

**Create Experiences.
Build Customers.
Drive Sales.**

Deloitte.
Digital



Deloitte.
Digital



A person with long, straight blonde hair is seen from behind, holding a smartphone up to take a picture of a city skyline. The person is wearing a dark jacket and a green wristband. The background is a hazy, overcast cityscape with various buildings and structures. The overall mood is serene and focused on capturing a moment.

**In every market,
in every minute,
digital raises the bar**

Your customers are always connected. They know your reputation, your products, and your competitors sooner — and better — than ever before.



They want more.

They want you to know them. Digital consumers expect engaging and rewarding interactions, relevant to them: a relationship, not an offer. Your business customers are looking for an engaged partner, not just a vendor.

So you must do more.

Today's marketing is complicated and expensive. The lines are blurring between digital and physical, marketing and sales, products and services. How you blend it all together determines the results you can achieve within your budget.

And it is worth it.

Digitally driven, customer-centric, data-enabled marketing allows you to interact with customers at a personal level, in an agile and measurable way. That can drive growth, optimizes spend, and elevates your brands. And helps deliver real results.

Today's market isn't easy. We're here to help.

DELOITTE DIGITAL & ADOBE –

The Alliance

As a leader in digital transformation, Deloitte Digital helps clients understand their customers and create experiences for them using Adobe Experience, Creative, and Document Cloud technologies – from strategy to execution and operation. These personalized experiences help clients integrate separate marketing, sales, and customer service operations into a single seamless customer experience.

Deloitte Digital and Adobe offer deep experience, tested industry-specific solutions, and the insights needed to optimize marketing spend. Together, they help companies transform marketing in the digital age, adapt and scale quickly in markets that just won't wait, and drive value for their customers and themselves.

Deloitte Digital

- Business strategy
- Industry insight
- Technology integration
- Managed operations

Adobe Experience Cloud

- Web, mobile, social, email
- Analytics, targeting, personalization
- Campaign orchestration
- Data and ad management
- Industry Optimization
- Tested accelerators
- Solution blueprints
- Components & integrations
- Operating models

DigitalMIX™

The digital enterprise platform designed to offer more seamless customer experience across sales, service, and marketing.

The DigitalMIX ecosystem platform integrates Deloitte Digital's business strategy, industry insight, technology accelerators, creative, and operational capabilities with Adobe Experience Cloud solutions. DigitalMIX includes Deloitte Digital's existing suite of industry-specific tools and services to help marketers integrate, accelerate, and operate Adobe Experience Cloud, Adobe Experience Manager (AEM), and Digital Asset Management (DAM).

DigitalMIX combines Deloitte Digital's preconfigured, cloud-based services across the digital enterprise and includes pre-built

integrations with leading CRM, ecommerce, and ERP systems to help provide marketers with a one-stop-shop for strategy, digital processes, design, and technology that will allow for better customer engagement, conversion, and loyalty.

With DigitalMIX, we help organizations implement, integrate and operate digital marketing solutions with speed, agility and reliability.

Learn more at www.deloitte.com/digitalmix



Innovation

Experience-driven commerce with rich editorial context joined with ease of online shopping. Dynamic personalization and contextualization across channels and data sources. Self-tuning search and recommendations to drive cross-and-up-sales. Lead capture that manages, delivers, and measures gated content to generate leads.



Acceleration

Foundational capabilities that include our localization framework, integrated social login, structured data management, dozens of pre-built components, deployment frameworks, and much more.

Advanced integrations for:

- Adobe Experience Cloud solutions
- CRM and ERP systems
- e-Commerce engines
- Customer and partner portals
- Social media platforms



Operation

Effective marketing needs more than platforms, and even the best platforms need more than implementation. DigitalMIX™ brings tested governance and process models, robust change management frameworks, and multi-functional execution models that support your business goals and help you maximize the value of your investment.

Adobe managed service, on-premises, private-cloud, and public cloud options – we can manage that for you. You can choose the right balance of marketing, commerce, and technology management that best fits your organization.



Control

An agency-independent model that keeps you in control of your assets, technologies, budget, and can deliver:

- Simplicity from integrated capabilities
- Speed to bring your content and campaigns to market
- Power of advanced, up-to date engagement tools
- Agility of flexible, easy-to-use authoring
- Cohesion for a consistent brand experience
- Freedom of managed service and operation

Unparalleled Industry Capabilities

Deloitte Digital understands your industry, and offers solutions to meet its unique challenges.



Consumer Goods

Drive conversion with engaging editorial and personalized content-led marketing that make content available at the shopping cart, connecting the point of purchase with the point of desire.



B2B direct

Give business buyers a consumer-quality experience and track their behavior across the sales cycle, while providing B2B-focused account management and cross-sell capabilities, and linking targeted online marketing with marketing automation and sales.



