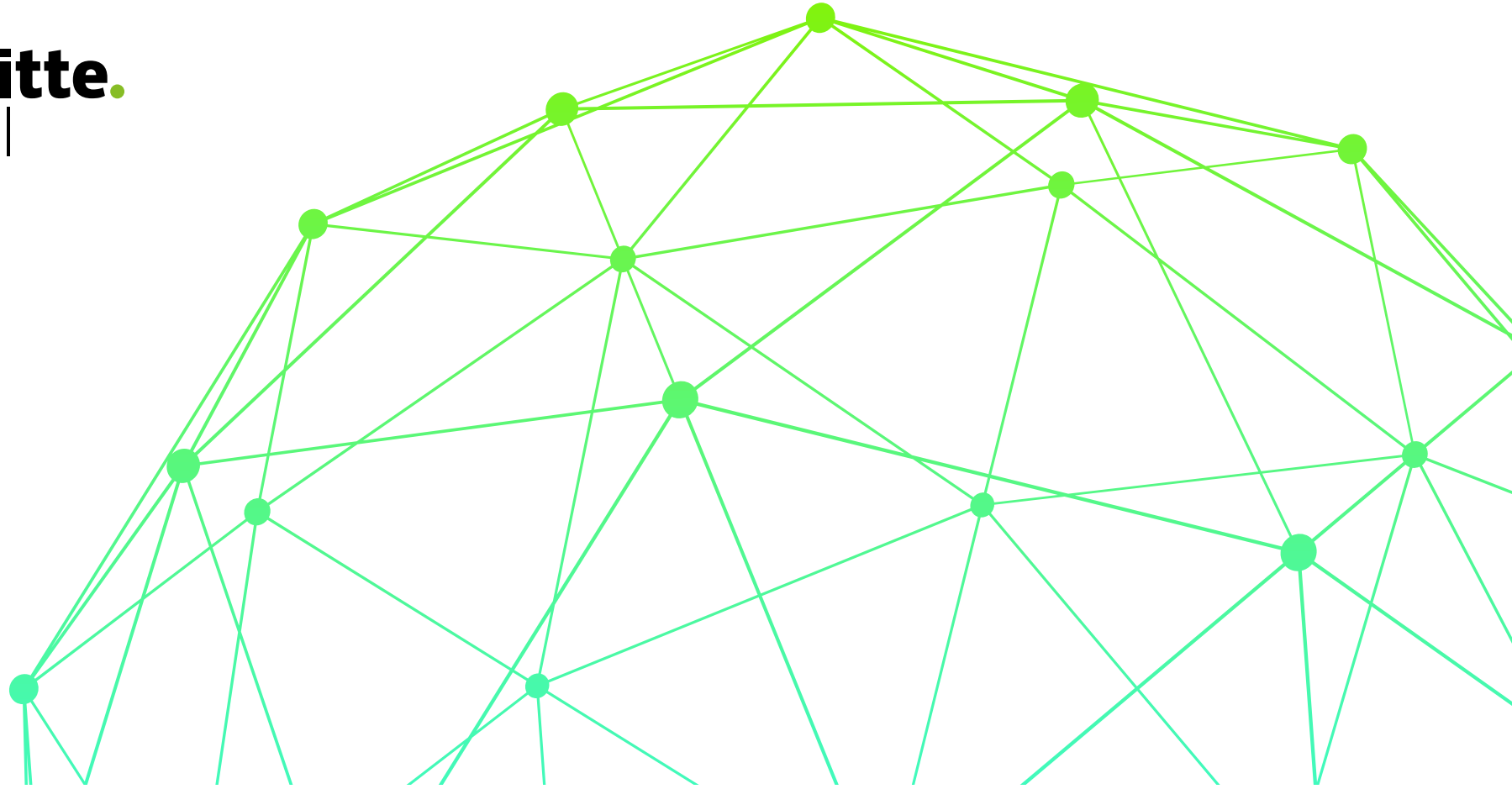


Deloitte.
Digital



Digital**MIX**

Integrate, Optimize, Orchestrate, and
Unify One Digital Ecosystem Throughout the Enterprise

