



OFFERING INNOVATIVE INFORMATION  
SOLUTIONS THAT EMBRACE A NEW DIGITAL ERA

**Deloitte.**  
Digital

OPENTEXT



# THE FUTURE STARTS RIGHT NOW

**The digital game hasn't just changed**—it's constantly evolving every day, hour, and minute. That means if companies aren't trying to better understand their users, they're getting lapped—and fast. It's time to re-imagine how you engage your customers. And to make this meaningful shift, you'll need to consider your customers, enterprise and business partners.

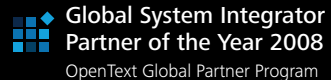
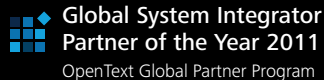
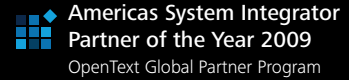
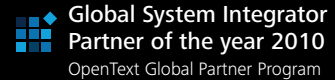
# Deloitte. Digital + OPENTEXT

From shaping better customer conversations to enhancing employee and partner experiences, **Deloitte Digital** and **OpenText** help organizations realize the goal of digital transformation.

We believe the key to success in this area is all about better listening through analytics, improved process and more relevant content.

By honing in on these specific areas, we're able to deliver better overall experiences.

We have built a business alliance designed to provide impactful solutions for our clients. Deloitte Digital combines **OpenText Suite 16** and **OpenText Cloud 16** with our solutions and offerings. We then walk together every step of the journey to ensure successful implementation.



# DIGITAL ENGAGEMENT

Whether you're talking about customers, employees, or partners, expectations in today's world are evolving at a staggering clip. With more information and user-friendly experiences at their disposal than ever before, users no longer settle for average. These discerning groups expect conversations, journeys, and experiences that provide personalized value and relevancy. This is the new digital normal.

## Digital transformation that extends beyond the customer conversation



Content that is relevant



Analytics around experiences, content, and data



Social channels, web, and mobile



Internet Of Things (IOT)



Cloud decisions on- or off-premise / dedicated or not



Reducing risk via cyber security



Experiences including conversations, journeys, and process



Core process / system renaissance: knowing when to leverage existing investments

# REVOLUTIONARY THINKING

It's no longer enough to simply build and operate an information platform such as Enterprise Resource Planning (ERP). And it's definitely not enough to just build and operate the analytics around it.

Deloitte Digital  
is integrating  
analytics  
into business  
processes

We're providing analysis in a **real-time loop** that translates into one relevant, needle-moving conversation.

This revolutionary thinking was originally a digital marketing focus aimed at the customer. But ultimately, the back-end and internal systems are demanding this change, too. Our **dynamic solution** is nimble enough to provide solutions for your customers, employees and partners, or simply one at a time.

# DIGITAL TRANSFORMATION

Forward-thinking C-suite executives must be better aligned with the direction and objectives of the rest of the organization. Siloed activities with an obstructed view of the enterprise are a thing of the past.

To really understand your business, it's vital to **refresh** the customer conversation using better:



**LISTENING**



**PREDICTING**



**TALKING**

But it's also crucial to have a back-end enterprise that supports the mission with the tools to get the job done. Deloitte Digital approaches digital transformation from two fronts:

- 1. The Customer Conversation**
- 2. The Employee and Partner Experience**

We've found that this method yields some major results.

# SOLUTIONS FOR ANY INDUSTRY

To design the Deloitte Digital industry solutions enabled by OpenText technologies, our team set out to address the top industry challenges impacting each sector.

The Deloitte Digital approach centers around creating a new customer conversation through ongoing and embedded analytics. We zero in on customer needs by focusing on relevant content – listening, predicting, and delivering. And to help employees and partners meet the millennial challenge, we've developed a relevant and impactful back-office experience.



**BANKING & INSURANCE**



**PHARMA AND BIO TECH**



**MANUFACTURING**



**MEDIA & ENTERTAINMENT**



**OIL & GAS**



**RETAIL & CONSUMER PRODUCTS**



**STATE & LOCAL GOVERNMENT**



**UTILITIES**



# DELOITTE SOLUTIONS ENABLED BY OPENTEXT TECHNOLOGIES

Our industry solutions streamline business processes and enhance them with digital assets. By challenging the shortcomings of traditional methods, Deloitte Digital's solutions enabled by OpenText technologies employ exciting new capabilities and functionality.