Life Sciences

Easily manage multiple brands, and compliance workflows. Deploy content to reps and providers using interactive tablet applications, and optimize campaign spend and targeting using enhanced analytics.



Healthcare

Personalize relationships with patients and providers across complex treatment lifecycles while maintaining high standards for patient privacy, to build trust and maximize lifetime value while uniquely targeting and serving patients, providers, and business buyers.



Telecom

Define, reach, capture, and retain valuable customer segments, engaging them across contract renewal cycles to minimize churn, upsell devices and services, and maximize revenue.



High Tech

Build personal customer interactions that support shifts to service and flexible consumption, reinforcing diverse sales and distribution channels. Use interactive content and multi-channel automation to grow revenue and brand loyalty.



Automotive

Take advantage of the shift to online vehicle research. Engage and extend dealer relationships with immersive experiences and vehicle configuration tools that build enthusiasm and ease consumer buying journeys.



Financial Services

Give agents, brokers, and advisors tools to enrich client relationships with personalized content delivery packaged any device — to reinforce and extend the trust clients place in your brand. Support rapid digital experience adoption to new financial products and instruments.



Media

Unlock new content monetization models that use personalization, digital asset management, and coordinated ad campaigns to give your content the reach and interactivity today's consumers expect.



Government

Make citizen services engaging and easy-to-use, publishing compelling and cost-effective content in near real time, backed by pre-built integrations to legacy systems.



Unmatched Marketing Technologies

Adobe Experience Cloud offers a complete, integrated set of marketing solutions.

ADOBE EXPERIENCE MANAGER

Manage and deliver responsive, relevant, and personal experiences across websites, mobile apps, on-site screens, and forms, to place the customer at the center of every interaction.

ADOBE ANALYTICS

Analyze and segment audiences in real time across every marketing channel, to discover high-value audiences and deliver actionable customer intelligence for your business.

ADOBE TARGET

Identify your most effective content using powerful A/B and multivariate tests, to personalize every customer's experience under automated control, in real time.

ADOBE CAMPAIGN

Automate, deliver, manage, and monitor personalized campaigns across every on and off-line channel — to reach your customers when and where they decide to buy.

ADOBE PRIMETIME

Create, manage, monetize, and optimize personalized viewing experiences — live or on-demand — anywhere in the world, over more than 3.5 billion digital and analog devices.

ADOBE MEDIA OPTIMIZER

Plan and execute media campaigns with confidence, with the ideal mix of search, display and social ads for your budget — to deliver the right content to your highest-value audiences.

ADOBE AUDIENCE MANAGER

Consolidate, analyze, and extend your audiences using a data management platform (DMP) to identify your most valuable segments and reach them across any digital channel.

ADOBE SOCIAL

Monitor, moderate, and analyze conversations to identify what drives engagement and conversion, and apply social insights to improve targeting and optimize the customer experience.

Backed by Deloitte

Deloitte Digital is creating a new model for a new age. As a creative digital consultancy, our recognized digital and creative capabilities and Deloitte's deep industry knowledge and experience mean our clients can bring us their biggest challenges, knowing we have what it takes to bring a new business vision to life.

Offerings

-  Digital Strategy
-  Digital Marketing
-  Digital Agency
-  Digital Enablement
-  Customer Engagement



Capabilities

-  Digital Marketing and Content
-  Value and Digital Strategy
-  Salesforce.com
-  Mobile and Response Web
-  SAP Customer
-  Design
-  Oracle Customer
-  eCommerce and portals
-  Cloud ERP and Integration

Presence



DELOITTE DIGITAL GLOBAL FOOTPRINT

44

Studios

25

Countries

7000+

Global Headcount

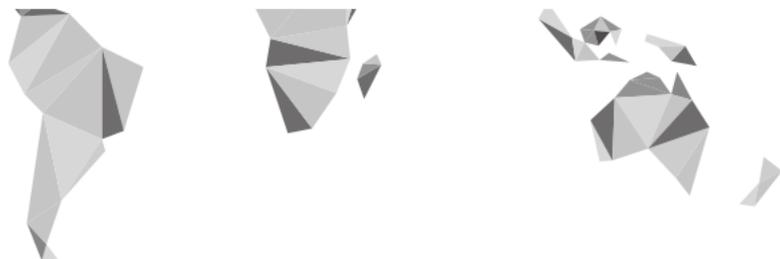
DELOITTE DIGITAL GLOBAL FOOTPRINT

150+

Countries

225K+

Global Headcount



Leadership

- 2015 Global Adobe Digital Marketing Partner of the Year
- Named the leader in Digital Customer Strategy and Experience Consulting
BY KENNEDY, 2015
- Named the worldwide leader in Digital Strategy Consulting Services for Digital Operations
BY IDC, 2015
- Named the worldwide leader in Digital Enterprise Strategy Consulting
BY IDC, 2015
- Named the global leader in Mobile Enterprise Apps Services
BY FORRESTER, 2015

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