

E-Book

# Digital Transformation for Global Brands



# Introduction

Business as we know it is dynamically changing, as emerging operating models built around re engineered platforms, complex cloud ecosystems, machine driven automation, artificial intelligence, and the digital workplace lead the way. As a result, customer's expectations are changing with the winds of change; their expectations of having a seamless digital experience across touch points are becoming inevitable.

Top challenges today stem from a hurricane of diverse data sources, increased complexity in platform setup, and a frenetic evolution of martech stack necessary to keep up with, and delight employees and end users.

But closing the gap on your digital maturity scale is easier than you might think, and the outcomes are definitely worth the effort. Organizations that digitally modernize stand to improve the buying experience, boost the bottom line, and adapt to markets faster.

This isn't about "becoming digital." It's about necessarily embracing new technology to improve customer engagement, leading to conversions, the employee experience, and ultimately thrive in a new digital era of business. But to gain a competitive margin and achieve agility requires key digital transformation stakeholders becoming change catalyst within their organizations; embracing the tools and technology that unlock higher value among employees and customers.





# Catalyzing the Digital Transformation at your Organization

In real-world terms, crossing a stormy ocean would require good navigation skills, No matter your chart, you'd better be well prepared.

The Same goes for Digital maturity.

To navigate further in the journey of digital maturity, you'll need to wrap your head around content platform selection, martechintegration, user experience frameworks, content commerce, and even consider some new digital experience models.

This will help prepare best for digital transformation in your organization, reducing friction along the journey.



# What is digital transformation?

Large organizations around the globe have been embracing the power of Digital Transformation across multiple dimensions of business; however, every organization has its idea of Digital Transformation in their possible way. Amee defines Digital Transformation as the approach, capability, and execution of leveraging digital assets and content across an organization, aligning the facets of the business with the needs of all stakeholders, including employees, customers, prospects, and partners. Enterprises can achieve increased customer engagement and customer satisfaction through the effective implementation of Digital Transformation.

In the last few years, digital transformation has remained at the heart of customer experience. Startled by varied and diverse sources of information, customers want to access content that is relevant to their context -anytime, anywhere, and through any touchpoint (online, offline). To effectively meet such a need, enterprises need to realign their technology adoption to focus on delivering what the customer wants. Inherently, the digital transformation approach and customer experience management are deeply connected as enterprises try to persuade, convert, and retain customers.

Digital Transformation for global organizations leads to meeting high-value revenue numbers or high-value customer satisfaction coupled with better margins. While sales are a certain measure of success, the way to achieve this would be a disruptor among global brands.





# Things are disrupted in 2021





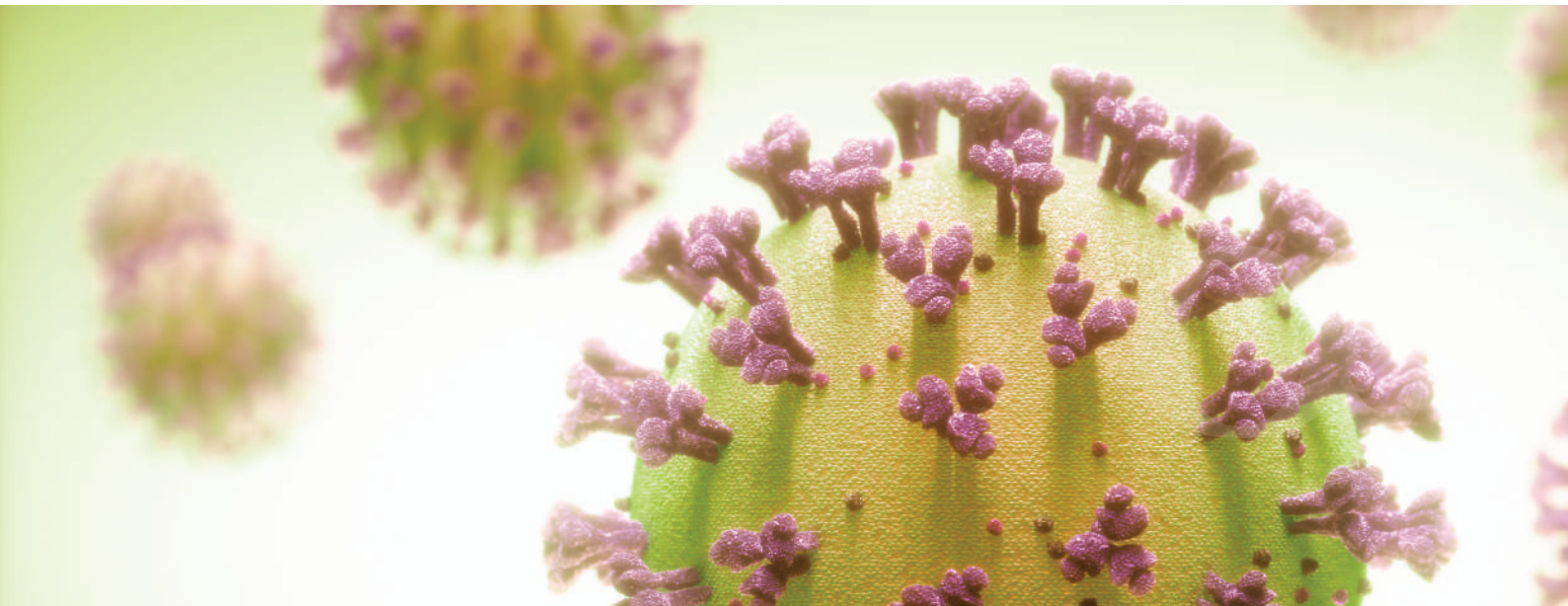
# Digital Transformation acceleration because of COVID-19

