

# Digital Acceleration Index

*Accelerating Thailand's digital transformation journey*



25 May 2022



DIGITAL  
ACCELERATION  
INDEX™





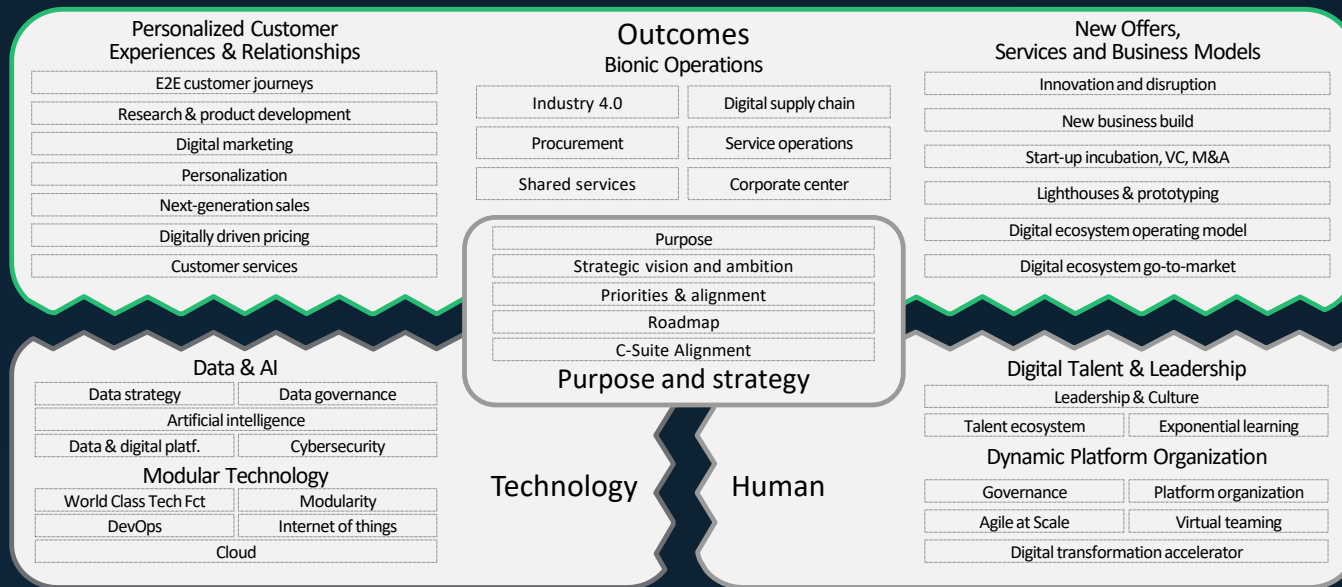


**Marc Roman Franke**  
Associate Director  
BCG Berlin

- 1 Introduce to Digital Acceleration Index (DAI) methodology by BCG
- 2 Explain how your company can participate and benefit
- 3 Answer your questions about process and methodology