## DELOITTE OMNICHANNEL CUSTOMER ENGAGEMENT SOLUTION

Consolidate all channels, platforms, and customer data repositories into a unified view of the customer that can help build strong customer relationships with deep loyalty.



## DELOITTE ASSET INFORMATION MANAGEMENT SOLUTION

Bring a systematic approach to help streamline the management of content and incorporate leading practices and governance processes to enhance efficiency and remedy common sources of risk.



## DELOITTE CONTENT MANAGEMENT SOLUTION FOR OIL & GAS COMPANIES

Address the content management needs of both down-stream, mid-stream and up-stream Oil & Gas companies related to asset management and engineering processes.

# DELOITTE SOLUTIONS ENABLED BY OPENTEXT TECHNOLOGIES



## DELOITTE CONTENT MANAGEMENT SOLUTION FOR UTILITIES

Improve efficiency and gain greater control with a scalable, digital platform. Capture and organize content, ERP data, and multi-media through real-time processes, and make relevant, role-based information available to users.



## DELOITTE GRANTS MANAGEMENT SOLUTION

Manage grants programs more efficiently and drive greater impact from your grant investments.



## DELOITTE FOOD QUALITY AND SAFETY SOLUTION

Address regulatory compliance, reduce risk, and increase business efficiency by implementing leading content practices related to food quality and safety.



## DELOITTE CONSULTING'S HIGH TECH PRECONFIGURED SOLUTION (DCHIPS)

Implement leading practices in the high-tech industry for sales order processing, employee file management, and invoice management. Product and development IP is also consolidated and managed as digital assets.



## DELOITTE FINANCE TRANSFORMATION ACCELERATOR

Streamline finance business processes in key areas such as working capital management, closing, and financial reporting, and enhance the business processes with digital assets.

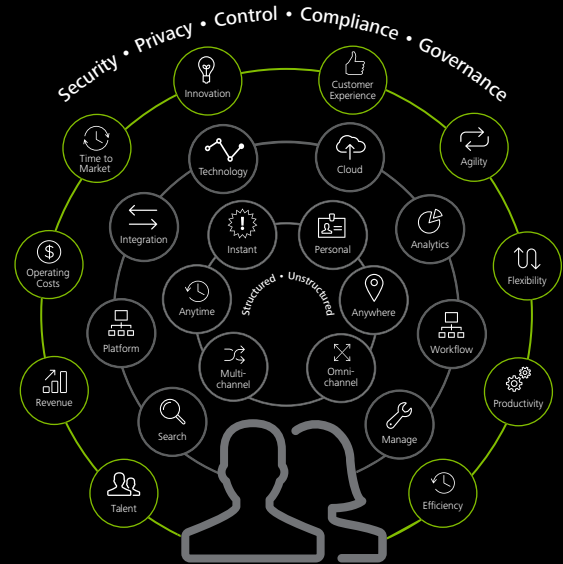
# DELOITTE DIGITAL enCORE™

Re-imagine your core systems as user-driven digital services

## Digital on your terms

It used to be that core systems dictated how work got done—on the system's terms, not the user's. To combat this outdated concept, we're helping companies create **user-driven** business processes, aligning current business workflow and IT systems with how users work, the devices they use, and the content they need.

**Deloitte Digital enCore** was designed to provide employees and partners with easy access to the information they need to do their jobs. The idea is to improve user experience and internal processes by better aligning information to both business and user needs.



### Deloitte Digital enCore vision:

Put information in a place that's easy to find, then make it available anywhere, any time, on any device.

# THE DELOITTE DIGITAL DIFFERENCE

Deloitte Digital powers the way our clients engage with their audiences at every point of the digital journey – a **holistic** approach that no other agency or consultancy can match.

To respond to the unstoppable union of technology and business, **we've created a new model for a new age**. Deloitte Digital combines leading digital and creative capabilities with the deep industry knowledge and experience Deloitte is known for. Our clients bring us their biggest challenges, fully confident in our ability to bring the new business vision to life.

Our network of global studios offer the **capacity** and **flexibility** to serve a wide range of clients. A leader in helping clients solve their most complex business challenges, we have helped many of the world's leading brands accomplish their digital marketing, enterprise, and business transformations. But don't take our word for it, we've got the hardware to back it up.

