

A?

Aalto-yliopisto

How to use benchmarking in the era of digital transformation

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Content

What is digital transformation

Digital transformation in higher education

Assessing your capabilities

Using BencHEIT results

Other aspects to consider

Summary

Digital transformation

Transformation created by a combination of forces that strengthen each others:

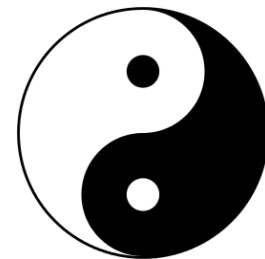
Technology

- Cloud
- Mobility
- Analytics
- Social media
- Internet of things

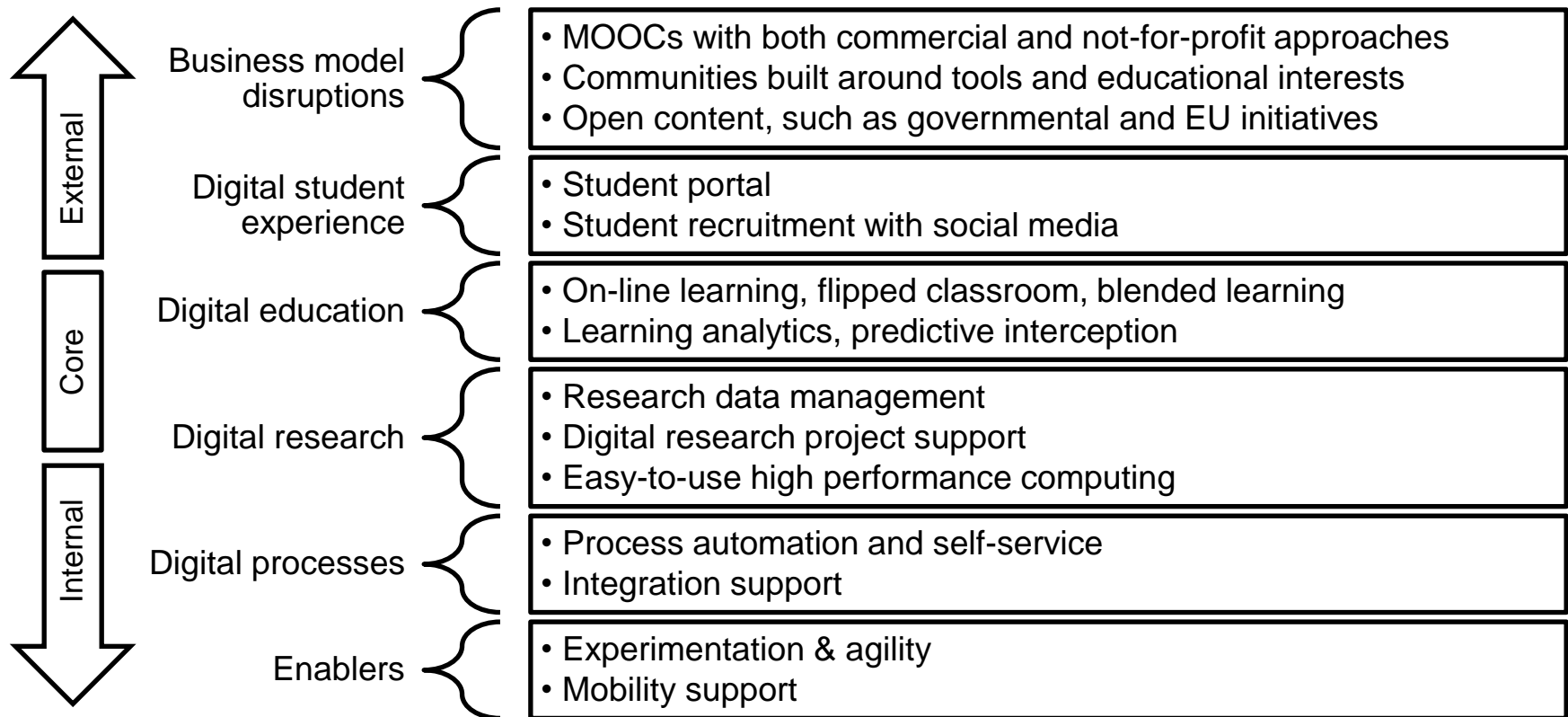
Business

- Globalization
- Faster speed and disruptions
- Increase of service business
- Increase of diversity
- Digitally native end-users