# BCG Digital Acceleration Index designed to assess companies' digital maturity

Eight blocks covering digital from strategy to ecosystems



DAI a global leading offering

11k+

Datapoints in the global benchmark

5k+

Companies leveraging DAI each year

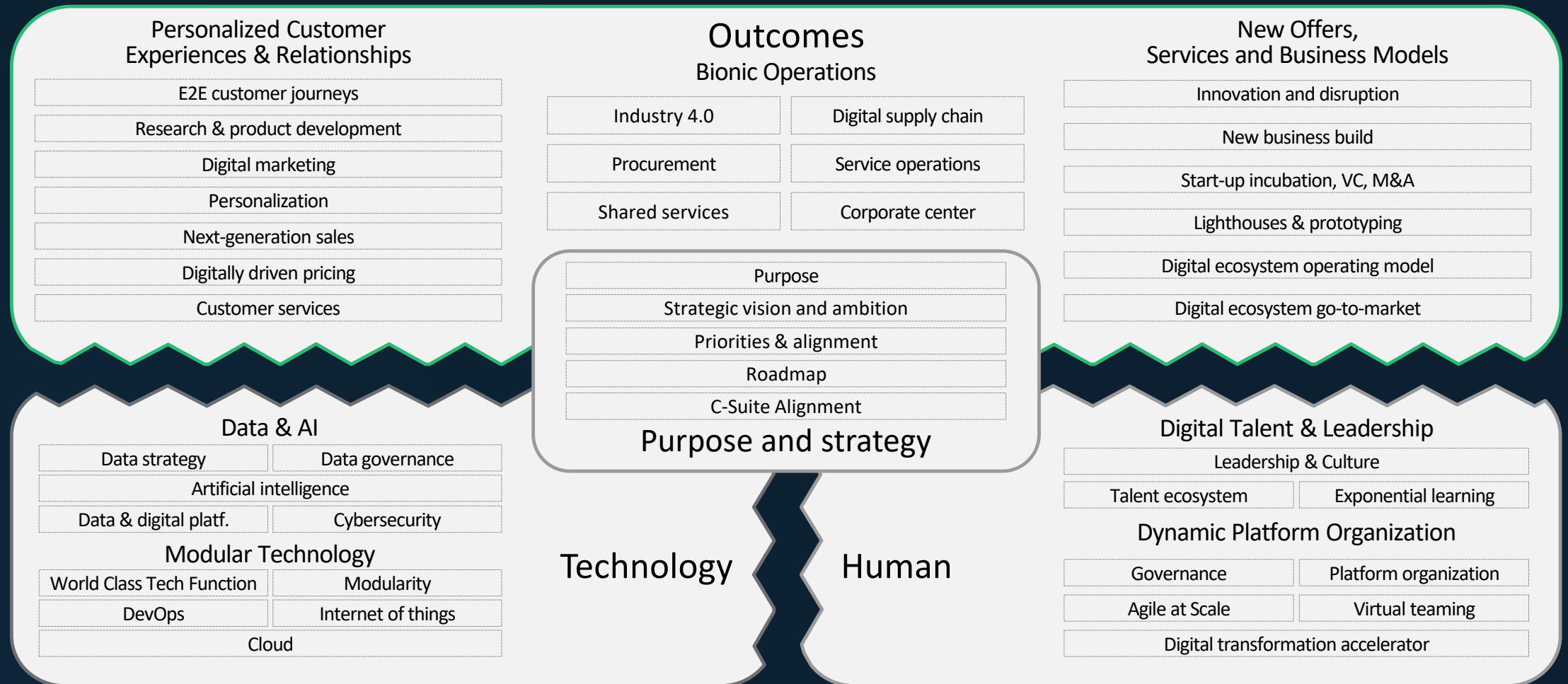
100+

Global BCG topic experts consulted



Partnerships with top universities

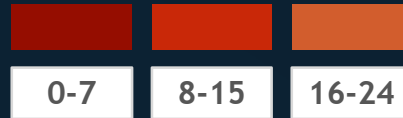
# 42 dimensions to assess upon the as-is and target digital maturity



# Each dimension is scored along 4 maturities to calculate overall DAI

## DAI score

Digital maturity  
(1-100)

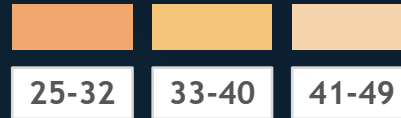


### Starter

Unclear Digital vision

Business and IT sometimes work on digital topics based on ad hoc demands, align only if projects jointly executed

Organization not yet digitally enabling

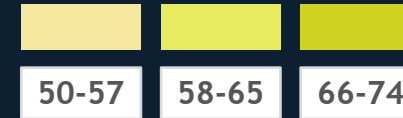


### Literate

Clear vision/strategy & roadmap defined

Processes are being digitized and Businesses, Functions execute digital initiatives, but in functional silos

Digitally enabling governance in place

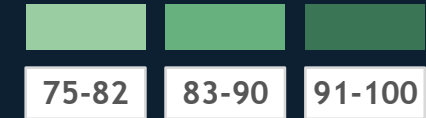


### Performer

Strong digital mindset and agile culture

Business and IT have jointly built key Digital capabilities across all areas

Digital initiatives are built & commercialized with success. Some disruptive businesses have already been launched



### Leader

Initiatives are contributing to strategy with a clear value added

Digital has been embedded throughout the company: innovation, value proposition, tech, & ops.

Outperforms peers in key digital metrics, and digital is seen as the key driver of the company value

# Example dimension | Data governance

## Definition

Definition of a specific organization for data management and analytics. Development of a target operating model that covers both areas and takes into account their specificity as well as the needs and culture of the organization

## Question

Do you have the organizational structures necessary to effectively and efficiently govern data?

### Starter

IT still manages data with limited input from the business. There is no dedicated function or C-level appointed to assure cross-company data management. We are starting to identify data domains. We lack a unique source of truth for our most relevant KPIs.

### Literate

We appointed a data governance office that has started implementing a structured data governance approach (including regulation). We have planned the first global data governance policies and procedures.

### Performer

There is a fully functional data organization under a CDO reporting to top management. The CDO organization includes design authorities for data platforms and data architecture. We have defined a governance charter for data is defined and key roles like data steward and data custodians are defined. A data domain map and data structures are available at different levels of granularity.

