TSI Ratings - Digital Maturity Assessment

Organisation Name	**TSI Tech Solutions Cooperative Foundation**
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DIGITAL MATURITY SCORE

41% | **Level 2: Emerging**

Operational Resilience Asset
Blockchain Anchored Digital Collateral

📊 Digital Maturity Analysis

STATUS DESCRIPTION

The organisation has begun to adopt some digital tools, often in an uncoordinated manner. There's an awareness of digital benefits, but no cohesive strategy. Processes might be partially digitized.

KEY CHARACTERISTICS

Some online presence, basic use of digital communication, fragmented data, growing but inconsistent use of software.

STRATEGIC RECOMMENDATION

"Develop a simple digital roadmap, explore cloud tools for efficiency, establish basic cybersecurity, and offer introductory digital training."

S1. Digital Strategy & Leadership (Vision & Planning)

Q1.1. Does your business have a clear, documented digital strategy that aligns with your overall business goals?

✔ **No, we operate digitally in an ad-hoc manner.**	We have some digital activities, but no formal strategy.	We have a basic digital plan, but it's not fully integrated.	We have a clear digital strategy that is periodically reviewed.	Digital strategy is fully integrated into our business strategy, driving innovation.

Q1.2. How involved is your leadership (owners, managers) in driving digital initiatives and

fostering a digital mindset?

Not involved, digital decisions are reactive.	Minimally involved, delegating to IT or junior staff.	✔ **Somewhat involved, supportive but not leading the charge.**	Actively involved, promoting digital adoption and transformation.	Digital visionaries, leading by example and continuously seeking new opportunities.

Q1.3. Do you regularly monitor digital trends and new technologies relevant to your industry?

No.	Rarely or on an ad-hoc basis.	Sometimes, through informal channels.	✔ **Yes, we try to stay informed through industry news or events.**	Yes, we actively research and evaluate new technologies for potential adoption.

S2. Digital Operations & Processes (Internal Efficiency)

Q2.1. How do you manage your customer relationships (e.g., sales, support, inquiries)?

Primarily manual (paper, phone calls, basic email).	✔ **Basic digital tools (e.g., general email, spreadsheets).**	Using some specialized tools (e.g., basic CRM, ticketing system).	Integrated CRM or similar system to manage most customer interactions.	Automated and personalized customer journeys across multiple digital channels.

Q2.2. To what extent are your internal business processes (e.g., accounting, inventory, HR) digitized?

Mostly manual/paper-based.	✔ **Some individual processes are digitized, but not integrated.**	Key processes are digitized, but there are still manual hand-offs.	Many processes are automated and integrated using digital tools.	End-to-end digital processes with significant automation and data flow.

Q2.3. Do you use digital tools for internal communication and collaboration among your team?

No, mainly face-to-face or phone.	Basic tools like WhatsApp or SMS.	✔ **Using general-purpose communication apps (e.g., common chat apps).**	Dedicated collaboration platforms (e.g., Slack, Microsoft Teams, internal project management tools).	Integrated digital workspaces that enhance productivity and information sharing across all teams.

S3. Digital Customer Experience & Marketing (External Reach)

Q3.1. Does your business have a website or online presence (e.g., social media page, Google My Business)?

No.	Only social media presence.	✔ **Basic website or detailed social**	Professional website with basic	Dynamic, mobile-responsive

		media presence.	information and contact forms.	website with e-commerce or interactive features.

Q3.2. How do you acquire new customers and promote your products/services digitally?

Primarily offline methods.	✔ **Basic social media posts/word-of-mouth online.**	Occasional paid ads or content, without a clear strategy.	Active use of digital marketing channels (e.g., social media marketing, SEO, email marketing).	Data-driven digital marketing campaigns with analytics, personalization, and multi-channel integration.

Q3.3. Do you offer digital payment options to your customers (e.g., UPI, online banking, digital wallets)?

No, only cash or traditional bank transfers.	Basic digital payment options via third-party apps.	✔ **Some integrated digital payment gateways.**	Multiple convenient digital payment options widely promoted.	Seamless and secure digital payment system integrated with sales and accounting.

S4. Data & Analytics (Insights & Decision Making)

Q4.1. Do you collect and analyze data related to your business operations or customer behavior?

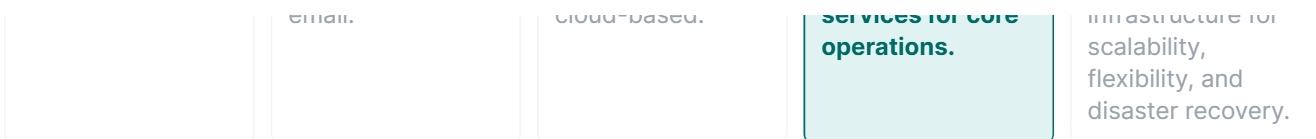| ✔ **No.**	We collect some data, but rarely analyze it.	We analyze basic sales or customer data manually (e.g., in spreadsheets).	We use analytics tools (e.g., Google Analytics, sales reporting software) to gain insights.	Data-driven decision-making is central to our business, with advanced analytics and dashboards.

