Become an Experience Business
THE QUESTION IS...

HOW DO WE TRANSFORM?
CHANGING THE WORLD THROUGH DIGITAL EXPERIENCES
Digital Has Never Been Easier . . . Or More Difficult

THE CONNECTED CONSUMER
Explosion of touchpoints and rising expectations

DATA EXPLOSION
Flood of information from devices, servers and the cloud

DIGITAL DISRUPTION
Companies racing to reinvent themselves
What we hear from our customers

Customers expect more – just delivering a great product doesn’t seem to be enough anymore

We have a lot of data but haven’t figured out how to turn it into an asset

Employees expect more – outdated internal systems make daily work harder

When we think about digital transformation we don’t know where to start
IT’S ALL ABOUT EXPERIENCES
What does it take to become an Experience Business?

- Great design
- 360 view of customer
- Personalized interactions across devices
- Deliver content that’s always relevant
- Data science & Algorithms for decision making
- Digital workflows
Content Marketing & Velocity

“I want to quickly create, manage and deliver relevant digital content – at scale”.
Business Issue: Personalized content across entire customer journey.
The Content Explosion

SLOW TIME TO MARKET

85%

Under pressure to create assets and deliver more campaigns, more quickly

HIGHER COST & COMPLEXITY

71%

Creating over TEN TIMES the assets today to support increasing channels

LOW ENGAGEMENT

87%

Developing engaging content is a constant challenge

PERSONALIZATION

76%

Personalization increases the need for more assets

Content Velocity
Content Velocity requires scale

Content velocity has resulted in larger repositories & digital assets

- File sizes are larger
  - 2-3 years ago: 10-20MB
  - Today: 100-500MB
  - Tomorrow: up to 20GB

- Number of assets has grown
  - 2-3 years ago: 10’s of thousands
  - Today: 100’s of thousands, ~1 Million
  - Tomorrow: Millions
THE QUESTION IS...
HOW DO WE TRANSFORM?