

Test and validation

Name: Digital maturity assessment

Status: Method available



Stakeholder impact

Problem Owner:

Wageningen Social & Economic Reserach

Involved:

Technologie ontwikkelaars

More information?

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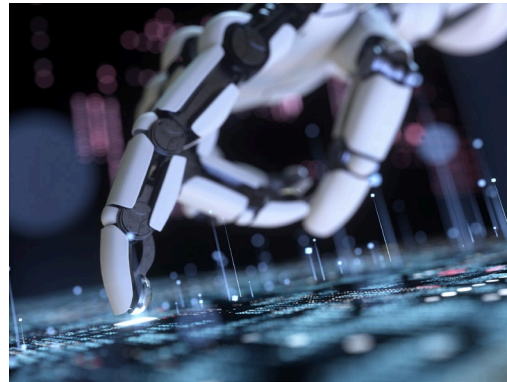
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Open Field
Cultivation



Digital maturity assessment

The Digital Maturity Assessment (DMA) is a sector-specific tool developed within NXTGEN Hightech to assess the digital and organisational maturity of agrifood companies. It helps organisations evaluate how prepared they are to effectively implement, integrate and apply digital technologies within their operations.



Broad knowledge question

How can the digital maturity of agrifood companies be systematically assessed to support the targeted and effective adoption, integration and scaling of smart farming technologies?

Approach

The DMA approach is based on an extensive analysis of more than 35 international maturity models. In practice, the methodology focuses on assessing a specific use case across:

- 6 maturity dimensions (business processes, people & culture, strategy, digital governance, technology, data & analytics)
- 18 concrete criteria covering both technical and organisational maturity
- 5 maturity levels (Ad hoc → Innovative)

Objective

The objective of applying the DMA to a use case is to help companies or pilot locations understand their current level of digital maturity, identify key digital bottlenecks, and determine the steps needed to progress to a higher level of maturity. The methodology supports data-driven decision-making and helps organisations implement technology more successfully.

Results and reflection

Applying the DMA provides a clear maturity profile of the use case, including insight into the main organisational and technological bottlenecks. The findings are summarised in a concise recommendation report with targeted next steps. This helps organisations prioritise actions and systematically improve their digital maturity.

The [report](https://doi.org/10.18174/712913) can be found at doi:[10.18174/712913](https://doi.org/10.18174/712913)

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