

We've been studying how companies are _ doing business in the digital age for **six years**.

2011 0.

-0 2017

What is digital maturity?

dig·i·tal (a) ma·tu·ri·ty (n)¹

\'di-jə-təl\ \mə-'tur-ə-tē

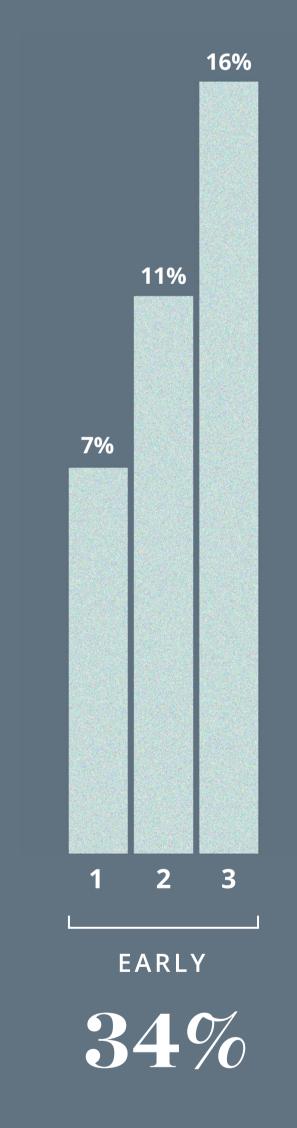
Digital maturity goes beyond technology*, and is about how businesses are adapting in a digital environment. To wit: Are they fundamentally changing what they do and how they do

*Any technology: mobile, social, cloud, analytics, AI, blockchain, etc.

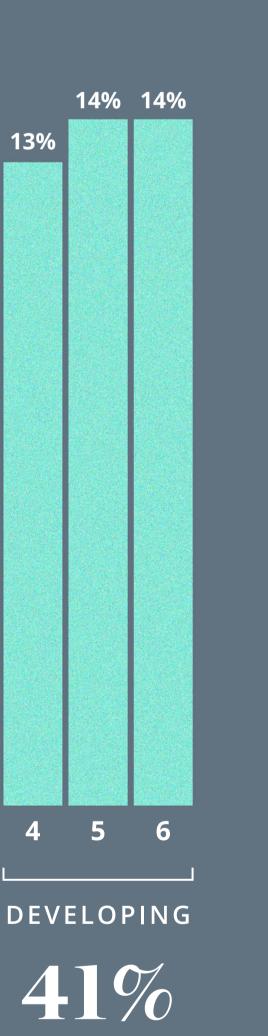
Only **25%** of companies would rate themselves as digitally mature:

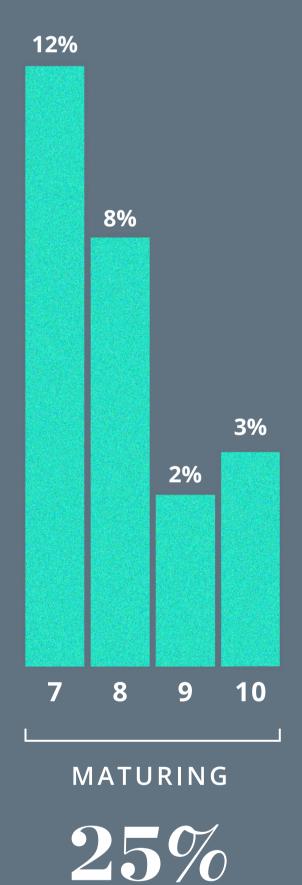
How **digital** is your organization?

