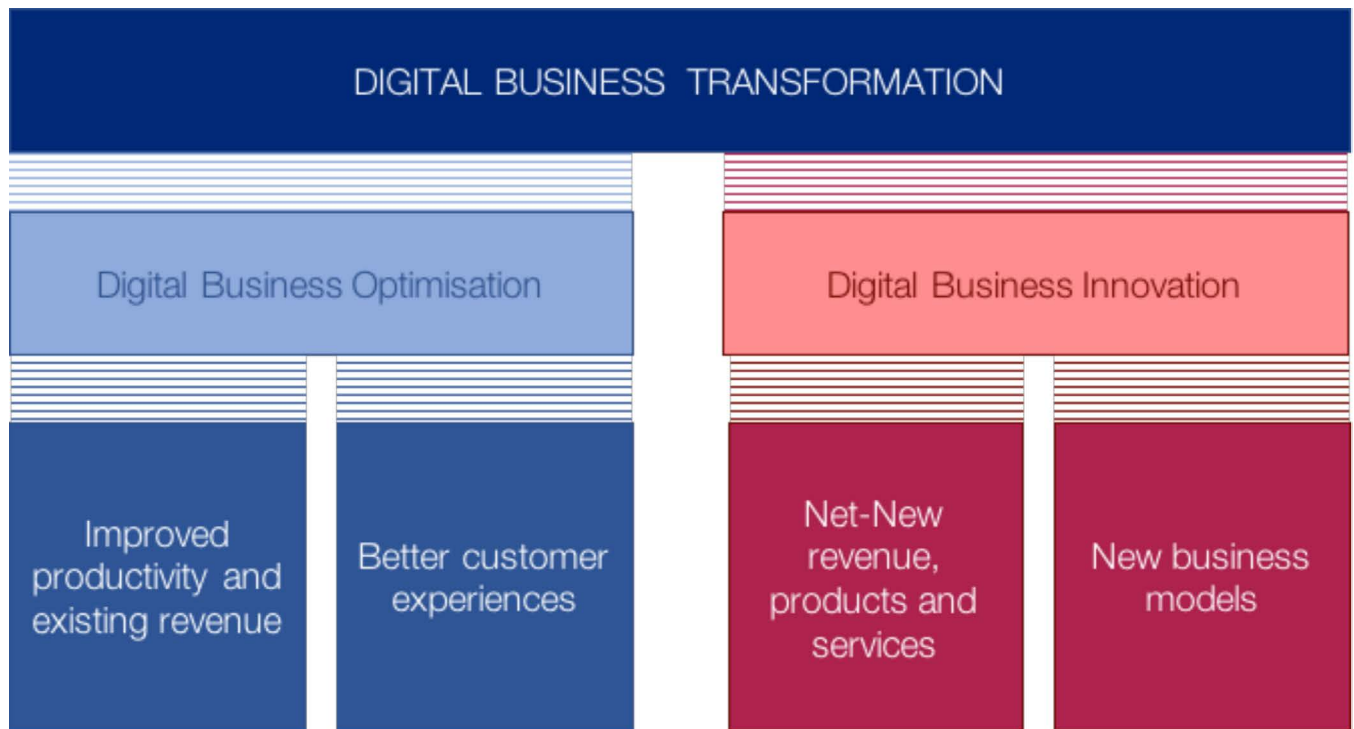


DIGITAL AMBITION FRAMEWORK



Source: Gartner 2018

Note: The following has been adapted from initial research findings from Gartner.

A fuller description of the Digital Ambition framework and real world examples can be found on the Accelerate 2019 Learning portal.



Digital Business Optimisation.

Digital business technologies can be used to improve the enterprise without changing the business model.

Additional digital channels to market can increase revenue, robotic process automation and IoT can be used to streamline process and reduce operational cost or improve asset utilisation.

Most organisations focus on connecting with customers through digital channels. AI technologies are increasingly being used to transform the customer experience.

Digital Business Innovation.

Typically, digital innovation results in new revenue streams, new products or services and can lead to net new business models.

Companies need to think out of the box to leverage existing assets and monetise data.

Business ecosystems are emerging to offer better value propositions to the market. Platform businesses are maturing and API driven strategies are lowering the barriers to serve markets with unmet needs.

Agile businesses are able to spot opportunities in adjacent markets or create demand in new markets in many cases by combining the power of several emerging technologies.



INSTRUCTIONS FOR DIGITAL AMBITION FRAMEWORK:

1. Complete the Digital Initiative capture sheets for each initiative you have underway or are planning as part of your digital transition.
2. Tick each of the optimise and/or innovate elements that apply to the initiative
3. You've defined the initiatives, now what?
 - Start conversations in your organisation about the outcomes of the initiatives and challenges to get there. Validate and refine.
 - Look for common themes across the initiatives. Do your digital initiatives fit under a unifying central digital strategy that is aligned with the corporate strategy, are these one in the same thing? Create a digital ambition statement of intent.
 - Consider the implications of your Digital Ambition on your organisation. (Hint: consider each of the 7 levers in the DX Canvas)
 - Identify the skills and capabilities you need to execute your strategy. (Hint: consider the DX maturity assessment, if you have completed it).
 - Identify lessons you can learn from the digital transformation work you are already doing.

DIGITAL INITIATIVE CAPTURE SHEET

Initiative title/Description: _____

Customer or Business outcome to be achieved:

Define the customer / business problem you seek to resolve and the anticipated outcome(s) when resolved

Internal challenges to be overcome to realise the opportunity:

List the internal challenges that need to be overcome to achieve the outcomes above

Potential technology (select all that apply):

SMAC:









Social
 Mobile
 Analytics
 Cloud

EMERGING:

Blockchain
 AI and/or ML
 IoT and/or M2M
 Cognitive Technologies

OTHER:

Tick all that apply:

DIGITAL OPTIMISATION		
	Increase Existing Revenue	
	Efficiency and Cost Reduction	
	Improve Customer Experience	
	Increase Asset Utilisation	
	Other	
DIGITAL INNOVATION		
	Leverage Existing Digital Assets	
	Digitise Products or Services	
	Ecosystem and Platforms	
	New or Adjacent Industries	
	Other	

DIGITAL INITIATIVE CAPTURE SHEET

Initiative title/Description: _____

Customer or Business outcome to be achieved:

Define the customer / business problem you seek to resolve and the anticipated outcome(s) when resolved

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Social
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EMERGING:

Blockchain
 AI and/or ML
 IoT and/or M2M
 Cognitive Technologies

OTHER:

Tick all that apply:

DIGITAL OPTIMISATION		
	Increase Existing Revenue	
	Efficiency and Cost Reduction	
	Improve Customer Experience	
	Increase Asset Utilisation	
	Other	
DIGITAL INNOVATION		
	Leverage Existing Digital Assets	
	Digitise Products or Services	
	Ecosystem and Platforms	
	New or Adjacent Industries	
	Other	