



Productive Edge Offers for Your Organization

2020 Technology Briefing / 2 hours

As you begin to strategize around your 2020 strategic initiatives and budgeting, leverage our team to brief you on areas where leading organizations are investing in technology. One aspect of the briefing will explore Data and AI-specific initiatives companies are undertaking to operationalize Customer 360, customer-centric data lake, and Artificial Intelligence technologies. Other areas of the discussion will focus on cloud adoption strategy, cloud platform comparisons, DevOps and DataOps, automation technologies, mobility, and IoT.

OUTCOMES

- Insights into the technologies leading companies are investing in
- Use cases and case studies on successful data-driven customer-centric initiatives

Rapid Digital Design Workshop / 4 hours

Each function within an organization is continually evaluating the application of technology to reimagine how work can support customer-centric digital strategies. For example, taking an initiative such as “leveraging customer 360 insights” to the actionable level of “implementing Next Best Actions” requires designing a to-be operating model, developing a comprehensive digital marketing plan, and determining the technology architecture to support. In the rapid digital design workshop, we will accelerate your function’s strategic digital initiatives from vision to action by creating a future state blueprint and conducting a technology review.

OUTCOMES

- Future state service design blueprint
- Technology assessment and roadmap, based on future state design

IT Digital Maturity Assessment / 4 hours

IT, today more than ever, needs to align with their companies’ customer-centric growth priorities. IT can lead by influencing digital strategy through deep technology experience, creating an agile customer-centric mindset, and investing in creating operational focused Centers of Excellence across key technology areas. Our IT Digital Maturity Model evaluates an IT organization’s ability to participate in and execute digital transformation.

OUTCOMES

- IT readiness assessment in executing customer-centric digital initiatives
- Recommendations across PE’s IT Digital Maturity Model

Marketing Personalization and Customer Intelligence Workshop / 4 hours

This workshop starts with designing future state digital marketing personalization goals. We then define all trusted data about the customer that enables the organization to create and leverage customer insights for personalization. These insights will allow Marketing to provide personalized, seamless, and holistic customer-centric digital experiences at the right time in the right channel. A Customer Intelligence data lake provides a single view of the customer, the voice of the customer, customer segmentation, preferences, transactions, behavioral data, social data and more

OUTCOMES

- Personalization Roadmap
- Customer 360 data crawl, walk and run strategy
- Initial technology recommendation