SCALE OF 1-10



¹Merriam-Webster



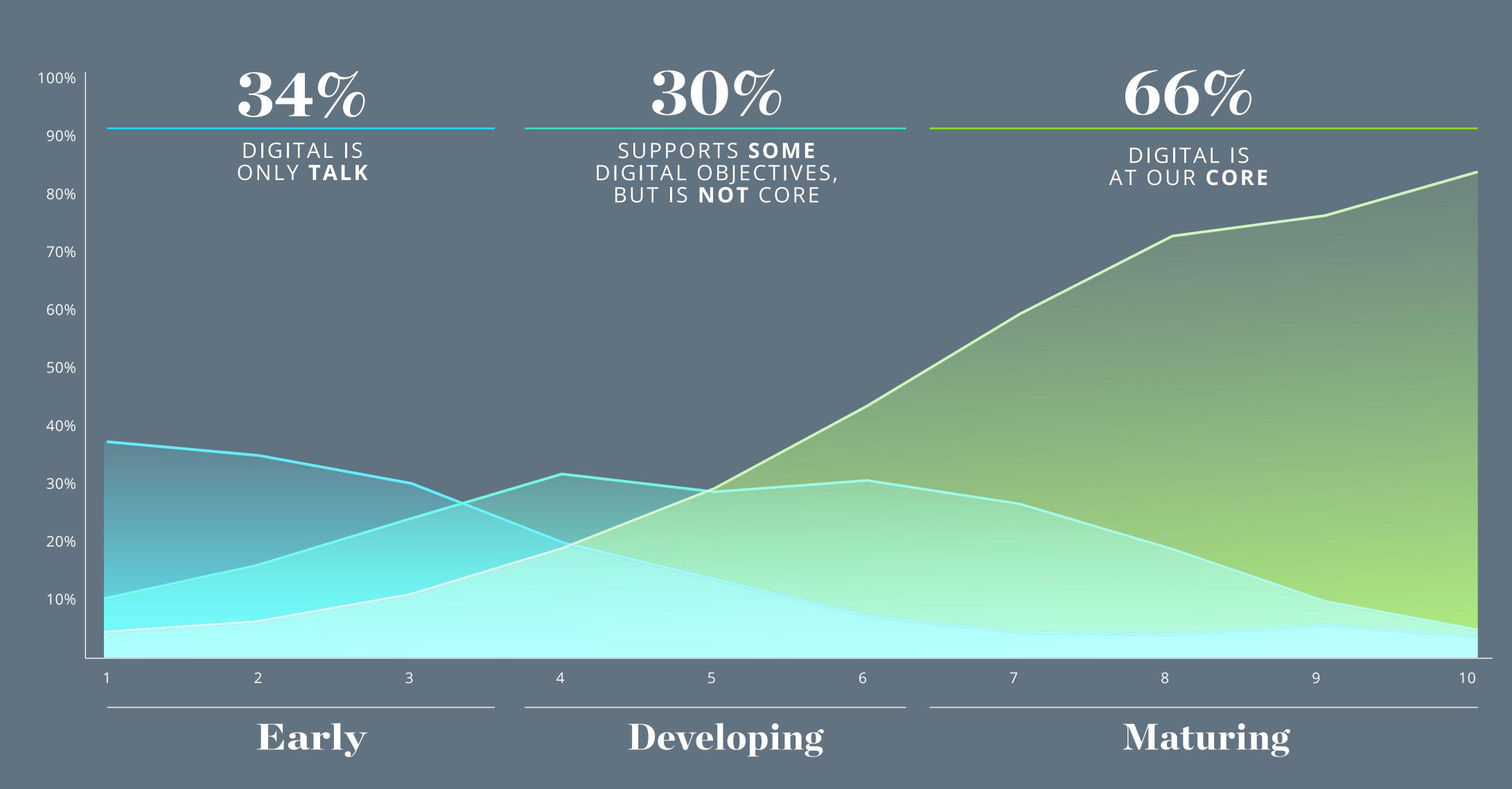


Success is made of three components:

Digitally maturing companies make digital **core to their business**.

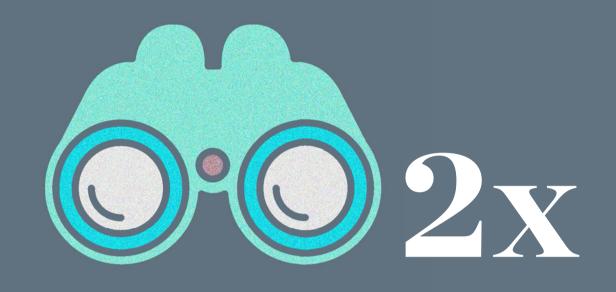
The **role** of digital business is:

TOP RESPONSE



Digitally maturing companies **look far ahead** when setting strategy.

