

# The dPrism **DIGITAL MATURITY ASSESSMENT**

Prepared for  
Sample Company

The dPrism Digital Maturity Index (DDMI) assesses your company's digital maturity across seven critical areas known to be key to driving sustainable digital-led growth. We compare your results to a benchmark set of organizations including those that have differentiated themselves as 'Digital Leaders' representing the top quartile of all respondents.

Your organization's overall digital maturity level is:

**67%** (Having a 'defined' strategy)

Your digital maturity score is **above** the median score, but **below** the top 25th percentile across all respondents

# RECOMMENDATIONS

Based on your survey responses and the benchmark comparisons, here are three recommendations that you should consider



## Biggest Gap

### Data and Analytics.

Your score of **2.1** trails the DDMI median of **2.7** and lags our leaders' score of **3.9**

Your investment priority for this area at **10%** of budget, lags the median benchmark of **18%**.

Effective data management and exploitation lies at the heart of successful digital growth strategies. Consider increasing your investment in data skills and technical capabilities.



## Digital Savviness

**MIT Center for Information Systems Research** category leaders have executive teams and boards comprised of 50%+ digitally savvy members.

These firms enjoy up to **50%** higher revenue growth.

Your DDMI responses indicate the 'digital savviness' of your organization's executive team and board may not be at the level required to fully tap digital growth opportunities.



## Future Investments

Consider **increasing** future investments for:

- Customer Experience
- Data and Analytics

and **decreasing** for:

- Technology

This would bring your future investments more in line with our 'Digital Leaders'.

# DIGITAL MATURITY BREAKDOWN

Category	You	DDMI Benchmark	Top 25% (Digital Leaders)
Customer Experience	3.0	2.8	4.0
Products & Services	3.0	2.9	4.0
Digital Marketing	3.1	2.7	3.9
Digital Marketplaces and Communities	2.6	2.2	3.6
Data and Analytics	2.1	2.7	3.9
Culture and Innovation	3.0	2.7	3.9
Technology	3.0	3.1	4.3

Your detailed scores track close to the benchmark, you are lagging on Data & Analytics and leading on Digital Marketing and Digital Marketplaces and Communities.

To become a digital leader (top-25 percentile) you will need a defined investment in all 7 areas.

# REINVENT YOUR BUSINESS WITH DPRISM

## Discuss your DDMI results with the dPrism executive team:

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