

	Gold	Silver	Bronze	Merit
<b>Digital Product Strategy</b>	<ul style="list-style-type: none"> <li>Evidence of continuous iteration and defined product roadmap.</li> <li>Clearly defined KPIs for digital product strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise wide digital product strategy.</li> <li>Enterprise strategy and vision for execution.</li> </ul>	<ul style="list-style-type: none"> <li>Clear digital product strategy outlined and communicated</li> <li>All projects are aligned toward the overall digital strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Siloed digital product strategies and execution.</li> <li>No enterprise digital vision or strategy</li> </ul>
<b>Product Management</b>	<ul style="list-style-type: none"> <li>Overarching product direction and strategy.</li> <li>Unique market opportunities based on current and new products.</li> <li>Fast tract product delivery through acquisitions or other similar means.</li> <li>Has clearly identified and delegated product management across the organization.</li> <li>Create significant overarching value to the market.</li> </ul>	<ul style="list-style-type: none"> <li>Gained competitive advantage through smart product management</li> <li>Identifying unique opportunities early</li> <li>Smart prioritization to meet current market demands</li> <li>Creating unique and timely innovations.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates ability to create differentiation in the market.</li> <li>Alignment in work item prioritization and digital product strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Has a clearly defined roadmap for digital products.</li> <li>Demonstrate alignment with work/tasks to product's digital strategy.</li> </ul>
<b>Technical Ownership</b>	<ul style="list-style-type: none"> <li>Technical accountability flows down from the executive suite all the way down.</li> <li>Engineering structures are optimal for the right culture required for technical product delivery.</li> <li>Demonstrates ability to make swift changes.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates technical ownership from the executive suite to all the way down.</li> <li>Architects and Technical product delivery is aligned towards business objectives and goals.</li> </ul>	<ul style="list-style-type: none"> <li>Utilization of cross cutting special technical expertise to be consistent in best practices, technology selection, standards applications and so on</li> <li>Examples include SRE teams, security and compliance teams.</li> </ul>	<ul style="list-style-type: none"> <li>Own or shared team delivery of technical products and services in siloed.</li> </ul>
<b>Engineering Management</b>	<ul style="list-style-type: none"> <li>Complete alignment with Engineering management, organizational goals and objectives, participate in strategy conversation and fully autonomy to make decision.</li> </ul>	<ul style="list-style-type: none"> <li>Engineering management is aligned with digital business strategy and fully understands priorities.</li> <li>Engineering management practices for respective products and services or functions.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates ability to retain customer priority and execute innovating on new products and services at the same time.</li> </ul>	<ul style="list-style-type: none"> <li>Primarily driven by customer needs and requirements. Gives first priority to serving customers.</li> </ul>
<b>Collection and analysis of product usage data</b>	<ul style="list-style-type: none"> <li>Enterprise visualization of Complete stack of dashboard.</li> <li>End to End data lake with full stack availability</li> <li>Evidence of Enterprise wide adoption of algorithmic model to predict the behaviour of its customer or systems that are connected to the product.</li> <li>Fully GDPR compliant</li> </ul>	<ul style="list-style-type: none"> <li>Real time visibility on data to drive outcomes for their customers.</li> <li>Technologies to feed data into a large scale data lake (similar to Kafka, Cloudera).</li> <li>Running basic algorithmic models to predict the behaviour of its customer or systems.</li> </ul>	<ul style="list-style-type: none"> <li>All data is stored in a centralized location.</li> <li>Adoption of data protection regulation compliant.</li> <li>Adoption of automation across systems.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to collect data using products that are connected to the ecosystem. Basic data retention policy and data usage policy in place</li> </ul>
<b>Concern with review and verification process to ensure</b>	<ul style="list-style-type: none"> <li>Organization remains optimized towards meeting the needs of the customer for all external interfaces and relationship between the discreet process and other processes.</li> </ul>	<ul style="list-style-type: none"> <li>Examine the verification process output to ensure governance that are adequate and timely information for management decision making.</li> </ul>	<ul style="list-style-type: none"> <li>Ascertain whether the activities are designed and integrated sufficiently in order to fulfil the support process</li> </ul>	<ul style="list-style-type: none"> <li>Is there are basic support framework in place to carry out minimum set of activities are being performed for customer support?</li> </ul>
<b>Generation of new business models and revenue streams</b>	<ul style="list-style-type: none"> <li>Continuous discovery and exploration of new business model.</li> <li>Currently have 3+ new business models using the connected device or data collected from a single or many connected devices.</li> </ul>	<ul style="list-style-type: none"> <li>Advance stage with some level of exploration of new business model.</li> <li>Currently have 2 new business models using the connected device or data collected from a single or many connected devices.</li> </ul>	<ul style="list-style-type: none"> <li>Early stage of new business model</li> <li>Currently have 1 new business models using the connected device or data collected from a single or many connected devices.</li> </ul>	<ul style="list-style-type: none"> <li>Exploring the possibility to using connected device or the data collected using the connected device to build new business models.</li> </ul>
<b>Product Evolution</b>	<ul style="list-style-type: none"> <li>5 year product roadmap clearly defined and demonstrate through the achievement during the previous years.</li> </ul>	<ul style="list-style-type: none"> <li>1 - 2 year product road map has been defined based on strategy (Above), customer feedback and previous experience.</li> </ul>	<ul style="list-style-type: none"> <li>1 year product roadmap in place and qualified based on previous experience or customer product feedback</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 6 month product roadmap defined.</li> </ul>