

Digital Technology Assessment Benefits and Outcomes

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Introduction

Digital transformation is the use of digital technology to radically improve business performance.

The SME Digital Technology Assessment (DTA) helps to **ACCELERATE** your business' digital transformation journey by providing **RECOMMENDATIONS** through examining:

- Digital Technology usage
- Current Digital Transformation activities
- Takes 10-12 mins to complete

“52% of SME leaders across Europe indicated that their business would fail without commitment to digital transformation and adoption of digital technologies”.

Ricoh (2018) survey

Digital Technology Assessment (DTA) – Demographics



SECTION 1 – Business Profile

Which of the following best describes your business's industry sector?

What is the total number of employees in your business?

In what county is your business located?

Is your business in an urban or rural area?

Urban

Rural

What is your 'actual' download broadband speed? (see <http://www.speedtest.net/> to test)

Note: this will help determine whether the level of digitisation is impacted by broadband speed and will not have any impact on your final report.

What was your business' turnover in the last fiscal year?

Digital Technology Assessment (DTA) – Technology Use



SECTION 2 – Digital Technology Use

Which of the following digital technologies do you use?

Please consider which of the following digital technologies are relevant to your business and outline your current status with regard to these technologies by selecting the relevant option: 'Adopted', 'Planning to adopt', 'Relevant but not adopted', 'Not relevant', 'Don't know'. Please provide a response for each technology listed.

	Adopted	Planning to adopt	Relevant but not adopted	Not relevant	Don't know
Mobile (e.g. appropriate mobile infrastructure)	☐	☐	☐	☐	☐
Website (informational only i.e. text, pictures, video)	☐	☐	☐	☐	☐
Website (capable of selling products/services online)	☐	☐	☐	☐	☐
Social media (e.g. LinkedIn, Facebook, Twitter, Instagram)	☐	☐	☐	☐	☐
Data analytics tools	☐	☐	☐	☐	☐
Enterprise Resource Planning (ERP) software	☐	☐	☐	☐	☐
Customer Relationship Management (CRM) system	☐	☐	☐	☐	☐
Smart sensors/ Internet of Things (IOT)	☐	☐	☐	☐	☐
Digital marketing tools	☐	☐	☐	☐	☐
E-invoicing software	☐	☐	☐	☐	☐
Cloud computing	☐	☐	☐	☐	☐

Digital Technology Assessment (DTA) – Digital Transformation – 7 key themes



SECTION 3 – Digital Transformation Activities

In order to enable the digital transformation of your business and maximise the value from using digital technologies, there are a number of key areas you need to consider. These are as follows (and are covered in detail in the following pages):

- ***Strategy Management***
- ***Business Stakeholder Management***
- ***Investment and Financial Management***
- ***People Development and Organisational Design***
- ***Data and Information Management***
- ***Risk and Cybersecurity Management***
- ***Delivery and Operations Management***



Digital Technology Assessment (DTA) – ‘Strategy Management’ – 1 of 7 key themes



Strategy Management

Establishing and executing a clear direction for how digital technology can improve business competitiveness

In respect of your business, please consider each statement and indicate the extent to which the behaviour outlined has been achieved on a scale of 1-4, where '1=Not achieved' and '4=Fully achieved'. Please indicate a response to each statement.

	Not achieved	Partially achieved	Largely achieved	Fully achieved
1. The business has an agreed digital strategy that can rapidly adapt to changing business conditions	☐	☐	☐	☐
2. The business has successfully transformed the management of IT and technology is seen as central to how business value is generated	☐	☐	☐	☐
3. Stakeholder buy-in and confidence are evident in the business' ability to successfully implement the digital transformation	☐	☐	☐	☐
4. Innovative IT products and services support current and new business models	☐	☐	☐	☐
5. The business designs its digital activities around providing a seamless experience to customers	☐	☐	☐	☐
6. The business continually looks for better ways to engage with customers through digital means e.g. via social media and personalized offerings	☐	☐	☐	☐

4. Innovative IT products and services support current and new business models

Digital Technology Assessment (DTA) – Final screen and email input



SME Digital Technology Assessment

In order to receive your personalized summary report, detailing the 'current status' of your business' digital transformation and improvement directional guidance, please enter your email address below and click the submit button.

