



## **Deliver Engaging Content Across the Digital Journey**

Content as a service, driven by headless architecture

Customers expect seamless experiences across every touchpoint of their digital journey, from receiving a notification on a smart watch, to viewing a personalized email offer on a tablet to completing a transaction on a mobile device.

Rendering content efficiently and beautifully across all customer touchpoints is essential. At Deloitte Digital, we're working with some of the world's largest brands to deliver effective, consistent and engaging customer experiences across multiple channels and devices. With Adobe Experience Manager, AEM Screens, Dynamic Media, Adobe Analytics,

Adobe I/O, Adobe Target and the React.js framework, Deloitte Digital brings together content as a service capabilities enabled by a headless software architecture, helping:

- Reduce time-consuming and repetitive tasks - allowing creatives to spend more time executing their vision
- Deliver relevant and personalized user experiences in real-time
- Understand and identify customer purchasing behavior to make more accurate recommendations and reach the right customer at the right time



## THE EXPERIENCE ANYWHERE DEMO

### Experience management solutions transforming the customer experience

Together, Deloitte Digital and Adobe give organizations the power to transform the customer experience on any device within minutes. Our Experience Anywhere demo showcases the next wave of experience management solutions:

- Content as a service (CaaS) – finally, create content once and render it seamlessly across all channels and devices
- PSD to Screen – see how easy it is for creatives to publish content via integration with Dynamic Media (formerly Scene 7) and schedule auto-updates on every screen
- Just for me – go beyond publish everywhere and deliver exciting experiences personalized to each user regardless of device, integrating Adobe IO and Adobe Target

To learn how Deloitte Digital and Adobe can help you create engaging content and experiences across the customer journey, please contact Dennis Startsev, principal and US Adobe Alliance Leader, Deloitte Consulting LLP at [dstartsev@deloitte.com](mailto:dstartsev@deloitte.com) and Lokesh Ohri, principal, Deloitte Consulting LLP at [lohri@deloitte.com](mailto:lohri@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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