### Leader

All key data governance roles go hand in hand with the management roles in the business and have clearly defined models for collaborating with the whole organization. We make data domains and structures fully available and continuously update them. We make the full range of metadata available, with Key Quality Indicators systematically reported. We have aligned the data collection strategy fully with the prioritized business outcome needs.



# Only 45 minutes of your time to complete about 55 questions via online survey

Quick introduction how to complete the assessment

12:29 0% 100%

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## Introduction

The Bionic DAI is our tool to assess an organization's digital maturity and accelerate digital transformation journeys. It helps to set the right ambition level and to understand what is key to succeed in the digital age.

The Bionic DAI is a top level executive assessment of the digital maturity across four building blocks and 36 dimensions.

**Please note: If you plan to make a pause while filling out the survey, the survey is saved automatically as you answer. If you want to resume from where you left off, make sure you use the same browser and the same device. Thank you!**

Review your pre-filled company information

**Respondent Information**

Name\*

Position\*

Organization Name\*

Type of Organization\* :

Complete the online survey ("core DAI")

12:29 0% 100%

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## Strategy and Purpose

### Vision

Which priority does digital have for your organization, and are you aware of how it affects your industry and business?

**Starter:** We are aware that digital might impact the industry but have **not yet defined a digital strategy.**

**Literate:** **Digital strategies coexist** in several functions or BUs where trends and the impact of digital were analyzed. We understand the disruptive forces of digital.