If you wish to amend any of your inputs, please do so before progressing.

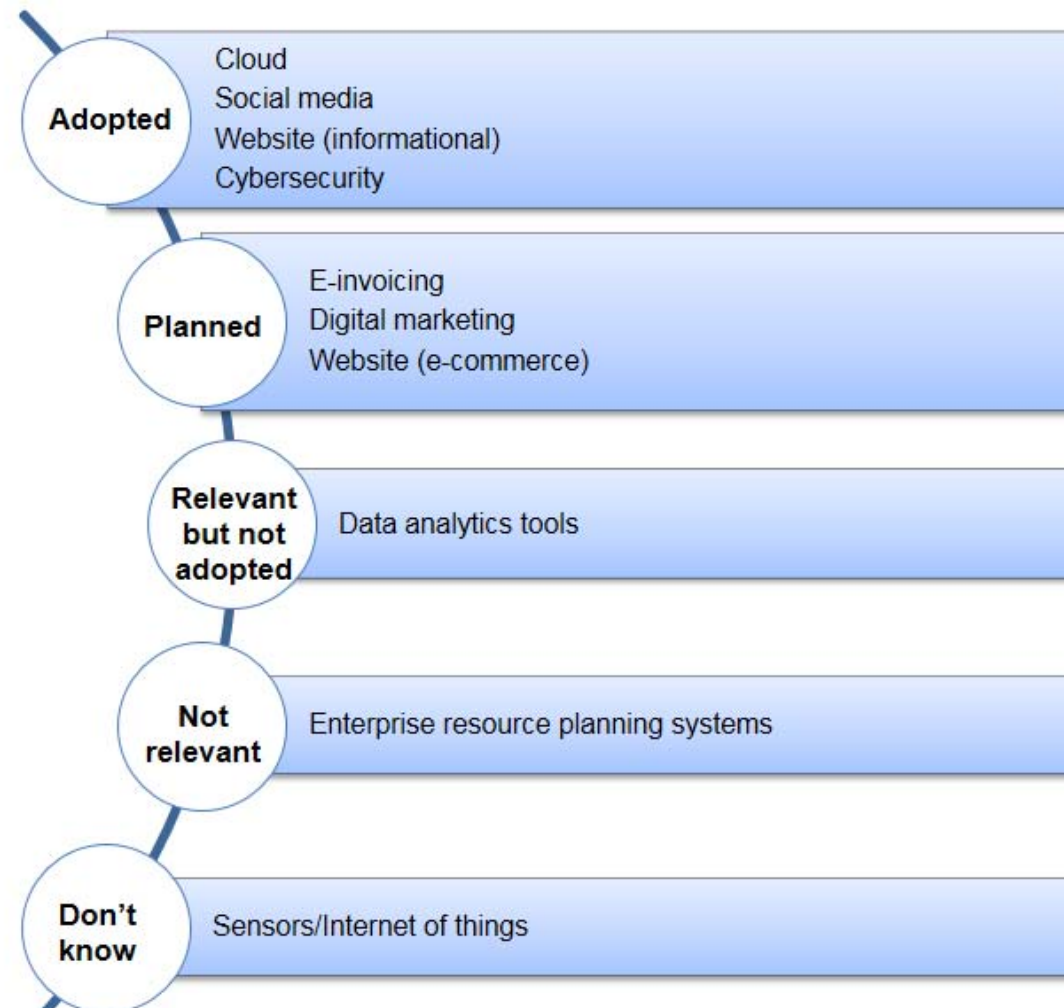
Email address

Digital Technology Assessment Output Report

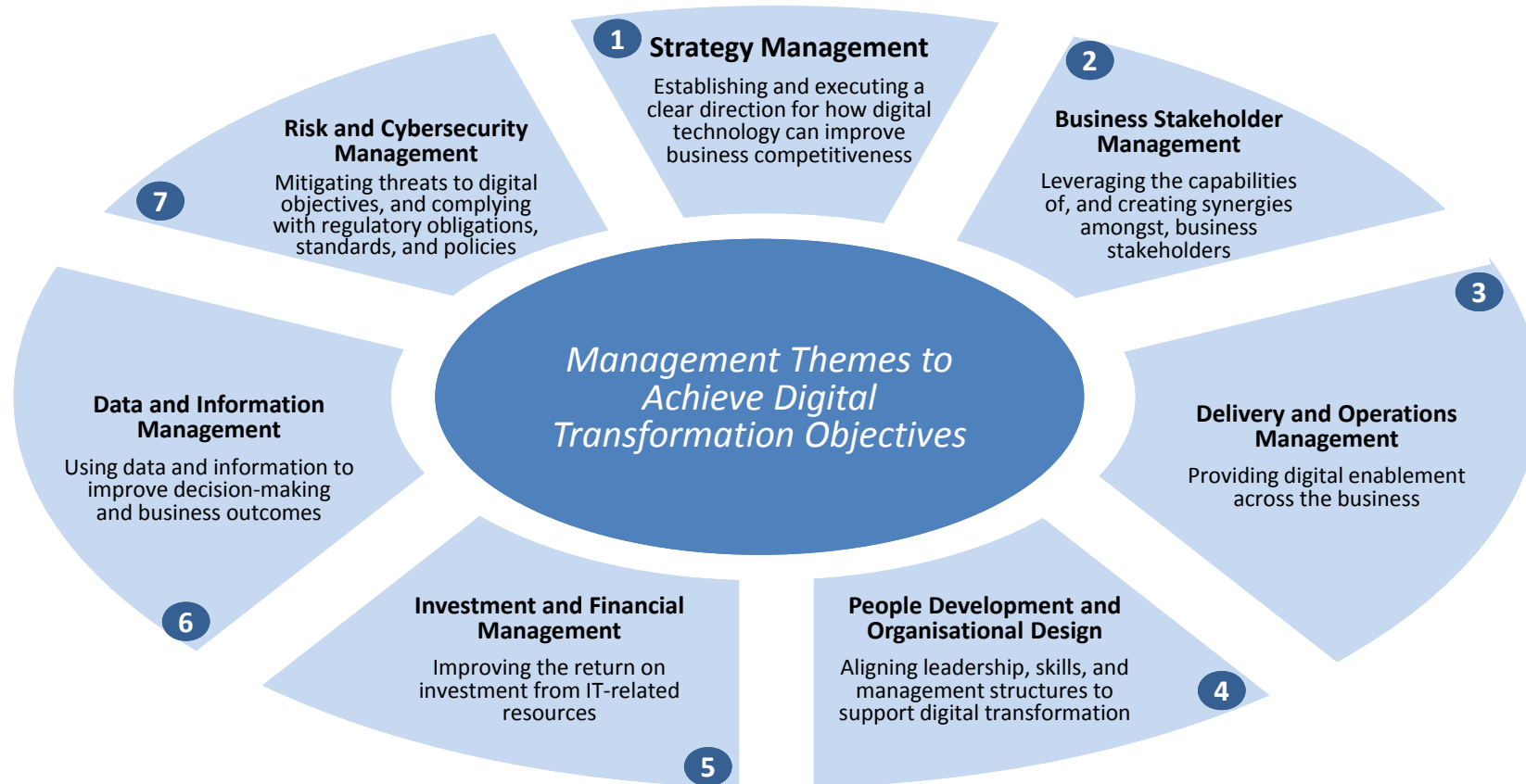
- Respondent A, Organization Name

Date

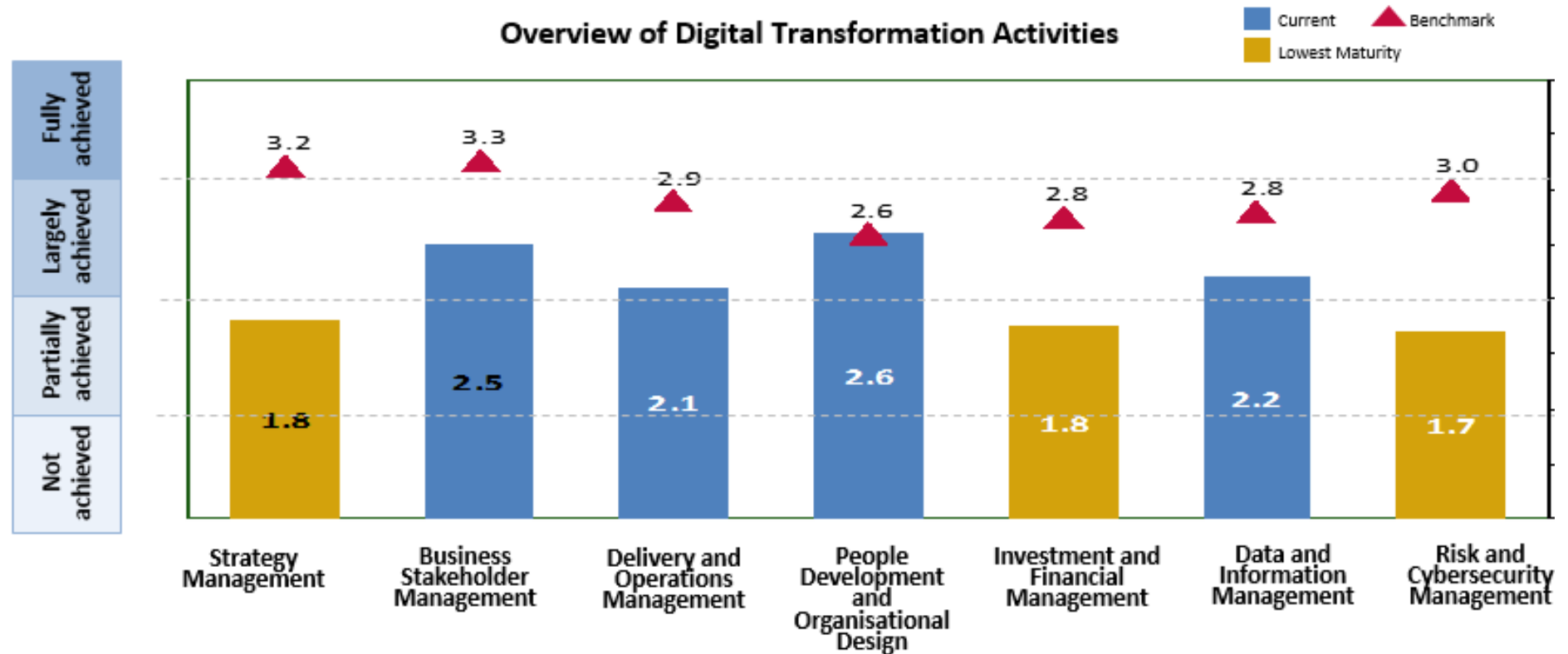
Assessment Findings: Current Status - Digital Technology Use



Assessment Findings: Digital Transformation Activities – 7 Key Themes



Assessment Findings: Digital Transformation – Your score for 7 key themes



Assessment Findings: 'Risk and Cybersecurity Management'

	Your score Benchmark				Improvement guidance to enable digital transformation. Click links to learn more
	Not achieved	Partially achieved	Largely achieved	Fully achieved	
1. The business is willing to take informed and managed risks when experimenting with digital technologies					ADD LINK
