

DYOPATH



— DIGITAL TRANSFORMATION —

**YOUR KEY TO UNLOCKING STABILITY,
PROFITABILITY & SUCCESS**

— IN 2024 AND BEYOND —



Today's businesses are complex organisms. The relentless, exponential growth of technology in every area imaginable has given organizations powerful capabilities while forcing them to constantly adapt and modernize. Businesses that fail to recognize this and allow their digital infrastructure to become outdated, unreliable, and unsecured will be either gradually left behind or devastated in an attack.

On the other hand, organizations that focus on building a more mature and robust IT infrastructure will gain a powerful advantage. They'll access tools

and solutions that can drive faster growth, deliver better experiences to customers, boost efficiency, and stay safe in a world of cyber threats.

This is digital maturity, and it's essential for any business that wishes to compete in today's technology-driven world.

In this white paper, we'll show you why digital maturity is so important and outline a roadmap to guide you through every step of your own digital transformation journey.

What Is Digital Maturity?

Digital maturity isn't a buzzword — it's a clearly defined stage in the evolution of your business.

Let's take a moment to clarify what digital maturity means, and how it differs from some similar common terms.

- **Digitization** refers to the process of converting analog information into digital. An example here is a hospital taking their written paper records and transferring them to a digital, online system.
- **Digitalization** is a little more complex and involves using digital information and tools to improve the productivity and efficiency of work. In the hospital example, this might look like implementing a new software solution to help manage patient records and appointments.
- **Digital maturity**, or transformation, involves using technology across every aspect of the organization, often completely changing the way things are done to drive lasting improvements in areas like efficiency, ease of use, security, and customer experience.

More and more companies are embracing digital maturity. According to the [RedHat 2023 Global Tech Outlook Report](#), 37% of companies surveyed saw digital transformation strategy as a top funding priority.

Why Is Digital Maturity Important?

Before you start with digital transformation, you need to understand the level of digital maturity at which your organization currently resides. Without a certain level of operational maturity, you won't have the right foundation to start your digital transformation journey.

Companies are increasingly turning to digital maturity because it has several key benefits. Here's why digital transformation is essential for your organization:

Future Proof Your Business

We're living through a period of overwhelming technological change. New, groundbreaking technologies emerge on a regular basis—generative AI, virtual reality, 5G, and more. These technologies are accompanied by wider social shifts like the move to remote work and, a little less recently, the explosion in smartphone usage.

Digital maturity allows businesses to stay ahead of, or at least keep up with, this tidal wave of change. It provides the infrastructure to adopt new technologies successfully as they emerge and predict upcoming changes so you can start benefiting from them sooner.

We saw ample evidence of this during the COVID-19 pandemic, when the entire world changed in a matter of weeks, forcing businesses to rethink their entire modes of operation. Businesses that were digitally proficient found themselves in a stronger position, able to adapt their services and processes to the new, remote world and pivot more quickly.

Move Faster & Smarter

Digital-centric organizations, generally speaking, tend to move fast. They're designed for speed, agility, and adaptability. Digital transformation is an excellent way to build a more efficient business.

One reason for this is that digitally advanced companies are able to draw on data insights, making decisions based on concrete evidence as opposed to gut feelings. These same insights provide a more

complete view of the organization, allowing you to quickly identify bottlenecks and problems that are slowing things down and then fix them.

Supercharge Productivity

Digital transformation gives companies access to a wide range of new tools, technologies, and processes to boost productivity. This includes collaboration and organization platforms, automation tools, content management and customer-relationship management solutions, and much more.

Technology, harnessed correctly, allows you to do much more with much less. According to research by [the McKinsey Global Institute](#), the most productive companies invest 2.6 times more in technology and other intangibles such as research and intellectual property.

Attract Top-Notch Talent

A company is only as good as the talent it's able to attract and retain, and digital maturity can help in several ways here.

One advantage is that digital transformation allows hiring teams to tap into more sophisticated methods like accessing and analyzing more data on employees, automating outreach, and streamlining routine tasks so HR teams can focus on the human work of speaking to and assessing candidates.

On top of that, digital maturity makes a company more attractive to potential hires. [Research by PTC](#) found that 79% of frontline workers want to work for an organization that embraces digital transformation.

Outlast the Competition

One of the worst things a modern business can do is allow itself to stagnate. If you want to maintain a competitive edge into the future, digital maturity is essential.

By upgrading your current infrastructure, embracing new technology, and staying up to date with new trends, you'll ensure your organization doesn't get left behind.

According to [IDC research](#), global spending on digital transformation is set to grow to \$3.4 trillion in 2026. If you fail to make digital maturity a key priority, falling behind is inevitable.

Laying the Foundations for Digital Maturity

Successful digital transformations are the ones that rest on strong foundations. Before you begin the process of transformation, it's essential to ensure you have the right building blocks in place to support your goals. Let's explore the key areas to focus on here.

