A Digital Transformation Maturity Model and Your Digital Roadmap

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IDC
A Digital Transformation Maturity Model and Your Digital Roadmap

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Those Who Thrive in this Digital Economy will be the Organizations that:

- Can execute upon a vision for digital transformation
- Blend digital and physical experiences to garner customer allegiance
- Turn information into a competitive advantage
- Create new digital revenue streams from connected systems
- Leverage technology to win the talent wars
Digital Transformation is Multi Faceted and Accelerated

- Leadership Transformation
- Omni-Experience Transformation
- Information Transformation
- Operating Model Transformation
- WorkSource Transformation
How Do You Get There?
IDC’s Digital Transformation MaturityScape

Digital Transformation is the approach by which enterprises drive changes in their business models and ecosystems by leveraging digital competencies.

Managed Digital Transformer

Opportunistic Digital Explorer

Ad Hoc Digital Resister

Repeatable Digital Player

Optimized Digital Disrupter

Source: IDC, Digital Transformation Maturity Model, 2015
Most Organizations Are Just Beginning their Digital Transformation Journey

65% of Organizations are “Digital Explorers” or “Digital Players”
Work Needs to be Done On All Fronts


The Transformer Level
Work Needs to be Done On All Fronts

The Transformer Level

<table>
<thead>
<tr>
<th>Transformation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership Transformation</td>
<td>14%</td>
</tr>
<tr>
<td>Omni-Experience Transformation</td>
<td>12%</td>
</tr>
<tr>
<td>Information Transformation</td>
<td>16%</td>
</tr>
<tr>
<td>Operations Transformation</td>
<td>15%</td>
</tr>
<tr>
<td>WorkSource Transformation</td>
<td>12%</td>
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</tbody>
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3 Actions We Can Take to Move from “Digital Explorer” to “Digital Transformer”

1. Lead an “outside in” business driven environment
2. Create market-altering customer experiences
3. Innovate with the ecosystem
Digital Leadership Transformation

The ability to develop and execute on a vision for the digital transformation of the organization

“Digital Explorer”
Lead “make, sell, buy” business environments

“Digital Transformer”
Lead “outside-In” business environments
## Leading an “Outside-In” Business Environment

<table>
<thead>
<tr>
<th>Empower at the Edge Mindset</th>
<th>Culture that is Not Afraid to Fail</th>
<th>Looking Disruption Straight in the Eye</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Robot" /></td>
<td><img src="image2.png" alt="LEGO" /></td>
<td><img src="image3.png" alt="3D Printer" /></td>
</tr>
</tbody>
</table>
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Omni-Experience Transformation

The ability to continually attract and grow loyalty with customers, partners, and employees by creating interactive experiences.

“Digital Explorer”
Customer experience innovation that says “look at me”

“Digital Transformer”
Customer experience innovation that alters market expectations
## Expectation-Altering CX Innovation

<table>
<thead>
<tr>
<th>Inspire Customers with Personalized Experience</th>
<th>Shopping journey starts in any channel</th>
<th>Triangulate customer, product, and employee</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://twitter.com/rebeccaminkoff">Image of Rebecca Minkoff</a></td>
<td><a href="https://www.rebeccaminkoff.com">Image of connected glass shopping wall</a></td>
<td><a href="https://www.rebeccaminkoff.com">Image of interactive fitting rooms</a></td>
</tr>
</tbody>
</table>
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WorkSource Transformation

The transformation of the way enterprises access, connect and leverage talent through the use of digital technologies.

“Digital Explorer”
Innovating within four walls

“Digital Transformer”
Innovation with the ecosystem
Communities reduce design times significantly

Communities can re-invigorate in-house design teams

Internal champion that thinks beyond traditional NPI process
Emerging Technology in An Unexpected Use Case

Robots in the Hospitality Industry?

Free up hotel staff to provide a more personalized experience for guests
Emerging Technology in An Unexpected Use Case

Entertainment

Healthcare

Disney Magic Bands in Hospitals?

Improve operations while significantly improving guest/patient experience

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Characteristics of “Digital Transformers”

A willingness to publically experiment with new technology
Characteristics of “Digital Transformers”

Designers need to work for Perterbilt

A willingness to challenge the norms of their business model

Kids play with physical OR digital toys

Quality education needs to be face to face
Characteristics of “Digital Transformers”

Disney switched over the guest experience in DisneyWorld theme park

A willingness to make bold bets when the time is right

BBVA established a digital banking unit to set up new digital business processes
And if Done Right...This is Your New Organization

1. Leadership
   Dispersed throughout enterprises and ecosystems

2. Omni-Experience
   Self adapting to customers changing needs

3. Information
   Your greatest competitive differentiator

4. Operating Model
   Rapidly responding to changing conditions

5. WorkSource
   Ecosystem-based
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