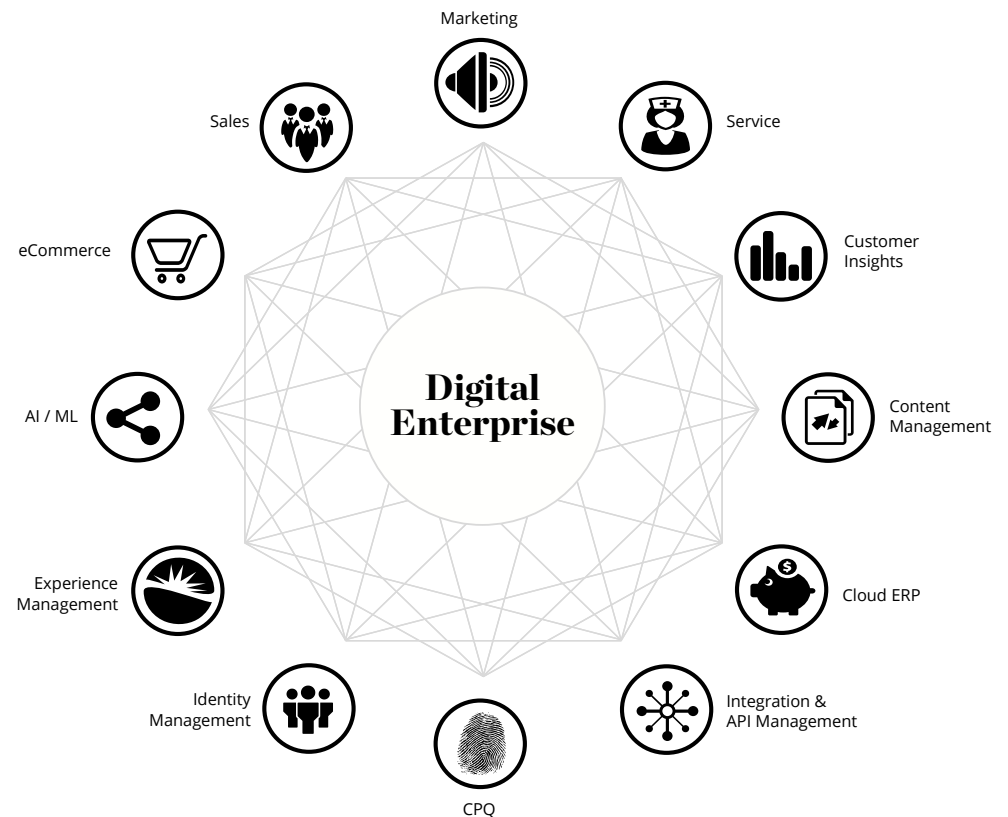


A one-stop-shop for strategy, digital processes, design, and technology

Technology is empowering the enterprise like never before. As words like “game changer” and “digital disruption” become more common, many businesses and customers are redefining their roles in the marketplace. And to capitalize on these quickly evolving opportunities, businesses may need an interconnected solution that can improve their ability to adapt to and orchestrate with these market transformations.

Introducing DigitalMIX™: Deloitte Digital's multi-solution portfolio of marketing, sales, service, analytics, CRM, order and billing management, financial management, and enterprise cloud-based and on premise services. Designed to deliver a one-stop-shop for strategy, process, organization, design, and technology transformation, DigitalMIX integrates pre-configured, cloud-based services efficiently with industry-leading insights and accelerators. DigitalMix can optimize creative marketing, analytics, quote-to-cash, digital commerce, CRM, ERP, financial management, and can put the right tools back in the hands of your enterprise.