The result is an accelerating cycle where technology creates new business and business creates new technology



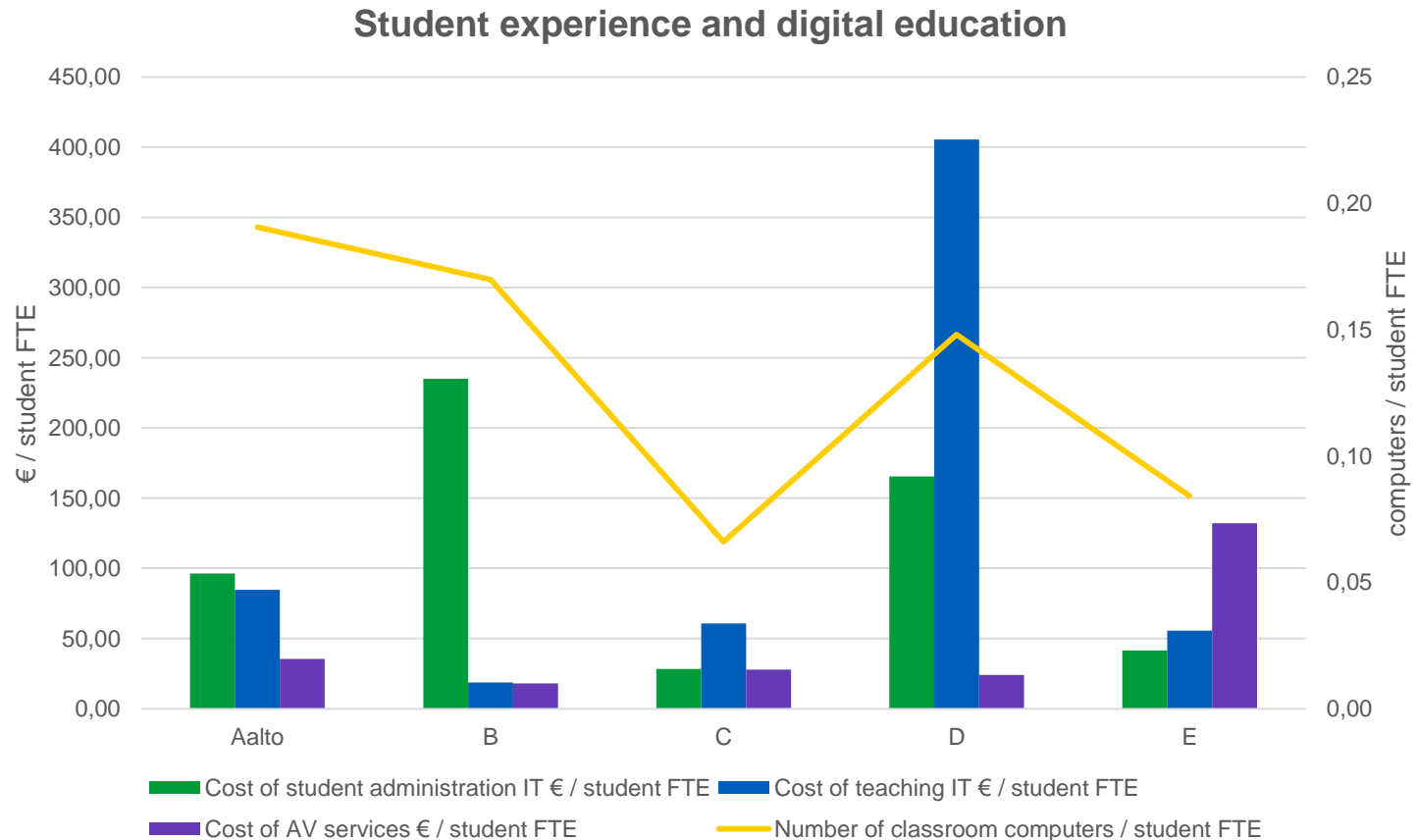
Digital transformation in higher education