Hire the Right People (*& Employ Them Wisely*)

The people in your organization will be the ones driving and maintaining your digital transformation, so it's essential that they're sufficiently skilled, aligned, and on board with your goals. Research shows, for example, that organizations with an active chief digital officer are six times more likely to achieve digital transformation.

Do your people have the necessary skills and experience to drive your digital maturity initiatives? Will this still be the case in the future? If not, consider investing in training or bringing in new talent.

On a wider scale, think about your organizational structure. Is your business currently organized in the most efficient way? Communication and collaboration between all necessary departments and individuals are necessary for transformation to take place.

Embrace Innovation

Digital transformation allows you to manage your organization much more efficiently, automating many tasks and streamlining processes to free up time and resources.

This leaves your teams free to focus more on innovation—devising, launching, and implementing new changes to drive the business forward. Of course, the technological advancements that come with digital maturity also bolster this process.

Build & Automate Processes That Work

Think about the core goals you're pursuing with digital transformation. What are the key core processes here, and how will they change? Automation can be incredibly valuable in digital maturity, driving efficiency and productivity gains, but it must be applied correctly.

Take some time to identify the key processes that can be automated and what this will look like.

Manage Your Precious Data

Data is a central part of digital maturity. Before you take any action, take some time to fully understand your data — what do you have, where is it stored, and how can you turn it into actionable insights?

Do you have enough data currently, or will you need to acquire more? What processes and technologies do you currently use to manage your data? Which people are in charge of this? Think about the data and

analytics projects you have underway and planned, and how these fit into your digital transformation goals.

In order for digital maturity initiatives to succeed, it's crucial that data is not siloed. You need to be able to share data across all departments and facets of the organization to drive successful process automation.

Use the Right Tools for the Job

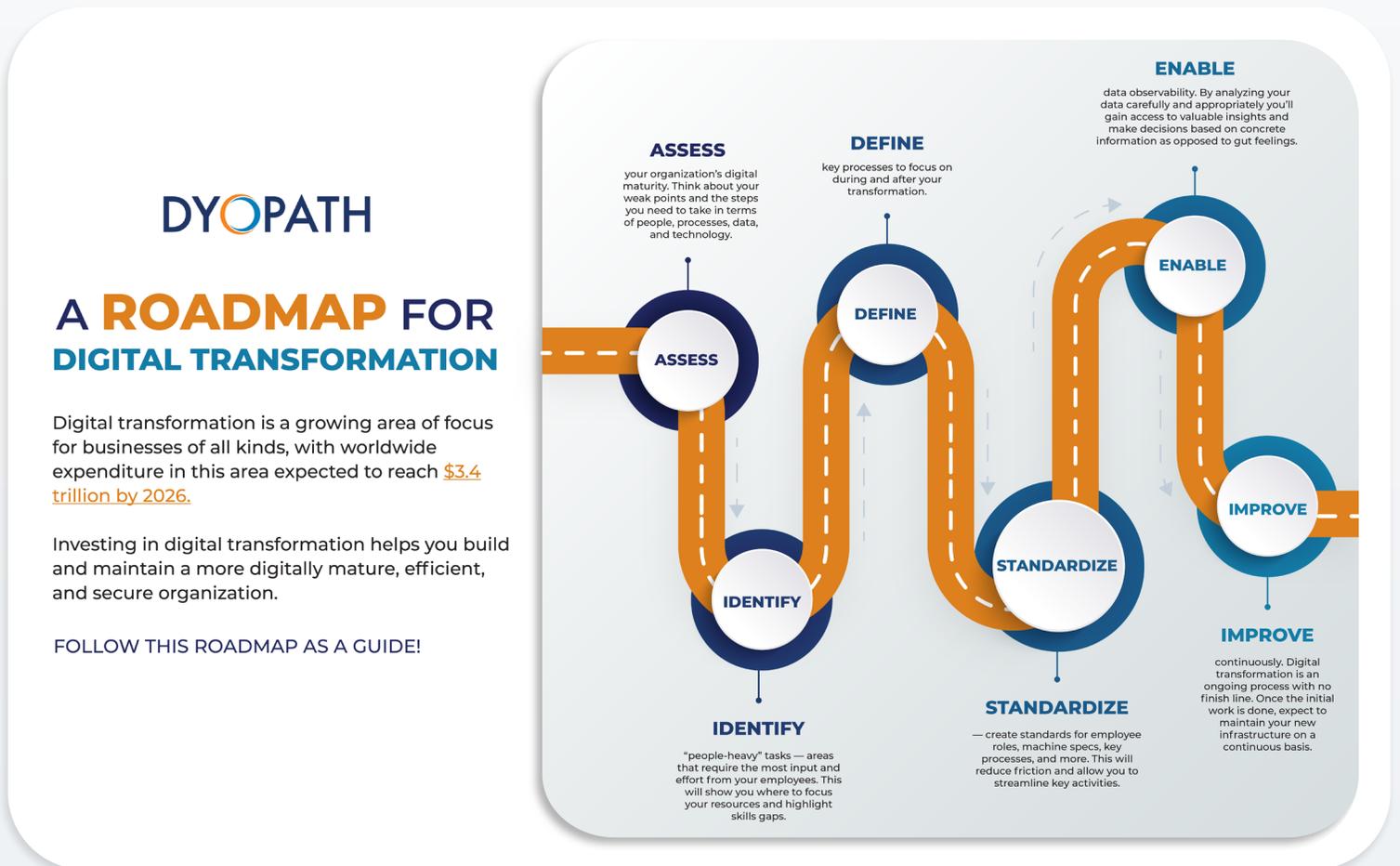
Digital transformation is all about technology, so you need to assess and understand your current

technology posture. Think about the tools you're currently using — are they the right ones or do they need improvement? Determine if your current tech will scale with your digital vision and what new tools you'll need to invest in.

