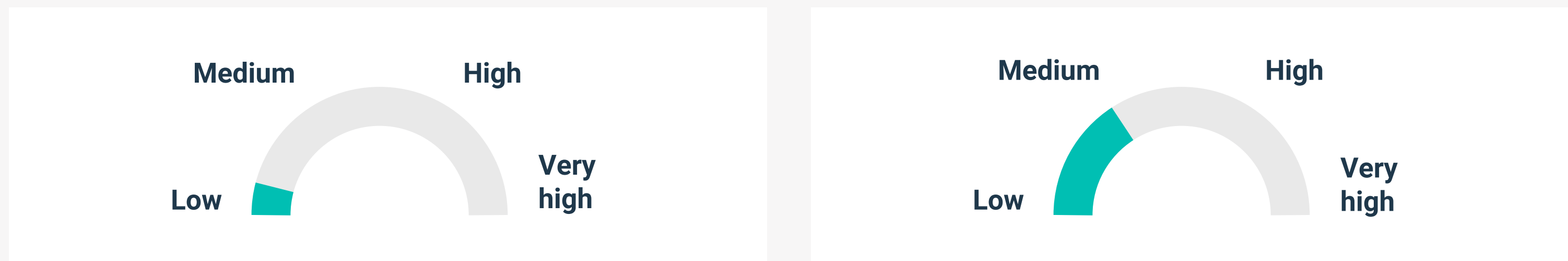


Sample report: Digital maturity assessment

Result: Your business is conservative



Your digital intensity score: Low

Digital intensity measures the use of digital technologies in the company's operations. Key factors include:

- the use of digital tools to interact with customers, partners or suppliers
- the collection and use of data to make decisions
- the digitization and integration of business processes

Your digital culture score: Medium

Digital culture measures the ability to implement change in the company. Key factors include:

- a strong digital strategy and vision
- support from leaders
- appropriate planning
- establishing an environment that rewards risk taking and collaboration
- a focus on training and continuous learning

Why is my business conservative?

Conservative businesses score on the lower end of our digital intensity and digital culture measures.

A typical company in this category makes limited use of digital technologies. The technology it does use is usually for its sales and marketing departments.

Back-office operations are typically paper based or supported by basic digital tools such as Excel or Word. In addition, the company's teams tend to work in silos and use independent IT systems.

Data is not collected systematically and when it is collected it isn't shared. Employees tend to make decisions based on instinct or experience rather than on data-based insights.

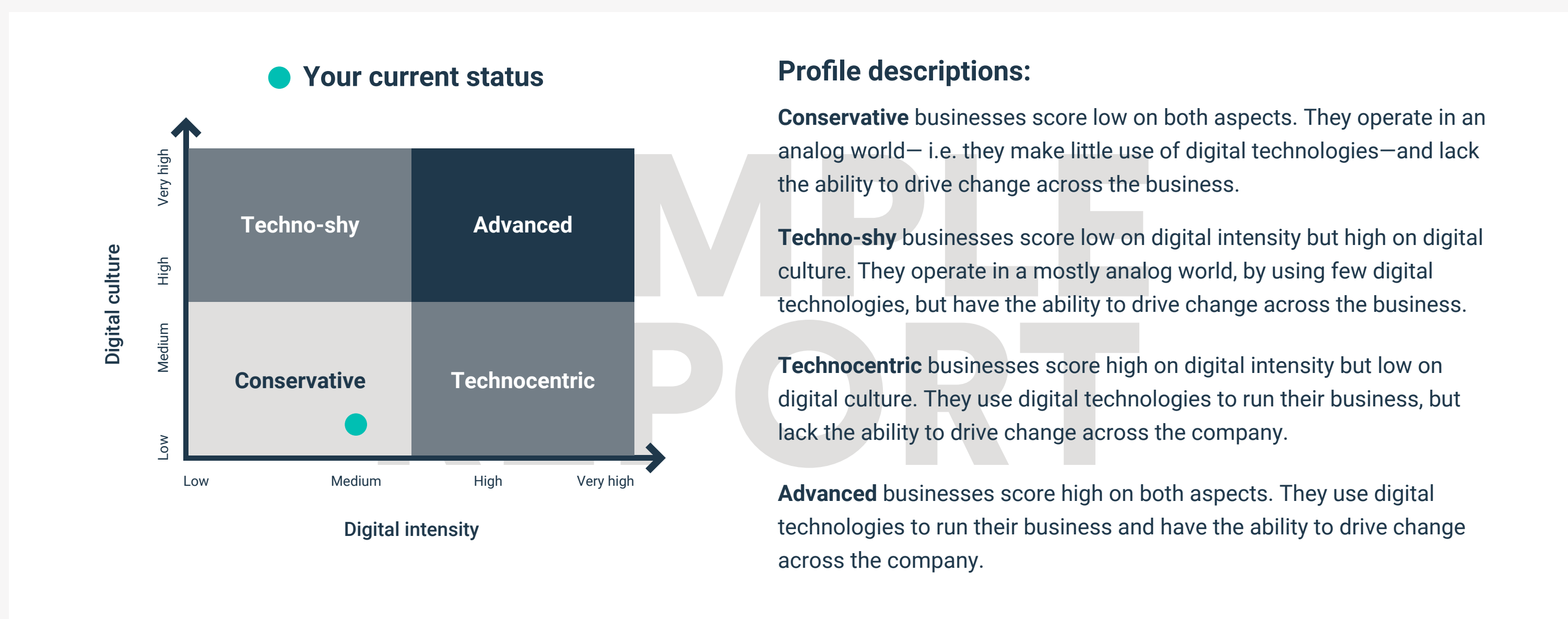
Conservative businesses also have trouble implementing change. Management prefers a top-down approach and is not always responsive to feedback. It could also do more to support innovation and collaboration between employees. Companies in this category do not have the digital tools or investment levels necessary to transform their business model, and digital technologies are not a strategic priority.