2. The business has an effective and proactive IT risk management process					ADD LINK
3. The business has an effective business continuity and disaster recovery process					ADD LINK
4. Data access, sharing, and security requirements are understood, documented, and enforced					ADD LINK
5. The business is compliant with GDPR					ADD LINK
6. The use of IT is effectively governed within the business i.e. evaluated, directed, and monitored					ADD LINK

Improvement Guidance: 'Risk and Cybersecurity Management' 1 of 3

Strategic Priorities

- To improve your business's ability to ***understand, document, and enforce data access, sharing, and security requirements***, you should initially consider the following strategic priorities:
 - Review and adopt one or more best practice security standards (e.g. ISO 27000, NIST cybersecurity framework, general data protection regulation).
 - Regularly audit compliance with the adopted security standards and relevant legislation.

Capability Development

- The business should also consider its strengths in relation to the following capabilities. Discuss with colleagues each of the improvement objectives associated with these capabilities and prioritize a number of the objectives based on their fit with addressing your weaknesses and gaps.

Personal Data Protection

This is the ability to develop and deploy policies, systems, and controls for processing personal and sensitive personal data relating to living persons in all digital, automated, and manual forms.

Information Security Management

This is the ability to manage approaches, policies, and controls that safeguard the integrity, confidentiality, accessibility, accountability, and usability of digitized information resources.