Q4.2. Is your business data stored and managed in a structured and accessible way (e.g., cloud storage, databases)?

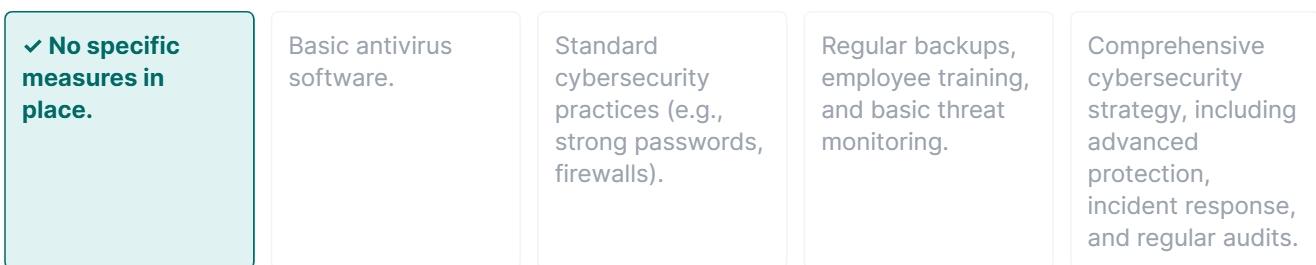| No, data is scattered or unorganized.	Some data is stored digitally, but not systematically.	✔ **Basic cloud storage or shared folders for some data.**	Centralized digital storage with some data management practices.	Robust data management system ensuring data quality, security, and accessibility for analysis.

S5. Technology Infrastructure & Cybersecurity (Foundation & Security)

Q5.1. Do you use cloud-based services (e.g., for email, storage, business applications)?

No.	Minimal use for basic services like email.	Some business applications are cloud-based.	✔ **Significant reliance on cloud services for core**	Fully optimized cloud infrastructure for

Q5.2. How do you manage cybersecurity for your business data and systems?

| ✔ **No specific measures in place.** | Basic antivirus software. | Standard cybersecurity practices (e.g., strong passwords, firewalls). | Regular backups, employee training, and basic threat monitoring. | Comprehensive cybersecurity strategy, including advanced protection, incident response, and regular audits. |

Q5.3. Do you use Free and Open Source Software (FOSS) or explore Open API specifications in your operations?

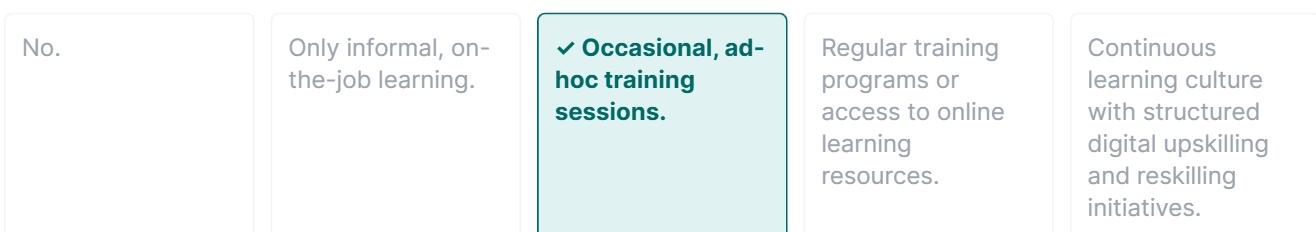| No, we mostly use proprietary software. | Unaware of FOSS or Open APIs. | ✔ **We might use some FOSS, but not strategically.** | We actively explore and use FOSS, and consider Open API specs for integration. | Strategic adoption of FOSS and Open APIs to build a flexible and cost-effective tech stack. |

S6. Digital Skills & Culture (People & Adaptability)

Q6.1. How would you describe your employees' general digital literacy and comfort with technology?

| Low, many struggle with basic digital tools. | Mixed, some are comfortable, others are not. | ✔ **Adequate, most can use basic digital tools for their tasks.** | Good, employees are generally proficient and open to new tools. | High, employees are proactive in learning and adopting new digital solutions. |

Q6.2. Does your business provide formal training or opportunities for employees to improve their digital skills?

| No. | Only informal, on-the-job learning. | ✔ **Occasional, ad-hoc training sessions.** | Regular training programs or access to online learning resources. | Continuous learning culture with structured digital upskilling and reskilling initiatives. |

Auditor's Qualitative Summary

"Just getting started"