

The Journey

Digital maturity is a **unique journey** for every organization. To assess your current standing and progress, we offer a **comprehensive test** that explores the five key focus points.

We can work **hand in hand** to help determine your digital maturity, recognizing that each journey varies – *you might be mature in one area while traditional in others*. This analysis will guide you towards **strategic improvements** tailored to your organization's unique needs.



**Digital Maturity
Test**



**Company
Maturity Profile**

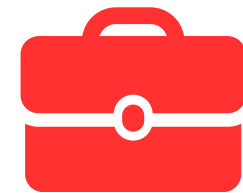


**Personalized
Recommendations:**



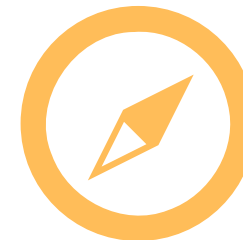
Maturity Levels

Traditional



This level represents companies at the traditional level of digital maturity, indicating a foundational stage in the digital transformation journey.

Explorer



This level characterizes companies as experimental, actively exploring and implementing digital initiatives with a moderate level of maturity.

Leader



Companies classified as digital leaders demonstrate a high level of maturity, showcasing advanced digital capabilities and strategic integration.



Strategic Awareness:

01

Is your top management cognizant of digital business opportunities, understanding short and long-term transformations, and actively planning financial investments for Business Intelligence?

Leadership and Agility:

02

Has your company embraced a horizontal management style, fostering leadership by example, quick decision-making, and sustained employee engagement to stay ahead in the market?

Digital Governance:

03

Is there a centralized digital governance structure spanning all departments and represented at the executive level?

Transformation Strategy:

04

Has a shared vision of the digital transformation strategy been co-constructed, addressing Business Model changes, new products/services, and a detailed roadmap for implementation?

Iterative Approach and Innovation:

05

Does your company adopt an iterative approach, testing and learning in the market? Is there a culture that embraces the right to make mistakes (Fail Fast)? Additionally, is innovation a central focus for your management?

Strategy &
Business
model



Digital Training Accessibility:

Does your company offer accessible digital training for all employees to develop specific digital skills?

01

Digital Culture and Innovation:

Is there a strong digital and innovation culture among your employees, with widespread use of digital tools and active involvement in digital initiatives?

02

Digital Leadership and Alignment:

Is there a Chief Digital Officer leading internal transformation, ensuring key digital functions cover all departments for horizontal alignment?

03

Agile Work Practices:

Have agile workflows, co-constructed by employees, been implemented for both projects and operations since the digital transformation began?

04

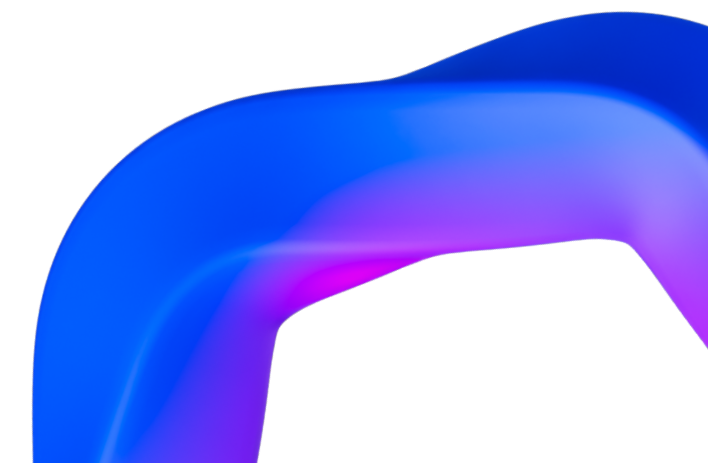
Digital Work Environment and Talent Attraction:

Is your workplace attractive to digital talents, fostering mobility, remote work, and intrapreneurship? Does it utilize digital recruitment mechanisms and innovative HR processes?

05



Organization,
Culture,
& Staff



Integrated Digital Strategy:

01

Does your company have a cross-channel digital strategy covering owned, earned, and purchased media?

Digital Customer Relationship and Sales:

02

Is your CRM/customer service digitalized for proximity in customer interactions and feedback? Do you generate direct sales through digital channels?

Growth Hacking and Automation:

03

Are you engaged in growth hacking and have you automated your digital marketing strategy? Do you offer an omnichannel experience?

Personalized Marketing Approach:

04

Does your strategy adapt content and services for different personas and cover specific customer journey stages with innovative experiences?

User Engagement and Big Data Analysis:

05

Have you used crowdsourcing for marketing ideas and optimized operations based on user feedback? Do you leverage big data for ROI optimization in targeting, messaging, and channels?



Customer
Experience &
Sales





Innovation and Technology Agility:

Does your company possess the ability to innovate, stay abreast of technological advancements, and swiftly implement prototypes and Proof of Concepts for new technologies?



Alignment and Collaboration:

Are your IT teams aligned with business objectives, employing agile DSI-business approaches for project collaboration?



Tech Governance and Infrastructure::

Has your company established a coherent IT governance and infrastructure supporting BIG DATA?



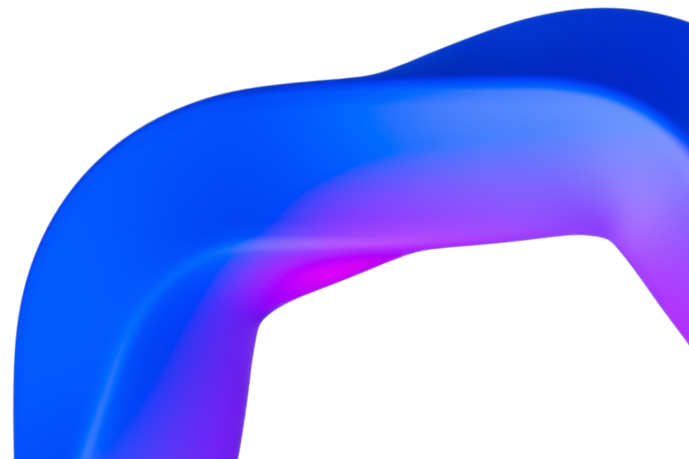
Lean and Agile Development:

Is there a lean and agile policy for automating development processes, emphasizing user experience?



Digitalization and Cybersecurity:

Is your company's IT fully deployed in API (Microservices) Cloud, with effective cybersecurity management?





Data & Analytics

01

Data Governance Framework:

Has your company established a data governance framework, including the analysis of internal and external data flows, and a general framework for data usage, access, sharing, and protection?

02

Centralized Data Repositories:

Are your various data devices centralized in a global and coherent repository, encompassing data from multiple organs of the company, including 2nd and 3rd party data?

03

Business Intelligence and Analytics

Have you deployed Business Intelligence tools and Business Analytics solutions, initiating the collection, storage, processing, and analysis of internal and external BIG DATA flows?

04

KPI Measurement and Optimization:

Does your company have the ability to measure tactical KPIs and analyze data for performance calculation and ROI? Is there a continuous optimization process based on data analysis?

05

Data Visualization and Accessibility:

Are data visualization solutions deployed for various data flows within your company? Do you extract real-time Big Data insights, ensuring accessibility for all employees?

