



DIGITAL READINESS ASSESSMENT

The age of digital-first businesses is here. To thrive as a digital-first business, you first need to understand your current digital maturity level, what is possible, and how to define your aspirations.

As a company seeking to transition into this new digital-first reality, a Digital Readiness Assessment can help provide one simple yet crucial perspective – give you bearings in a digital age.

As you embark on your digital transformation journey, you will initially face two fundamental questions:

1. Where does your business currently stand in terms of formulating a digital agenda and undertaking digital transformation?
2. What direction do you take next?

Digital transformation is a core requirement in a digital age where technology continues to reshape work, with businesses across all industries utilizing cutting-edge tools and third-party services to streamline and accelerate daily processes.

When implemented well, these processes work elegantly, but not all companies achieve this elegant transformation. Less digitally mature companies struggle to match the performance, efficiency, and productivity gains of more tech-savvy rivals.

If you find yourself on the wrong side of the digital maturity divide, you are not alone. Most companies understand the need for digitization, yet they are unable to keep pace with advancements.

Your quest for digital transformation begins with a Digital Readiness Assessment, an ideal solution to identify your state of digitization and recognize the next steps you must take to become a truly formidable force in your market.



What is the Digital Readiness Assessment?

The Digital Readiness Assessment provides a comprehensive assessment framework of your organization's capacity and capabilities to unleash the full potential of digital opportunities. Companies compare digital capabilities with a vision of where they would like to be.



What should you expect from the Digital Readiness Assessment?

The Digital Maturity Assessment provides three core benefits:

1. Understand your current level of digitization across five key business dimensions
2. Compare your digital maturity through a capability score, with where you would like to see yourself aspire to.
3. Explore your company's full potential through digitization and receive actionable recommendations to realize it.



What does a digitally mature company look like?

Digitally mature companies look beyond just investing in quality digital tools. They relentlessly focus on deriving new business value from digitization through continual optimization of operations. To achieve this, they do not just implement edge solutions. Instead, they use a Digital Maturity Framework to integrate digitization into core operations and, in the process, reshape the entire organization to maximize productivity, performance, and, ultimately, generate industry-leading results.

After completing a Digital Readiness Assessment and successfully implementing a digital transformation strategy to become digitally mature, companies say goodbye to busy work and say hello to real productivity. Employees thrive in a digitally enhanced work environment, and quality training, practical onboarding processes, and user-friendly tools combine to bring the best out of teams.

In short, digitally mature companies can become **Digital Leaders** and take on the following traits:



A Clear Strategy and Empowered Management

Digital Leaders use a Digital Readiness Assessment to create a clear vision that enhances customer value in a digital-first world. They have comprehensive digital strategies that encompass the whole organization, including internal and external ecosystems. Digital Leaders also have a clearly defined digital transformation agenda which they roadmap and use to get ahead of current and future rivals. These companies have a Digital Champion, a senior manager with in-depth digital expertise, and decision-making power to drive change.



Customer-Centricity at The Core Of All Activities

Digital Leaders embrace customer-centricity by putting customers at the center of all business activities and decisions. Using a digital maturity framework, they operationalize end-to-end customer data strategies to inform and support daily operations. Digital Leaders also embrace omnichannel selling and sector-specific digital marketing to provide a seamless discovery and purchasing experience to buyers. They also have tools like chatbots that offer round-the-clock customer service



A Supportive Organizational Environment

Digital Leaders favour flat hierarchies that promote fast decision-making and cultivate a digital working culture that results in an increasingly positive and skilled workforce open to digital transformation. Digital Leaders use a digital maturity framework to ensure employees have access to digital learning and change programs that enhance their knowledge of digitization and identify and address resistance areas. Through a supportive environment, such companies gain an improved understanding of how to attract and retain high-quality digital talent.



Most Processes Are Automated

Digital Leaders leverage a Digital Readiness Assessment to invest heavily in digitization and automation of core processes, leveraging robotics, and machine learning tools to enhance supply chain efficiency. They also gain cutting-edge IT infrastructure, capable of supporting aggressive business objectives. To protect this mission-



critical infrastructure, Digital Leaders integrate sophisticated cybersecurity capabilities that keep pace with other digitization efforts across the organization.



Continuous Innovation Culture

Digital Leaders use a Digital Readiness Assessment to foster a pervasive start-up mentality that embraces activities like innovation sprints, customer-centric product research, agile prototype development, and user testing via minimum viable products (MVP). They also recognize and integrate the value that external partners can bring to the innovation process and, through well-defined processes, systematically ideate, trial, and launch innovative products.



What Makes the Digital Readiness Assessment Unique?

The Digital Readiness Assessment approach stands out in the following ways:

- It covers five core business dimensions.
- Generated insights inform the design of a unique and achievable digitization vision with an integrated digital strategy roadmap and a strong foundation for launching digital transformation initiatives.



Can Delta Digital Help My Business To Become A Digital Leader?

For each of the different assessment dimensions and digital maturity stages identified in the Digital Readiness Assessment, you have access to the right expert for your needs, from building the right culture to building actual digital products.

