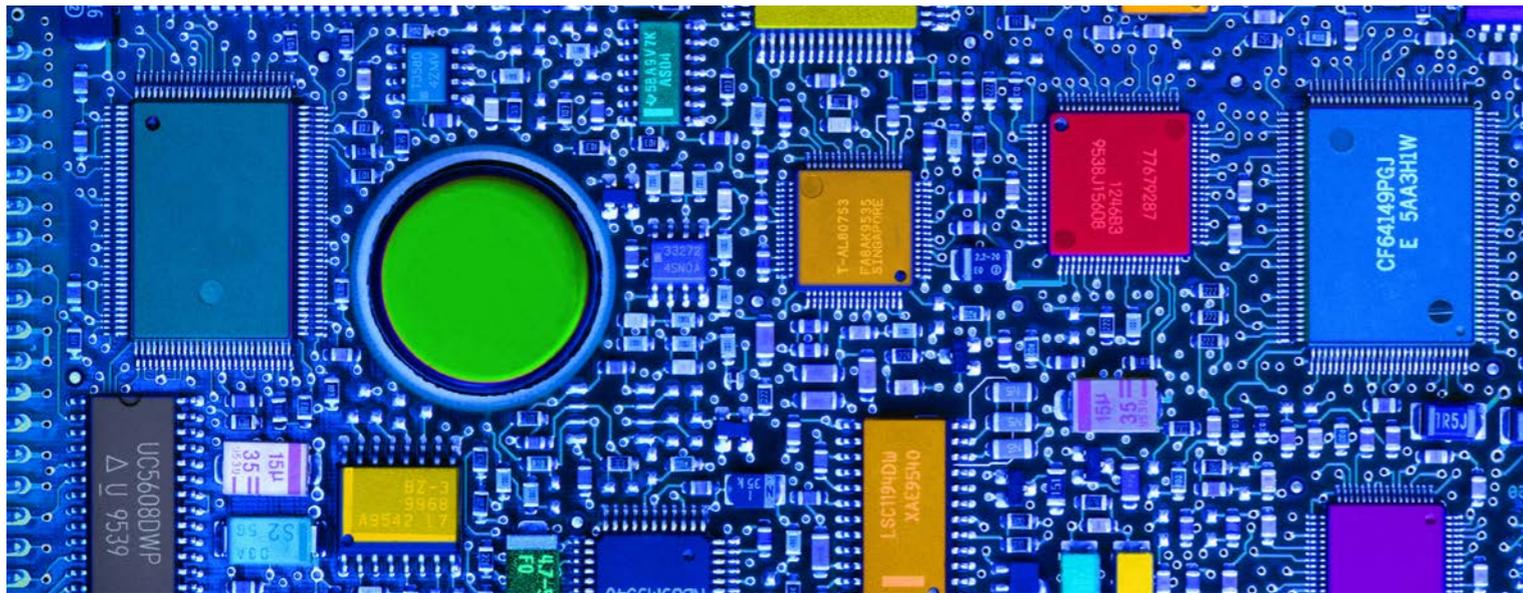


Harnessing digital disruption to inspire engagement, preference, loyalty

Reinventing client and customer interactions



When the internal efforts of a leading manufacturer and distributor of life science research and clinical diagnostic products needed a boost in developing a more-effective e-commerce platform, it turned to Deloitte Consulting LLP (Deloitte U.S.) to incorporate e-commerce into its marketing and sales channels. "The client wanted a stronger online presence to be more competitive and satisfy customers' requirements. They decided an informed, outside perspective could help them take their work to the next level," explains John Maddalon, Life Sciences Partner, Deloitte Services—Market Development, Deloitte Consulting LLP (Deloitte U.S.).

Deloitte's team developed a business case, an online strategy, and a three-year Web platform roadmap. The team ultimately delivered four major releases to build the client's e-commerce channel; internationalized all Web systems; and created competitive, state-of-the-art business-to-customer (B2C) and business-to-business (B2B) capabilities to serve more than 150 countries and territories. Deloitte continues to work with the client to extend the channel and increase sales.

Today, the client's online revenue is up sharply. Half of its orders are placed online compared to 20 percent before Deloitte's involvement. And the average order value has increased more than 25 percent. "When we got the opportunity to help, we showed their leaders how Deloitte's knowledge of the market, technical expertise, and project management discipline could help the company grow global online revenues in its B2C and B2B markets," Maddalon says. "The proof is in the results."



Deloitte Digital team from Deloitte Japan

An agency and consultancy

Royston Seaward, Partner, Digital Proposition, Deloitte UK, believes Deloitte has an advantage providing digital solutions because it functions as both an agency and a consultancy. "A digital presence without an integrated digital strategy is like having a fancy storefront with no business plan," he says. "We combine leading digital and creative capabilities with the deep industry knowledge and experience Deloitte is known for. Deloitte member firms help clients bring a new business vision to life and drive the bottom-line results they need."

Deloitte has used its powerful cross-member firm digital capabilities to deliver a variety of disruptive digital products for clients during the past year. They included:

- An industry-first digital engagement platform for AssureStart, an online provider of business owner's insurance policies launched in November

2013. "We wanted to make the purchase of small business insurance as easy as downloading a new song," says Greg Tacchetti, AssureStart's chief executive officer. "Deloitte Digital took the challenge head on and the result speaks for itself."

- Aegon's new Retiready digital service that allows UK consumers to determine their financial readiness for retirement. It includes easy-to-understand tools and digital coaching that let people take control of their futures. "Aegon had a vision for a groundbreaking, direct-to-consumer pension proposition that would provide customers a simple, reassuring, and engaging experience in a market where surveys show 93 percent of people are not ready for retirement," says Sam Roddick, EMEA Lead, Deloitte Digital, Deloitte UK. "With Deloitte Digital's help, Aegon transformed their concept into a market-disrupting reality in just nine months."



Deloitte named a global leader in Digital Strategy Consulting by Kennedy

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Check out the 2013 Technology Fast 500 winners.

These tech companies grew the fastest, based on percentage revenue growth over five (EMEA and North America) or three (Asia Pacific) years.



Deloitte named a global leader in Mobility IT Strategy Consulting by Kennedy

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