

Your digital maturity

Created on 2026-09-29

Explorer

2.0 of 4.0

Based on your self-assessment: 51 % digital maturity — more mature than 43 % of Swiss SMEs (Cyberstudy 2026).

Overview of the 7 action fields

Customer Centricity		2.0 Explorer
New Technologies		1.8 Explorer
Data and the Cloud		1.8 Explorer
New Strategies and Business Models		2.5 Performer
Process Management		1.2 Starter
Digital Leadership and Culture		2.2 Explorer
Digital Marketing		2.8 Performer

Spider diagram



Top strategic, digital opportunities

The 10 lowest rated topics from 0 (low) to 4 (high).

1	Co-Creation Customer Centricity		0
2	AI Strategy New Technologies		0
3	Data Readiness Data and the Cloud		1
4	Analytics Data and the Cloud		1
5	Process Optimisation Process Management		1
6	AI Automation Process Management		1
7	Process KPI Process Management		1
8	Digital Skills Digital Leadership and Culture		1
9	Marketing Automation Digital Marketing		1
10	Customer Insights Customer Centricity		2

Analysis and recommendations

Generated with Claude by Anthropic, based on the Digital Transformation Canvas by DigitalProf Marc K. Peter.

Your organisation reaches an average digital maturity of 2.0 of 4.0 («Explorer»). The greatest strategic opportunities lie in the action fields «Process Management • New Technologies». The analysis of the 28 strategy topics shows which topics you have already implemented and where further potential exists — prioritise the top 10 opportunities above in your next strategy workshop.

1 • Customer Centricity

2.0 / 4.0

«Customer Centricity» is under construction in your organisation (2.0/4.0). First foundations are in place; what counts now are commitment, clear responsibilities and an implementation plan.

- Capture customer feedback systematically (e.g. NPS, customer interviews) and review it quarterly.
- Document the customer journey and prioritise the biggest pain points.
- Launch a co-creation pilot with 2–3 key customers for a new offering.

2 • New Technologies

1.8 / 4.0

«New Technologies» is under construction in your organisation (1.8/4.0). First foundations are in place; what counts now are commitment, clear responsibilities and an implementation plan.

- Establish a technology radar with a fixed quarterly review.
- Define an AI roadmap with use cases, tools, rules and responsibilities.
- Review your basic cyber protection and define an incident response plan.

3 • Data and the Cloud

1.8 / 4.0

«Data and the Cloud» is under construction in your organisation (1.8/4.0). First foundations are in place; what counts now are commitment, clear responsibilities and an implementation plan.

- Create a data inventory and assign data governance responsibilities.
- Make data quality measurable for two core processes and improve it.
- Document a cloud strategy with cost and security guardrails.

4 • New Strategies and Business Models

2.5 / 4.0

«New Strategies and Business Models» is well developed (2.5/4.0). Secure what you have achieved and specifically leverage the remaining potential.

- Update your market and competitor analysis (including digital challengers).
- Sharpen your positioning for the AI age and anchor it internally.
- Review your business and pricing models for digital revenue streams.

5 • Process Management

1.2 / 4.0

Based on your assessment, the action field «Process Management» shows a clear need to catch up (1.2/4.0). This is probably your greatest strategic lever — prioritise this field in your roadmap.

- Visualise your core processes and clarify process ownership.
- Assess and pilot the top 3 automation candidates with AI potential.
- Measure process KPIs and customer satisfaction regularly.

6 • Digital Leadership and Culture

2.2 / 4.0

«Digital Leadership and Culture» is under construction in your organisation (2.2/4.0). First foundations are in place; what counts now are commitment, clear responsibilities and an implementation plan.

- Communicate a shared vision of the transformation (town hall, roadshow).
- Create a competency matrix for digital and AI skills and close the gaps.
- Establish a change routine: communication, training, feedback loops.

7 • Digital Marketing

2.8 / 4.0

«Digital Marketing» is well developed (2.8/4.0). Secure what you have achieved and specifically leverage the remaining potential.

- Document a digital marketing strategy with target groups, channels and goals.
- Set up a content plan with a fixed editorial rhythm (incl. AI visibility/GEO).
- Pilot marketing automation for leads and existing customers.

Overall results based on the Digital Transformation Canvas

1 • Customer Centricity: 2.0

Customer Insights		2
Customer Experience		4
Customer Engagement		2
Co-Creation		0

2 • New Technologies: 1.8

Technology Foresight		2
AI Strategy		0
Connectivity		3
Cyber Resilience		2

3 • Data and the Cloud: 1.8

Data Governance		2
Data Readiness		1
Analytics		1
Cloudification		3

4 • New Strategies and Business Models: 2.5

Market Insights		2
Positioning		3
Business Model		3
Agility		2

5 • Process Management: 1.2

Process Overview		2
Process Optimisation		1
AI Automation		1
Process KPI		1

6 • Digital Leadership and Culture: 2.2

New Work		4
Alignment		2
Digital Skills		1
Change Management		2

7 • Digital Marketing: 2.8

Marketing Strategy		3
Content Management		4
Digital Channels		3
Marketing Automation		1

Overall result based on the ACT method

analyse

Customer Insights	2
Technology Foresight	2
Data Governance	2
Market Insights	2
Process Overview	2
Alignment	2
Marketing Strategy	3

create

Customer Experience	4
Customer Engagement	2
AI Strategy	0
Connectivity	3
Data Readiness	1
Analytics	1
Positioning	3
Business Model	3
Process Optimisation	1
AI Automation	1
New Work	4
Digital Skills	1
Content Management	4
Digital Channels	3

transform

Co-Creation	0
Cyber Resilience	2
Cloudification	3
Agility	2
Process KPI	1
Change Management	2
Marketing Automation	1

What's next?

1. Discuss the results with your team and within your organisation.
2. Invite your teams to brainstorm the 7 strategic action fields and/or the 28 strategic questions in workshops to identify digital projects.
3. Review all digital projects, identify opportunities and risks, and define your organisation's top priorities and strategic initiatives.

4. Document your digital strategic initiatives in the provided digital roadmap template: <https://the-digital-transformation-canvas.com/roadmap/>

Deepen your transformation

Further information, case studies, templates and checklists are available in the books by Digital Prof Marc K Peter: «The Digital Transformation Canvas» and «Strategic Digital Transformation» (digitalprof.com).



The Digital Transformation Canvas



Strategic Digital Transformation

For advice and strategy workshops: Marc K Peter — the Digital Prof — DigitalProf.com • [Hello@DigitalProf.com](mailto>Hello@DigitalProf.com)
Technical implementation: Peter Baka, the agency — theagency.ch

Your results online: <http://jhq8lgvwu0olmppfirjj1u6d.83.228.196.108.sslip.io/r/xAxJi2lCpLITph3Q>