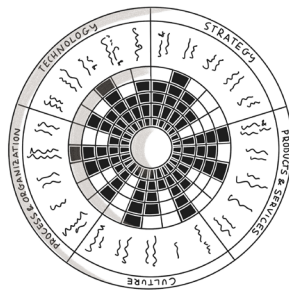


# Digital Maturity Assessment and Definition of Concrete Areas of Concern



Mit gutem Gefühl

- **Company:** Gundlach  
Bau und Immobilien GmbH & Co. KG
- **Business sector:**  
Construction/real estate
- **Project scope:** Five workshop days



## Starting Point

The Gundlach Group is already engaged in a deep assessment of the potential impacts and opportunities posed by digital transformation. The group has launched digitalization initiatives and pilot projects in various areas of the company.

## Process

Together with fme AG, the Gundlach Group carried out a status assessment for the individual areas of the company in order to determine the company's current status, thereby laying the groundwork for future digitalization activities.

In the course of one-day workshops with representatives of various company areas, the goal was to evaluate the progress of the company's own digitalization and to develop a uniform understanding of which strategic, cultural or process-related changes are still outstanding. The fme maturity model, which has a scientifically based catalog of criteria, was used as the survey method.

*»The maturity workshops helped us build a common understanding of digitalization in our company. The results enable us to direct our strategic focus toward the right topics.«*

*(Kai Holsten, Commercial Manager at the Gundlach Group)*

## Added value

- ✓ In-depth focus on the topic of digital transformation
- ✓ Status assessment from different perspectives (strategy, culture, process and organization, technology, products and services)
- ✓ Identification of initial and desired digitalization levels (current and target digital maturity)
- ✓ Documentation of agreements, disagreements, and controversies within the company group
- ✓ Comprehensive documentation of results, graphic assessment, and management summary

## Results

The model allowed the company to assess its current maturity level from a range of different perspectives. Based on this model, individual target states of digitalization were defined for the different company areas. By comparing the current and target state of digital maturity, Gundlach was able to identify areas of concern and establish priorities to prepare the different areas of the company for future challenges.

Gundlach used these results and the holistic assessment to develop and plan targeted measures for the company's digital transformation.

## Methods / Technology

- Business Model Canvas
- Digital maturity
- Interactive workshop methods (question-answering-technique for group interviews, moderated discussions, prioritizing)

**Further information on [www.fme.de/en](http://www.fme.de/en)**