# WHAT WE OFFER



## DERIVE INSIGHTS

- Market Opportunity Analysis
- Market Needs Assessments
- Customer Analysis & Segmentation
- Ethnography
- Audience & Content Analysis
- Brand Audit
- Competitive Analysis
- Customer Experience Research (LRA)



## IGNITE INNOVATION

- Ideation
- Creative Strategy
- Innovation Process
- Design Development (Products, Solutions, Services)



## DEFINE STRATEGY

- Growth Strategy
- Brand Strategy
- Customer Experience Strategy
- Customer Platform Strategy
- Business Strategy (Vertical)
- Product & Solution Strategy
- Pricing & Profitability Management



## CREATE EXPERIENCES

- Omni Channel Experience Design & Development
- Immersive Digital Environments & Events Experiences
- Experiential IOT
- Brand Standards Design (LRA)
- Mobile, Retail & Emerging



## AMPLIFY BRANDS

- Brand Planning
- Brand Communications, Campaigns & Content
- Brand Content Marketing
- Digital, Social & Mobile Marketing Services
- CRM, Loyalty, & Performance Marketing

# WHAT WE OFFER



## OPTIMIZE IMPACT

- Marketing Mix Modeling
- Advanced Analytics Strategy & Architecture
- Visualization & Reporting
- Campaign Measure & Optimization
- Predictive Analytics
- Brand & Customer Experience Measurement (LRA)



## DELIVER PLATFORMS

- Omni-Channel Commerce Platforms
- Content Marketing, Delivery & Monetization Platforms
- Sales, Service & Marketing Platforms
- Digital Content Production & Management Platforms
- Data Security
- Supply Chain
- Data Integration
- Cloud Integration



## ORCHESTRATE CHANGE

- Organizational Re-wiring
- Agile Learning
- Digital Leadership
- Culture Shaping
- Dynamic Change
- Extraordinary Talent Engagement



## SECURE CYBER

- Risk Analysis
- Identity Management
- Application & Data Protection
- Cyber Risk Monitoring
- Threat Intelligence
- Incident Response
- Business Recovery
- Resilience Architecture

# OUR GLOBAL IMPACT

No matter where you operate, Deloitte Digital has a **global footprint** with wide-ranging capabilities to **digitally transform** your organization.



- Studio
- Hub
- Delivery Center

Deloitte Digital Footprint

27	24	5500+	1100+	1500+
Studios	Countries	Global Headcount	US Headcount	US India Headcount

Deloitte Global Footprint

150+	4K+	7K+	89K+	202K+
Countries	APAC	EMEA	Americas	Global

# OUR INDUSTRY ACCOLADES

☆ **Deloitte named a worldwide leader in Business Consulting Services based on capability and strategy by IDC**

*Source: IDC MarketScape: Worldwide Business Consulting Services  
2015 Vendor Assessment by Cushing Anderson, February 2015, IDC #254320*

☆ **Deloitte ranked #1 globally in Consulting based on revenue and market share by Kennedy and Gartner**

*Source: Kennedy Consulting Research & Advisory; Global Consulting Market index  
Source: Kennedy Consulting Research & Advisory estimates  
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☆ **Deloitte named the global leader in Mobility IT Strategy Consulting based on capabilities Kennedy**

*Source: Kennedy Consulting Research & Advisory; IT Strategy Consulting Mobile Technologies; Kennedy Consulting Research & Advisory estimates  
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☆ **Deloitte named a challenger in Global Digital Marketing Agency Services based on capabilities by Gartner**

*Source: Gartner, Magic Quadrant for CRM Service Providers  
© 2013 Patrick J. Sullivan, Ed Thompson, 18 September, 2013*

☆ **Deloitte named a global leader in Digital Strategy Consulting based on capabilities by Kennedy**

*Source: Kennedy Consulting Research & Advisory; Digital Strategy Consulting; Kennedy Consulting Research & Advisory estimate  
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☆ **Deloitte named a global leader in CRM and Customer Experience Services based on completeness of vision and ability to execute by Gartner**

*Source: Gartner, Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide, Patrick J. Sullivan, Ed Thompson, 22 December, 2015*



# CONTACTS

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