



Sirius takes an enterprise approach to digital transformation, to help your entire organization respond positively to digital disruption with innovative thinking and increased speed and agility. These digital initiatives focus on business outcomes that leverage innovation and automation to transform your enterprise and customer engagement models. The first step towards a successful digital transformation journey is a Sirius Digital Transformation Assessment. Our experts will gain an understanding of where your organization currently falls within the Digital Maturity Model, including what your vision of where you'd like to see your organization evolve, so we can help you build a Digital Transformation Roadmap.

## SIRIUS DIGITAL MATURITY MODEL

Because the digital transformation journey is never-ending, you must be ready and willing to accelerate change in order to grow. Every company is on its own unique journey, and can have multiple levels of maturity that vary by industry segment and geography. Our experts use the Sirius Digital Maturity Model to help identify where your business is currently, and how you can advance your digital transformation to ultimately reach your vision.

### Stage Zero: Pre-Execution

This stage ensures leaders from various departments (such as marketing, sales, supply chain, IT, etc.) have a common understanding of the aligned strategies and are working toward common goals to serve customers leveraging digital technology. One of the first steps is establishing priorities and developing a road map that details the stages of digital transformation.

### Stage One: Online Sales and Marketing

This stage focuses on customer experience and behaviors. Do you have the right digital platforms to help grow your customer base and improve interactions? Commerce, digital content management, and social monitoring platforms are foundational investments in this stage. Analytics provide more insight into customer patterns, which allow you to better target messaging, promotions, etc. Additionally, no digitally powered business can ignore security. The Sirius methodology inspects and considers all aspects of digital security, starting in this phase and throughout the rest of the journey.

### Stage Two: Omni-Channel Experience

Stage two is about engaging your customers. Do you offer excellent, seamless interactions with them across all communication channels? A mobile-first design mentality, consistency of products and promotions, more personalized company interactions, and a single 360 degree view of the customer are key to reaching this maturity level. On the more mature end of this stage, companies are better at anticipating customer needs through personalized recommendations.

### Stage Three: Becoming a Thriving Digital Business

This stage represents a fundamental shift from digital business as a part of a marketing strategy, to digital as the core of your business. Organizations in this stage are moving beyond designing a mobile experience, to creating a connected experience. The connected experience is about designing a consistent and seamless customer journey across all company interactions—from web to mobile to smart devices (IoT or Connected Everything). This stage also includes smart interactions such as leveraging artificial intelligence and cognitive analytics to anticipate customer needs and respond more effectively. This stage may also include ideation around new business opportunities, which allows your enterprise to enter exciting new markets.



Figure: Sirius Digital Transformation Practice