

DIGITALISATION READINESS CHECKLIST

Digitalisation readiness factor:	In place:			Report section
	Not yet	Partially	Fully	
Strategy				
Clear link between business strategy and digitalisation strategy (business strategy leads)				3
Digitalisation strategy matches customer drivers in target segments				1 & 3
Implementation strategy (in house, COTS, platform, hybrid) matches capabilities and resources in the business				3
Understanding the impact of digitalisation on your business mix, profitability, and ability to service non platform customers				1
If relying on platform partnership for your delivery strategy, do you have a plan for what happens if the platform arrangement goes sour				3
Digitalisation delivery strategy				
Does the digitalisation delivery strategy – inhouse, COTS, platform, hybrid - match your strategy in terms of budgeting, “ownership” of customers, capabilities and likely development of digitalisation within your business over time?				3
Does your IT delivery strategy and in particular budgeting over time, considered a transformation journey that is likely to include ERP replacement, telematics roll out and data analysis?				4
Do you have the skills and capabilities required to deliver your digitalisation delivery strategy and journey over time, or you have a plan to address any skills and capability gaps?				4
Organisation of your digitalisation effort				
Is the business (relevant functions, operations, sales etc) involved and leading the strategy development and decision making for digital transformation?				4
Are you running the digital transformation project as a business transformation project and not just an IT project?				4
Do you have a clear business case for the digitalisation transformation?				4
Have you aligned the tracking of benefits and results with business KPIs				4
Process digitalisation				
Do you have a strategy to bring your staff along with you, and manage change and business transformation as you digitalise your business processes?				4
Does your business process digitalisation strategy cover integration with operational aspects such as sales management, credit control, HR, QHSE?				4
Does your process digitalisation strategy consider if, and when, you will need to update your ERP system?				4

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Telematics implementation / data strategy				
Do you have a telematics implementation strategy – which assets, linkage to business processes and how to talk to different telematics solutions?				4
Does your digitalisation strategy cover creation of a data lake / warehouse, analysis of data and development of new services and solutions?				4 & 5
Does your digitalisation strategy cover the use of data to transform your business model in areas such as commercial offers, service delivery (depots) asset / fleet management etc?				4 & 5
Go to market / customer engagement				
Does your digitalisation strategy align with the different needs of different customer segments				1
Have you engaged your digitalisation strategy to empower and transform your sales organisation (see implementation case study)				4
Does your sales front end still allow for traditional (phone and in depot and sales staff engagement) as well as digital engagement (Multi channel engagement)				4
Have you developed the customer journey and support you provide to educate and migrate customers onto digital platforms from traditional servicing				4
Asset management				
Does your digitalisation strategy enable efficient and effective fleet management via data analysis and effective forecasting				2 & 4
Does your digitalisation strategy provide data which will inform and drive your procurement decision making				2 & 4
Does your digitalisation strategy deliver increased fleet availability via effective and efficient fleet maintenance				2 & 4
Does your digitalisation strategy use data analysis to drive asset disposal				2 & 4
Proposition development				
Does your digitalisation strategy cover how you will reach and engage target market segments and drive customer acquisition				1,2 & 4
Does your digitalisation strategy cover how you will drive customer retention and lock customers in				1,2 & 4
Does your digitalisation strategy cover how you will develop added value services and propositions and develop additional revenue streams for your business				1,2 & 4
Business model development				
Does the digitalisation strategy go beyond customer engagement and sales, process transformation and solution development and create a vision of how the business can transform to capitalise on data and customer and market understanding				5
Does the business strategy include scenario's for how competitors may transform their business through digitalisation and how your business will respond				3,4 & 5
Does your digitalisation strategy align with the strategies of key customer segments and how digitalisation can support and enable your customers strategic development				1,2 & 4