

# Digital Maturity Model

## CSPs are going digital – how can you help?

CSPs understand the need for digital transformation, the objectives driving this change are: operational excellence, extended customer lifetime value, and new business.

### Operational excellence

Increase flexibility and agility to deploy enterprise-wide or global digital businesses. By automating front facing business activities (customers, partners etc.), back-end processes and resources, CSPs can provide better customer experience at a lower cost.

### Customer lifetime value

Create more personalized propositions and new digital services to wrap around traditional anchor services (voice, messaging and broadband access). This approach will result in a higher customer lifetime value, driving greater customer loyalty (and in-turn churn) and defend revenues.

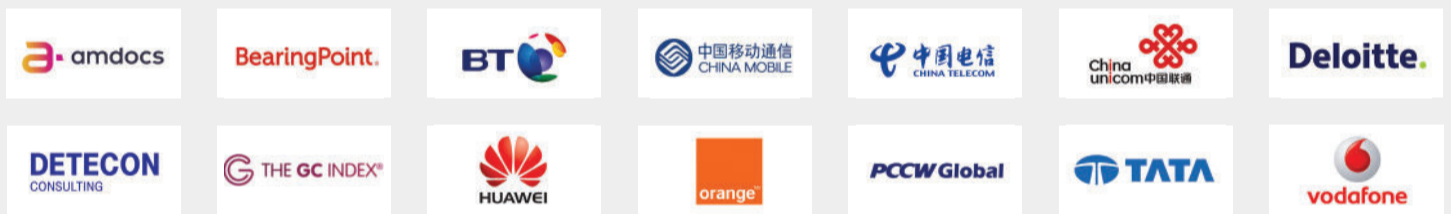
### New business

Expand into adjacent markets and develop new business models by on boarding multiple partners to co-create new, collaborative, platform-based services using open APIs.

The Digital Maturity Model (DMM) offers a practical approach to transformation that addresses these objectives. It has been created by industry thought-leaders. CSPs, technology companies, and global advisory firms that have pooled their knowledge and experience to create a model and online tool that can be used to identify possible investment priorities and manage the journey itself, step-by-step.



## Endorsed by



## Use the model your way

How you use the model is up to you. You can self-service through a browser or via an IOS app (iPad only). You can also receive training and guidance in helping to implement the DMM within your organization or gain access to our consulting partner network to undertake your assessment on your behalf. Choose from:

### Self-service

Once you have registered your interest and spoken with a TM Forum representative your survey structure will be setup in our database and then you are free to self-administer your digital maturity assessment. Guidance will be provided using the Customer Guide documentation only.

[Find out more about self-service >>](#)

### Guided

Download the model from the TM Forum website and/or the iOS app and receive guidance and support through a training day plus one or two consulting days as required. You can then proceed with your digital maturity assessment.

[Find out more about the Guided option >>](#)

### Become a certified partner

Digital transformation projects are challenging; the partnership model allows you to work directly with certified TM Forum partners to help you proceed on your digital maturity journey.

[Find out how you can join the partner network and who is already a part of it >>](#)

**LET'S TALK!**