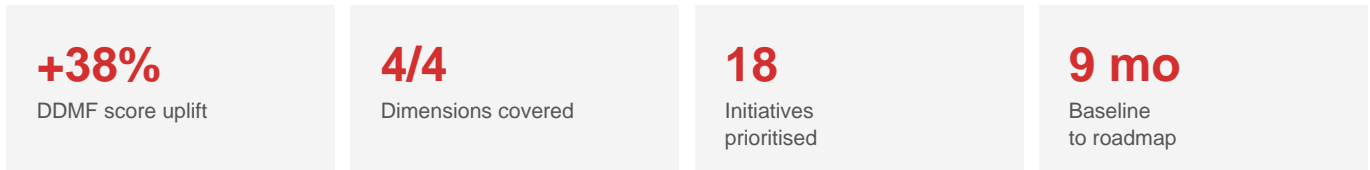


TRANSPORT — GOVERNMENT OF DUBAI · 2024 · 9 MONTHS

Dubai Taxi Corporation

Lifting DDMF Maturity Across Four Dimensions

Baselined and elevated digital maturity across Digital City Experiences, Data, Cybersecurity and ICT, aligning with the Digital Dubai framework.



THE CHALLENGE

DTC needed an independent baseline of its digital maturity against the Digital Dubai DDMF, with a credible roadmap to move from Level 2 to Level 4 across the four dimensions ahead of the next government-wide review.

OUR APPROACH

- 40+ structured interviews across business, ICT, data and cyber functions
- Scored 60+ DDMF sub-dimensions with documented evidence
- Co-designed a 24-month uplift roadmap with quantified business cases
- Established quarterly governance cadence with the executive sponsor

OUTCOMES

- Government-ready DDMF submission accepted on first review
- Cross-functional digital council established and operating
- Prioritised portfolio of 18 initiatives with owners and KPIs