Improvement Guidance: 'Risk and Cybersecurity Management' 2 of 3

Personal Data Protection

- Audit compliance with relevant data protection regulations.
- Develop and deploy data protection policies, systems, and controls for appropriate acquisition, use, retention, and destruction of personal data.
- Verify the effectiveness of data protection policies, systems, and controls.
- Proactively identify and address any data protection issues.
- Manage timely communication and registration with statutory officers regarding data protection breaches and near incidents.
- Develop, test, and deploy personal data incident management processes and procedures.
- Leverage valuable insights from personal data to enhance the organization's operations without compromising data protection regulatory compliance.

Improvement Guidance: 'Risk and Cybersecurity Management' 3 of 3

Information Security Management

- Develop and maintain information security approaches, policies, and controls to safeguard the organization's information and information held in its custody (both when it is stored and when it is being transmitted).
- Provide assurance to stakeholders and regulators that information security approaches, policies, and controls function as intended.
- Help employees maintain appropriate levels of understanding and awareness to reduce the occurrence and severity of security incidents.
- Ensure that all identified incidents, near incidents, and suspected security weaknesses are appropriately investigated and addressed.
- Ensure that the residual risk remaining after the information security technical analysis and mitigation actions for identified security threats have been carried out does not exceed the organization's risk appetite.
- Balance the application of information security controls and compliance with regulatory/contractual obligations with the organization's ability to engage in innovative initiatives that may support growth and competitiveness.

Benefits and Outcomes Digital Technology Assessment (DTA)

SMES

- Value from technology
- Benchmark technology usage and digital transformation compared with other firms
- Personalised Digital Transformation Roadmap and improvement guidance



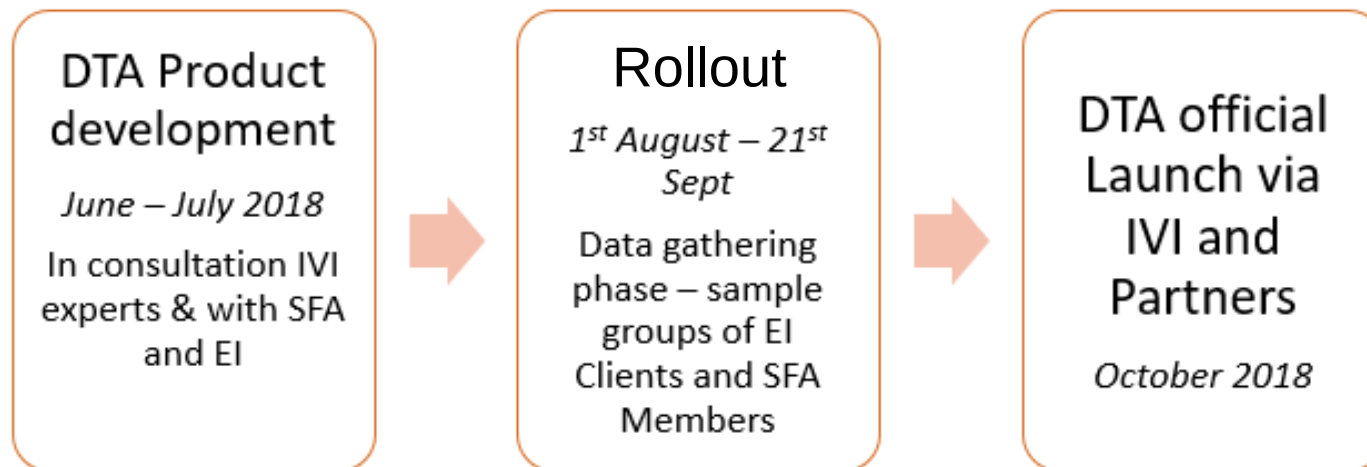
Benefits and Outcomes Digital Technology Assessment (DTA)

Partnering organisations – Enterprise Ireland and the SFA

- Access to benchmarking data and new data sets, facilitating greater insights into Irish SME sector
- Re-engage and invigorate breadth of client offering
- Gain an understanding of the impact of broadband availability and speeds on the level of digitisation of businesses



Launch/rollout of Digital Technology Assessment (DTA)



Further Information – complete the DTA

To undertake the Digital Technology Assessment (DTA) please complete the form we are handing out and we'll send you the link

<https://bit.ly/2MNCB6f>



Or for further information please contact:

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