



IDC MaturityScape: Information Digital Transformation 1.0



IDC MaturityScape: Architects a technology initiative



Identifies current
maturity levels and
where an
organization needs
to be to maintain
competitiveness or
achieve industry
superiority.



Figure 1 represents the IDC MaturityScape stages from the simplest, unstructured ad hoc stage to the advanced, systemized optimized stage.



IDC MaturityScape: **Information Digital Transformation 1.0**



Optimized



Managed





Repeatable



Integrated

information

Comprehensive information platform includes social, mobile, and IoT with advanced analytics generating new revenue streams.

Business outcome

Enterprise information enables competitive advantage from digital value-add and service innovation

Ad Hoc



Data warehouse and analytics

Opportunistic

Transactional data is managed. Data warehousing provides basic analytics and reporting. Security is assessed.

Business outcome

Limited business intelligence and insights from structured data

Architected information

Information framework includes internal and external sources, structured and unstructured data. intelligence, and security.

Business outcome

Standardization and statistical programming provide insights from structured and unstructured data

significant revenue streams from real-time management of information volume, velocity, and variety.

Business outcome

Information drives continuous business innovation, creates revenue stream, and fuels customer experience

Data silos

Information is siloed. Data quality and integration issues constrain usage to limited domains. Risks are unknown.

Business outcome

Limited localized business digitalization

Holistic real-time

Competitive strength and

information

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