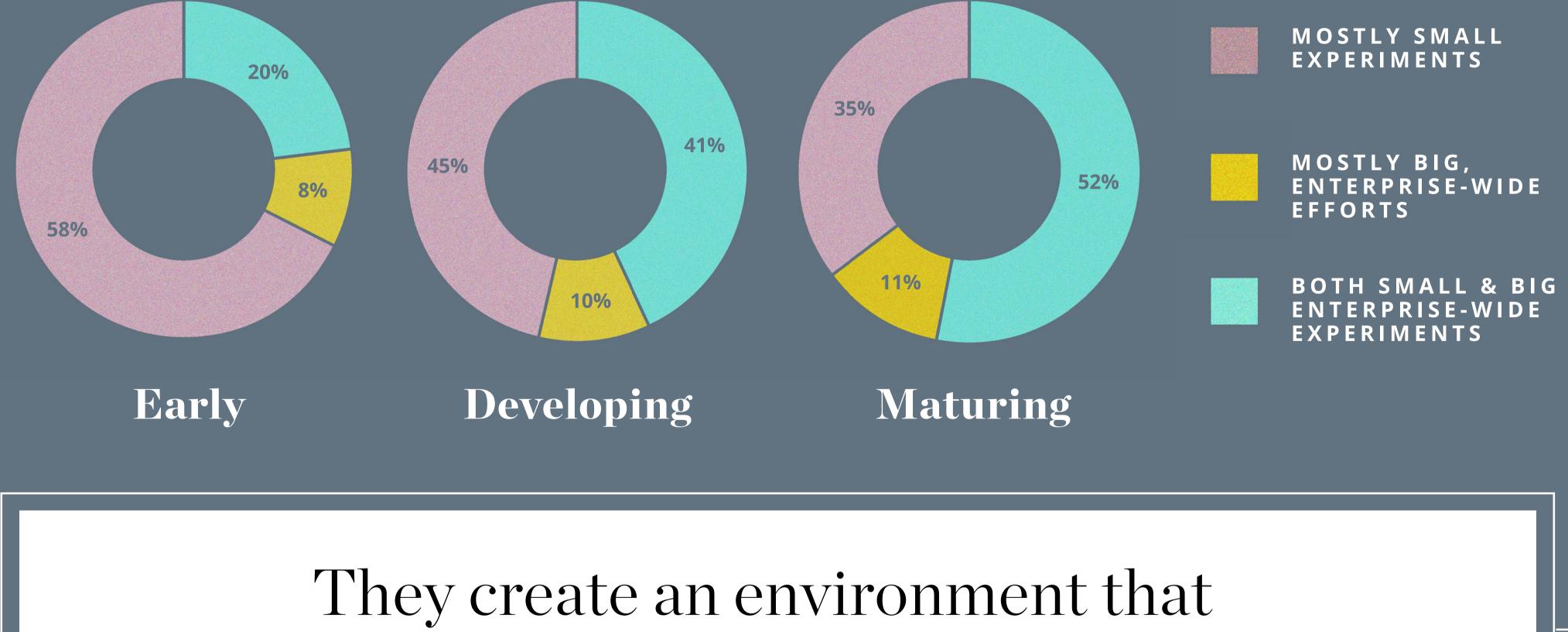
Digitally maturing companies are **twice as likely** as early-stage companies to develop strategies with time horizons of **five years** or more



Digitally maturing companies are better able to **scale** their experiments **enterprise-wide**.

"When my organization **implements digital business initiatives**, they tend to start as:"

Note: Charts do not total 100 percent due to N/A responses



enables digital maturity.



Cross-functional teams **enable** digital progress.

Digitally maturing companies cultivate a culture that **supports change** and **attracts talent**.

