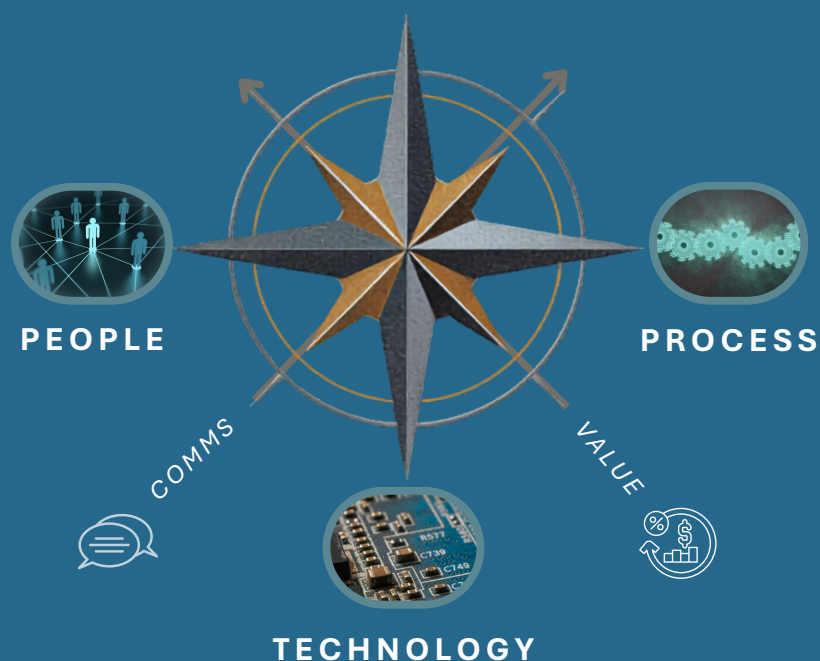


# The DEX-COS<sup>TM</sup>

Your North Star to Operationalizing a  
DEXOps Practice



THE DEX AUTHORITY, LLC

## DEX Common Operating System - People Layer -

The DEX-COS People Layer architecture integrates governance, roles, and culture to effectively enhance digital employee experience across organizations.

### Key Components of the Standard

- The Redesign Imperative
- Organizational Maturity
- People and Roles
- Governance Structure
- Cultural Transformation
- Activation Models
- The Sustainability Loop
- Operational Roadmap
- Competency with Maturity
- Communication and Value

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Modern enterprises do not suffer from a lack of technology expertise.

They suffer from a lack of organizational design that accommodates the complexity of their technology.

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IT has been structured to restore service, not to engineer experience.

The COS People Layer defines the redesign from a Ticket Response Organization to an Experience Intelligence Organization.

EMPOWER YOUR TEAM WITH A SOLID ORGANIZATIONAL DESIGN.

DEX-COS

# Organizational Architecture

Understanding Role Structures for Success

## Experience Leadership

This cluster aligns leadership with enterprise strategy for optimal user experience maturity.



## Experience Engineering

Roles focused on architecture and automation to enhance user experience.



## Experience Intelligence

Teams dedicated to measuring insights and improving digital adoption.



## Experience Operations

Operational roles ensuring seamless delivery of user support and analytics.



## Experience Advocacy

Advocates enhancing the user experience through communication and validation.

The People Layer of the DEX Common Operating System exists because technology problems are rarely the root cause. Organizational design problems are.

# Maturity Model\*

## Understanding Organizational Growth Stages

### Level 1 • Reactive

IT is merely responding to issues, leading to a friction-filled work environment.

\*\*Gartner Alignment: **Reacting**



### Level 2 • Responsive

IT gains visibility through improved telemetry systems and more intelligent reactions.

\*\*Gartner Alignment: **Supporting**



### Level 3 • Proactive

Proactive engineers are emerging, focusing on finding and solving issues without employee reliance and creating measurable experiences.

\*\*Gartner Alignment: **Enabling**



### Level 4 • Preventative

Automation tools are actively reducing manual efforts, preventing disruptions, and enhancing operational efficiency overall.

\*\*Gartner Alignment: **Empowering**



### Level 5 • Strategic

Experience metrics now drive investment decisions and inform enterprise strategies.

\*\*Gartner Alignment: **Transforming**



## Sources:

\* DEX-COS People Layer, © The DEX Authority

\*\* Gartner Digital Workplace Maturity Assessment

<https://www.gartner.com/en/documents/5312163>