How to approach Digital Transformation in your Organization

A CIO's Guide To The Changing Digital Landscape

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The world of IT is constantly evolving.

In the past decade, transformations like **social media, mobile, analytics and cloud** have fundamentally changed the way we do business.

Businesses that keep abreast of these digital transformations will enjoy measurable and persistent advantages over competitors.

As this report will show, these changes present both challenges and opportunities for organizations.

On the one hand, organizations that adapt to the changing landscape will enjoy significant advantages, from *increased productivity to higher IT spending ROI.*

On the other hand, organizations that fail to adapt early will **struggle to keep pace** when the need becomes more apparent.

Some may even be displaced in their industries, as competitors who fully leverage new technologies acquire insurmountable advantages.

For this reason, businesses must take a proactive approach to digital readiness in order to stay competitive.

Instead of reacting to IT transformations, businesses need to stay ahead of them, adopting new technologies, practices and protocols before they become "mandatory."

Other businesses may choose to adopt a 'wait and see' policy, to get a sense of how changes affect their competitors, but all stand to gain by adopting transformative technologies before they hit saturation.

As the CIO or IT Leader, you are in a unique position to help your organization thrive in this time of dynamic IT and business transformation.

By investing in new technologies, practices and protocols, you can prepare your organization for the future, driving innovation that pays dividends in the long term.

In this report, we will show how you can harness the power of digital transformation to enjoy greater operational efficiency, enhanced product/service offerings, and improved business partnerships, among other value generating opportunities.

We will help you to understand where your business currently stands with respect to digital readiness, and where it needs to be.

Finally, we will introduce you to a powerful tool for assessing your company's digital readiness now and into the future, giving you clear and easily understandable answers to key questions like:

What does 'being digital ready' mean?

Are we prepared for the changes taking place?

Where should we focus our attention when it comes to digital transformation?

What will these changes mean for our business model? Consumer models?

What are my team's current capabilities and skills?

How can I effectively communicate the importance of digital readiness to the CEO and other executives?

What technologies should I/we adopt?

What Is Digital Readiness?

The term "digital transformation" refers to:

"The profound and accelerating transformation of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact across society in a strategic and prioritized way, with present and future shifts in mind."

"Digital readiness" is an organization's ability to anticipate and respond to such transformations.

The world of IT is constantly in flux.

Every year, new technologies are developed, new standards emerge, and new protocols are introduced.

As every business depends on IT, from enterprise software to social media tools, these changes ultimately affect all of us.

Even "traditional" businesses, such as law and accounting firms, are affected by changes in IT.

Today, almost all core business processes, from payroll management to marketing, are enabled by software applications.

As a consequence, every business stands to gain a competitive advantage by being prepared to react to and embrace new technological innovations.

The Digital Readiness Assessment:
A Powerful Tool For A Changing Digital Landscape

The Innovation Value Institute (IVI)'s Digital Readiness Assessment helps you understand your organization's readiness for digital transformation given your current IT infrastructure and technology. Based on a series of surveys, interviews and analytical methods, it asks business and IT leaders at the company to provide their input on matters of IT infrastructure, practices and protocols. The end goal is to identify strengths and weaknesses in the company's digital readiness, and provide a plan for long-term improvement.
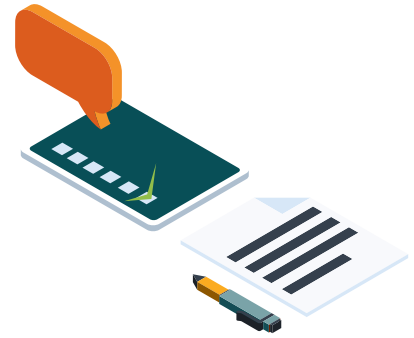
The Digital Readiness Assessment provides insights across 4 dimensions, known as the **"plan-make-sell-operate"** framework:

Plan. Defining the best digital business strategy for the organization.

Make. Designing and delivering digitized product and service offerings for the organization's customers.

Sell. Developing a marketing and customer engagement strategy for the company's digitized product and service offerings.

Operate. Developing and integrating the company's operational backbone and digital services platform.

The end goal of the assessment is to help your organization thrive in today's highly competitive digital landscape.

Actionable recommendations are provided for key business priorities like technology adoption, strategy planning and execution, ecosystem management, development and operations, talent development, financial management, cyber security management, and risk controls.

