



Content Velocity and Asset Production at Scale

TRANSFORMING THE USER EXPERIENCE WITH ADOBE SENSEI

Adobe Sensei powers intelligent features across Adobe products to dramatically improve the design and delivery of digital experiences. Using artificial intelligence, machine learning, and advanced algorithms in a common framework, Adobe Sensei is changing how we create beautiful user experiences.

Deloitte Digital leverages Adobe Sensei's AI and machine learning capabilities with the power of Adobe Experience Cloud to help organizations increase content velocity through the ability to produce assets at scale, enabling:

- Delivery of relevant, personalized user experience in real time
- Customer insights powered by analytics to identify significant events and make recommendations to reach the right customer at the right time
- The ability to identify and refine needs in seconds rather than hours or days
- Creative resources to work better, smarter, and faster by reducing time consuming and repetitive tasks, allowing more time to focus on executing the creative vision

Together with Adobe, Deloitte Digital can help organizations stay ahead of customer demands and reach more customers on more channels in less time. We enable clients to rapidly transform the customer experience.

Travel the world with Deloitte Digital and Adobe

DELOITTE DIGITAL'S WORLD-FIRST DEMO SHOWCASING THE POWER OF ADOBE SENSEI

Travel to anywhere in the world, with the help of Deloitte Digital, Adobe Sensei, and Adobe Experience Cloud!

In a matter of seconds:

- A background image is selected from Adobe Stock based on your selected country
- Your photo is taken and immediately uploaded to Adobe Experience Manager (AEM)
- AEM instantaneously transfers the image to Adobe Sensei Services to automatically crop and optimize the photo
- Adobe LiveFyre is used to post the photo on Deloitte Digital's social media channels and simultaneously add it to our media wall at the Adobe Summit Deloitte Digital booth in Las Vegas
- At the same time, Adobe Campaign is leveraged to send you an email from Deloitte Digital alerting you of the post

If you would like to learn more about our Adobe Sensei demo or understand how Deloitte Digital can help you transform the customer experience leveraging Adobe Experience Cloud, contact Jerry Roper, Managing Director, Deloitte Consulting LLP at jerooper@deloitte.com.

About Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses. And, Deloitte Digital is backed by Deloitte's broader consulting, tax, audit and financial advisory services, bringing the power of over 400+ U.S.

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