Percentage who say their organization primarily **drives digital business** adoption and engagement internally through:

Cultivating a strong digital business culture that strives for risk-taking, collaboration, agility, and continuous learning

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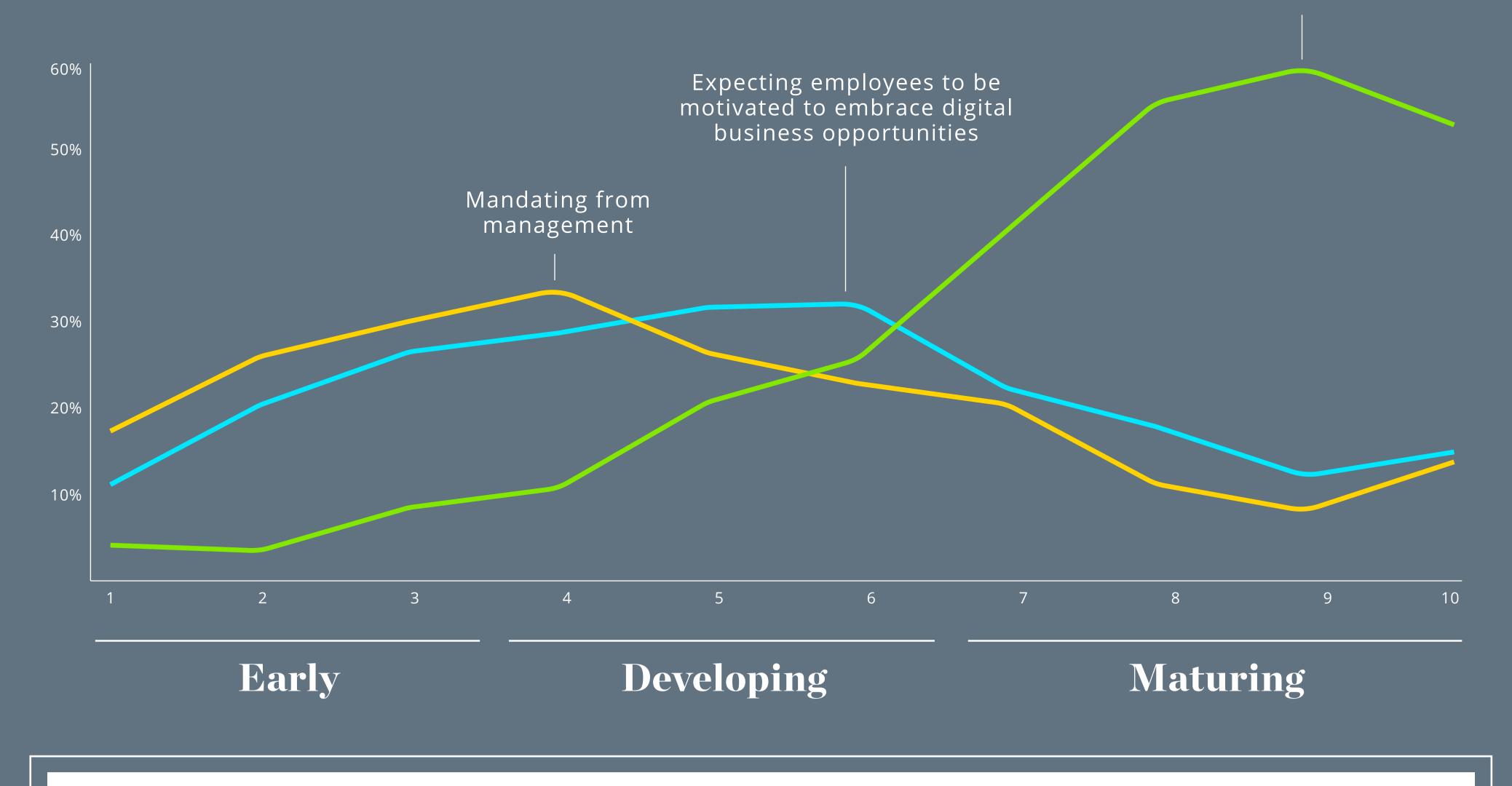
Digital

