

TEMSA's Digital Transformation Success Story



Introduction

As a leading player in transportation and mobility solutions, Temsa is known for its cutting-edge vehicles and strong R&D capabilities. Yet in today's world, engineering excellence alone isn't enough. Sustained leadership requires digital clarity, strategic alignment, and measurable progress. That's why Temsa partnered with Digitopia—not once, but twice—for a full Digital Maturity Index (DMI) assessment.

The Challenge

Like many industrial leaders, Temsa recognized that digital transformation should not be left to guesswork. While various initiatives were already underway—from smart manufacturing investments to digital customer services—the company lacked a unified framework to evaluate progress or compare its standing within the broader industry and holding ecosystem.

The need was clear:

- Establish a baseline to understand where they truly stood
- Track progress over time using measurable insights
- Benchmark performance against peers and other holdings
- Align investments with strategic outcomes



The Solution

Clarity, Benchmarking, and Strategic Tracking with DMI

Digitopia's DMI approach gave Temsa the tools and structure to transform vision into data-driven execution.

- 1. Repeatable and Reliable Measurement:** Over two assessment cycles, Temsa tracked its digital progress using the same structured framework—enabling clear before-and-after comparisons and identifying tangible improvement areas.
- 2. Objective Insight for Smart Investment:** With the DMI, Temsa no longer relies on assumptions. The company now measures its digital progress with precision, ensuring that each investment—whether in automation, AI, or customer solutions—is grounded in real business value.
- 3. Benchmarking Across Holding:** Temsa appreciated the ability to benchmark not only against industry peers but also against other companies within its own holding group. This feature enabled strategic discussions at the group level, facilitating better alignment across portfolios.
- 4. A Data-Driven Transformation Journey:** The DMI has become more than a measurement tool for Temsa—it's a compass. It ensures that the journey is not only visionary but also trackable, comparable, and impactful.

Value & Benefits

1. Clear Baseline, Measurable Progress: Temsa now operates with a structured, repeatable framework to evaluate digital capabilities—transforming assumptions into actionable insights. The two-cycle assessment made it possible to measure tangible progress and ensure consistent improvement.

2. Smarter Investment Decisions: With data-driven clarity, Temsa can now prioritize digital initiatives that generate the highest impact. The DMI helps ensure resources are allocated strategically—where they matter most.

3. Group-Level Benchmarking: Thanks to cross-holding comparisons, Temsa gains a broader perspective on performance. This visibility strengthens internal positioning and encourages constructive dialogue with other group companies.

4. Alignment Across Leadership: The DMI fostered alignment between IT, operations, and business units. A common language around digital maturity helped accelerate decision-making and build shared accountability across teams.

5. Transformation with Confidence: Digitopia's methodology empowers Temsa to move forward with confidence—making digital transformation not just a vision, but a trackable and guided journey. With each assessment, the company sharpens its roadmap and renews its focus.



Conclusion

Today, Temsa approaches transformation with greater confidence and clarity. **Leadership is aligned, priorities are sharper, and progress is visible.** With each DMI assessment, Temsa strengthens its ability to evaluate impact, refine its roadmap, and make smarter investments—ensuring that transformation efforts are both targeted and sustainable. Through its continued partnership with Digitopia, Temsa is not only shaping the future of mobility—it's measuring it every step of the way.



Digitopia's Digital Maturity Index has been a key element in structuring our digital transformation. It provided us with a clear, objective view of where we stand and how we compare—both within our holding and across the industry. More importantly, it enabled us to track progress over time and align our digital investments with measurable outcomes. This structured approach brings clarity, focus, and confidence to our transformation efforts.

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