



# Digital Maturity Model Assessment Offerings

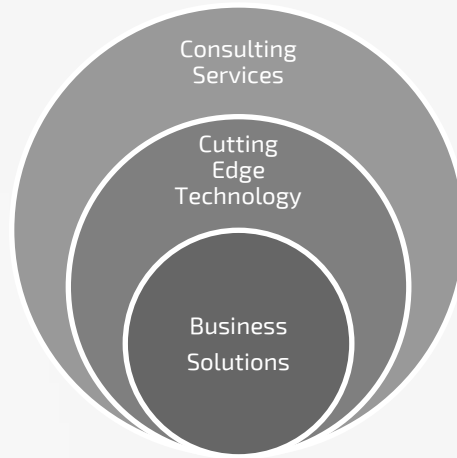
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# About Striatum

(Contact us at : [indiasales@striatumtech.com](mailto:indiasales@striatumtech.com))

- Striatum Technologies ([www.striatumtech.com](http://www.striatumtech.com)) : a boutique Outcome-Driven Consulting Company.
- Powered by an experienced founding team with several decades of corporate executive as well as startup experience.
- The team brings forth the best of corporate process and scale experience as well as on the feet thinking and agility of startups.

**Striatum uses expertise of its team and cutting edge technologies to provide business solutions**



# Our team



**Rajiv Khemka**  
CTO



**Sharmila Hiranandani**  
Solution and Customer Delivery



**Ruchika Khemka**  
Consulting and Business  
Development



**Satyaki Dasgupta**  
Sr Consultant



**Anupriya Agarwal**  
Business Analyst

# Striatum Team

## **Rajiv Khemka**

([linkedin.com/in/rajivkhemka](https://www.linkedin.com/in/rajivkhemka))

- Computer Science Engineer from IIT Kharagpur
- More than 30 years experience in the technology space
- Worked in leadership roles in technology at Reliance, OfficeTiger and Digital Equipment
- Extensive experience in Telecom, BFSI and Technology
- Member of IEEE, TIE, CCICI and BMA
- Interested in using technology to create business value for customers



# Striatum Team

- **Sharmila Hiranandani**

([linkedin.com/in/sharmila-hiranandani-487a511](https://www.linkedin.com/in/sharmila-hiranandani-487a511))

- Has 25+ years of experience in the IT industry with experience across multiple domains like Telecom and financial services.
- Presales and delivery leadership positions at Tech Mahindra and Convergy Information Management Ltd
- Extensive experience in Telecom, BFSI and Technology
- Worked for global as well as Indian clients for delivering large scale solutions



# Striatum Team

## **Ruchika Khemka**

(<https://www.linkedin.com/in/ruchika-khemka-b041a67b/>)

- Chartered Accountant
- MBA from the Indian School of Business (ISB)
- Worked at corporates such as the Aditya Birla Group and PwC
- Extensive experience in Finance, Marketing, Customer Experience and Business Development
- Believes in the power of effective communication at the right time



# Striatum Team

- **Satyaki Dasgupta**

(<https://www.linkedin.com/in/satyaki-dasgupta-59543a7/>)

- 33+ years of diversified experience in information technology
- Has executed numerous projects both in India and overseas in domains like Retail, BFSI, Hospitality and Media
- Extensive experience in data analytics solutions using new age tools and technology.



# Striatum Team

## **Anupriya Agarwal**

([www.linkedin.com/in/anupriya-agarwal-1873a0165](http://www.linkedin.com/in/anupriya-agarwal-1873a0165))

- MBA from ICFAI Business School, Hyderabad
- Has 5+ years of experience in the IT and banking industry across domains like logistics, pharmaceutical, trade finance
- Worked with global teams at Cognizant as RPA and Process Modeling consultant





# Digital Maturity Assessment





# What is Digital Maturity ?

- Digital maturity is an organization's ability to react to and make the most of technological innovations that affect the market
- Higher-maturity organizations are more likely to see above-average annual revenue growth and net profit margins
- Digital maturity isn't an endpoint, but a state of constant adaptation and flexibility
- Enables decision-makers to evaluate the status quo, identify opportunities for improvement, set benchmarks and benchmark to competition, and create and implement a plan for improvement



# Why you need Digital Maturity Assessment ?

*.. Research and analysis have proven that during the Covid pandemic – digital ready organizations with high level of Digital Maturity were able to cope better ( Automated and zero touch processes, WFH, flexible working env etc) ...*

*Need of the hour for Small and Medium businesses (since they do not have an in-house mature digital team)..*

# What is Digital Maturity Assessment

## Digital Intensity

- Measures the use of digital technologies in the company's operations
- The use of digital tools to interact with customers, partners or suppliers
- The collection and use of data to make decisions
- The digitization and integration of business processes
- Use of digital technologies for innovation in products and services

## Digital Culture

- Measures the ability to implement change in the company
- A strong digital strategy and vision
- Support from leaders
- Appropriate planning
- Establishing an environment that rewards risk taking and collaboration
- A focus on training and continuous learning