Many conservative businesses would like to improve their use of digital technologies, but they will have to change their business culture to get started. Inaction will likely hurt the business in the short term and threaten its survival in the long run.

Understanding digital maturity

Organizations that are ready for digital transformation will be able to seize new opportunities. The first step is to know where you stand.

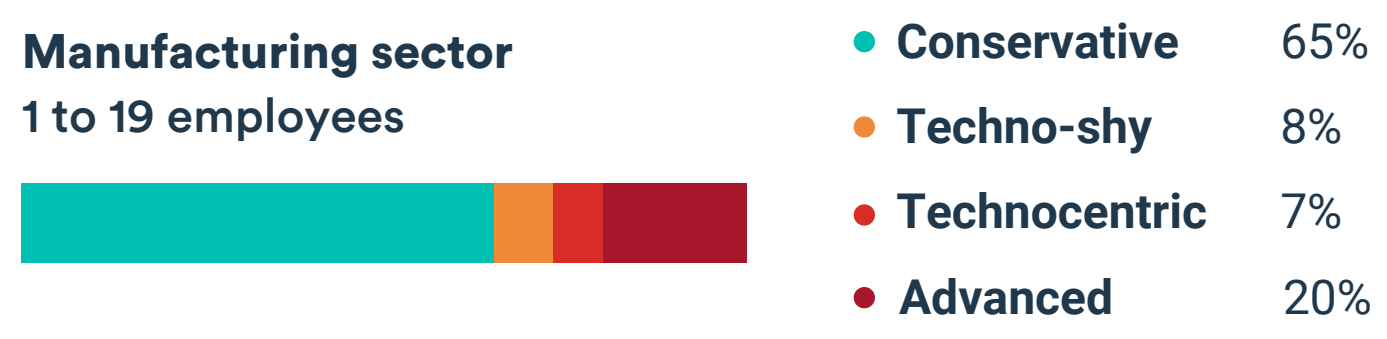
Your business will fall into one of the four digital maturity profiles based on your scores in terms of digital intensity (X-axis) and digital culture (Y-axis).



How do you compare with your peers?

Your comparison group:
Manufacturing sector with 1 to 19 employees*

A total of 65% of companies in the manufacturing sector with 1 to 19 employees are conservative, while 8% are techno-shy, 7% are technocentric, and 20% are advanced.



*If your comparison group does not match the activity sector you selected, it means that we do not have sufficient data to provide benchmarking results for that particular sector and number of employees. Your activity sector was therefore merged with a related industry category.

Why does digital maturity matter?

Our research shows that businesses with high digital intensity enjoy faster sales growth, while companies with a strong digital culture are better at increasing profits.

Businesses that score high on both aspects are more likely to export and innovate.

Our research shows that if a conservative business were to move into the advanced category, it would see a:

- 101% increase in its likelihood to achieve strong revenue growth;
- 84% increase in its likelihood to achieve strong profit growth;
- 80% increase in its probability to export;
- 502% increase in its probability to innovate.

Advice to improve digital maturity

Your status as a conservative business indicates that you need to improve both your digital intensity and digital culture. To help you move toward an advanced status, BDC recommends the following:

- Think about how you can use digital technologies to create and define value for customers.
- Define your vision and write a digital strategy that clearly identifies next steps. It should be closely tied to your overall business strategy.
- Map out your processes and identify opportunities where technology can be used to add more value for customers
- Increase your investments in digital technologies.
- Build your digital sales and marketing capacity.
- Invest in your employees' digital skills, training and engagement. Skilled and motivated employees are the backbone of any digital business.

Recommended readings

<p>Digital maturity</p> <p>See why digital technology is linked to better performance and get tips to improve:</p> <ul style="list-style-type: none"> > How to Make the Digital Shift in Your Business > 8 steps for a successful technology investment 	<p>Digital intensity</p> <p>We suggest the following articles to help improve your use of digital technologies:</p> <ul style="list-style-type: none"> > Free eBook: Succeed with e-commerce > Unleash the power of data to make better business decisions > Free eBook: Operational efficiency 	<p>Digital culture</p> <p>We suggest the following articles to help improve your ability to drive change:</p> <ul style="list-style-type: none"> > IT strategy: 6 steps to creating your technology roadmap > Transforming your company culture > How to overcome resistance to your tech project
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Share this tool

Share this free Digital maturity assessment to help others find out where they stand on a digital maturity scale.

