


2024-Digital Maturity Model Project Charter

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1. Project Information

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Project Name*	Digital Maturity Model
IPR Mode*	RAND <div> Explanations of each mode is available at http://www.tmforum.org/IPRPolicy/11525/home.html</div>
Type of Project*	Development Project
Strategic Program	Customer Experience & Trust
Previous Project Charter	2023-Digital Maturity Model Project Charter
Project Workspace Link	Digital Maturity Model
Project JIRA Link	See Section 4 below
Project Sponsor	N/A
Project Chairs*	Jonathan Hopkinson Huawei Technologies Co. Ltd Emmanuel A. Otchere Huawei Technologies Co Ltd
TM Forum Staff Support	Aaron Boasman-Patel - VP, AI and Customer Experience, Product & Portfolio Management Yvonne Kuimba - Head of AI & Data Stuart Dunn - Senior Project Manager Alfred Anaya-Dubernard - Director Conformance Certification and Digital Maturity Services

2. Project Overview / Executive Summary

Mission	The digital revolution brings significant opportunities and threats, impacting every industry. Communication Service Providers (CSPs) can embrace significant growth opportunities by looking beyond connectivity. At the same time, commoditization and digitalization of connectivity services have created an urgency to dramatically simplify and transform the efficiency of existing business. This project aims to provide a definitive telecommunications industry standard Digital Maturity Model (DMM) that, through guided assessment, provides CSPs with a practical approach to transformation that can be used to identify possible investment priorities and manage the digital transformation journey itself, step-by-step.
Value	<p>TM Forum's Digital Maturity Model offers a practical approach to transformation. It has been crafted over the course of many months by industry thought-leaders. CSPs, technology companies, and global advisory firms that have pooled their knowledge and experience to create a model that can be used to identify possible investment priorities and manage the journey itself, step-by-step.</p> <p>The collaboration project will provide key performance indicators (KPIs) and associated metrics. These are designed to equip your executives for effectively choreographing all the resources in your organization to frame your fundamental digital transformation business scorecard and effectively drive your business goals.</p>

Strategy	<p>The Digital Maturity Model will focus on 6 key dimensions:</p> <p>Customer – Providing an experience where customers view the organization as their digital partner using their preferred channels of interaction to control their connected future on and offline.</p> <p>Strategy – Focuses on how the business transforms or operates to increase its competitive advantage through digital initiatives; it is embedded within the overall business strategy.</p> <p>Technology – Underpins the success of digital strategy by helping to create, process, store, secure and exchange data to meet the needs of customers at low cost and low overheads.</p> <p>Operations – Executing and evolving processes and tasks by utilizing digital technologies to drive strategic management and enhance business efficiency and effectiveness.</p> <p>Culture, People, and Organization – Defining and developing an organizational culture with governance and talent processes to support progress along the digital maturity curve and the flexibility to achieve its growth and innovation objectives.</p> <p>Data – Evaluates the organization’s ability both strategically and operationally to ethically and effectively use data and information assets to maximize business value.</p>
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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 Team Chairs*	Jonathan Hopkinson	Huawei Technologies Co. Ltd	Jonathan Hopkinson	
	Emmanuel Otchere	Huawei Technologies Co. Ltd	Emmanuel A. Otchere	
Project Manager	Stuart Dunn	TM Forum	Stuart Dunn	
Subject Matter Expert	Alfred Anaya-Dubernard	TM Forum	Alfred Anaya-Dubernard	

4. Project Workstreams and Deliverables

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

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5. Project Backlog

6. Legal Notice

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