If you have spent enough time on the other three areas — people, processes, and data — you'll likely have a clear idea of the specific technologies you need to focus on to drive your transformation forward.

A Roadmap for Digital Transformation

Once you've laid a strong foundation for your digital transformation, it's time to embark on your journey.



The process of digital maturity is never truly over and will look different — sometimes very different — from one organization to the next. To give you a starting point, we've created a rough roadmap for digital transformation to use as an initial guide.

- 1. Gauge the digital maturity of the organization.** Start by assessing your organization's digital maturity. If you lack a stable foundation, you'll find it harder or even impossible to successfully complete your digital transformation. Take the time to understand what further steps you need to take in terms of people, processes, data, and technology.
- 2. Identify "people-heavy" tasks.** Think about the tasks involved in your transformation that will be the most labor-intensive and require the most attention and work from your people. This will allow you to allocate your resources most efficiently, identify where you might need extra support or new hires, and communicate plans to your teams early on.
- 3. Define processes.** Clearly define and outline the key processes to focus on during and after your digital transformation. This will allow you to set clear goals and expectations from the beginning and remain on track throughout.
- 4. Create standards to streamline.** Standardizing allows you to streamline your processes as opposed to doing everything from scratch every time. Say you're opening a new workstation or office. You'll need to establish standards for employee roles, machine specs, manufacturers, and processes for things like shipping and testing.
- 5. Assess data and enable observability.** Data is your best friend when it comes to digital maturity, but it's only useful if you're able to observe and analyze it. Accessible data makes it easy to collect, manage, and draw insights from so you can make data-driven decisions based on concrete information rather than relying on gut feelings and intuition.
- 5. Continuously improve.** It may be tempting to think of digital transformation as one finite project, but this is far from the truth. Digital maturity is an ongoing process, and once the initial work is done, you'll need to focus on maintaining your new infrastructure and ensuring you remain up to date and adaptable.

Good practices for digital maturity involve regularly assessing progress and identifying areas for improvement. By ensuring ongoing communication between teams and departments, continuous tracking and monitoring of data, and encouraging feedback from employees, you can address areas for improvement and problems that arise as soon as possible.

Culture Is a Core Component of Digital Maturity

A common mistake businesses make when it comes to digital maturity is focusing too heavily on structural and process-related goals and overlooking the people involved.

Your digital transformation success depends on the people driving it. With the right culture in place, you'll build an efficient, sustainable, and finely-tuned infrastructure that can hum along, delivering great results for years to come.

Some best practices include:

- Focusing on delegating tasks effectively as opposed to controlling staff and micromanaging projects
- Prioritizing doing over planning, with clear, actionable targets
- Fostering a collaborative as opposed to individual approach

Focusing on culture can pay dividends. According to [research by BCG Analysis](#), 79% of companies that addressed culture change around digital transformation explicitly reported sustained strong or breakthrough performance, compared to 0% that neglected culture change.

Cultivating a Client-Centric Focus

The other people who matter to your organization are your clients and customers. Remember to keep your clients the focal point of your transformation — not the technology.

A good way to achieve this is by focusing on customer journeys — the series of interactions and experiences a customer has with your company all the way from discovery to purchase and beyond.

Start by making a list of common customer journeys, then rank and prioritize them based on business

value. Connect those journeys to your business strategy with the goal of making them both more rewarding for the customer and more profitable for the business.

A good example here is the pizza chain Domino's. They made customer experience a central part of their digital transformation, allowing users to place orders much more easily, even by simply sharing an emoji with the brand.

It saved the company from a historic slump, rewriting the playbook for digital experiences and changing the way we order food.

Digital Transformation With DYOPATH

The path to digital maturity can be long and complex, and it's best to undertake this process with the help of seasoned, skilled experts.

At DYOPATH, we've helped countless companies digitally transform with support across multiple areas. If you don't know where to start, we're happy to help. Here's some of what we offer:

- Assessment of your current state, capabilities, and goals, followed by a development roadmap for you to follow
- Support with projects and shifting to more standardization
- Guidance around implementing support structures, with a focus on observability, helping you move to a more proactive and automated approach
- A dedicated customer experience team

We'll also help you develop your infrastructure and move to the cloud while prioritizing security in all areas. [Schedule a call](#) with us to learn more and get started.

If you want to learn more ...



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