

# Digital Readiness Assessment

Digital Transformation

The ongoing process of digitalization is ramping up the pressure on established business models and nearly all processes. The Digital Readiness Assessment (DRA) developed by KPMG analyzes the state and quality of relevant areas of your company from several different perspectives.

## The challenge

The expansion and growing importance of digital structures and process elements in business and in your particular environment is transforming what is expected in terms of performance and organizational structures. Given this fundamental transformation, it is essential to assess the optimization potential of a company by determining its digital readiness and making sure it is up-to-date.

In this regard a systematic self-assessment is just as important as a comparison with similar companies or other companies in the same industry. In turn, this establishes a long-term foundation for making investment decisions, which is not only relevant for the company's digital structures, but also for its product and service portfolio.

An in-depth digital readiness analysis must integrate various dimensions and always incorporate two different perspectives for digital solutions: management (transformation intensity) and pervasiveness (operational effectiveness).

## Digital readiness analysis for companies

### Development and purchasing

- Are my existing products and services digitalized?
- Can I extend my portfolio with digital services or products?

### Production

- Which steps in the value chain are automated?
  - How should I position myself along the value chain?
  - Do I have partners in the technology industry?
- What is the level of vertical integration?  
Are my digital concepts, methods and tools interconnected?

### Marketing

- Can digitalization help me to reach new target groups?
- How can I use new, digital market channels?
- How can I analyze customer data and user profiles?

### Sales

- How can I make my earnings models more dynamic?
- How can I develop and expedite my payment systems?

### Taking inventory systematically

Your digital fitness level is recorded and assessed using a step-by-step questionnaire. The results are categorized in percentiles and include a scoring system that allows you to classify your business in one of four readiness levels: reactive participant, digital operator, ambitious transformer and smart digitalist. The categories are also weighted by relevance and industry.

Our Digital Readiness Assessment (DRA) factors in your digital priorities and your industry affiliation to enable a clear ranking among your competitors.

### What we offer

KPMG works side-by-side with you to perform an in-depth and swift analysis of your company's digital readiness with a view to improving future viability.

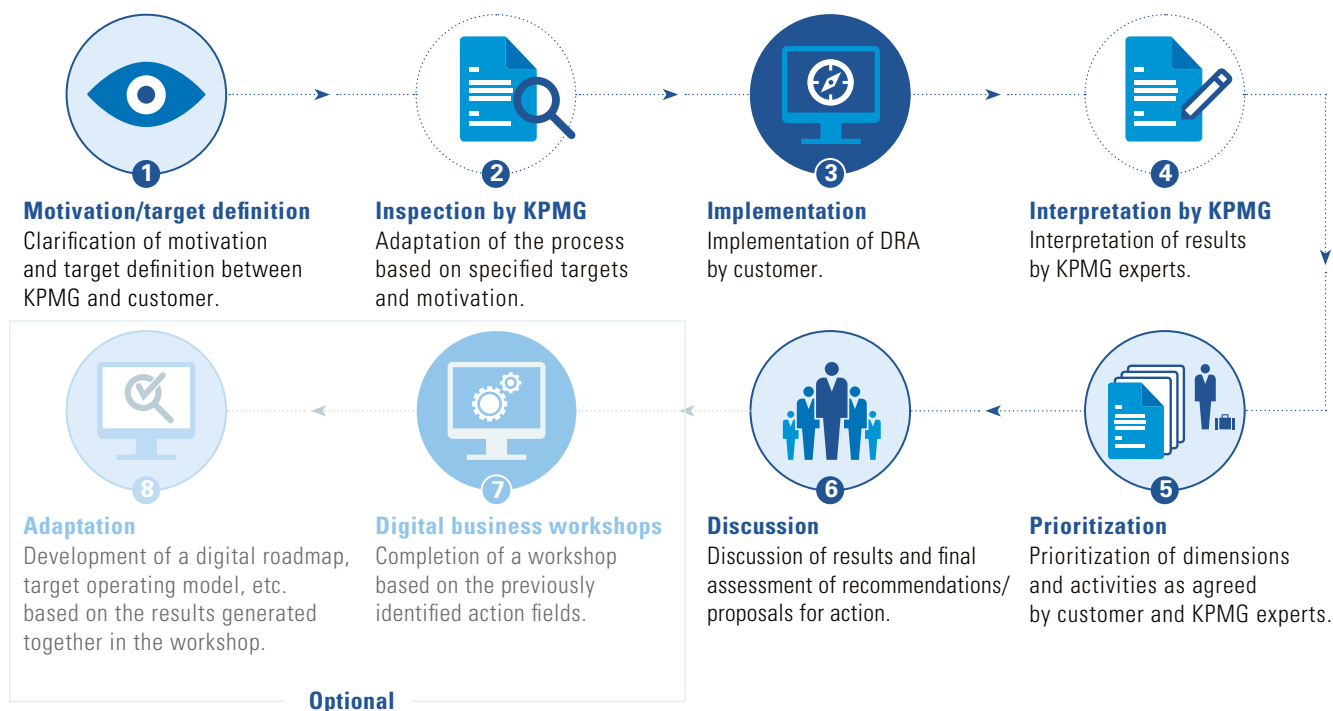
The assessment focuses on the following aspects:

- **"Wisdom of the crowd"**  
Staff survey for the purposes of analyzing processes, changes in the market and customer needs
- **Benchmarking**  
See how your business stacks up against your competitors, other industries and digital pioneers
- **Set milestones and prepare action plans**  
Targeted suggestions for improvement including best practice models and implementation aids

If you still have questions and are interested in finding out more, we're always happy to help. Get in touch with us today!

### KPMG's Digital Readiness Assessment

Process flow



### Contact

#### KPMG AG

Badenerstrasse 172  
PO Box  
8036 Zurich

[kpmg.ch](http://kpmg.ch)

#### Prafull Sharma

Partner  
Head CIO & Sourcing Advisory

+41 58 249 77 91  
[prafullsharma@kpmg.com](mailto:prafullsharma@kpmg.com)

#### Marcel Härtlein

Senior Manager  
Head of Digital Transformation

+41 58 249 40 59  
[mhaertlein@kpmg.com](mailto:mhaertlein@kpmg.com)

#### Christoph Marschner

Manager  
Digital Transformation

+41 58 249 30 05  
[cmarschner@kpmg.com](mailto:cmarschner@kpmg.com)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2016 KPMG AG is a subsidiary of KPMG Holding AG, which is a member of the KPMG network of independent firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss legal entity. All rights reserved.