

10 Digital KPIs Top Performers Excel At

An analysis of **Gartner’s Digital Execution Scorecard (DES)**¹ data shows top performers that generate higher **digital new revenue** significantly outperform other organizations in **how** work is done, **what** is worked on, and **who** is working on it.



Top Performers drive digital new revenue² by:

Digital Product and Services

Digital assets, algorithms, software or additional product features based on digital services

Digital Channels

Goods and services sold through digital channels under enterprise control

Platform Business

The trade of digital products and services—connecting supply and demand

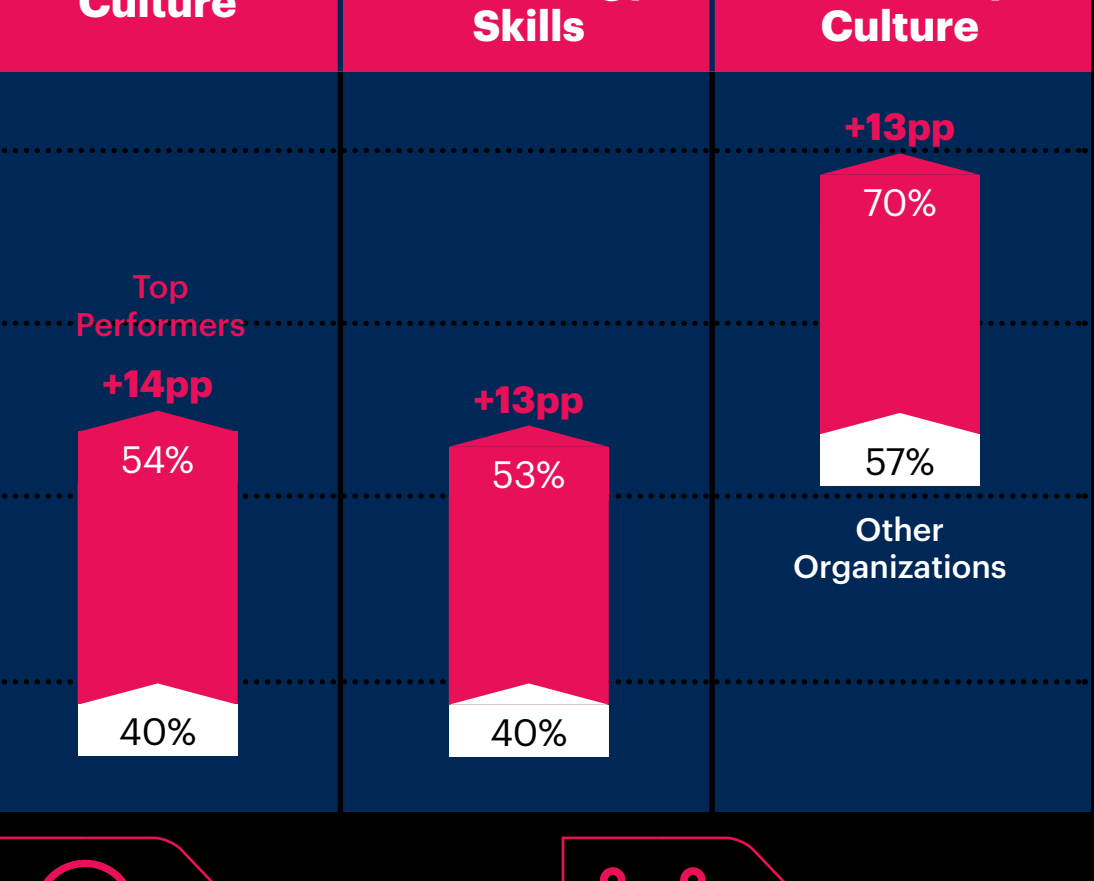


Top performers significantly outperform other organizations in the following 10 KPIs:

