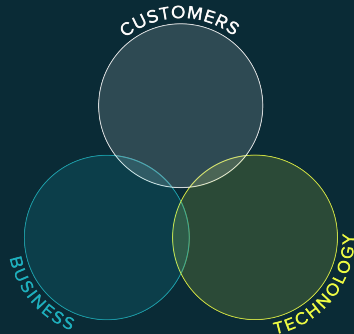


The Digital Maturity Framework

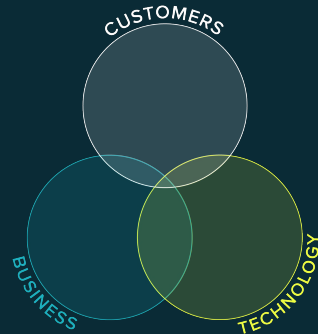
In today's digital economy, the organizations that win have strong alignment and coordinated collaboration across three critical domains: customer, technology, and business. When these areas are tightly aligned, organizations can deliver exceptional value to customers, drive revenue and maximize innovation.

Use this lightweight framework as a tool to champion change within your organization.



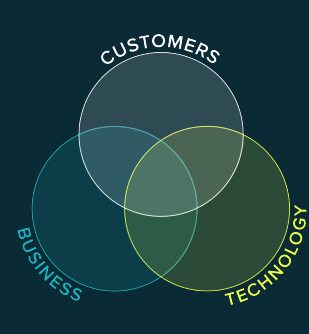
Early Digital Maturity

These organizations face challenges due to siloed domains, engineering limitations, and a limited understanding of their customers.



Moderate Digital Maturity

These organizations prioritize efficiency, but may lack the customer insights needed to meet the expectations of today's customers.



Advanced Digital Maturity

These organizations operate with agility and collaboration, blending digital technologies with a customer-centric approach to fuel innovation.