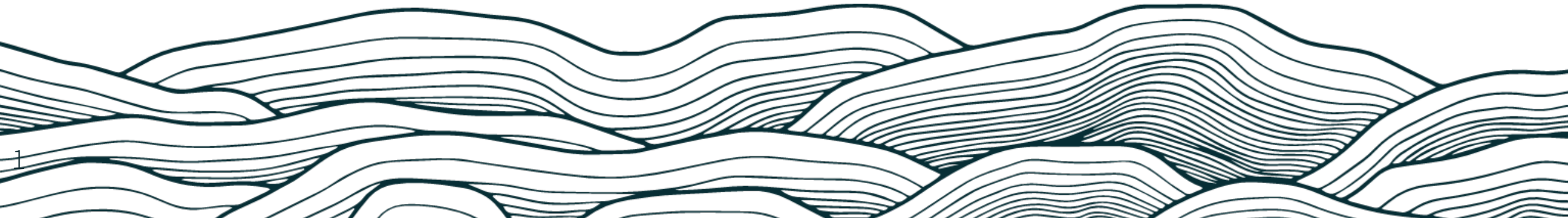


# **DIGITAL BUSINESS MATURITY**

WHAT IT MEANS TO BE DIGITALLY MATURE?

HOW TO LEVEL UP YOUR GAME?





# **DIGITAL PLATFORMS**

## THAT CREATE UNFAIR COMPETITIVE ADVANTAGE

### **SOFOKUS GROUP**

Co-creates an unfair competitive advantage for ambitious organizations.

### **SOFOKUS SERVICES**

Offers strategy, design and technology services for clients aiming to improve their business with digital solutions.

### **SOFOKUS VENTURES**

Invests in growth-oriented early stage start-ups leveraging digital heart solutions.



DIGITAL BUSINESS CONSULTANT

# **TOMI NEULANEN**

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Helping clients discover their digital hearts  
and competitive advantage.



# **DIGITAL BUSINESS MATURITY**

Describes how holistically and effectively an organization typically utilizes digital means in its core business.

## **DIGITAL BUSINESS MATURITY MODEL**

Helps to roughly outline your own starting situation and paint the target goals.





## LEVELING

# YOUR DIGITAL MATURITY MEANS

- ▶ Raising your digital readiness condition
- ▶ Taking advantage of sudden changes
- ▶ Continuing to renew and innovate long-term





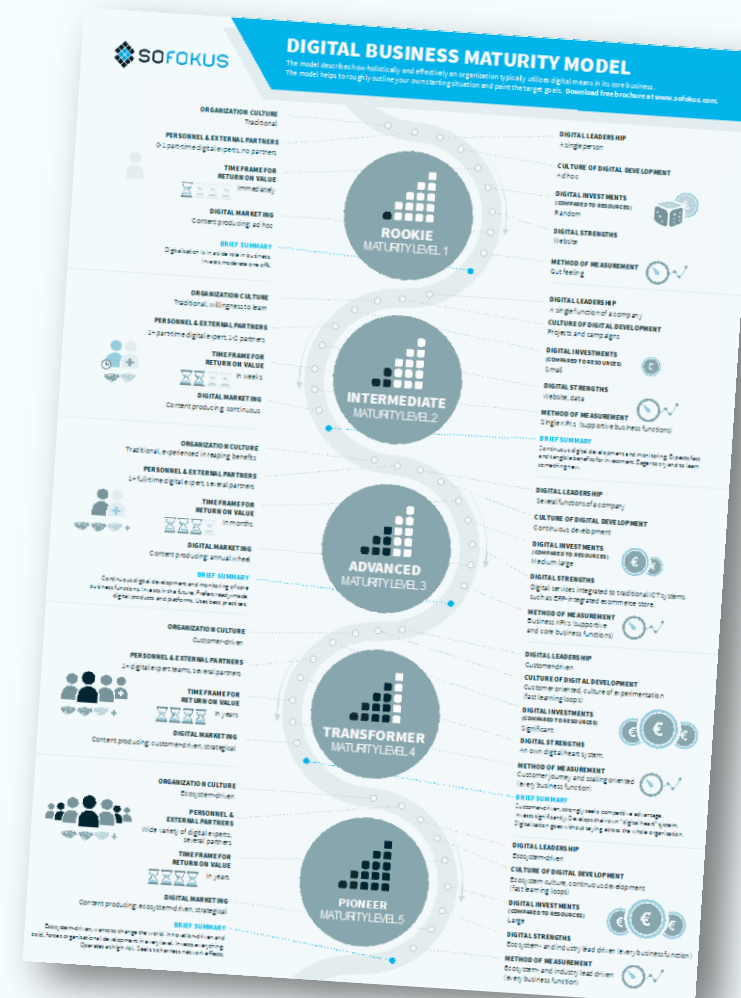
Digital maturity can't be bought, but everyone has a **fighting chance** to level up their game.