Digital Culture and Skills

Who does the work

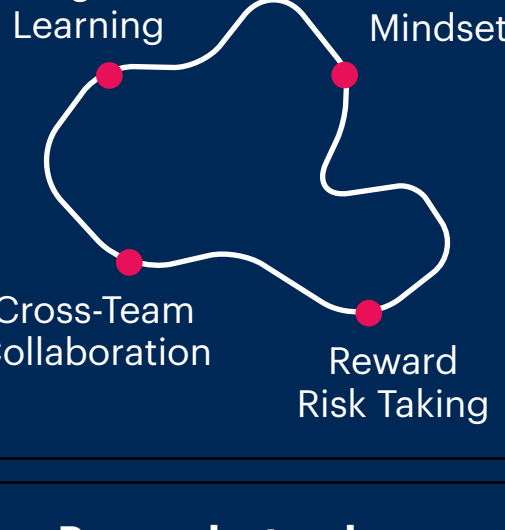
Top performers excelled in these KPIs:



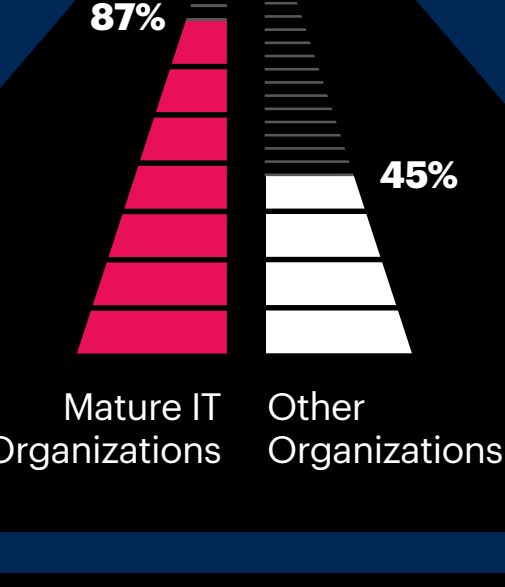
Create a plan for filling skills-gaps to solidify the culture and support talent.

Cultivate a culture of change to evolve systems and processes.

Mature IT Organizations build culture through the following practices:



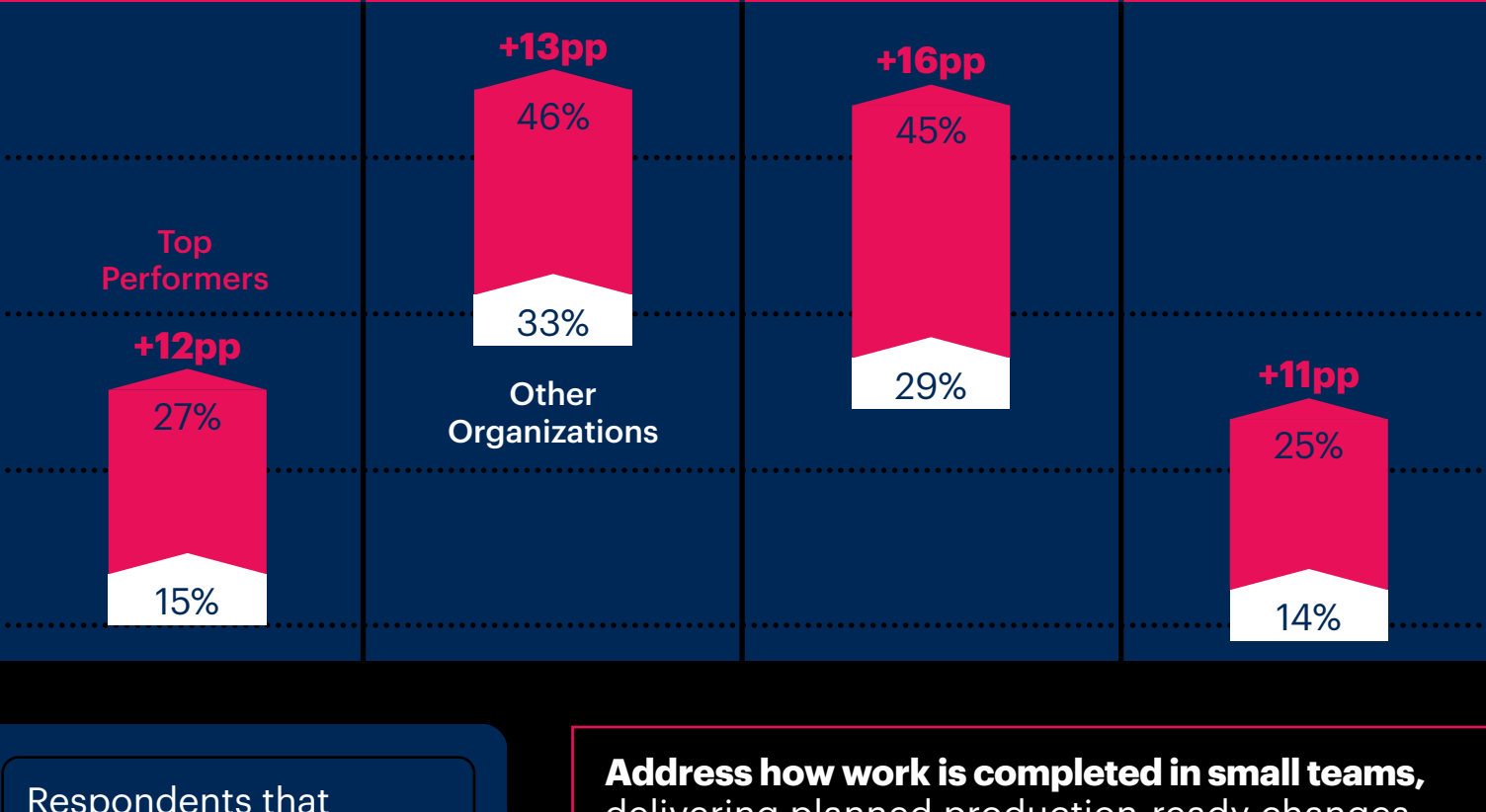
Respondents whose organization invest in culture³



