

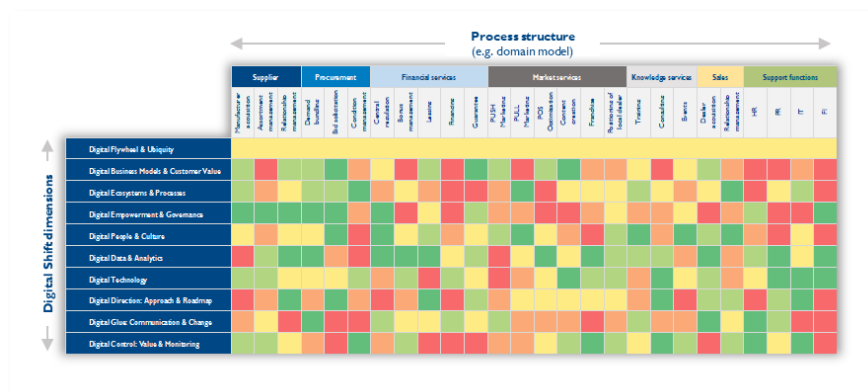
# The *Digital Shift* health check is a fast and lean way to assess the health and maturity of your company’s digital shift

## Develop a Digital heatmap...

Fast, company-wide assessment of *Digital Shift* health and maturity: 1 workshop only

## ...resulting in immediate benefits

Digital heatmap is the foundation to start or re-adjust your *Digital Shift* journey



- Assessment of *Digital Shift* dimensions with respect to all areas of your company based on,
  - Business process model / domain model
  - Business units
  - Channels / products
- Comparison with peer-group (Arthur D. Little database)

**Transparency** on the *Digital Shift* performance across all areas of your business



Comprehensive and in-management **agreed basis** to discuss the next steps of your journey



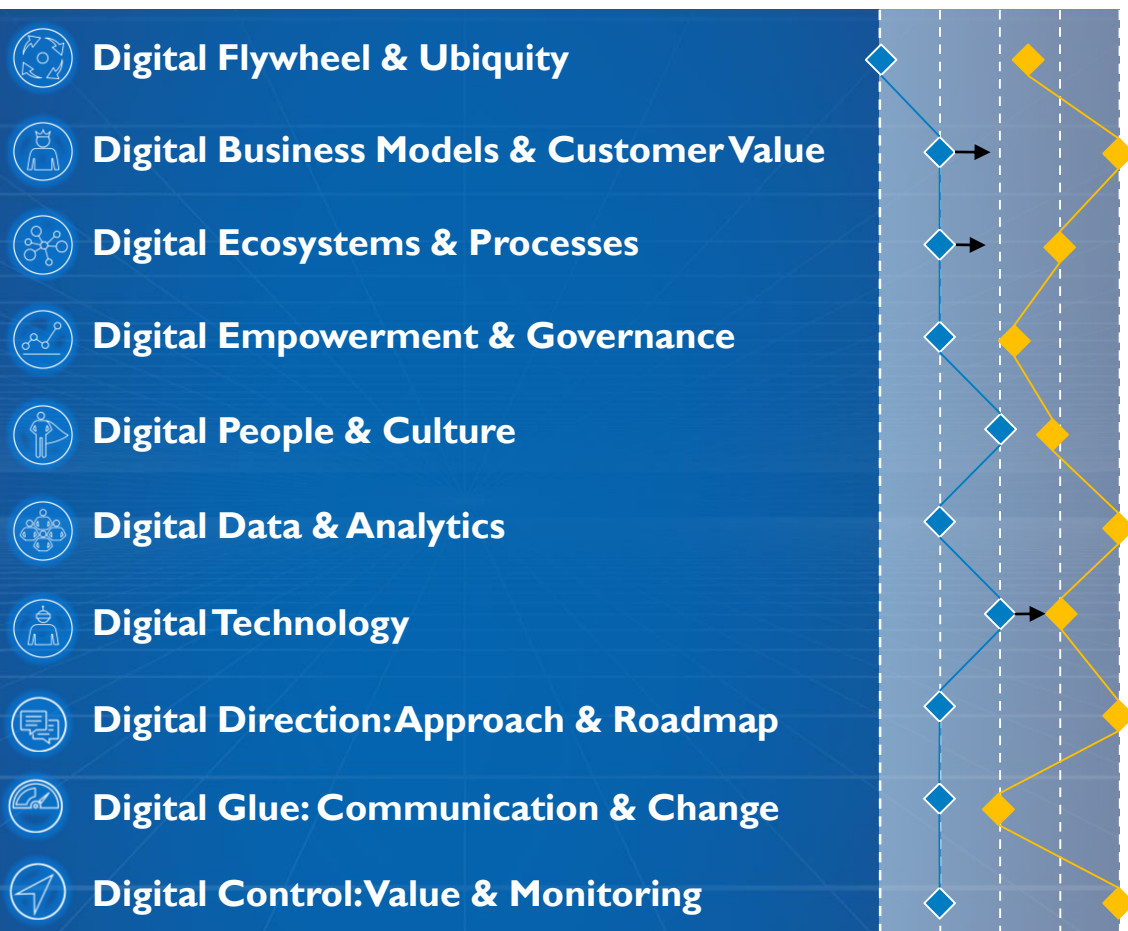
**Comparison with peer-group** to highlight overall industry position



