The World is Becoming Increasingly Digital — Are You?

- Information scarcity has given way to information overload
- Fixed channels of communication have dissolved into fluid and complex networks of information exchange
- Once captive audiences have now become active participants in a largely consumer-driven conversation
- Millennials are becoming the dominant consumer group
- The Internet of Things — and with it persistent, pervasive, and passive computing — is close at hand
- New sources of value and revenue are being defined and captured by fast-moving market players — are you one of them?

To Succeed in an Increasingly Digital World, Organizations Must Become Digital Businesses

According to a Gartner CIO Survey of over 2000 enterprises, digitalized businesses grow significantly faster and enjoy greater efficiencies than their non-digitalized peers. They generate value and direct revenue from their digital assets beyond selling advertising or giving products away. Digitalizing the business is a paradigm that encourages firms to think beyond traditional industry silos to create new business models, underpinned by emerging technologies and Internet of Things, to drive business value and new revenue.

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Digital Business Benchmark & Maturity Assessment

Assess your organization's digital readiness through a set of analyses focused on your ability to ideate, create, offer, engage, monetize and adapt in the digital era.

Clinic Preparation for Symposium Attendees (Cont)

- Level of Omni-channel (X-Channel) integration
- Level of channel maturity
- Degree to which the business is considering new digitally-based business models
- Degree to which the business is considering "reconstructing" its value chain to drive new digital revenue
- Degree to which value is created from digitalized resources
- Level of digital value to the enterprise
- Level at which IT currently supports a digitalized business
- Capability and readiness of the organization to execute as a digital business
- Role of digital within the enterprise (priority?)

Client Deliverables
Immediately at the conclusion of the clinic, Gartner will provide the attendee with online access to the Gartner Maturity Model, depicting their organization's digital maturity across the key business model framework as well as a comparison of this maturity with other similar organizations within and outside of their industry. The graphics to the right depict an example excerpt from the clinic deliverables.

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