

EDIH Network Summit 2024

26-27
November

The Egg
Brussels

Exploring alternatives to measure digital maturity

Katja Mohar Bastar, EDIH DIGI-SI

Brussels, November 27th, 2024

EDIH Network Summit

Digital maturity

What it is and why we measure it

Digital maturity is an organization's ability to adapt and leverage digital technologies effectively in response to changing technological trends and market demands.

Key aspects of digital maturity are: integration of digital technologies in processes, culture and strategy, enhancing employee digital competences and development of the business goals.

Why we measure digital maturity?

- To assess the current state,
- To set goals and prioritize investments,
- To track progress (and measure the impact of interventions),
- To drive competitiveness/ benchmark,
- To support policy and funding decisions.

Decision for the tailormade DMA tool

There are many DMA tools available online, which can be differentiated by:

1. **Being private or public**, where public tools are free and provide automated reports and private tools are part of paid consultancy services.
2. **Audience focus**, which can be tailored for usage of SMEs, industry, nonprofits or specific regions. It is sector specific and follow the main technological and organizational goals and specifics.
3. **Feature diversity**: public tools emphasize accessibility– usually free to use, removing financial barriers for SMEs and PA; language options – prepared in a national language if the local SMEs and PA is the target audience; open availability- through platforms and DIHs. They are offering the usability with simple interface and straightforward design to minimize the learning curve and easier navigation, automated reporting, guided process, avoiding overly technical language and scalability.

With all that the in mind the design of DMA follows the demands for:

- Low entry barriers for organizations with limited digital knowledge,
- Short feedback loop, because SMEs love automated reports,
- The policy alignment – SMEs are keener to reply if there is a chance that policies or funding will be more practical and follow the realistic needs.

BUT: Even self assessment, when nobody is looking, the human nature prevails and respondents estimate their maturity higher than it actually is.

DTA DMA / DIH Slovenia DMA

EDIH Network Summit 2024

26-27
November

The Egg
Brussels

Introduced in 2022 – DIH Slovenia tool already established and well known.

DTA DMA:

- Provides standardized assessment framework, applicable to SME and PA across Europe
- Enables organizations to compare their DMA on a broader European scale
- Connects organizations with a network of EDIHs, facilitating access to a wide range of services and expertise across Europe.
- Supports alignment with broader EU digital policies and objectives, promoting integration into EU's digital economy.

DIH Slovenia DMA:

- Specifically designed for Slovenian SMEs
- National benchmark, localized perspective on digital transformation
- Local support services, including workshops, training, and funding opportunities tailored to Slovenian market
- Assists companies in aligning their digital transformation efforts with national initiatives and policies,
- Ensure the data for Slovenian policy makers to tailor the measures and funding to specific needs of SMEs and measure the impact of specific intervention

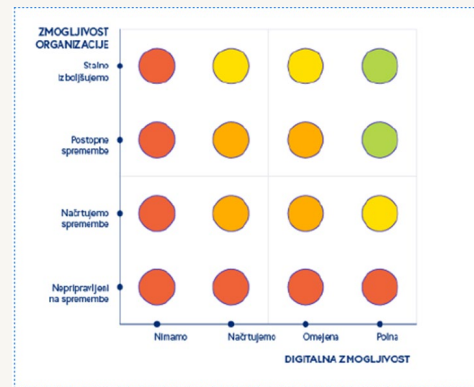
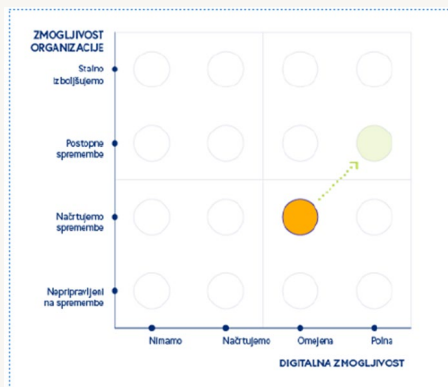
So we decided to keep it: EDIH DIGI-SI introduces DTA DMA tool as an entrance estimation, while DIH Slovenia tool is next step, with included client journey definition and recommended services needed.

DIH Slovenia DMA tool

EDIH Network Summit 2024

26-27
November
The Egg
Brussels

- The tool was adapted to national priorities, vouchers and national calls for funding digital transformation until 2023.
- Developed in 2020; issued in 2021
- 1500 responds from SMEs, big companies, PA, and other organizations until 2024.
- Covers 51 attributes on technology adoption, digital business models, organizational readiness.
- Based on DEX methodology, which uses simple „if-then“ decision-making rules for transparency and ease of understanding when using different types of variables.
- Delivered via online platform, ensuring accessibility for SMEs with varying digital skills on DIH Slovenia webpage.
- Automatically generated report, explaining the results and the current and future digital maturity.



