



What's your digital business aptitude?

Measuring how your business adapts to a changing world

For more information, complete the full DBA self-assessment online at www.kpmg.com/us/dba.



Vision & Strategy

- 1 Has your digital vision been communicated with realistic goals?
- 2 Do you have an engagement strategy across the entire enterprise?
- 3 Has senior leadership committed to the digital strategy?
- 4 Does the strategy come to life through technology?



Digital Talent

- 1 Do you use both traditional and innovative methods to recruit digital talent?
- 2 Is your current talent fostered through a digital IQ training program?
- 3 Have you utilized existing digital talent across the organization?
- 4 Do you have the ability to augment your internal talent when needed?



"Digital First" Processes

- 1 Are your UX designs based on behavioral and ethnographic insights?
- 2 Do you employ flexible and iterative development to create digital products?
- 3 Are your apps optimized to support multiple platforms?
- 4 Do you capture data for meaningful measurement and analytics?



Sourcing & Technology

- 1 Do you have partner relationships to help the organization innovate?
- 2 Have you addressed mobile platforms in all of your plans, apps and policies?
- 3 Have you adopted a cloud infrastructure?
- 4 Are your back-end platforms architected for agility?



Governance

- 1 Do you engage technology leaders for key business decisions?
- 2 Have you created policies for the introduction of new digital technologies?
- 3 Is there a governance body overseeing your technology policies?
- 4 Are your risk management methods secure, but also balanced?