If there were any lingering doubts about the necessity of digital transformation to business longevity, the coronavirus has silenced them. In a contactless world, the vast majority of interactions with customers and employees must take place virtually. With rare exception, operating digitally is the only way to stay in business through mandated shutdowns and restricted activity. It's go digital, or go dark.

This digital mandate isn't new; it's simply been brought into sharp focus. Prior to the pandemic, a paradigm shift towards digitization and servitization of the economy was already underway. Current events have accelerated the paradigm, as evidenced by the marked shift in spending towards digital businesses.

The pandemic is a reality check for businesses that have been reluctant to embrace digital transformation and now find themselves woefully unprepared. On top of the stress of potentially health-compromised employees, a sudden and dramatic drop-off in demand and total economic uncertainty, these digital laggards are now scrambling to migrate their operations and workforce to a virtual environment. While fast and furious is the name of the game when it comes to digital innovation, fast and frantic can lead to mistakes.

On the other hand, businesses that had not only developed digital strategies but executed on them prior to the pandemic are now in a position to leapfrog their less nimble competitors. Going digital in and of itself isn't a panacea to all that ails businesses in the current economic environment.



## Companies accelerated response to COVID - 19

Time taken to react to or execute changes, expected vs actual

	Expected	Actual	Acceleration factor, multiple
Increase in remote work	454	14.5	32
Increase in online purchase	585	19.5	30
Increase in usage of emerging technologies	635	21.9	29
Usage of AI in decision making	639	29.4	22
Change in customer preferences	521	24.6	22
Migration to cloud	520	23.5	19
Last mile delivery effectiveness	416	24.5	17
Inshoring/Nearshoring	503	26.5	19
Spend on data security	449	23.5	19
Redundancies in supply chain	459	28.7	16

## Digitization is disrupting the way we buy, sell and work.



### Remote work

Before the pandemic, only 30% of U.S. employees worked remotely 100% of the time, according to Owl Labs. For the other 70%—including the 38% of the total U.S. workforce that only worked on-site.



### Omnichannel Commerce:

consumers are turning to online shopping to meet their needs, even those who had historically been reluctant to do so. In particular, grocery delivery services, such as Instacart, have been in high demand.



### Digital content

51% of internet users worldwide are watching more shows on streaming services due to the coronavirus, according to data from Statista. Netflix alone saw 16 million new signups for its service in the first three months of 2020.



### Platformification:

Almost every school, from elementary schools through graduate programs, have shifted to online courses. Large-scale conferences and events are being held virtually. The NYSE has moved entirely to online trading.

# The Digital Advantage

Organizations that embrace digital solutions have greater resiliency in the face of adversity—and a leg up on the competition that will enable them to recover faster and pivot from playing defense to chasing growth.



## Efficiency advantage

They harness digital technologies to streamline operations and automate manual processes—resulting in greater speed, less waste and more focus on revenue-generating activities.



## Productivity advantage

Their employees were already set up to work remotely, so their focus is on leveraging collaboration technology and tools to maximize workforce productivity and sustain company culture.



## Security advantage

They are better prepared for and more resilient to the proliferation of cyber threats in the current environment.



## Customer advantage

They mine customer data to monitor for shifts in demand and uncover emerging customer needs.



## Agility advantage

They leverage data-driven insight to make decisions faster and act on them faster. They have built-in cultural flexibility to adapt or change course at any point.





# Top five benefits of using an effective DXP



## Seamless touchpoints

DXPs such as Acquia enables brands to deliver content to touchpoints across online and in-person platforms.

With the number of touchpoints only continuing to expand beyond the web, mobile, chatbots, voice assistants, customer portals, and kiosks, DXPs can scale to reach them, too.

That's an essential point because brands will need to deliver consistent experiences wherever their customers go. According to a survey conducted by Gartner, businesses that adopt omnichannel strategies achieve 91 percent greater year-over-year customer retention rates compared to companies that don't.

