

Digital Maturity Assessment for Distributors

Evaluate your readiness, uncover gaps, and identify your next move in digital transformation.

How to Use This Assessment

Answer the questions in each category below to assess your current digital maturity. Tally your points, then see your results on the next page. This will help you understand where you stand and what areas to prioritize next.



1. Platform & Architecture

How would you describe your current eCommerce platform?			
0 POINTS We don't have one yet.	1 POINT It's basic and managed by IT with limited flexibility.	2 POINTS We're on a modern SaaS platform, but not fully optimized.	3 POINTS We've built a scalable, well-integrated platform tailored for B2B.

Have you gone through a structured discovery and architecture process?			
0 POINTS No formal process—decisions are ad hoc.	1 POINT Some initial planning, but not comprehensive.	2 POINTS We've done discovery with clear platform goals.	3 POINTS Discovery and architecture are aligned with long-term strategy.

2. Product Data Management

Where does your product data live?			
0 POINTS ERP or spreadsheets only.	1 POINT We've started centralizing data, but it's inconsistent.	2 POINTS We manage data in our eCommerce platform with some structure.	3 POINTS We have a PIM or clean, scalable product data framework.

How customer-ready is your product data?			
0 POINTS Limited specs and outdated images.	1 POINT Basic info available, but hard to search or filter.	2 POINTS Searchable, complete info but not personalized.	3 POINTS Rich data with specs, images, videos, filters, and real-time accuracy.

3. User Experience

How would you describe your current digital experience?			
0 POINTS Outdated design, hard to use, slow.	1 POINT Usable but designed more for internal teams than customers.	2 POINTS Modern design with mobile support, but not fully optimized.	3 POINTS Seamless, fast, mobile-first, and tailored to real B2B workflows.

Do you personalize the experience for different buyer roles?			
0 POINTS No—everyone gets the same interface.	1 POINT Minor personalization (e.g., saved carts).	2 POINTS We support approval workflows or account-level pricing.	3 POINTS Fully role-based dashboards and experiences.

4. Team & Operations

Do you have a dedicated eCommerce or digital lead?			
0 POINTS No, it's a side responsibility.	1 POINT Yes, but limited to tactical execution.	2 POINTS Yes, with strategic oversight and team alignment.	3 POINTS Yes, plus supporting specialists or partners.

Is your sales team aligned with digital efforts?			
0 POINTS No—they see it as competition.	1 POINT Sometimes—we're working on better alignment.	2 POINTS Yes—they support and contribute insights.	3 POINTS Yes—they actively use and promote digital tools.

Calculate Your Current Maturity Level

Score	Maturity Stage	What It Means
0–10 PTS	Foundation Phase	You're just starting—focus on vision, platform selection, and product data.
10–17 PTS	Emerging Digital	You've taken key steps—next, streamline UX and unify internal teams.
18–24 PTS	Digital Performer	Your foundation is strong—now accelerate growth with personalization and automation.
25–30 PTS	Digitally Mature	You're operating at scale—focus on optimization, innovation, and analytics-driven growth.

What's Next?

Turn your results into action! Understanding your digital maturity is just the beginning. Whether you're in the foundation phase or scaling new initiatives, Zaelab can help you plan your next move.

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“Modernization is a continuous process of identifying constraints and acting on them with discipline.”

— Evan Klein, CEO of Zaelab