



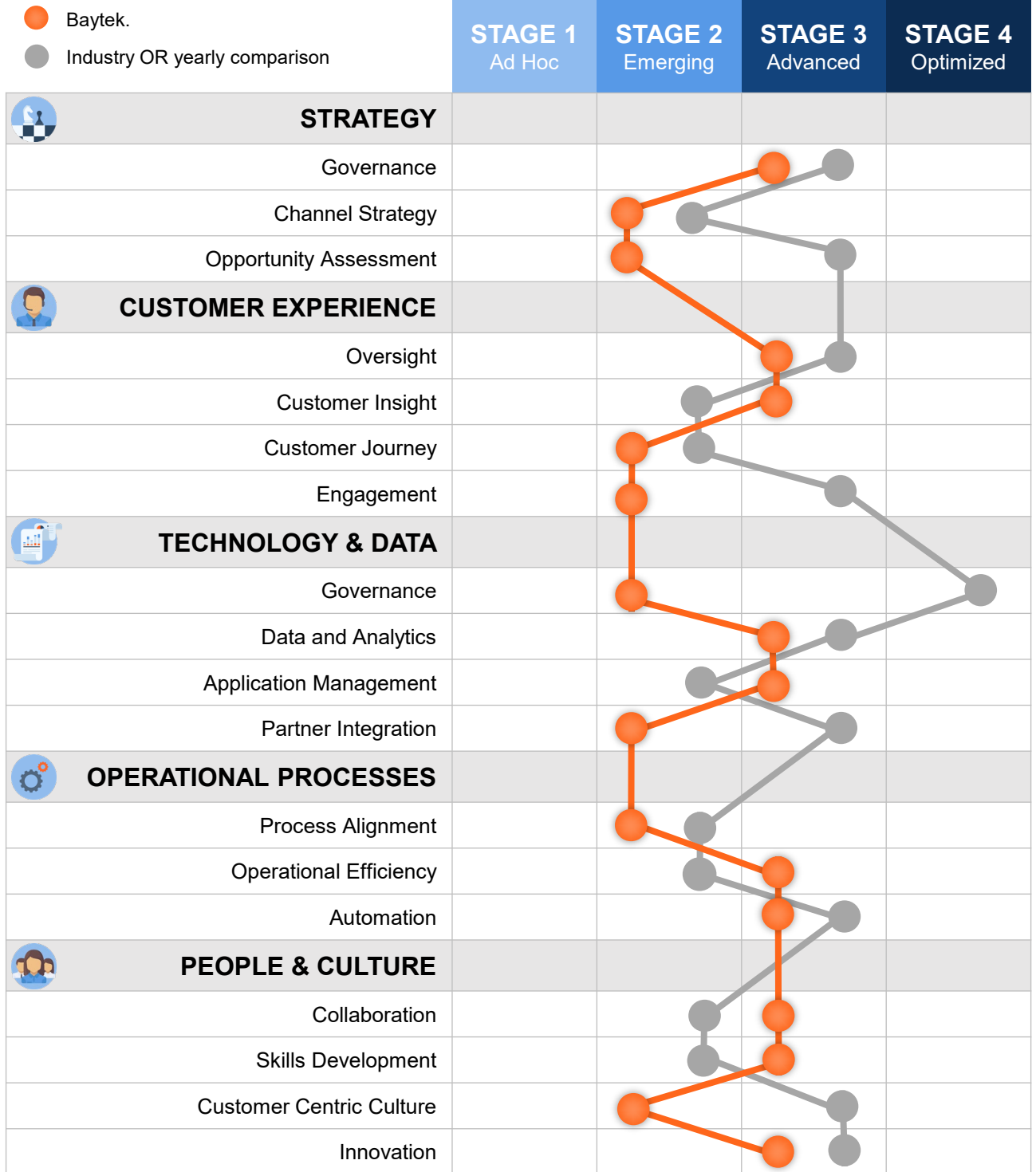
Differly Digital Maturity Assessment™ Sample

Baytek Company Example



MATURITY ASSESSMENT SCORECARD

Baytek Corporation Inc.



DIGITAL MATURITY ASSESSMENT

Baytek Corporation Inc.

BAYTEK SCORE: 43

The industry average: 39 (if done as part of a larger group assessment or year over year results)

The Baytek management team felt that the organization was definitely passed Stage 1 of maturity (the ad hoc stage) but that the digital strategy is still **emerging** in many areas. The threats and opportunities are known and a digital strategy has been developed but efforts could be further centralized and coordinated. This is currently viewed as a stand-alone effort. With a self-assessment score of 43, the organization is on the cusp of moving into the 3rd phase of maturity. One must keep in mind that the sports and entertainment industry holds itself to higher standards due to the rising expectations of fans and the use of technology to support the total experience. See below for further details and the path to improvement.