The Digital Readiness Assessment Consists of 5 phases:
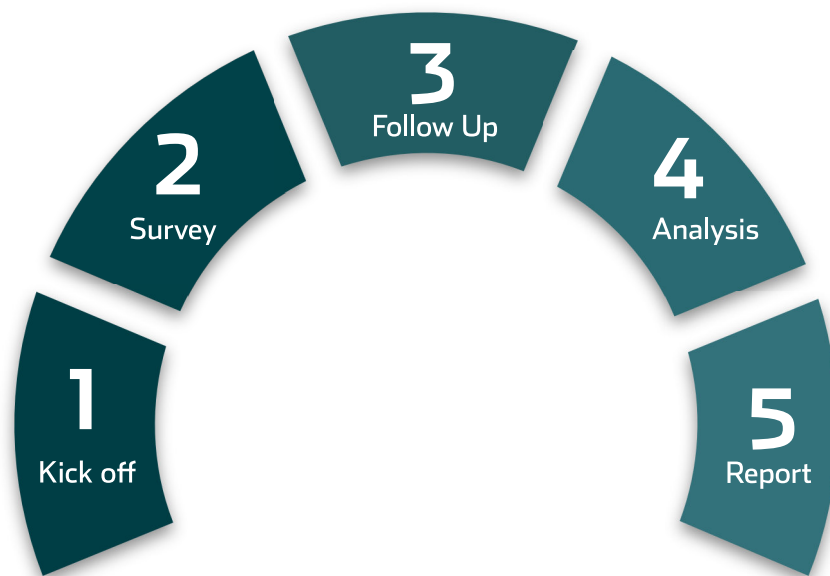
1. **Assessment kick-off meeting.** A collaborative meeting of all participating business and IT leaders at the organization, where instructions will be given on how to complete the initial online survey.

2. **The online survey** A quantitative survey where members of the organization's business and IT leadership team answer a series of questions on topics pertaining to digital technology use and adoption.

3. **Follow-up participant interviews** and group workshop. Individual participants are interviewed to get qualitative insights enhancing the data gleaned from survey responses. The group workshop will flesh out these insights more in a collaborative setting.

4. **Analysis.** Advanced analytical methods are used to interpret and understand survey and interview data.

5. **Final report.** IVI's experts develop a final report with actionable insights based on the plan-make-sell-operate framework.

By the end of the assessment, you'll have a clear understanding of where your organization stands with respect to digital transformation, where it is headed, and what it needs to do to achieve its goals.

How IT-CMF Helps Businesses Measure Digital Readiness

IVI's Digital Readiness Assessment is based on the IT Capability Maturity Framework (IT-CMF).

IT-CMF
IT CAPABILITY
MATURITY FRAMEWORK™

Centred around 36 'critical capabilities' or 'management disciplines,' IT-CMF helps businesses derive real, measurable value from IT.

Managing IT like a Business	Managing the IT Budget	Managing the IT Capability	Managing IT for Business Value
AA Accounting and Allocation	**BGM** Budget Management	**CAM** Capability Assessment Management	**BAR** Benefits Assessment and Realization
BP Business Planning	**BOP** Budget Oversight and Performance Analysis	**EAM** Enterprise Architecture Management	**PM** Portfolio Management
BPM Business Process Management	**FF** Funding and Financing	**ISM** Information Security Management	**TCO** Total Cost of Ownership
CFP Capacity Forecasting and Planning	**PPP** Portfolio Planning and Prioritization	**KAM** Knowledge Asset Management	
DSM Demand and Supply Management		**PAM** People Asset Management	
EIM Enterprise Information Management		**PPM** Programme and Project Management	
GIT Green IT		**REM** Relationship Management	
IM Innovation Management		**RDE** Research, Development, and Engineering	
ITG IT Leadership and Governance		**SRP** Service Provisioning	
ODP Organization Design and Planning		**SD** Solutions Delivery	
RM Risk Management		**SUM** Supplier Management	
SAI Service Analytics and Intelligence		**TIM** Technical Infrastructure Management	
SRC Sourcing		**UED** User Experience Design	
SP Strategic Planning		**UTM** User Training Management	

Each critical capability in IT-CMF is evaluated according to its maturity.

The goal is to develop each capability to the appropriate level (rated out of 5), and create synergy between the business's digital technologies and its business goals.

The IT-CMF is the foundation of all the IVI assessments, and has been extensively tested and researched with contributions from companies like the Boston Consulting Group, BP, and others.

By completing IT-CMF-based assesments--whether the digital readiness assessment or any of our other offerings--you will be able to benchmark your performance against your competitors, giving you keen insight into where you stand.

How is ready is your organization?

The Digital Readiness assessment draws on several capabilities from IT-CMF to develop an improvement roadmap to support the digital transformation journey.

The Digital Readiness Assessment provides clear, actionable insights that can improve how you use, adopt and integrate digital technology at your business.

Want to learn more? Get in touch

If you'd like to learn more about the Digital Readiness Assessment, or just want to learn more about IVI's offerings, we'd love to speak with you.

FIND OUT MORE

Or get in touch with us directly at:

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