

Leveraging Maturity Models to promote Digital Transformation in the Furniture Industry

SUMMARY

Furniture manufacturing companies that seek to transition to Industry 4.0 to become more sustainable, innovative, and competitive must first evaluate its own digital level of maturity to understand the strengths it can already leverage and the systems and business processes that must be integrated into digital solutions. A Digital Transformation Maturity Model (DTMM) is a method to measure the degree to which a company is implementing digital technologies across its manufacturing processes, business operations, marketing strategy, etc. A higher level of digital maturity means the company has a potential for growth in capabilities and processes used to develop products and services.

LEARNING OUTCOMES

- **Learn what is Industry 4.0**
- **Learn what is a Digital Transformation Maturity Model and what does it measure**



TOPICS

- Definition of Industry 4.0
- Differences between digitization (the conversion of analogical or non-digital to digital), digitalization (use digital technologies and digitized data to transform how work gets done, how customers and companies engage and interact, and to create new digital revenue streams), and digital transformation (broad, customer-centric cultural and organizational change across the company, supported by a strong leadership and by the adoption of digital technologies that empower and enable employees)*
- Definition of Digital Transformation Maturity Model (DTMM) and its key dimensions used to measure the digital maturity level

TAKEAWAYS RELATED TO THE FURNITURE INDUSTRY

Furniture manufacturing companies can use a DTMM to evaluate the degree to which it is implementing digital technologies across its manufacturing processes, business operations and marketing strategy, among others. A DTMM is not a “roadmap” to follow as it does not describe phases a company should go through.

What are the different levels of maturity a company may be within its digital transformation process.

The levels of digital maturity measuring a company’s degree of adoption of digital technologies are 1) Initial/Ad hoc, 2) Managed/Opportunistic, 3) Defined/Repeatable, 4) Quantitative/Managed, 5) Optimized.

ADDITIONAL MATERIAL

- [Gonçalves Machado, Carla & Winroth, Mats & Carlsson, Dan & Almström, Peter & Centerholt, Victor & Hallin, Malin. \(2019\). Industry 4.0 readiness in manufacturing companies: challenges and enablers towards increased digitalization.. 81. 1113-1118. 10.1016/j.procir.2019.03.262](#)
- * [Colleen Chapco-Wade, Digitization, Digitalization, and Digital Transformation: What’s the Difference? Medium, Oct 21, 2018](#)