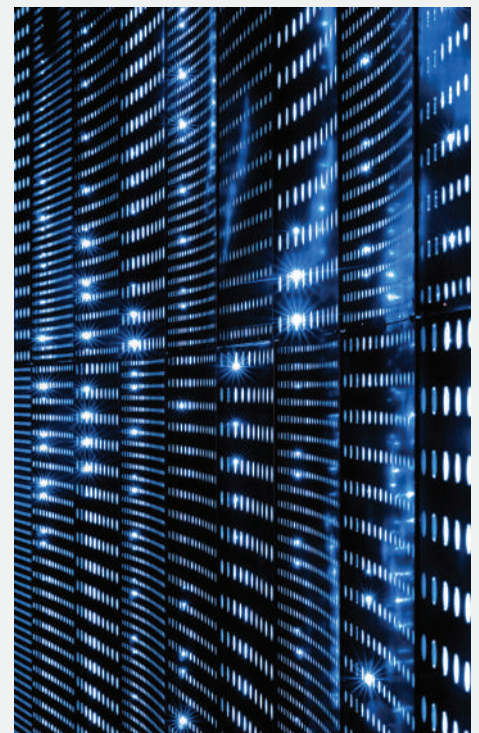
## Robust Architecture

What makes DXPs such as Acquiafunction so effective is the flexibility and agility a microservices offers. Microservices is an architectural style that structures an application as a collection of services that are:

- Highly maintainable and testable
- Loosely coupled
- Independently deployable
- Organized around business capabilities.

The microservice architecture enables the continuous delivery/deployment of large, complex applications, enabling an organization to evolve its technology stack.

This means developers on the back end, and marketers on the front end can independently make necessary changes and improvements to different parts of the platform without affecting any other part of the store.





## Super-power AI

The artificial intelligence built into DXPs provides brands with actionable insights across the entire digital customer experience at every touchpoint.

AI can discover information hidden deep within massive amounts of data, helping visitors find the information they want when they want it.

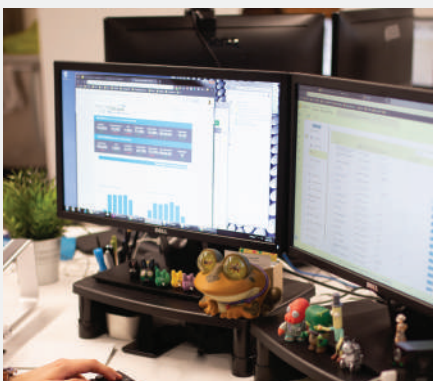
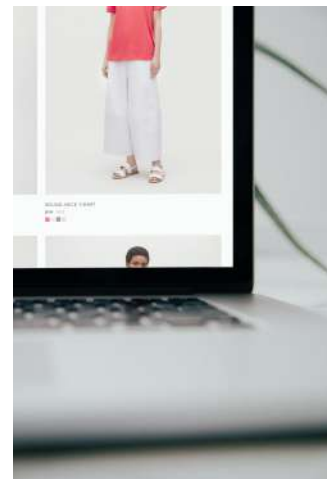
We help global brands adopt DSP architecture using Acquia. They deploy ML techniques to make digital experiences more engaging. They allow you to be more about our users and content, creating experiences engaging and fruitful.

## Hyper-Personalization

AI also powers personalization at a scale that drives customer loyalty, providing every user with an experience tailored just for them.

Contextual personalization considers every customer action to learn their patterns so that brands can consistently and automatically improve the customer experience at every touchpoint.

The intelligent use of customer data helps businesses target the right shoppers at the right time in the customer life cycle.



## Strong Control

DXPs are designed to integrate with a brand's marketing, commerce, and customer support platforms, and other solutions in real-time.

Leveraging the flexibility of APIs, a DXP can collect and orchestrate all relevant incoming and stored data to deliver the right content and experience to every customer touchpoint. The result: Brands have more control in the way they interact with their customers.



# Should your Global Brand be using DXP?

Here are five questions for you to answer to conclude if enterprise DXP is the best fit for you.

**Is your global brand touchpoint intensive?**

If you have several digital and in-store touchpoints, a DXP can save your brand a lot of time, effort, and energy

**Do you have a digital-first approach?**

DXPs work for online businesses regardless if they have a brick-and-mortar establishment globally.

**Do you have a global and diverse audience?**

It may be smart to use a DXP to segment your customers and reach them where they are with regional touchpoints.

