

ASSESSING YOUR DIGITAL BUSINESS MODEL

Use the following questions to help you and your colleagues prioritize the improvement to your digital business model.

	TODAY: Rate your business today in each of the three areas on a scale of 1 to 10, where 1 = "Does not create business value," and 10 = "creates significant business value."	THREE YEARS FROM NOW: Given the issues, rank (1, 2 or 3, with 1 being most important) the importance of each of the three areas for success in your business in three years.
Content: <i>What is consumed?</i>		
Experience: <i>How is it packaged?</i>		
Platform: <i>How is it delivered?</i>		

If the average of your scores on the first question today is seven or below in any area, here are some questions to help you work on refining your digital business model.

Content

- How much of your revenue is generated online?
- Of the content you provide today, what do your customers find most valuable? What other content could you provide that customers (or channel partners) would value or pay for?
- Who has responsibility for content in your enterprise? Is responsibility for digital products and information about physical products held by different groups? Should it be?

Experience

- Do you know how good your customer experience is? Who owns it?
- What aspects of your digital customer experience do customers like? What aspects do they find frustrating?
- Who has the best customer experience in your industry? (Consider both traditional competitors and new entrants.)

Platform

- How good are your internal digital platforms? Who owns them?
- How can you expose more of your internal digital platforms to your customers to improve their experience?
- How can you better leverage the market for your platforms — for example, the cloud, software as a service, partners, external data?
- How good are your partners' platforms?