OF MATURING

ORGANIZATIONS SAY

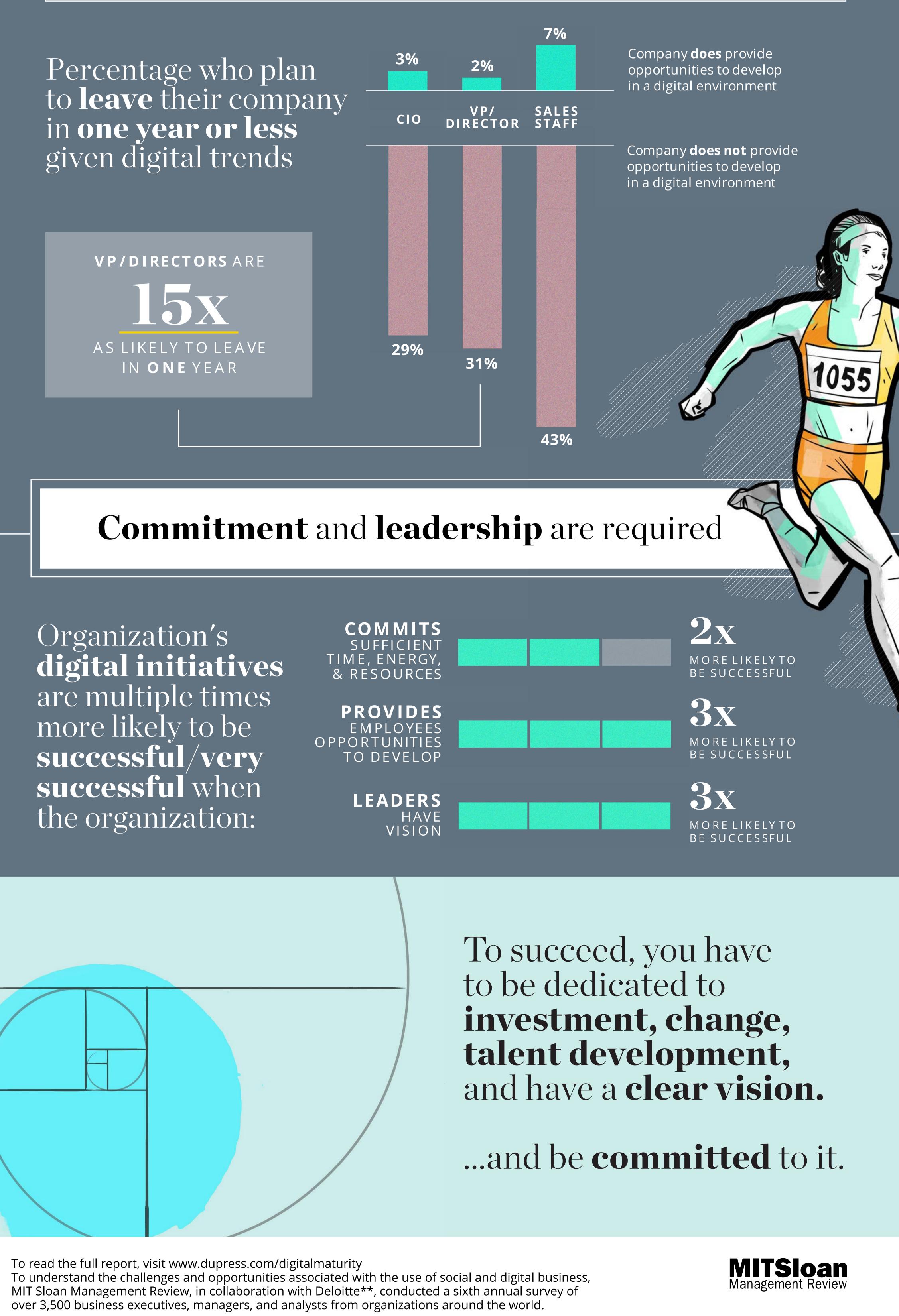
CROSS-FUNCTIONAL

HEY ARE INCREASINGLY



Those **not receiving** digital development

opportunities are at risk of leaving.



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