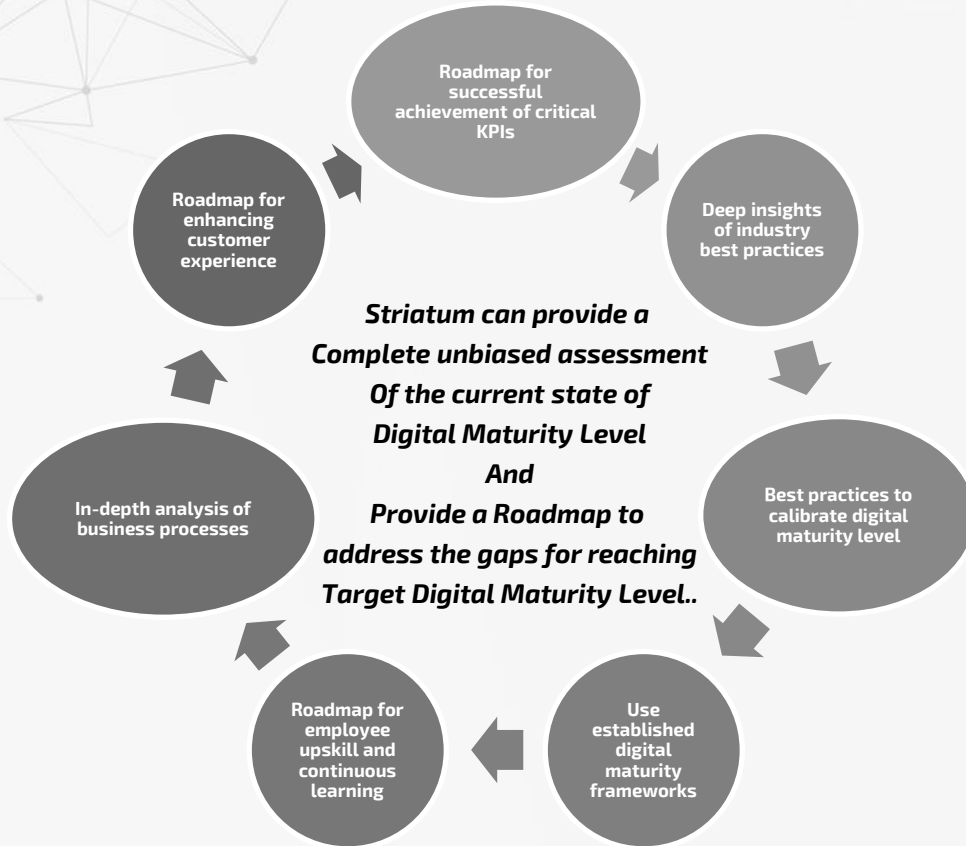


# What is required for Digital Maturity Assessment (DMA) ?

- Manage the process, organize interviews, research possible solutions and present findings to leadership
- In-depth insights of industry best practices
- Capability to calibrate the organization's maturity level versus its competitors
- An un-biased view of the current maturity level
- Carve out the road map for reaching the target maturity level and help the organization in its implementation

**Organizations prefer to get an independent assessment for DMA..**

# Striatum solution Digital Maturity Assessment Services



# Digital Maturity Assessment Approach – Basic Version

## Diagnosis

- Understand key business drivers, pain points
- Study 2 key business process flows
- Identify technology and manual touchpoints for the identified process flows
- Study key technology platforms across 2 channels (web and mobile) pertaining to the identified process flows

## Prognosis

- Identify Target Goals
- Analyse current state vs target state of maturity
- Identify Gaps

## Solution

- Striatum will provide report containing Gap analysis and high level recommendations

Duration : 15 to 20 hrs spread across 2 weeks in online mode only

# Digital Maturity Assessment Approach – Standard Version

## Diagnosis

- Understand key business drivers, pain points
- Study 4 key business process flows
- Identify technology and manual touchpoints for the identified process flows
- Study key technology platforms across all channels for the identified process flows

## Prognosis

- Identify Target Goals
- Analyse current state vs target state of maturity
- Identify Gaps

## Solution

- Striatum will provide report containing Gap analysis and high level recommendations

Duration : 40 to 50 hrs across 4 weeks , includes 2 offsite visits



# Digital Maturity Assessment Approach – Premium Version

## Diagnosis

- Understand key business drivers, pain points
- Study end to end business process flow
- Identify technology and manual touchpoints
- Study key technology platforms across all channels

## Prognosis

- Identify Target Goals
- Analyse current state vs target state of maturity
- Identify Gaps

## Solution

- Striatum will provide report containing Gap analysis with prioritisation and high level recommendations
- Impact of gaps on Business
- Recommendations for continuous learning to enhance digital maturity in the organization
- Hand-holding / Implementation support for a period of 2 to 3 months

Duration : 80 to 100 hrs across 8 weeks, onsite and offsite as per need

# DMA Options Summary

Features	Basic	Standard	Premium
Process flows in scope	2	4	E2E
No of channels in scope	2	All	All
Analysis of key business drivers	Y	Y	Y
Analysis of automated manual touchpoints	Y	Y	Y
Analysis of key technology platforms	Y	Y	Y
Gap Analysis	Y	Y	Y
Report on impact of gaps on business	N	N	Y
Recommendations for continuous learning	N	N	Y
Implementation support for recommendations to improve Digital Maturity Level	N	N	Y
Estimated efforts	20 hrs onsite only	50 hrs onsite + 2 offsite visit	100 hrs onsite + offsite as required
Budget (out of pocket expenses + GST will be additional)	TBD	TBD	TBD

# Benefits of DMA

Business benefits	Digital Pivots
<ul style="list-style-type: none"><li>● Improved efficiency</li><li>● Higher Revenue Growth - approach larger corporates across all verticals for business</li><li>● Enhanced product / service quality</li><li>● Better customer satisfaction</li><li>● Increased employee engagement</li><li>● Higher focus on Innovation of products and services</li></ul>	<ul style="list-style-type: none"><li>● Flexible secure infrastructure</li><li>● Data mastery</li><li>● Intelligent workflows</li><li>● Unified customer experience platforms</li><li>● Ecosystem Engagement</li></ul>

# Thank You

