How to develop your digital roadmap

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WHAT YOU GET
Creating a digital roadmap is one of the first and most important planning activities for any business investing in digital technologies.

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WHEN TO USE
Roadmaps help a business to navigate complex requirements and make good decisions about technologies, processes, people and investments. Through collaboration on a roadmap you can engage partners, create momentum and maximise value.

3

APPROACH
Gather insight on your current digital readiness and relevance to your market. Understand the challenges you face and the opportunities ahead. Collaborate with leaders across your business and partners to build a joint plan for new technologies.

4

INSIGHT
Digital readiness diagnostic tools provide essential insights to understand your potential to be more productive and grow your business with digital technologies. We recommend the free-to-use Digital Readiness Level tool https://drl-tool.org managed by a not-for-profit cross-industry consortium.

5

CHALLENGES AND OPPORTUNITIES
Think broadly about aspects of your business and your value chain where digital technologies could make a difference. Ask the real experts in your business and partners:
- What is working well? - What needs to change?
- What is the potential role of digital technology?
- How could you make better use of your data?
Also look for examples of where these challenges and opportunities have arisen before, how they have been dealt with and the lessons learned.

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VISION
Now consider potential solutions to your challenges and opportunities. Seek perspectives from people across the business, drawing on operational as well as digital expertise where you have it.

7

ACTION
Your digital roadmap is a joined-up plan for action across the vital aspects of your business value chain. This is your pathway to strong digital returns, and it can help you avoid setting off in the wrong direction and making expensive mistakes. Prioritise actions and set out a progressive, learning approach to rolling out digital projects over the short-, medium- and long-term. Be clear how you will work collaboratively with your suppliers, customers and other partners.

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MOMENTUM
With your digital roadmap agreed you can move forward with confidence. Have you secured commitment from your team for your digital projects? Are your KPIs clear to all? How can you be agile, learning as you go refining both plans and budgets?

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TEAM
Who will champion each project to get the most out of it? Do you have the skills in your team and partners for your digital transformation?

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RESULTS
Your objective is to manage risks and maximise long term value. Track progress overall and in project sprints using your digital readiness diagnostic tool and other key performance indicators.