchmark survey, 14.5% of respondents are digital natives, 50.5% of respondents are digital achievers and 35% of respondents are digital improvers. This distribution varies within the three categories of digital business, digital design and digital delivery, which make up the digital fitness index. Digital design is the most mature category, with 22% of respondents receiving a top score, while only 12.5% of respondents are top scorers in the digital business category, where dealing with changes in business patterns and staffing levels drive great challenges. Organizations who are better able to deal with fluctuations in business demand and staffing levels are scoring higher than organizations who are relying on rigid IT practices and hence cannot respond in an agile fashion to changing demands. The key to digital fitness is the ability to create great experiences for employees, customers and ecosystem partners through the use of digital technologies. The better an organization is equipped to do this, the better they score in the digital fitness index.

OVERALL RANKING

Startups and SMBs can only successfully compete in the global economy if they are digitally fit and take advantage of the digital technologies like digital design and engineering apps delivered from the cloud. IDC's Digital Fitness Assessment Tool scores startups and SMBs on their digital fitness by looking at three core elements - digital business, digital design and digital delivery.

Congratulations! Based on your responses to IDC's Digital Fitness Assessment Tool, your organization has been rated at the highest level of Digital Fitness - Digital Native. This means your organization is generally ahead of the industry and blazing a trail to the digital future. Always bear in mind though that you need to keep working at this to stay ahead of the competition!



Your results indicate that you are at the top of the pile when it comes to Digital Fitness. While this is great, there may be some areas for you to pay attention to stay ahead in the game. This report will give you advice on areas to focus on, so let's turn to the next page and dig into what you can do.

Digital Business



A digital native business creates and delivers innovation at speed, puts customers at the core of its existence and treats employees as its most valued asset. It interacts with its ecosystem to co-create innovation and access and share resources. To determine how digital your business is, you can look at how much of your revenue comes from digital products and services, and how much of your business relies on digital tools, how well you support your customers and employees through digital channels and how you interact with your ecosystem digitally.

This section of the report assesses the stage of your organization's Digital Fitness based on how digital your business is, how you are dealing with changes in business patterns and staffing levels, which applications you are using and how you deploy them.

Your overall score in this area indicates that you are in line with the digital native peers with respect to the progress you have made with regards to your digital business approach. While keeping up with this, you can look at areas of improvement if any, related to digital design and digital delivery to improve your overall digital fitness.

Q1. How difficult is for your organization to cope with changes in business patterns?

Based on your response, you find it challenging to deal well with fluctuations in your business. Adapting swiftly to changing business conditions is of paramount importance in the digital economy. To adapt better to changing business conditions, you need to look at how you can make your business processes and the underlying IT infrastructure that supports these processes more flexible. Moving to a cloud based delivery model might make it easier to scale up and down according to business demand.

Q2. How difficult is for your organization to adapt to your changes in staffing levels?

Based on your response, you find it challenging to deal well with fluctuations in your staffing levels. Adapting swiftly to changing business conditions is of paramount importance in the digital economy. To adapt better to changing business conditions, you need to look at how you can make your business processes and the underlying IT infrastructure that supports these processes more flexible. Moving to a cloud based delivery model might make it easier to scale up and down according to business demand.

Q3. To what extent does your organization use the following application types?

You are using a fair amount of applications to support your business processes, but you are still behind your Digital Native peers. Doing things manually wastes a lot of time and does not scale when customer demands are picking up. It frustrates your employees, because they cannot be productive and puts you on the backfoot when you are competing for talent. You should explore using more applications to improve your business processes and overall competitiveness to become a more digital business.

Q4. On a scale of 1 - 5, please rate the success of the current deployment of each of the following application types at your organization?

DIGITAL DESIGN



Digital Design is the creation of solutions through software for viewing on a screen including applications for Computer Aided Design (CAD), Mechanical Computer Aided Engineering (CAE), Other engineering, Collaborative product data management, Production planning, or Manufacturing. Digital Design and engineering tools enable global collaboration around projects throughout the ecosystem and help to attract and retain talent. Through the use of cloud-based digital design and engineering tools, Start-ups and SMBs have access to world-class tools used by their established competitors, partners and customers, at an affordable price point and with the ability to scale driven by customer demand.