LEGEND



- 18 - 30: Ad Hoc
- 31 - 45: Emerging
- 46 - 60: Advanced
- 61 - 72: Optimized

SUMMARY AND PATH TO IMPROVEMENT



Digital Strategy

Certain departments are leading the way in planning the digital strategy; channel marketing strategies are in place (i.e. web, email, social) but these are still being developed somewhat independently of each other as the role of each channel is not yet fully understood in the customer journey. The organization's three-year data strategy will be an important step in developing an integrated multi-channel strategy. The respondents thought the organization was advanced in its ability to identify and execute on opportunities related to technology but in order to move to the next phase of maturity, digital must be rooted at the heart of planning for all departments.



Customer Experience

Customer experience is clearly rooted in Baytek's strategic vision and the goal of optimizing the experience across channels and platforms from PC to mobile is understood and acknowledged. In order to move to the next level of maturity, the organization will need to proactively measure customer touch points based on key metrics that define a successful experience in each channel. Data once again will play a key role here in ensuring communications are personalized and predictive analytics are used to create more relevant offers. The respondents were unanimous in scoring the organization's ability to actively "listen" to customers through social media as still "emerging". This strategy will be optimized when there is a consistent, real-time feedback loop with customers via social channels and a cross functional team is established to cohesively manage and monitor the social presence.



Technology and Data

The committee felt the organization's technology assets (as it relates to connectivity, infrastructure etc.) are for the most part mapped and the organization proactively evaluates risks associated with legacy systems or technology. In order to move to the next phase of maturity, a more proactive planning process is required to align departmental requirements and create a longer term forward- facing technology road map; one that also assesses the integration of core systems supporting the customer experience and back-end processes. The value of data is recognized within the organization and the next phase will see an enterprise-wide data and analytics strategy with mechanisms in place to ensure data is secure and accurate.



Operational Processes

Through the establishment of a digital department at Baytek, the organization has become aware of any projects or initiatives being done in isolation but the group thought more could be done to prioritize projects and streamline budgets and resources to meet agreed upon transformation and corporate objectives. The level of efficiency or “automation” of back-office operations is felt to be squarely in phase 2 or “emerging”. The next phase of maturity would see the organization consistently evaluate the ROI of transitioning from physical/manual operations to digital automation when needed and develop a road map for execution where investments are justified.



People and Culture

Baytek has basic tools to share corporate information but this is largely one way. In order to move to the next level of maturity, the organization must continue to leverage technology to improve knowledge sharing, internal collaboration and communication. The committee felt that employees were not currently part of the organization’s social media strategy (although progress has been made since this evaluation took place). In order to move to the next level, digital capabilities and training must be proactively mapped against the goals of Baytek’s digital enterprise strategy. The respondents felt that innovation was generally encouraged but that a “test and learn” mentality would help the organization stay ahead of a rapidly changing environment.

Baytek Corporation Inc.

NEXT STEPS

Today, an organization's digital strategy must take a more all-encompassing approach, addressing technology choices, customer experience, organizational culture, leadership styles and of course business models.

"Digital" has become a significant driver of value in terms of customer engagement, cost savings and revenue uplift. The Differly Digital Maturity Assessment was developed as a tool to assess an organization's starting point based on five key dimensions that have been proven to drive digital performance.

This section will be tailored to the client's results, qualitative answers provided in the survey and knowledge about the client's specific strategy.

In our experience leading enterprise digital strategies, the executive team must arrive at a common understanding and language of what "digital" means to them and develop a clearly defined digital strategy that's fully integrated with the corporate one. Here's how you can use your scorecard within your organization to further your digital strategy:

1. Use it as a catalyst to create discussions across your management team on digital strengths and weaknesses
2. Use the scorecard as a planning tool to start planning your organization-wide digital and technology road map
3. Mobilize the organization around a common vision
4. Identify high impact projects or low hanging fruit

HOW WE CAN HELP

To discuss how we can help move your digital strategy forward, contact Isabelle Perreault, President and Founder, Differly



QUESTIONS/FEEDBACK

-  Isabelle@Differly.com
-  **(613) 222-9027**
-  [@IsaPerreault1](https://twitter.com/IsaPerreault1)
-  ca.linkedin.com/in/isabelleperreault



At Differly, we understand the forces that are driving change in your industry and the key dimensions that contribute to organizational readiness and digital maturity. We can facilitate discussions with your management team or we can help to develop and execute your road map.

OTTAWA

1250 Main Street, Stittsville
PO Box 85043
Ontario, Canada
K2S 1X6
Connect@Differly.com