Smarter Commerce Maturity Assessment

Identify how to increase the value you deliver in a digital, social and mobile world

Highlights:

- Provides a structured framework to assess your capabilities against your Smarter Commerce objectives
- Defines the initiatives and priorities that will help you to deliver on your Smarter Commerce vision
- Accelerates the realization of value from the opportunities presented by digital, social and mobile

Technology has reshaped customer expectations. We are experiencing dramatic shifts in commerce brought on by empowered customers – mobile, social and digital technologies are changing not just the way that our customers interact with us and with each other, but they are redefining business models and the global commerce landscape. These forces have created a new world that is more complex and demanding than ever before. The empowered customer presents enormous opportunities but also significant challenges – how do you connect with them and deliver the value they expect? – how do you create a seamless customer experience driven by when and how they want to interact with your business?

Smarter Commerce is a unique approach that is designed to help companies increase the value they deliver to their customers in a digital, social and mobile world. It puts the customer at the center of their business by better integrating and more effectively managing their value chain, including the buy, market, sell, and service processes, leading to greater revenue and margin growth.

The Smarter Commerce Maturity Assessment is a structured framework to assess your end to end capabilities against leading practices across the supply chain, marketing, sales and service functions creating a holistic view of your existing and desired Smarter Commerce capabilities. Our maturity model has been developed from the experience of hundreds of projects where we have helped organizations move into the world of Smarter Commerce. This approach allows us to rapidly benchmark your capabilities against your competition and to identify the key initiatives required to gain competitive advantage.

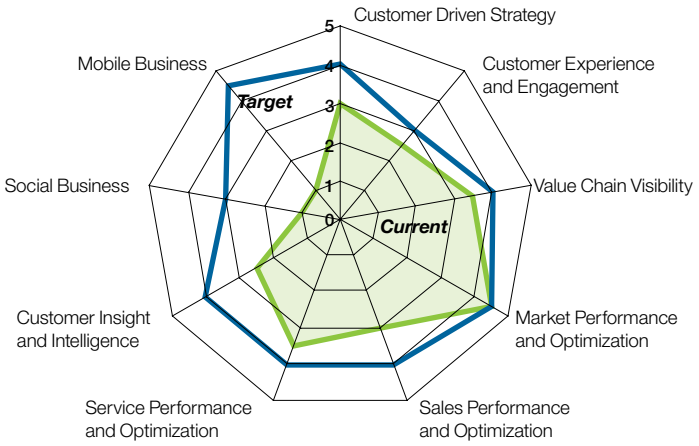
Evaluating your Smarter Commerce capabilities

The Smarter Commerce Maturity Assessment uses a structured model that helps you understand your current capabilities and those that you need to develop to achieve your Smarter Commerce objectives. The assessment focuses on the nine key areas of Smarter Commerce, each of which contains a number of domains and capabilities.

Each capability is assessed on a scale from 1 (aware) to 5 (leading) using an objective framework that defines the characteristics of an organization at each level. This approach helps you understand:

- Your current and desired capability levels
- Your organization's relative maturity compared with the competition and leading practice
- Business opportunities and priorities resulting from the capability gaps

The following diagram illustrates the maturity profile for a typical organization:



Envisioning the future

The assessment helps develop your vision for Smarter Commerce in a pragmatic and realistic fashion drawing on industry best practices. By combining leading practice with your business priorities, we identify new ways of generating value and ensure your capabilities align with your overall corporate objectives.

Designing the path to value

The output from the assessment helps us to develop your transformational Smarter Commerce roadmap. This high-level roadmap prioritizes initiatives to help drive ROI and achieve your growth objectives. It creates an engagement model to enable improvements and an investment and ROI framework, including key performance indicators. We also identify quick wins that can be initiated immediately. Once the roadmap is defined, we can help you get started and accelerate your Smarter Commerce journey to bring your vision into reality.

Why IBM?

IBM Global Business Services helps organizations transform their approach to commerce through industry-led business consulting and solutions that help our clients generate measureable business outcomes. We provide expert business strategy and vision development, business case creation, solution implementation and ultimately link strategy to execution in ways that build continuous improvement and a foundation for ongoing innovation. We work collaboratively with you to solve to your most difficult customer-facing challenges.

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Route 100
Somers, NY 10589
U.S.A.

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