This section of the report assesses the stage of your organization's Digital Fitness based on your usage of digital design and engineering tools, how modern your application estate is and how well you are able to operate your digital design and engineering applications.

Your overall score in this area indicates that you are in line with the digital native peers with respect to the progress you have made with regards to your digital design approach. While keeping up with this, you can look at areas of improvement if any, related to digital business and digital delivery to improve your overall digital fitness.

Q5. Which statement best describes how your organization tends to roll out CAD/CAM applications or updates?

You have outsourced the implementation and upgrades of your digital design and engineering applications to a partner, which puts you behind your Digital Improver peers. Depending your service level agreement (SLA) with your partner, you are getting the latest updates with a regular cadence. If you want to take your agility one step further, you can move to a cloud-based delivery model, where you are always on the latest version of the digital design and engineering application.

Q6. What proportion of your organization's Digital Design application estate are the following ages since release?

You are not using the latest version of your digital design and engineering applications. This puts you behind your Digital Achiever peers. In order to stay competitive in the digital economy, attract the right employees and interact well with your ecosystem, you need to ensure that you are always on the most current version of your applications. Moving to a cloud-based solution enables you to always be on the latest version and have access to the latest innovative features of the application.

Q7. On a scale of 1 to 5, how successfully does your Digital Design solution rate for the following?

Your current digital design and engineering application supports your digital business very well. This puts you at par with your Digital Native peers. You should focus on other aspects of digital business, digital design or digital delivery to improve your digital fitness.

DIGITAL DELIVERY



Digital Delivery is about the alignment of IT with the business. Is IT seen as an enabler of digital business strategies or is it just considered a necessary cost? Has IT embraced modern delivery tools like cloud or is everything delivered manually and with internal assets and resources?

Getting IT processes and delivery models right is critical to provide the agility and flexibility that start ups and SMBs require to react quickly to changing business patterns and staffing levels, as well creating great experiences for employees, customers and ecosystem partners.

This section of the report assesses the stage of your organization's Digital Fitness based on your ability to deliver digital design and engineering tools, how IT is perceived by top management and if cloud-based delivery models are being used.

Your overall score in this area indicates that you are in line with the digital native peers with respect to the progress you have made with regards to your digital delivery approach. While keeping up with this, you can look at areas of improvement if any, related to digital business and digital design to improve your overall digital fitness.

Q8. How does the Senior Management of the company view the role of IT within the business?

Your senior management sees IT as a driver for differentiation and innovation, which usually leads to a positive investment climate for modern applications and delivery models. This puts you at par with your Digital Native peers.

Q9. Please indicate how your organization is primarily delivering (or plans to deliver) each of the following application types to end users?

You are primarily delivering your applications through external providers, either managed services or cloud services. This puts you behind your Digital Native peers. Depending on the service level agreements (SLAs) that you have with your managed service provider, you are some flexibility to react to changing business requirements and to adjust the number of users up and down as needed, which is critical to digital business success. You will also have access to innovative features at a regular cadence. If you want to be truly agile and competitive, you need to move to a cloud-based delivery model.

Q10. Which statement best represents your organization's approach to adopting Cloud services for delivering IT services or applications?

You have a cloud-first strategy, which puts you at par with your Digital Native peers. You should look at other aspects within digital business, digital design and digital delivery to improve your digital fitness.

CONCLUSION



Thank you for taking this digital assessment. This demonstrates your ambition to succeed in your digital transformation strategies and is a good starting point to set you apart from your peers. We hope you have been able to identify the weaknesses and strength in your approach, and have some advice to make progress and develop a competitive edge. If you want to know more about the role of cloud in digital transformation in the engineering and digital design space, please check out the following report: [\(link\)](#)