

Start with Digital Maturity

A crucial step towards digital transformation is performing a high-level assessment of the digital maturity of your organisation. The maturity pulse check at the beginning of every Blueprint aims to give a view of where digital needs are focused in your strategy, operations, customer experience, organisational culture and technology. Following the pulse check, the Digital Strategy Blueprint gives an initial, high level view of the following aspects of digitalisation over a period of 8-12 weeks:

Do you need Digital Blueprint?

- Are you struggling to define and articulate the “why” or “how” for your Digital Transformation journey?
- Have you previously made ad-hoc investments into Digital and have not seen the desired return on investment?
- Are you looking for a compelling investment case to understand the potential returns?

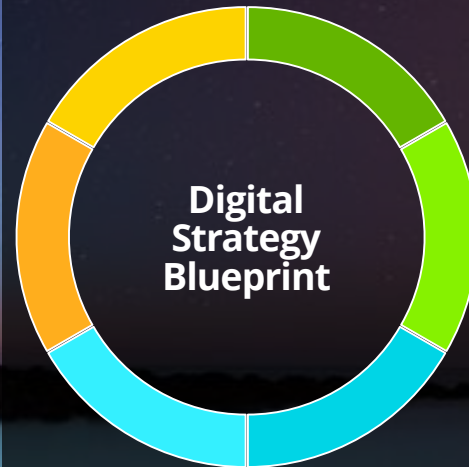
If you answered yes to any of the above questions, Digital Blueprint is certainly relevant to your business.

What will you get from Blueprint?

- Digital business vision, mission and aspirations
- High level customer needs analysis
- Initial concept view of a digital operating model
- Initial conceptual technology architecture
- Delivery roadmap
- Investment case

Our Unique Blueprint Approach

Digital Maturity Pulse Check



Digital Business

Articulate the digital ambition, and leadership aspirations that will drive the venture. This will serve to assist the company in articulating the business intent of the Digital transformation to interested and involved stakeholders.

Digital Customer

Using results from BrandsEye customer sentiment tracking and customer journey mapping, perform high level customer needs analysis and align the results with the associated digital channels and services.

Capability Model

Using a digital capability model reference, define an initial conceptual view of the company's business capabilities required to deliver the customer and business strategy.

Technology Architecture

Define an initial conceptual technology architecture based on Deloitte's Digital Reference Enterprise Architecture Model (DREAM) that will underpin and enable the business.

Delivery Roadmap

Co-create a use-case based roadmap of initiatives to deliver on the digital principles, and prioritise initiatives into three horizons of digital transformation

Investment Case

Model the chosen initiatives into a high level costing model and develop scenarios to determine a desirable investment case.



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