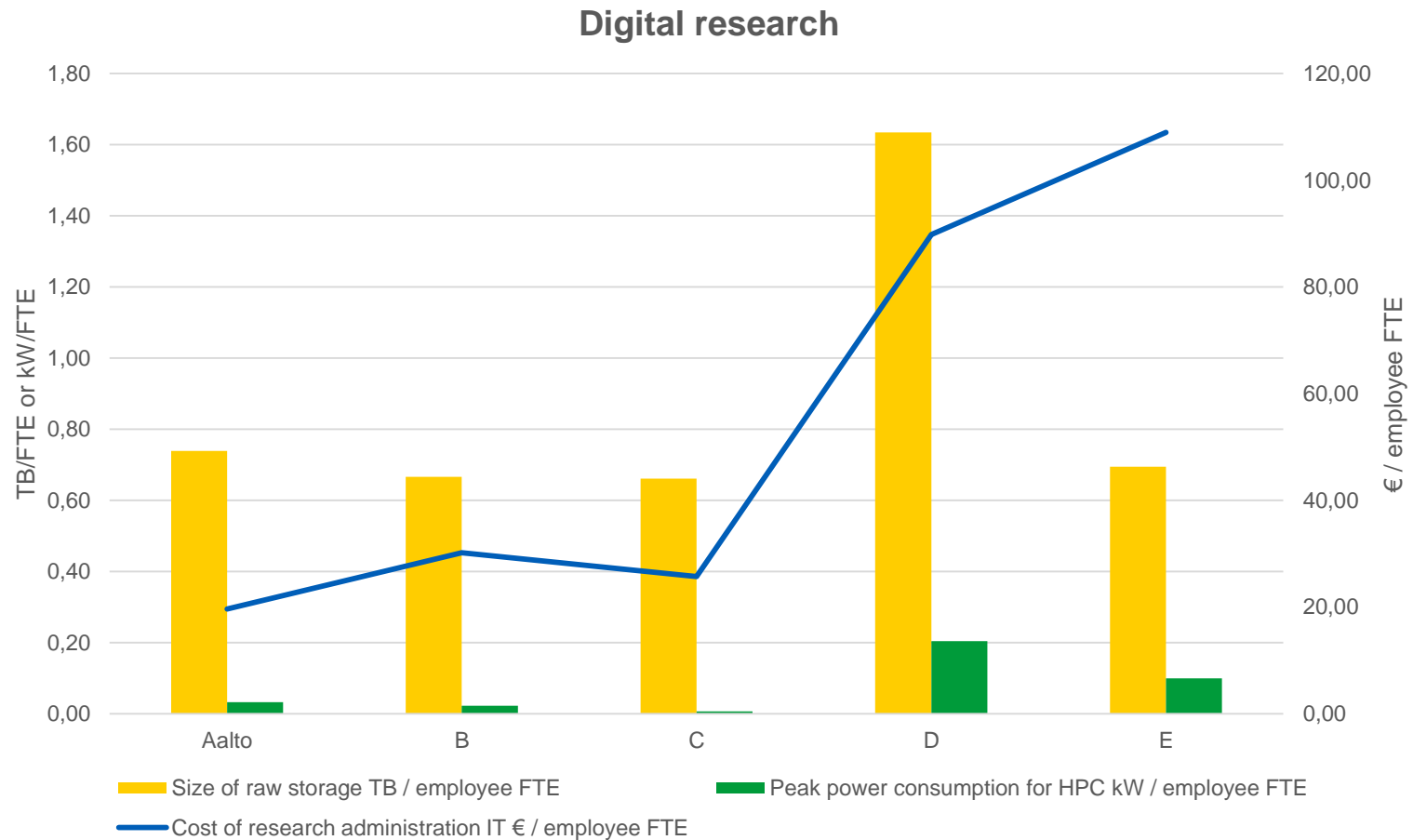
Assessing your institution's maturity

- Consulting companies have introduced digital maturity assessment methodologies (e.g. McKinsey: Digital Quotient)
 - *Consulting engagement is typically required*
 - *Comparisons are based on data available to consultants only*
- BencHEIT data is not directly addressing digital capabilities but has a number of elements that correlate strongly with digital maturity
 - *Digital education ~ cost of educational IT*
 - *Digital processes ~ cost of business applications*
 - *Blended learning ~ cost of AV equipment*
 - *To compare institutions of different sizes, values can be normalized with a suitable denominator (e.g. student FTE, employee FTE)*