Inherent identification and mapping of **(new) digital use-cases** for your company



The health check assesses the maturity of your company's *Digital Shift* on each of the core dimensions to uncover gaps and need for urgent actions



*Company specific target level*

Integrated model of Vision, Corporate Strategy and day-to-day business logic leveraging all aspects of digital

- 0 None-existing / no activities**  
Focus on... have been
- 1 Reactive: few, non structured activities based on ad-hoc needs / ideas**  
Fully digitized processes are considered within a comprehensive end-to-end app...
- 2 Initially defined: proactive approach within broader picture and commitment**  
Digital tra... organization with clear role definitions
- 3 Operational: fully implemented and applied in day-to-day operations**  
The potentials and limitations of advanced analytics are well understood within the organization and advanced by pilot projects
- 4 Optimized: continuously evolving to improve the overall performance**  
Developi... assessed... once a technology has been identified as value adding it is implemented into the organization

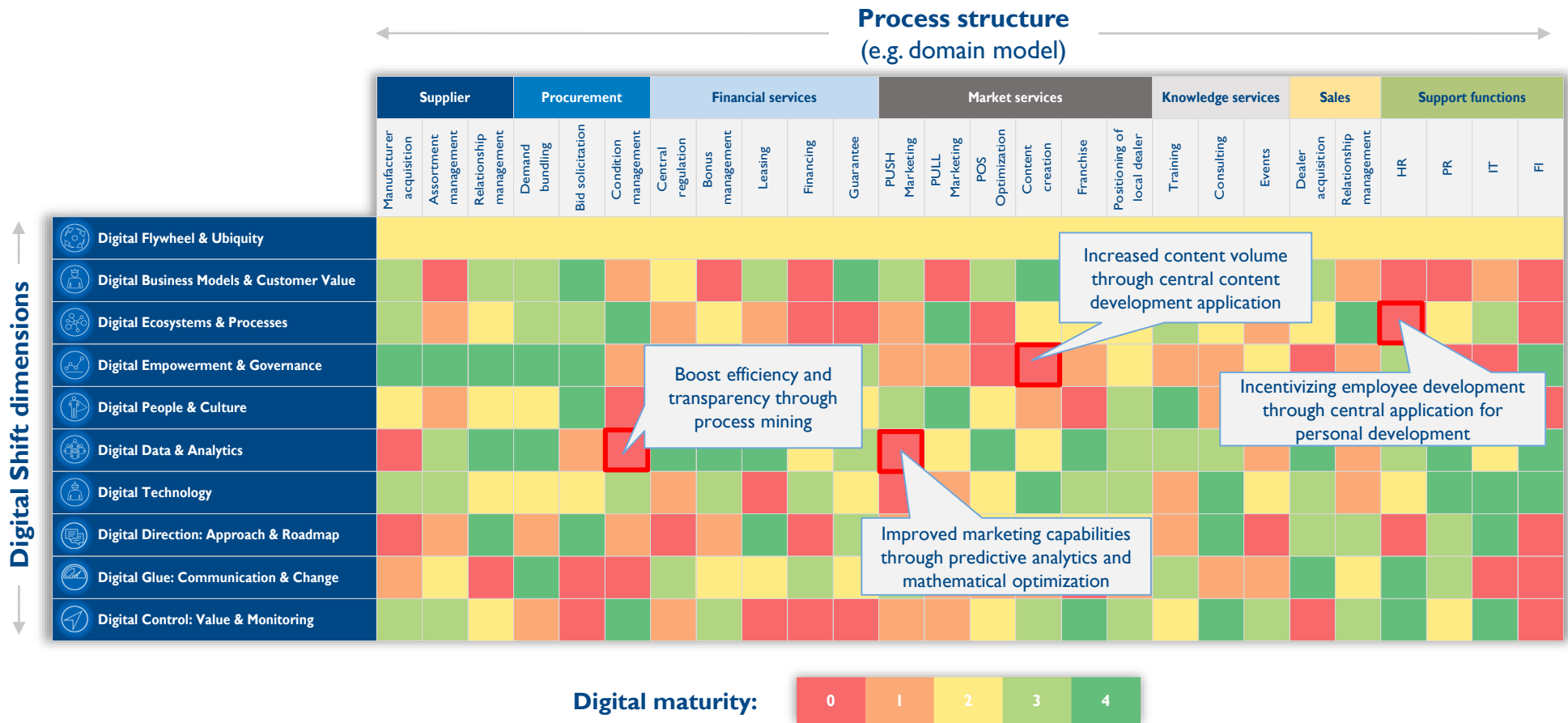
◆ Your company    ◆ Peer Group    ↗ Trend

0 1 2 3 4

0 – Non-existing, 1 – Reactive, 2 – Initially defined, 3 – Operational, 4 – Optimized

# Result of the *Digital Shift* health check is a digital heatmap of your company's *Digital Shift* maturity - and highlights key areas for improvement

PROJECT EXAMPLE



0 – Non-existing, 1 – Reactive, 2 – Initially defined, 3 – Operational, 4 – Optimized