**Is your environment multi-integrated?**

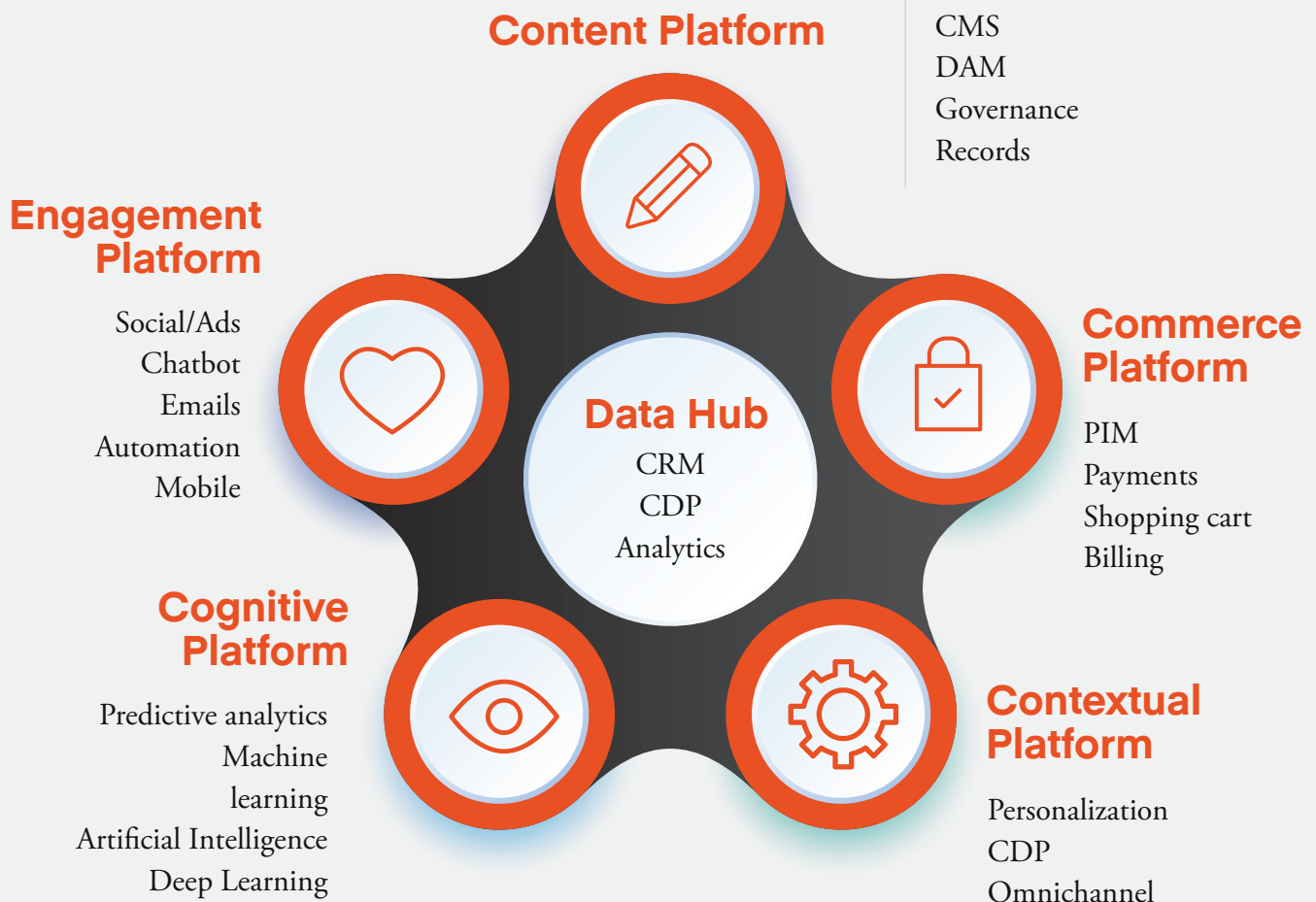
The first indication that a DXP may be suitable for you is if you have multiple back-end systems siloed and not integrated.

**Do you want to deliver personalized experiences?**

Today, most customers don't want to pander to generic campaigns and experience; they want it relevant and resonant.



# DXP at a glance



When selecting a DXP, companies should decide whether they are ready for a deep transformation of their business operations or are focused primarily on marketing and brand awareness. These priorities tend to reflect the different strengths among the DXP vendors.

In a Forrester presentation titled, “More Than Meets the Eye: Partnering Strategies for Real Digital Transformation,” analyst Liz Herbert notes that “Real digital transformation spans both the experience layer and the core of the operation.” Having an attractive website or mobile app is good, but more substantial gains in customer experience require processes to be re-optimized with the customer in mind. This responsiveness to customer needs can be achieved in several ways, from essential personalization of experience to more advanced configurable workflows to complete modularization of business services that can be quickly reassembled in new ways.

Ideally, your platform will have both operational and marketing capabilities so that even if you start with digital marketing, you won’t have to go through a second vendor selection process when you are ready for operational transformation.





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