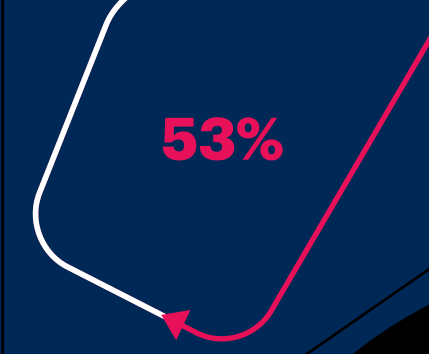
Agile and Iterative Ways of Working

How work is done

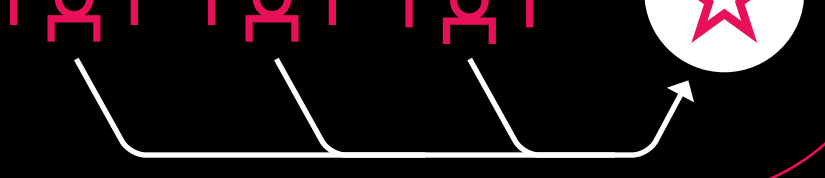
Top performers excelled in these KPIs:



Respondents that state their enterprise **significantly changed “how they work”** in the past 12 months.⁴



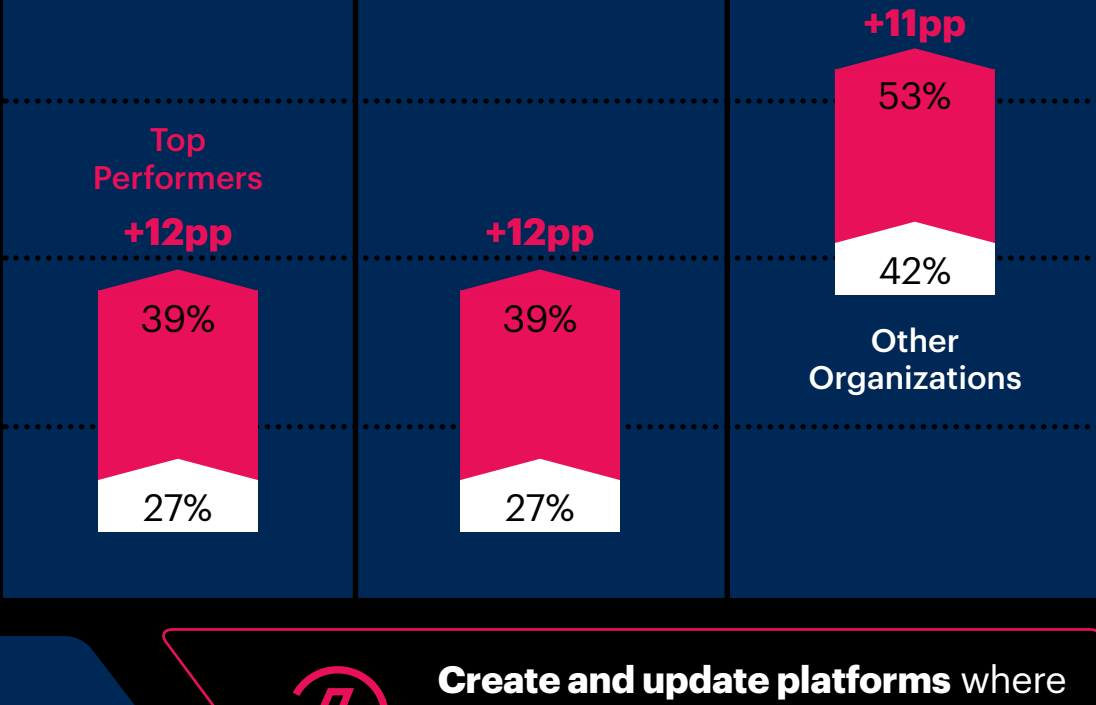
Address how work is completed in small teams, delivering planned production-ready changes to their applications.



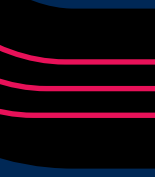
Ecosystems and Customer Platforms

What is worked on

Top performers excelled in these KPIs:



Create and update platforms where customer related information is used for improved user experience.



Start maximizing your performance!

Monday Morning

- Use Digital Execution Scorecard to benchmark new digital revenues performance against industry peers. Ask your account executive about DES to ensure your organization has access.
- Diagnose IT organization performance in KPIs that impact new digital revenue generation.

Next 90 Days

- Begin transition to adopt agile delivery practices and product centrality. This requires working with the finance organization to shift funding and prioritization from point-in-time projects to long-lived products and value streams.
- Identify the digital skills most important to your enterprise and work with your HR partners to assess IT employees. Develop a plan to fill gaps through agile learning.

Next 12 Months

- Work with your Gartner advisor to develop an improvement plan based on areas identified by DES.
