



WHY is it important for your organisation to become DIGITALLY MATURE?

WHEN

Companies spend more time discussing about digitization rather than implementing it. It's time to measure your preparedness for a consumer centric digital world. To begin with, you can assess your organization's digitally maturity levels.

WHERE

Digital Maturity is about the aggressive implementation of new technologies within the organisation to compete efficiently in this world where everything is becoming digital.



WHY is it important?

Organisation will become capable to see the bigger picture, to make smarter decisions that will be of greater benefit. A digitally mature organization has a better sense of itself, its processes, workforce, ecosystem, market, vulnerabilities, assets & adaptability.

WHAT

Percentage of organisations are using digital technology to achieve the objective of shifting from traditional business methods to new ways

 **53% OVERALL**

 **32% EARLY**

 **57% DEVELOPING**

 **76% MATURING**

WHO

Statistics says

95% of companies globally are **investing** in structure, people, processes and tools to boost their digital maturity.



30% of CMO's globally say their company has fully transitioned to **digital**



Source: Ron Farris, April 2017

Only **9%** have had such a transition in **process** for more than two years.



Source: Ron Farris, April 2017

HOW

Do you plan to make your company an ideal organization transformed by digital technologies and capabilities that improve processes, engage talent across the organization, and drive new value-generating business models?