2 **Assessment Example**

Data Maturity
Assessment

Our digital maturity framework breaks down digital maturity into two parts: foundational capabilities and value generation capabilities. Foundational capabilities involve the technology needed for digital offerings, while value generation capabilities are about the organizational abilities needed to develop a digital strategy and improve digital offerings continuously.

Through the immersion and exploration steps, it became clear that the customer was in the beginning stages of their digital journey with a maturity level around 1.5 or 2, while their goal was a level 5. We identified two areas (data scope and data competency) that, if left unprioritized, would prevent them from achieving their desired future state.

Digital Maturity
Framework

We break the digital maturity journey into two major sections: Foundational capabilities and Value Generation Capabilities. Under these sections there are 6 areas that must be advanced together to be successful.

KEY

- Current State
- Desired Future State
- Scope of Opportunities
- Maturity Next Steps

Maturity Level	Foundational Capabilities				Value Generation Capabilities		
	Technology Toolsets	Data Utility		Data Scope	Data Competency	Digital Strategy	Customer Relationship
		Automation	Insight				
1	Initial	Operator Controlled	Collection, Structuring, Storing	Machine, Fleet	Limited Access, Siloed	Ad hoc, Not Formal	Transactional Supplier
2	Managed	Action Support	Descriptive	Service, Maintenance, Warranty	Democratized Access	Inconsistent, Reactionary	Preferred Supplier
3	Standardized	Shared Control	Diagnostic	Environmental, Operator	Transparent Data Organization	Structured and Proactive	Collaborative Supplier
4	Accelerated	Supervisory Control	Predictive	Job Site	Data Driven Decisions	Managed and Focused	Strategic Partner
5	Innovating	Full Autonomy	Prescriptive	Multi-Machine	Pervasive Data-centric Culture	Continuous Improvement	Integrated Partner

Maturity Next Steps

Increase Your Data Scope

Additional information and data types will improve descriptive analytics and pave the way for features with higher levels of intelligence. A separate product offering may be required to get specific data.

Example: Link Vermeer Projects Suite data with Telematics machine data

Tear Down Silos

Your digital journey will slow to a crawl without democratized data access. Tear down silos by identifying a common goal or KPI with another team that requires the sharing of data to succeed.

Example: Partner with Life Cycle team with the goal to predict when machines will need maintenance to know when parts will need to be ordered and improve dealer and customer planning

Digital Maturity

Value Generation Capabilities / Foundational Capabilities

- Inventor
- Leader
- Future State
- Current State
- Limited User
- Builder

LOW — HIGH