



## IDC Unveils Series of Digital Transformation MaturityScapes

New reports identify the stages, dimensions, outcomes and actions required for business to digitally transform their operations, organizations, products & services

**Framingham, MA – May 30, 2015** – Business leaders are challenged to move their enterprises to the next level, that of digital business transformation, employing digital technologies coupled with organizational, operational, and business model innovation to create new ways of operating and growing businesses. To help business and IT leaders understand and cope with the challenges and opportunities that digital transformation can bring to their enterprises, [International Data Corporation \(IDC\)](#) has developed a series of Digital Transformation (DX) MaturityScapes, across five key dimensions: Leadership DX, Omni-Experience DX, WorkSource DX, Operating Model DX, and Information DX.

[Click to Tweet](#) "IDC Unveils Series of Digital Transformation MaturityScapes"

The foundation of the series is the *IDC MaturityScope: Digital Transformation (DX)* ([Document254721](#)) which provides a view of the breadth of business and IT management issues that encompass the challenge facing leaders who hope to transform how their enterprises leverage digital technologies for competitive advantage. According to the new report, IDC believes that enterprises will either become adept at digital transformation and thrive or fail to master the disciplines and struggle to survive. Moreover, IDC asserts that business leaders need to master not only the disciplines but also the alchemy of combining and managing their interactions to create digital gold.

IDC MaturityScope Digital Transformation is an important tool that enables organizations to:

- Assess their capabilities and stage of maturity in digital transformation.
- Enable a dialog among business and technology executives about goals and actions relative to digital transformation initiatives.
- Identify areas of digital transformation capability that require strengthening.
- Establish standards for pursuing digital transformation initiatives

The series of IDC Digital Transformation MarketScapes also includes:

- [IDC MaturityScope: Leadership Digital Transformation](#) (Document # 255709): serves as a guide for business and technology executives to identify areas in need of improvement in support of digital transformation in five key areas or disciplines of leadership:
  - Ecosystem Awareness and Insight
  - Business Model Innovation
  - Organizational and Cultural Disruption
  - Agile Planning and Governance
  - Financial and Economic Leverage
- [IDC MaturityScope: Omni-Experience Digital Transformation](#) (Document # 255754): serves as a guide for business and technology executives to identify areas in need of improvement in support of digital transformation in four key areas, or dimensions, of omni-experience:
  - Ecosystem experience
  - Continuous innovation orientation
  - Platform service delivery
  - Omni-dimensional marketing



- [IDC MaturityScape: WorkSource Digital Transformation](#) (Document # 255819). serves as a guide for business and technology executives to identify areas in need of improvement in support of WorkSource transformation in four key areas or disciplines:
  - Manage talent
  - Source talent
  - Optimize work
  - Facilitate a digital transformation mindset
- [IDC MaturityScape: Operating Model Digital Transformation](#) (Document # 255779): serves as a guide for business and technology executives to identify areas in need of improvement in support of digital transformation in five key areas or disciplines or dimensions:
  - Connected products/services
  - Connected assets
  - Connected processes
  - Decision making
  - Organizational structure
- [IDC MaturityScape: Information Digital Transformation](#) (Document # 255774): serves as a guide for business and technology executives to identify areas in need of enhancement in support of digital transformation in five key areas of information transformation:
  - Data Discovery
  - Value Development
  - Value Realization
  - Information Architecture
  - Knowledge and Collaboration
  - Information Architecture (IA)

Across all MarketScapes, there are five stages of maturity: ad hoc, opportunistic, repeatable, managed, and optimized. For each stage, the IDC Digital Transformation MaturityScape addresses how business capabilities for a particular dimension (e.g., Leadership) need to change to improve the business' ability to leverage digital technologies for competitive advantage. Additional announcements are planned to highlight the key findings from each new Marketscape.

"Digital technology has altered, and will continue to alter, the landscapes of business, education, entertainment, and government, and the pace of change and scale of change are accelerating at the individual, societal, and organizational levels," said Marc Strohlein and Fred Magee, adjunct research advisors with IDC's Research Network. "Businesses will have to cope with ongoing geopolitical, economic, and environmental disruptions. Digital transformation is one means of creating "antifragile" businesses that can weather, leverage, and actually thrive on such disruptions."

For additional information about this report series or to arrange a one-on-one briefing with an IDC IT Executives Program analyst, please contact Sarah Murray at 781-378-2674 or [sarah@attunecomunications.com](mailto:sarah@attunecomunications.com). Reports are available to qualified members of the media. For information on purchasing reports, contact [insights@idc.com](mailto:insights@idc.com); reporters should email [sarah@attunecomunications.com](mailto:sarah@attunecomunications.com).

### **About IDC MaturityScapes**

IDC MaturityScapes are used by IT executives and their enterprise partners to have a structured way to identify their current level of maturity, and the gap between where they are and where they want to be to maintain competitive balance or achieve industry superiority. Using IDC MaturityScapes is a way to reduce the friction of change, to make more precise investments, and to identify the details of governance, process, technology, organization, and other factors that can derail the best-laid technology initiative.

**About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. For more information, please visit [www.idc.com](http://www.idc.com), email [insights@idc.com](mailto:insights@idc.com), or call 508-872-8200. Visit the IDC Community at <https://idc-community.com>.

# # #

**CONTACTS**

Anna Di Pietro  
Marketing Specialist  
IDC  
508-935-4237  
[adipietro@idc.com](mailto:adipietro@idc.com)

Sarah Murray  
Partner  
Attune Communications  
781-378-2674  
[sarah@attunecom munications.com](mailto:sarah@attunecom munications.com)