

# The dPrism

# DIGITAL MATURITY

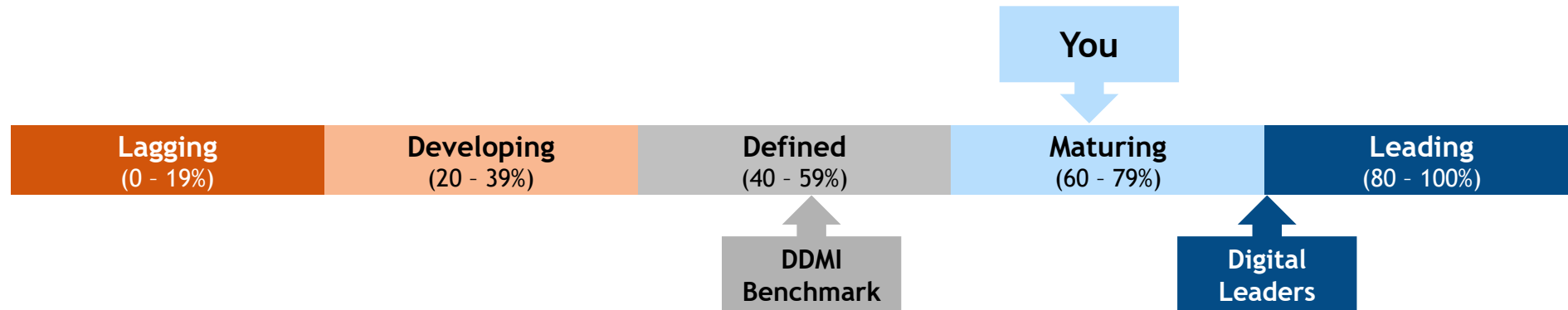
# ASSESSMENT

Prepared for:  
Sample Respondent  
Sample Company

The dPrism Digital Maturity Index (DDMI) assesses your organization'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% (Digital Maturity is 'Maturing')**



Your organization's digital maturity score is **above** the median score of **54%**, but **below** the top 25<sup>th</sup> percentile of **80%**.

# RECOMMENDATIONS FOR SAMPLE COMPANY

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



## Key Maturity Gap

### Data and Analytics

Your organization's score of **2.1** trails the DDMI median of **2.7** by **21%**.

This score trails our leaders' median score of **3.9** by **46%**.

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



## Key Investment Gap

### Customer Experience

Your organization's investment priority for Customer Experience is **10%** of budget.

This is **18%** less than the median benchmark of **28%**.

Increasing your organization's relative investment in Customer Experience will bring your organization's future investments more in line with our benchmark.



## Digital Savvy

The MIT Center for Information Systems Research found that high-performing companies have senior leadership teams and boards with **50%+** 'digitally savvy' members. These companies are **7x** more effective at creating new value, and experience over **40%** higher growth rates versus those without.

Your organization's results indicate that improving the digital savvy of your executive leadership team and board may be an important step to realizing digital growth opportunities.

# DIGITAL MATURITY BREAKDOWN

Category	You	DDMI Benchmark	Top 25% (Digital Leaders)
Culture and Innovation	3.0	2.7	3.9
Customer Experience	3.0	2.8	4.0
Products and 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
Technology	3.0	3.1	4.3
Data and Analytics	2.1	2.7	3.9

Your organization is lagging our benchmark in Data and Analytics.

To become a digital leader (top-25<sup>th</sup> percentile) your organization will need a defined focus in all seven areas.

# REINVENT YOUR BUSINESS WITH **DPRISM**

Discuss your DDMI results with  
the dPrism executive team:

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