

Digital Maturity Model & Metrics Project 2021 - An Application Project Area Charter

* indicates that this field is required

Project Name*	Digital Maturity Model & Metrics
IPR Mode*	RAND  Explanations of each mode is available at http://www.tmforum.org/IPRPolicy/11525/home.html
Type of Project*	Development Project
Strategic Program	add strategic program name
Previous Project Charter	2020 - Digital Maturity Model & Metrics Project Charter
Project Workspace Link	Digital Maturity Model
Project JIRA Link	See Section 4 below
Project Sponsor	N/A
Project Team Lead*	Jonathan Hopkinson, Huawei Technologies
TM Forum Staff Support	Aaron Boasman-Patel - VP AI Jan Lowdon - Collaboration Manager

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2. Project Overview / Executive Summary

Mission	To take the risk out of service providers digital transformation projects and enable them to understand where they are in their transformation journey by using a proven industry agreed methodology to not only assess where they are today, but what they want to transform to.
Value	The model will allow them to create a clear, unbiased roadmap and identify priorities for transformation and understand the capabilities needed to deliver real business value from their transformation. We will also create and define industry agreed strategic KPIs so digital transformation performance can be measured and monitored and most importantly understood at the C-level.

Strategy	1. Appropriate online-tooling and DMM platform which is easy to use 2. Unique value proposition and methodology for delivery 3. Effective marketing and services sales strategy which appropriately packages up the DMM and reaches a wide audience 4. Benchmarking – Create a benchmarking capability so members understand where they are in their digital transformation journey in relation to other companies of a similar size/region etc. 5. Promote adoption of DMM case studies, adoption assessment reports to inform the market that the approach of DMM is working for the industry 6. Align all the other industry assessments (AI, CEM, Data, etc) to the DMM model to reinforce the approach 7. Publish a set of industry agreed strategic KPIs for DMM measurement (answers the question, “we have taken the DMM so now what...” 8. Ensure that all the dimensions are consistent in language and approach.
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3. Participants

This section identifies the project team members.

* indicates that this is a required field or role.

Role	Name*	Company*	Confluence “@” mention	Comments
Project Joint Team Lead*	Jonathan Hopkinson	Huawei Technologies		
Project Joint Team Lead*	Emmanuel Otchere	Huawei Technologies		
Subject Matter Expert	Alfred Anaya-Dubenard	TM Forum		
TM Forum Theme & Product Owner	Aaron Boasman-Patel	TM Forum		
Collaboration Project Manager	Jan Lowdon	TM Forum		
Project Team Members	Eamonn Mullally	Vodafone		
	Arnold Buddenberg	Orange		
	Lasse Degner	Detecon		
	Silvia Flachowsky	Detecon		
	Marc Cheboldaeff	Cognizant		

4. Project Workstreams and Deliverables

The project workstreams and deliverables for this project are introduced in the sections below.

[DMM Initiatives and Epics - 2021 Sprint 1 \(29-Jan-21\)](#)

[DMM Initiatives and Epics - 2021 Sprint 2 \(02-Apr-21\)](#)

[DMM Initiatives and Epics - 2021 Sprint 3 \(28-May-21\)](#)

[DMM Initiatives and Epics - 2021 Sprint 4 \(30-Jul-21\)](#)

[DMM Initiatives and Epics - 2021 Sprint 5 \(01-Oct-21\)](#)

[DMM Initiatives and Epics - 2021 Sprint 6 \(26-Nov-21\)](#)

5. Legal Notice

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