THE DIGITAL ENTERPRISE ENABLED BY DIGITALMIX



Powered by leading technologies



ADOBE EXPERIENCE CLOUD

The DigitalMIX ecosystem combines the tech-savvy know-how of Deloitte Digital's industry-specific knowledge and resources to help integrate, accelerate, and optimize the marketing platform—enabling the enterprise to operate at its fullest potential. Adobe Experience Cloud provides access to an integrated set of solutions for building campaigns, managing advertising, gaining deep intelligence about your business, and can make for an ideal foundation for DigitalMIX. Harnessing the power of Adobe Marketing Cloud, Adobe Analytics Cloud, and Adobe Advertising Cloud, this multi-solution platform can provide a complete set of integrated digital marketing solutions:



Adobe Marketing Cloud

provides high-power marketing tools to support your end-to-end customer journey. You'll even gain device co op eligibility—where you can tap into more than 90 million shared customer data touch points, gain a better understanding of your target audience, and enable even deeper potential insights and strategies. Harnessing the power of Adobe Experience Manager, Adobe Campaign, Adobe Target, Adobe Primetime, and Adobe Social, this solution helps provide personal and relevant experiences across all marketing channels.



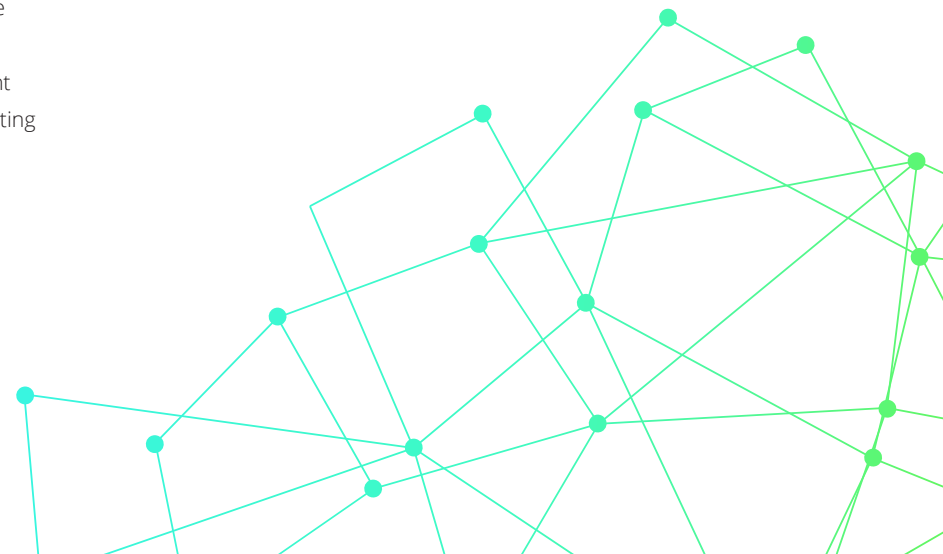
Adobe Analytics Cloud

unleashes big data, customer journey context, meaningful measurement across marketing channels, automated audience creation, and can turn insights into action. Imagine big data without limits. Handling more than 71 trillion customer data transactions annually, there are more deployments of Adobe Analytics than any other analytics platform in the marketplace.



Adobe Advertising Cloud

helps the enterprise manage their campaign across all media spend formats—from TV and mobile to display and social. Equipped with Adobe Media Optimizer DSP, Adobe Media Optimizer Search, and Adobe Medial Optimizer DCO, you'll gain the ability to dynamically optimize buying and bidding, campaign execution, and customize for audience preferences.



Powered by leading technologies



With a name that's synonymous with CRM excellence and effective integration across platforms, Salesforce's cloud technologies make for the ideal pairing in our DigitalMIX ecosystem. Delivering account management, lead and opportunity management, customer service, pricing, selling, cataloguing, integration, and collaboration infused with the insights and accelerators Deloitte Digital is known for:



Salesforce Sales Cloud is a leading account management, opportunity management, and customer engagement platform in the market. Through a simple, yet powerful, user experience Salesforce Sales Cloud can provide access to the right information and tools to help reduce your sales cycles, increase spend, and help improve customer satisfaction.



