



Digital Readiness Checklist

For each statement, use your best judgement to select the boxes that best apply. Please use the key below to assist:

- Yes – already in place and functioning well
- Partial – exists but needs improvement
- No – not yet in place

When you're finished, check our scoring guide to evaluate your responses and learn where you stand.

Category	Statement	Yes	Partial	No
Data Readiness	We have a single, reliable source of truth for product data (e.g., PIM or equivalent system).			
	All product data (titles, descriptions, SKUs, attributes, specs) is complete, consistent, and up-to-date in a database, not depend on spreadsheets			
	Product images and digital assets meet quality standards and are consistently formatted and properly stored in a cloud-based database			
	Customer data is accurate, deduplicated, and stored in a system in compliance with privacy regulations.			
	Inventory and sales data update automatically in pre-scheduled time across all digital sales channels.			
	Data is accessible to all relevant teams without manual file transfers or emailing spreadsheets.			

Category	Statement	Yes	Partial	No
Operational Readiness	Core processes for sales, fulfillment, and customer service are standardized, documented, and repeatable.			
	Our team can process orders without relying on manual data entry.			
	Order fulfillment is automated or has minimal manual intervention.			
	Logistics partners (shipping, warehousing, 3PLs) are digitally integrated with our systems.			
	We have a clear, integral, and efficient process for returns, exchanges, and issue resolution.			
Technology Infrastructure	Our core systems are cloud-based and accessible from anywhere.			
	Key platforms (ERP, CRM, OMS, PIM, WMS, e-commerce) are integrated via APIs or middleware.			
	Our tech stack is scalable enough to handle seasonal spikes or growth.			
	Security protocols protect transactions, customer data, and system access.			
Team & Skills	We have clear knowledge or experience for digital commerce operations and channel requirements.			
	Staff are trained to use our systems and follow our processes effectively.			
	We have in-house or partner expertise to guide digital commerce strategy.			

END

Scoring Guide:

Mostly Yes

You have a solid foundation and can confidently plan new digital commerce initiatives.

Mostly No, Some Partial

Prioritize foundational work in data, operations, and technology before major digital business investments.

Mostly Partial, Some Yes

Gaps definitely need patching up, which could mean updating software or, depending on where you're at, tightening up loose processes. A **free audit** with one of our professionals can help you figure out exactly where you stand and what's needed next.

Your Next Move

Now that you've seen how small inefficiencies can add up, it's worth exploring ways to streamline your processes and gain clearer insights. Tools like DigitBridge can help bring everything together in one place—learn more about how it works and what it could do for your business.

Ready to Chat?



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