You are lagging either in Digital Capability or Organizational Capability.



You are at the initial stage of digitalization.

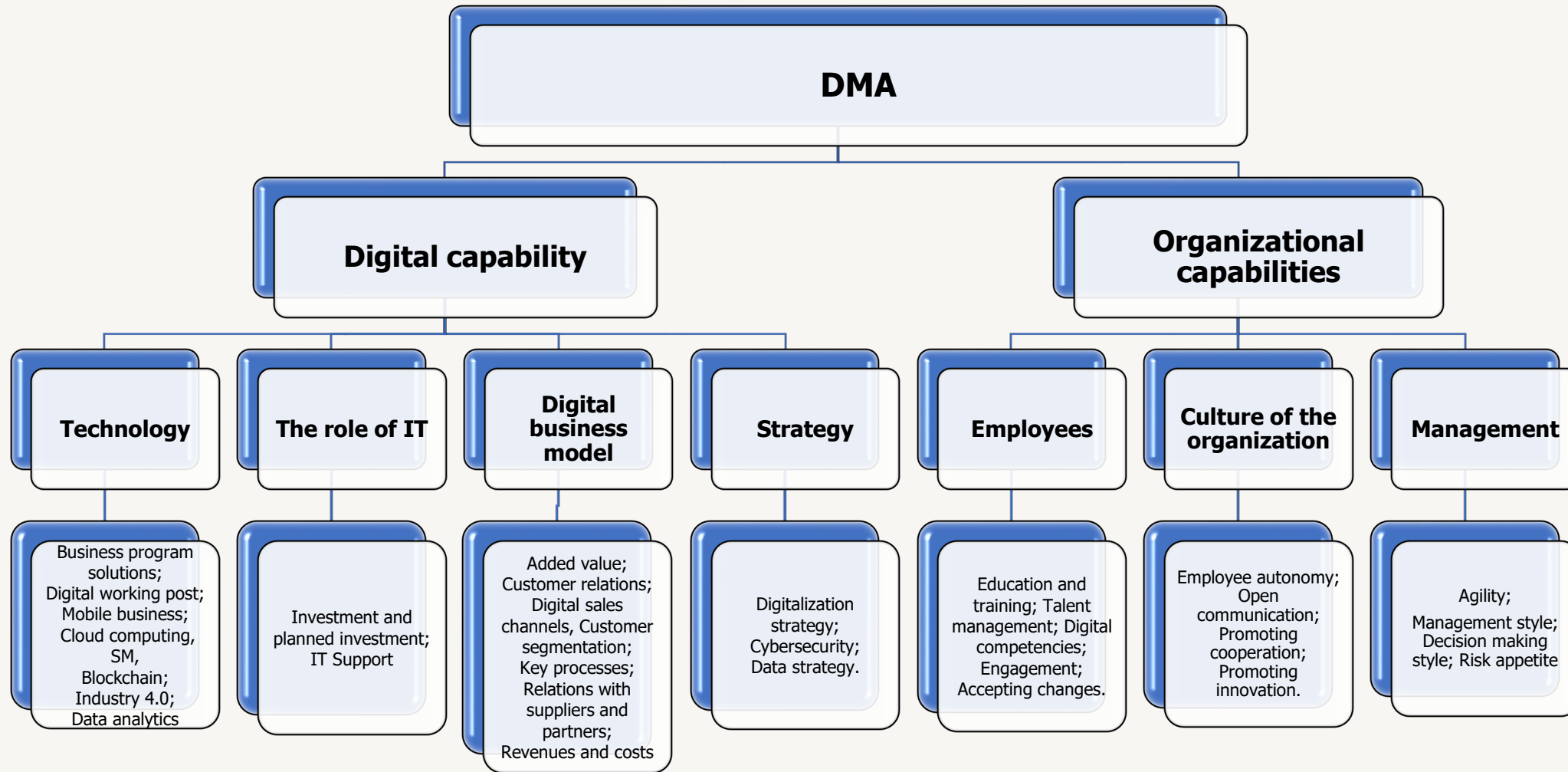


You are at an advanced stage of digitalization.



You are a digital champion.

DIH Slovenia DMA tool



Way forward

We are planning the modernisation of the DMA tool, because the:

- Fast technological development – new trends (AI, IoT, blockchain- should be further elaborated), cybersecurity adoption of measures and the state of cybersecurity skills of companies
- Integration of ESG goals, since the twin transition towards green and digital transformation, including energy efficiency, environmental impacts, sustainability goals.. Have not been fully considered in 2021
- Lessons learned from practical implication (translation into English, or AI translate plug for other languages),
- Enhanced competitive benchmarking.

Thank you for attention

Katja Mohar Bastar,

katja.mohar-bastar@dihslovenia.si