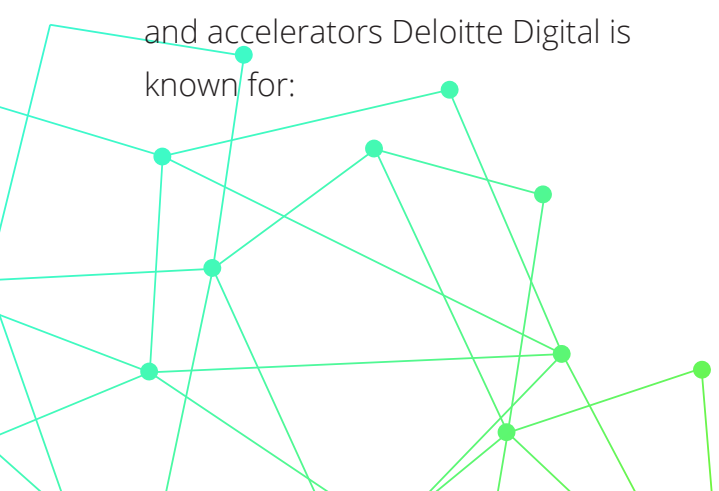
Salesforce Service Cloud delivers an omnipresent social monitoring and customer engagement platform to create a 720° view of your customers across multiple channels. By integrating case management, knowledge management, phone, live chat, self service, and social channels into one platform, this feature can provide centralized and in-depth information on how to create the best experience for your customers.



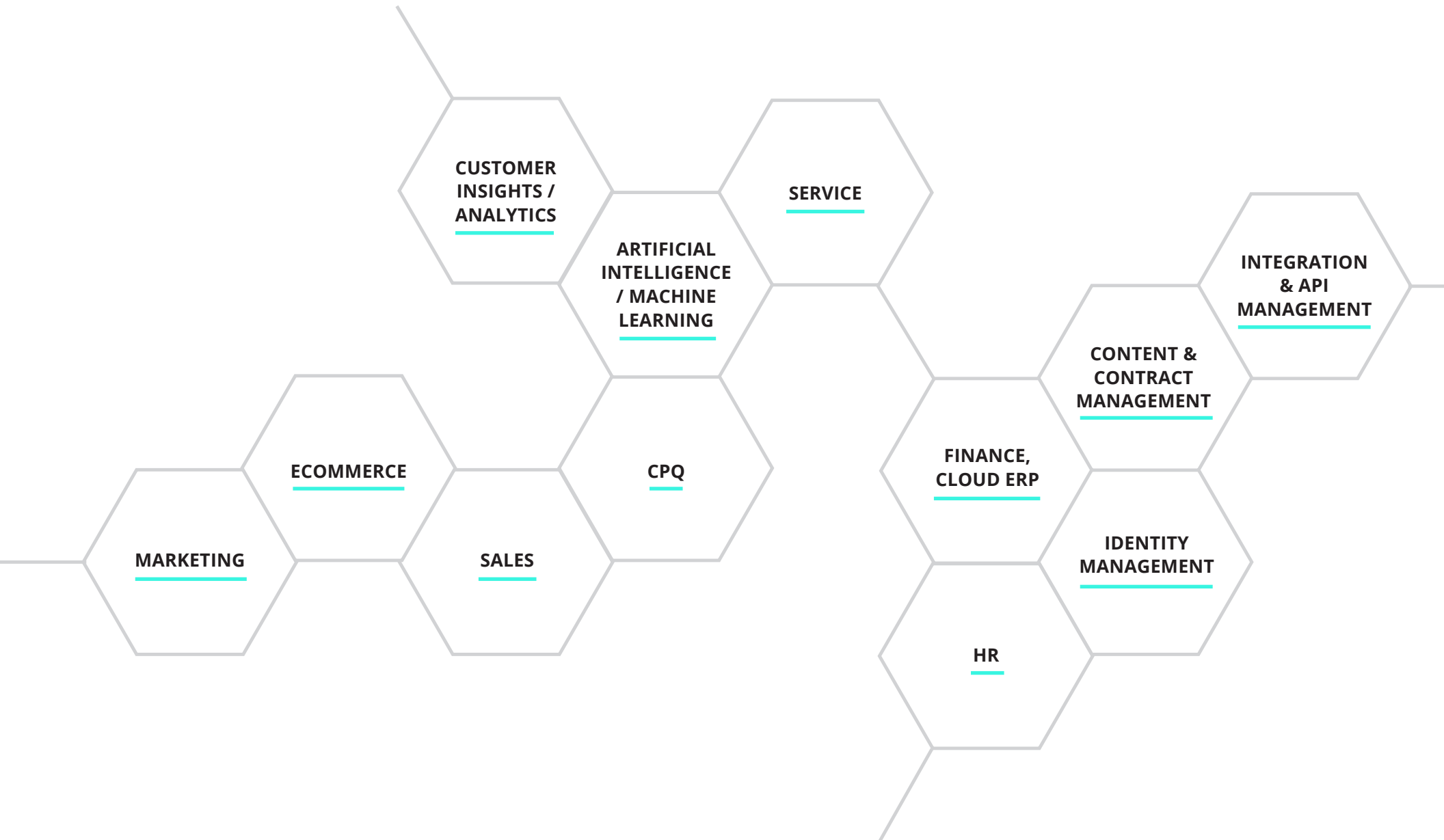
Salesforce Commerce Cloud can create personalized intelligent shopper journeys wherever shoppers roam. Complete with AI-powered solutions for digital commerce, point of sale, order management and more, this solution can provide all the essentials needed to deliver a unified end to end customer experience.



