


# 2022-Digital Maturity Model Project Charter

\* indicates that this field is required

<b>Project Name*</b>	Digital Maturity Model
<b>IPR Mode*</b>	RAND <div> Explanations of each mode is available at <a href="http://www.tmforum.org/IPRPolicy/11525/home.html">http://www.tmforum.org/IPRPolicy/11525/home.html</a></div>
<b>Type of Project*</b>	Development Project
<b>Strategic Program</b>	Customer Experience & Trust
<b>Previous Project Charter</b>	<a href="#">Digital Maturity Model Project Charter</a>
<b>Project Workspace Link</b>	<a href="#">Digital Maturity Model</a>
<b>Project JIRA Link</b>	See Section 4 below
<b>Project Sponsor</b>	N/A
<b>Project Team Lead*</b>	<a href="#">Jonathan Hopkinson</a> , Huawei Technologies Co. Ltd
<b>Project Team Lead*</b>	<a href="#">Emmanuel A. Otchere</a> , Huawei Technologies Co Ltd
<b>TM Forum Staff Support</b>	<a href="#">Aaron Boasman-Patel</a> - VP, AI and Customer Experience, Product & Portfolio Management <a href="#">Alan Pope</a> - Collaboration Manager <a href="#">Alfred Anaya-Dubernard</a> - Director Conformance Certification and Digital Maturity Services

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## 2. Project Overview / Executive Summary

<b>Mission</b>	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.
<b>Value</b>	The Digital Maturity Model (DMM) project underpins TM Forum's Digital Transformation program and provides practical tools to help Communications Service Providers (CSPs) navigate the complex digital transformation journey to become Digital Service Providers (DSPs)

<b>Strategy</b>	<ol style="list-style-type: none"> <li>1. Appropriate online-tooling and DMM platform which is easy to use</li> <li>2. Unique value proposition and methodology for delivery</li> <li>3. Effective marketing and services sales strategy which appropriately packages up the DMM and reaches a wide audience</li> <li>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.</li> <li>5. Promote adoption of DMM case studies and adoption assessment reports, to inform the market that the approach of DMM is working for the industry</li> <li>6. Align all the other industry assessments (AI, CEM, Data, etc) to the DMM model to reinforce the approach</li> <li>7. Publish a set of industry agreed strategic KPIs for DMM measurement (answers the question, “we have taken the DMM so now what...”)</li> <li>8. Ensure that all the dimensions are consistent in language and approach.</li> </ol>
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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
<b>Project Joint Team Lead*</b>	Jonathan Hopkinson	Huawei Technologies Co. Ltd	<a href="#">Jonathan Hopkinson</a>	
<b>Project Joint Team Lead*</b>	Emmanuel Otchere	Huawei Technologies Co. Ltd	<a href="#">Emmanuel A. Otchere</a>	
<b>Subject Matter Expert</b>	Alfred Anaya-Dubernard	TM Forum	<a href="#">Alfred Anaya-Dubernard</a>	
<b>TM Forum Theme &amp; Product Owner</b>	Aaron Boasman-Patel	TM Forum	<a href="#">Aaron Boasman-Patel</a>	
<b>Collaboration Project Manager</b>	Alan Pope	TM Forum	<a href="#">Alan Pope</a>	
<b>Project Team Members</b>	Eamonn Mullally	Vodafone Group	<a href="#">Eamonn Mullally</a>	
	Arnold Buddenberg	Orange	<a href="#">Arnold Buddenberg</a>	
	Vit Soupal	Detecon	<a href="#">Vit Soupal</a>	
	Silvia Flachowsky	Detecon	<a href="#">Silvia Flachowsky</a>	
	Marc Cheboldaef	Cognizant	<a href="#">Marc Cheboldaef</a>	

## 4. Project Workstreams and Deliverables

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

[2022-DMM Epics - Sprint 1 \(28-Jan-22\)](#)

[2022-DMM Epics - Sprint 2 \(01-Apr-22\)](#)

[2022-DMM Epics - Sprint 3 \(03-Jun-22\)](#)

[2022-DMM Epics - Sprint 4 \(05-Aug-22\)](#)

[2022-DMM Epics - Sprint 5 \(07-Oct-22\)](#)

[2022-DMM Epics - Sprint 6 \(09-Dec-22\)](#)

## 5. Legal Notice

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Direct inquiries to the TM Forum office:

181 New Road, Suite 304  
Parsippany, NJ 07054 USA  
Tel No. +1 862 227 1648  
TM Forum Web Page: [www.tmforum.org](http://www.tmforum.org)