Student experience and digital education

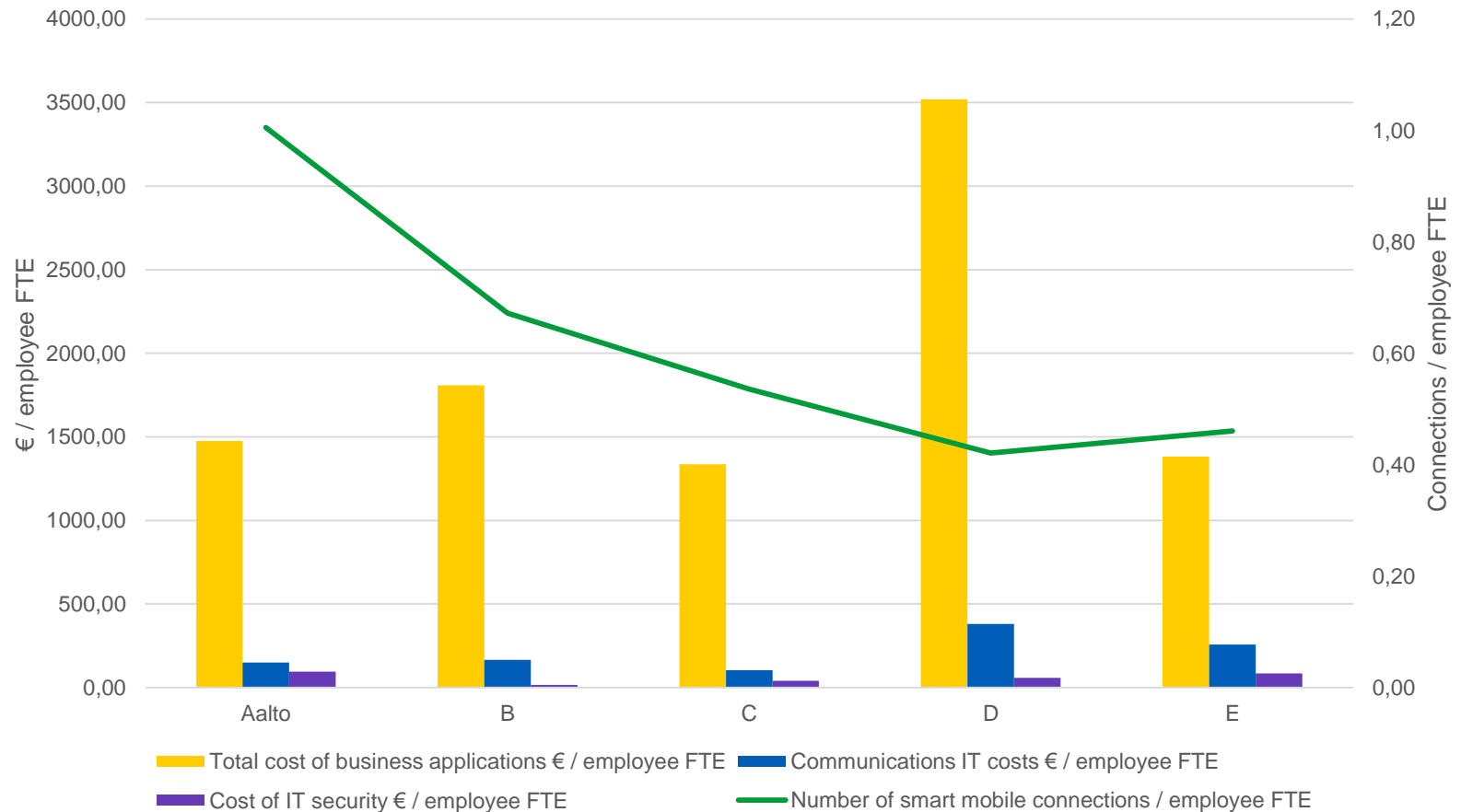


Digital research



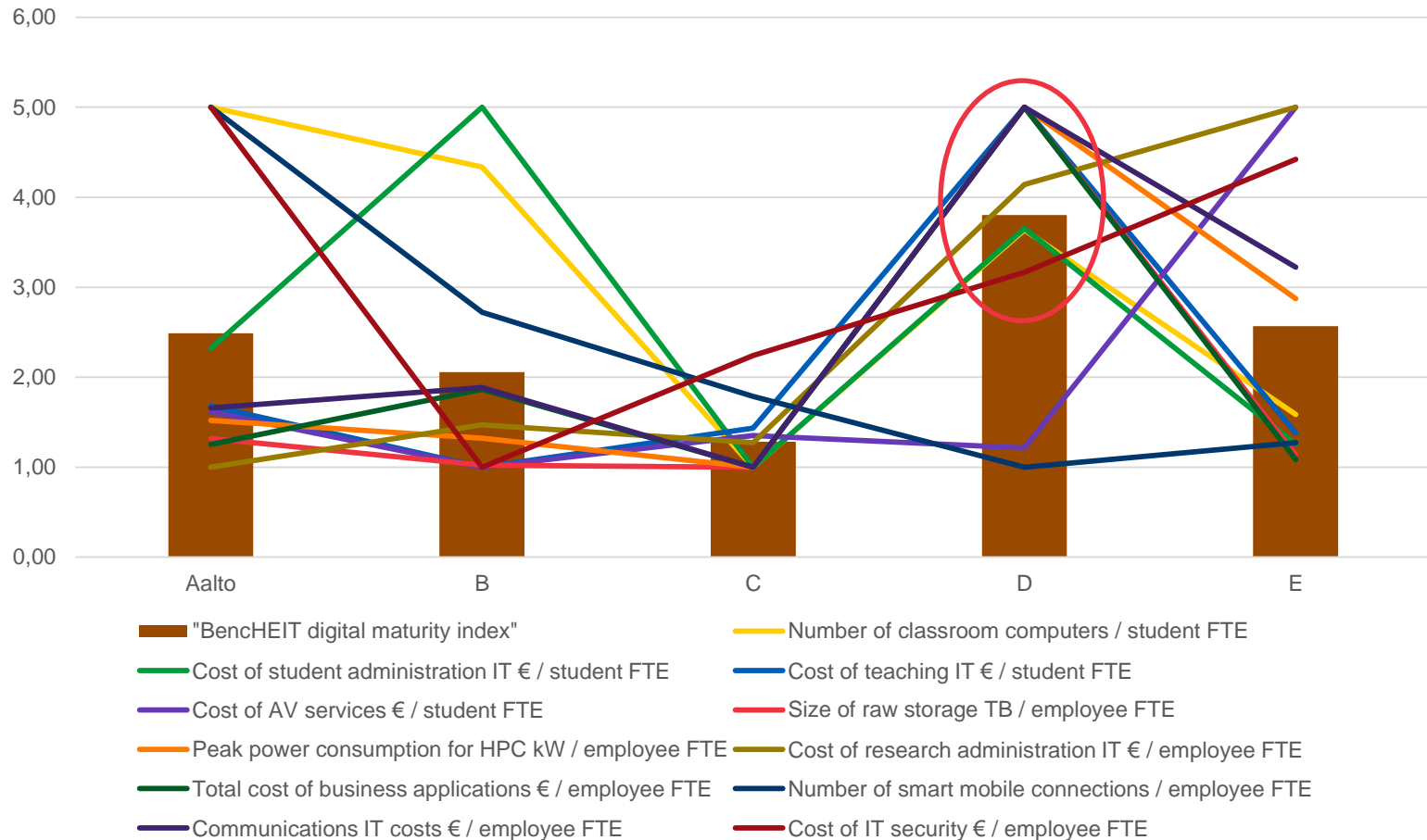
Digital processes and enablers

Digital processes and enablers



Combining the viewpoints

Normalized view



Summary

Digital maturity comes in different flavors

- Each institution has its own strategy and preferences – direct comparison is difficult or even impossible

Digital maturity can be assessed through different components

- E.g. student experience, education, research, processes, mobility
- BencHEIT data provides a good basis for the assessment

Combining different components yields an overall picture

- Each institution can compare its maturity with its peers using a combination of its preferred components
- What next? BencHEIT digital maturity index?



Thank you!