Salesforce Marketing Cloud can enable a premier marketing execution framework supporting unique personalized customer journeys. It can enable marketing execution and optimization with expansive automation of messaging and leading class integration with CRM and DMP data concepts. End-to-end marketing effectiveness can also be improved through target and goal setting and detailed KPI tracking across the marketing and sales landscape.



DigitalMIX™ Functional Architecture





Customize, Integrate, and Orchestrate in months instead of years

It's clear that with a variety of effective integrations, DigitalMIX can help deliver a pre-configured architecture in a matter of months instead of years. Adding insight-driven accelerators and implementations (that are done at an API-layer level), and an a la carte menu of mix and match industry-leading solutions to integrate with your enterprise, you can create a solution that is precisely tuned to help enhance your organization and inform its scalability for the future.

Contact a member of the team to learn more

Put the creative marketing, financial, analytic, and customer management tools back in the hands of your enterprise.

Visit us at www.deloitte.com/us/digitalmix to learn more on becoming the maestro of your enterprise orchestration.

Barbara Venneman

Principal, Digital Marketing Leader
Deloitte Consulting LLP
bvenneman@deloitte.com

Danny Ledger

Principal and DigitalMIX Solution Leader
Deloitte Consulting LLP
dstartsev@deloitte.com

Michelle Young

Global Adobe Alliance Marketing Leader
Deloitte Consulting LLP
michelleyoung@deloitte.com

Paul Clemmons

Principal and Global Salesforce Alliance Leader
Deloitte Consulting LLP
pclemmons@deloitte.com

Jordan Thompson

Senior Manager and DigitalMIX Solution Leader
Deloitte Consulting LLP
jorthompson@deloitte.com

Jorge Briones

Managing Director, Salesforce Alliance
Deloitte Consulting LLP
jobriones@deloitte.com

Claudine Webster

Global Salesforce Alliance Marketing Leader
Deloitte Touche Tohmatsu LLP
claudinewebster@deloitte.com

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