EUROPEAN DIGITAL CAPABILITY FRAMEWORK
Measure and Achieve Digital Potential in Business
The European Digital Capability Framework is intended to help Internet-enabled organisations in all sectors to measure and achieve their digital potential.

Due to reasons including lack of awareness, corporate culture, generation gap at management level or simply getting the wrong advice, the enterprise-wide deployment of digital technology and processes is often lower than it could be.

Steps that can be taken to improve this include a digital audit of the business, decision assistance programmes, digital management programmes and, as elaborated here, a capability framework based on digital competency levels.

Realising an organisation’s digital capability can result in more effective business processes, career development opportunities, training requirements, job creation and increased competitiveness.

The European Digital Capability Framework was recently submitted to the European Commission’s Digital Agenda for Europe. It was included in one of seven ideas selected for further consideration.
The Internet has become a utility like phones and electricity and has become indispensable in business.

Converting traditional processes to digital or in some cases replacing them will add value across the organisation.

In order for this to happen, the value needs to be tangible and “Going Digital” needs to become part of the culture of the organisation.

Until now, digital has mainly been associated with marketing and communications but in fact it has consequences for all departments.

The IT Department needs help deciding how to effectively deploy new technology options like cloud computing.

The Procurement Department needs a better understanding of the digital landscape in order to issue more informed specifications to suppliers.
The Marketing Department needs help deciding which communications channels are best to exploit – web, B2B and B2C social media, mobile etc.

The Sales Department needs help deciding what products and services should be delivered online using e-commerce.

The Customer Service Department needs help managing customer generated content such as social media and online user forums and integrating these with CRM systems.

The HR Department needs help moving recruitment onto the web and onto social media sites liked LinkedIn. It also needs help creating guidelines for appropriate use of social media by employees.

The Research Department needs help leveraging web analytics software as the web and social media make customer profiling increasingly more powerful and accurate.
The E-marketing Department needs help bringing the content to the user, not the user to the content, and websites and search engine optimisation will no longer be enough.

The Finance Department needs help understanding the potential for cost savings as traditional business processes such as sales, customers support and recruitment move online.

The Senior Management Team needs help understanding how transforming the business to Enterprise 2.0 can make it more cost effective and more competitive.

The Board of Directors needs help understanding that investments with an online component can yield greater and faster ROI.

The European Digital Capability Framework will apply a scale of competency levels in order to improve digital management practices across the enterprise, wherever current knowledge or practices require improvement.
## EUROPEAN DIGITAL CAPABILITY FRAMEWORK - 5 Indicative Competency Levels

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<tr>
<th>Level</th>
<th>Description</th>
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<tr>
<td>5. Optimal</td>
<td>Digital is at the heart of the operational strategy contributing to all business processes and objectives, “go digital” culture is strong</td>
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<tr>
<td>4. Advanced</td>
<td>Processes across the enterprise have been converted to digital providing tangible benefits and efficiencies, advocacy increasing</td>
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<td>3. Intermediate</td>
<td>Digital ICT is regarded as a business development tool with specific targets and reporting is in place, champions emerging</td>
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<tr>
<td>2. Basic</td>
<td>Limited resources are allocated to supporting a basic customer-facing digital presence, basic expertise in place</td>
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<tr>
<td>1. Negligible</td>
<td>No awareness of digital capability, no resources allocated, no digital strategy, plan or metrics, no understanding of best practice</td>
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