Answer additional deep dive questions



**Digital Investments**



**Digital workforce**

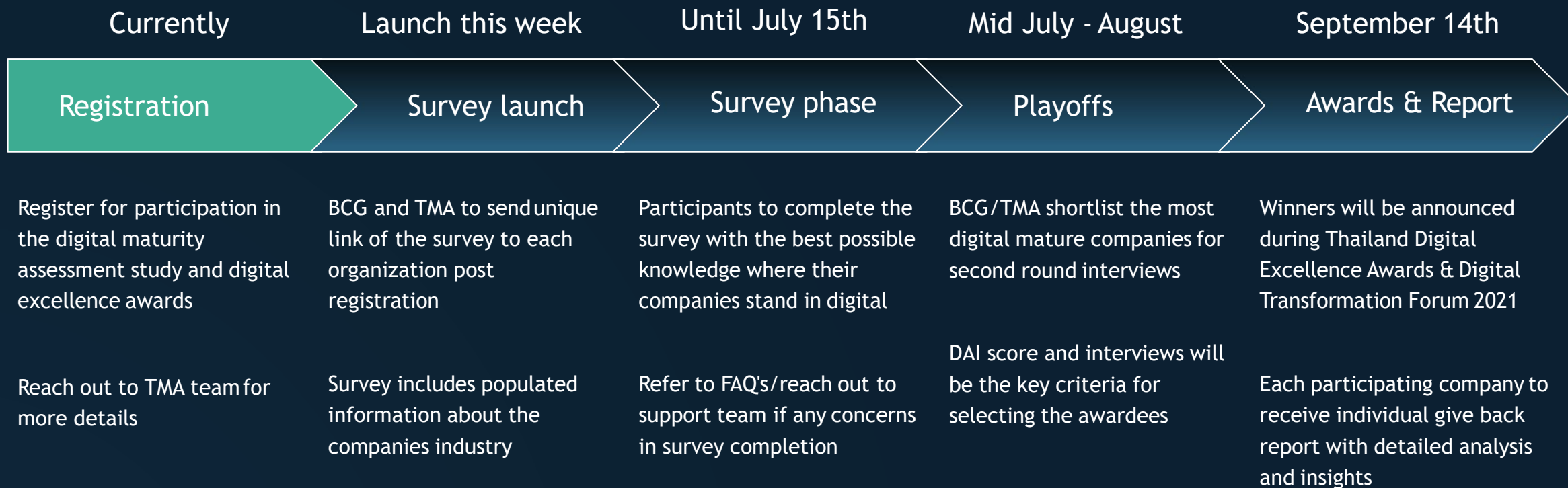


**Data and AI capabilities**



**Digital Transformation obstacles**

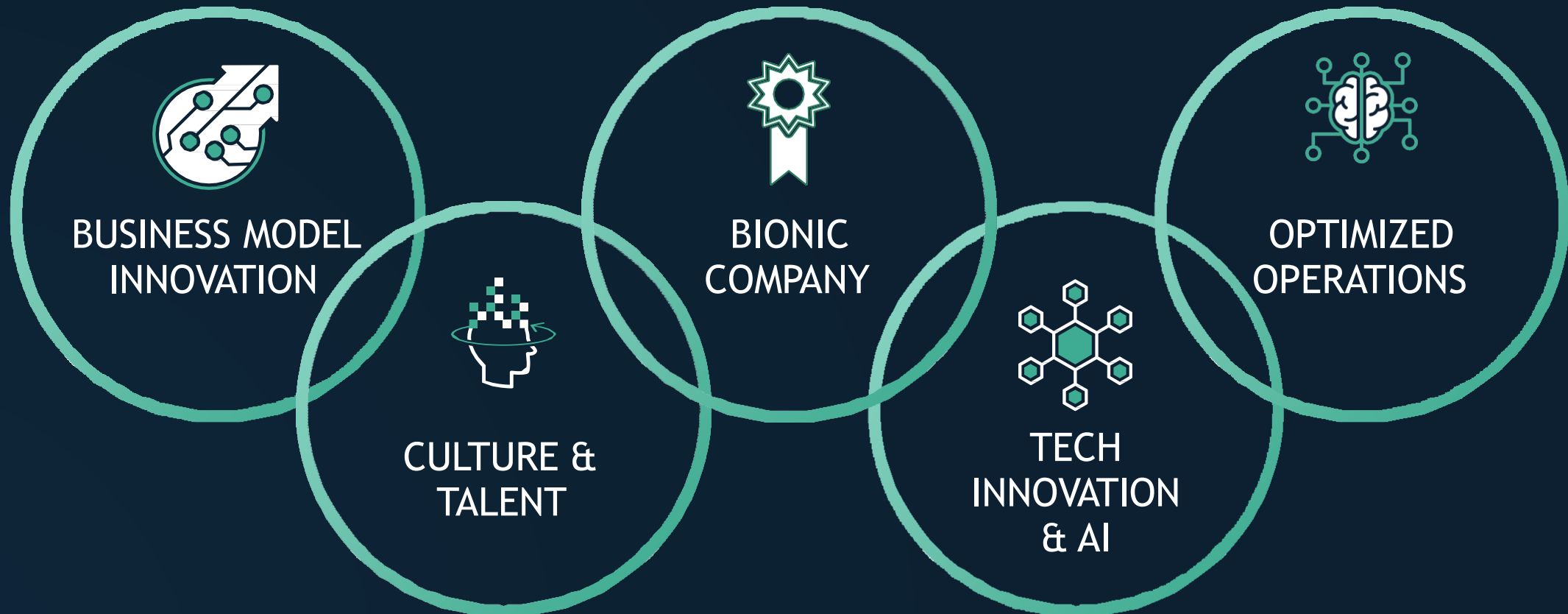
## Survey to launch this week until July 15, followed by "Playoff" interviews



SP 25.May.22:  
To be updated as per latest awards timelines

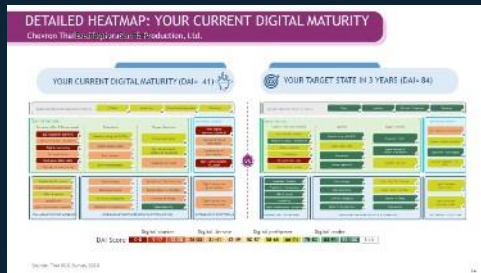
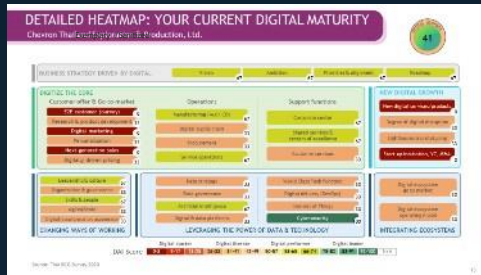


## Companies can win one of several awards

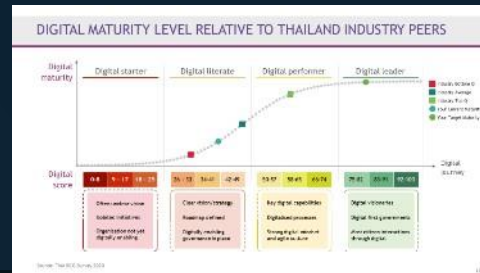


# Every participating company to receive give-back deck with individual scores

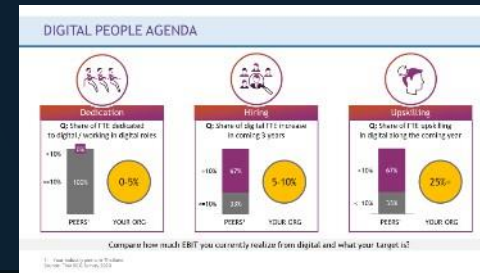
## Your companies' digital maturity score (DAI)



## Benchmarking vs. global industry peers



## Key insights into digital investment and FTE KPIs



## Global insights into Thailand's state of digital across industries



# Disclaimer

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