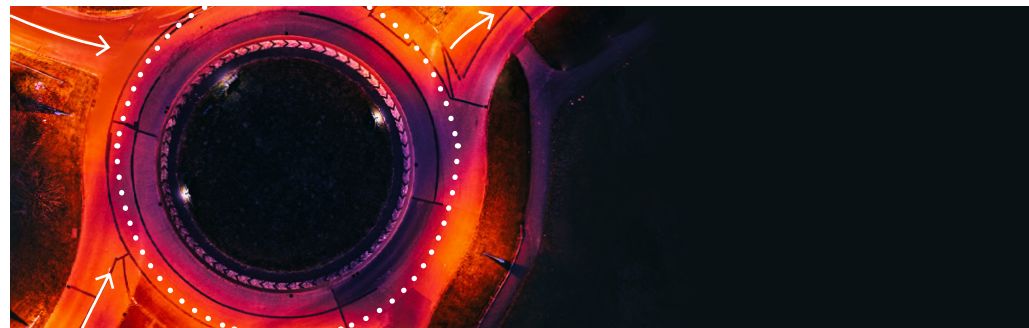# Gartner's Digital Commerce Maturity Framework

Digital commerce is a critical priority, but organizations lack the necessary building blocks to achieve sustainable growth. Digital commerce leaders should use this maturity model to assess their current maturity state and determine the best path to the ideal state to enable growth.

Digital commerce pillars	Level 1 Nascent	Level 2 Developing	Level 3 Intermediate	Level 4 Advanced	Level 5 Expert
Strategy	No strategy	Short-term strategy focuses on pilot projects (1 year)	Medium-term (1-2 years) focuses on core RTM growth	Long-term strategy (3-5 years) focuses on incremental innovation	Transformative strategy (5+ years) to invent new business models
Culture	Leadership lacks commitment	Leadership champions collaborative behaviors	Growth mindset established and solidified	Growth mindset expands to focus on innovation	Digital-first engrained in the culture
Organization	No formalized structure or governance	Cross-functional project structure is established	Permanent structure and governance formalized	Teams set up to drive innovation	Organization optimized for agility and sustainability
Execution	Little or siloed execution	Structured execution and KPIs set	Insight-led execution performs consistently	Execution exceeds targets driven by innovation	Best-in-class execution compared to competitors
Technology	Digital commerce technologies are basic	Basic ecosystem apps and analytics in place	Advanced ecosystem apps and analytics implemented	Pioneer technologies to enable innovation	Composed best-of-breed tech enables transformation

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