- Complete DES after one year to gauge performance and to compare against an updated benchmark dataset.

¹ Gartner’s Digital Execution Scorecard™ benchmark data on cross-industry strategic digital KPIs from 994 global organizations (except not-for-profits or government entities).
² Top performing organizations score in the top 25th percentile of the Digital New Revenue Index that is calculated as the arithmetic of scores across 3 KPIs: Revenue from as a Service Model (%), Revenue from Business Platforms (%), Revenue from Digital Product and Services (%).
³ Gartner IT Score for CIOs benchmark data collected between Oct 2020 – Mar 2022, n = 1104 organizations. Mature IT Organizations (organizations that score in the top 20th percentile of the overall maturity score, n = 221), Rest of the Organizations (n = 883).
⁴ 2021 Digital Business Acceleration Survey (n = 615).

Actionable, objective insight

Explore these additional complimentary resources and tools for I&O and IT Leaders:

Resource Center
CIOs Role in Digital Transformation
Explore insights, advice, and tools to help CIOs address their top challenges.

[Learn More](#)

Research
The Gartner CIO Agenda
Find out the leadership, organizational and technology priorities that CIOs must address.

[Download Research](#)

Tool
Gartner Digital Execution Scorecard™
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[Get Started](#)

Research
The CIO’s Response to Inflation
Take immediate action to reduce costs and strategically invest in the future.

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