# DIGITAL BUSINESS MATURITY MODEL

The model describes how holistically and effectively an organization typically utilizes digital means in its core business. The model helps to roughly outline your own starting situation and paint the target goals. **Download free brochure at [www.sofokus.com](http://www.sofokus.com).**



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## ORGANIZATIONAL CULTURE

Traditional

## PERSONNEL & EXTERNAL PARTNERS

0-1 part-time digital experts, no partners

## TIME FRAME FOR RETURN ON VALUE



Immediate

## DIGITAL MARKETING

Content production: ad hoc

## BRIEF SUMMARY

Digitalization is in a secondary role in business.  
Moderate, one-off investments

## DIGITAL LEADERSHIP

A single person

## CULTURE OF DIGITAL DEVELOPMENT

Ad hoc

## DIGITAL INVESTMENTS (COMPARED TO RESOURCES)

Occasional



## DIGITAL STRENGTHS

Website

## METHOD OF MEASUREMENT

Gut feeling





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## ORGANIZATIONAL CULTURE

Traditional, willing to learn

## PERSONNEL & EXTERNAL PARTNERS

1+ part-time digital experts, 1-2 partners



## TIME FRAME FOR RETURN ON VALUE



In Weeks

## DIGITAL MARKETING

Content production: continuous

## DIGITAL LEADERSHIP

A single function of a company

## CULTURE OF DIGITAL DEVELOPMENT

Projects and campaigns

## DIGITAL INVESTMENTS (COMPARED TO RESOURCES)

Small



## DIGITAL STRENGTHS

Website, data



## METHOD OF MEASUREMENT

Single KPI:s (supportive business functions)

## BRIEF SUMMARY

Continuous digital development and monitoring. Expects fast and tangible benefits for investment. Eager to try and to learn something new.



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## ORGANIZATIONAL CULTURE

Traditional, experienced in reaping benefits

## PERSONNEL & EXTERNAL PARTNERS

1+ full-time digital experts, several partners



## TIME FRAME FOR RETURN ON VALUE

In Months



## DIGITAL MARKETING

Content production: annual wheel

## BRIEF SUMMARY

Continuous digital development and monitoring of core business functions. Invests in the future. Prefers ready-made digital products and platforms. Uses best practises.

## DIGITAL LEADERSHIP

Several functions of a company

## CULTURE OF DIGITAL DEVELOPMENT

Continuous development

## DIGITAL INVESTMENTS (COMPARED TO RESOURCES)

Medium large



## DIGITAL STRENGTHS

Digital services integrated to traditional ICT systems such as an ERP-integrated ecommerce store.

## METHOD OF MEASUREMENT

Business KPI:s (supportive and core business functions)



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## ORGANIZATIONAL CULTURE

Customer-driven

## PERSONNEL & EXTERNAL PARTNERS

1+ digital experts teams, several partners



## TIME FRAME FOR RETURN ON VALUE

In Years



## DIGITAL MARKETING

Content production: customer-driven, strategical

## DIGITAL LEADERSHIP

Customer-driven

## CULTURE OF DIGITAL DEVELOPMENT

Customer oriented, culture of experimentation  
(fast learning loops)

## DIGITAL INVESTMENTS (COMPARED TO RESOURCES)

Significant

## DIGITAL STRENGTHS

Company's own digital heart system.

## METHOD OF MEASUREMENT

Customer journey and scaling oriented  
(every business function)

## BRIEF SUMMARY

Customer-driven, strongly seeks competitive advantage. Invests significantly. Develops the company's own "digital heart" system. Forms a natural part of the entire organization.



# DIGITAL BUSINESS MATURITY MODEL

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## ORGANIZATIONAL CULTURE

Ecosystem-driven

### PERSONNEL & EXTERNAL PARTNERS

Wide variety of digital experts, several partners

### TIME FRAME FOR RETURN ON VALUE



In Years

## DIGITAL MARKETING

Content production: ecosystem-driven, strategical

### BRIEF SUMMARY

Ecosystem-driven, wants to change the world. Innovation-driven and bold, forces organizational development on every level. Invests heavily. Operates at high risk. Seeks to harness network effects.

## DIGITAL LEADERSHIP

Ecosystem-driven

## CULTURE OF DIGITAL DEVELOPMENT

Ecosystem culture, continuous development (fast learning loops)

## DIGITAL INVESTMENTS (COMPARED TO RESOURCES)

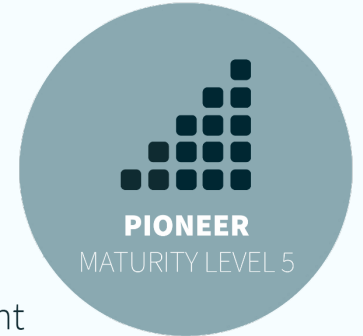
Large

## DIGITAL STRENGTHS

Ecosystem- and industry lead-driven (every business function)

## METHOD OF MEASUREMENT

Ecosystem- and industry lead-driven (every business function)





*Tam Silk*

**TAMSILK**

QUICK LAUNCH OF  
A PRODUCT







DURING COVID-19,  
BUSINESS AS USUAL





# smertum!

ACCELERATION ON A CRUCIAL  
DEVELOPMENT



# FIGURE OUT THE DIGITAL MATURITY OF **YOUR BUSINESS**

Read the guide  
Browse the model



# THANKS!

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