



# DIGITAL EXCELLENCE MODEL

---

The Digital Excellence Model is the framework for the Digital Excellence Awards

---

# ABOUT

Digital Excellence Model is a project aimed at identification qualities of the organization that enable successful business transformation. By Digital Excellence we understand company ability to develop and sustain its competitiveness in a long term through innovative business model based on disruptive digital technologies. In every model area manifestations are defined. They reflect specific organizational capabilities that are required for company competitiveness and success in digital era. List of manifestations is built by practical observations and feedback from companies successful in digital transformation. The model enables to self-diagnose the potential that company needs to maintain in order to improve its competitiveness in the era of digital transformation.

The work on the model is being led in cooperation of the Digital Excellence Group, whose leader is Bartosz Górczyński, Advisory Board of the CIONET community, team from University of Economics in Wrocław, whose leader is Professor Grzegorz Betz, and the team from the Warsaw School of Economics, whose leader is Professor Piotr Płoszajski.

The document contains an ordered model of digital readiness manifestations identified by the community leaders.

- ◇ The DE Model assesses the potential of digital business transformation, based on the analysis of various global approaches and models of digital transformation.
- ◇ The DE Model defines 5 key areas in which the enterprise should have distinctive capabilities.
- ◇ The DE Model determines in each area manifestations that demonstrate the potential of digital transformation.
- ◇ The DE Model defines qualities of companies that in practice determine their business digital excellence.
- ◇ The DE Model is an open model, which means that next to the existing manifestations, the company may indicate other, which in company's opinion can influence the success of digital transformation.

## INTRODUCTION TO THE MODEL

Digital Excellence Model defines five areas of distinctive capabilities needed by successful companies in digital era.

## DIGITAL STRATEGIC PERSPECTIVE

Digital opportunities are the key ingredients of business strategy and business model

## DIGITAL CUSTOMER EXPERIENCE

Value proposition is based on full understanding of digital era markets and customers

## DIGITAL CAPABILITIES

Digital competencies and technology assets directly support strategy and business model

## TRANSFORMATIONAL CAPABILITIES

Organization culture and change leadership are boosting disruptive innovations

## OPERATIONAL EFFICIENCY

Digitized and lean management systems are cultivated to deliver effectiveness

## HOW TO WORK WITH DIGITAL EXCELLENCE MODEL

Assess your **advancement** in each manifestation using our four-point scale:

**None** – we have no experience and initiatives connected with this issue

**Initial experience** – we have initialized first initiatives and work on first solutions

**Implemented solutions** – we have implemented solutions in key areas

**Benchmark** – we are perceived as benchmark in this issue

Assess pressure for **further development** in each manifestation using three-point scale:

**Low** – there's just a low need for further development

**Mid** – there's normal pressure for development to be up to date

**High** – there's high pressure for intensive development













## CIONET POLSKA

CIONET is the biggest community of IT executives worldwide. With a membership of over 7000 CIOs, CTOs and IT Directors across Europe and South America, CIONET has the expertise and pioneering vision to solve or address any IT management challenge.

These 7000 IT executives, each in charge of a department of 10's to 1000's of IT experts, together form a collective, organic brain of 100000's IT management specialists.

CIONET Polska consists of over 530 board members and directors responsible for the ICT area, representing all sectors of the market. Our goal is to create conditions conducive to the acceleration of the digitization process primarily by stimulating cooperation and knowledge exchange in the international Digital Leaders environment.

## DIGITAL EXCELLENCE GROUP

Digital Excellence Group brings together business and IT to help transform organizations through digital changes. The essence of our work is interaction with leaders and professionals interested in the technology of digital era.

Digital Excellence is the exchange of best practices and innovations in the digital age, in dynamically developing companies and organizations. We show the readiness of companies to operate in the digital era, what are their key challenges and how they respond to them. The development of Digital Excellence is based on a business and science initiative that connects people and organizations setting the tone for ground-breaking changes with digitalization.

Our mission is to create space for inspiration, exchange of knowledge and development for leaders who strive to improve digital competence.