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CIOCAN Peer Forum 2017 – Edmonton

Creating the Digital Business . . .

Secret Weapons
and
CMO Insights

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Profiles . . .

Causal Effects supports businesses to …

… plan, evaluate, implement, and optimize performance of digital and mobile applications that impact their customers' and users' experiences.

… first Capriza Partner in Canada.

Capriza is a market leading enterprise mobility company …

… a mature startup offering a platform that disrupts the speed & economics of mobilizing businesses by extending any web app with zero coding and zero APIs
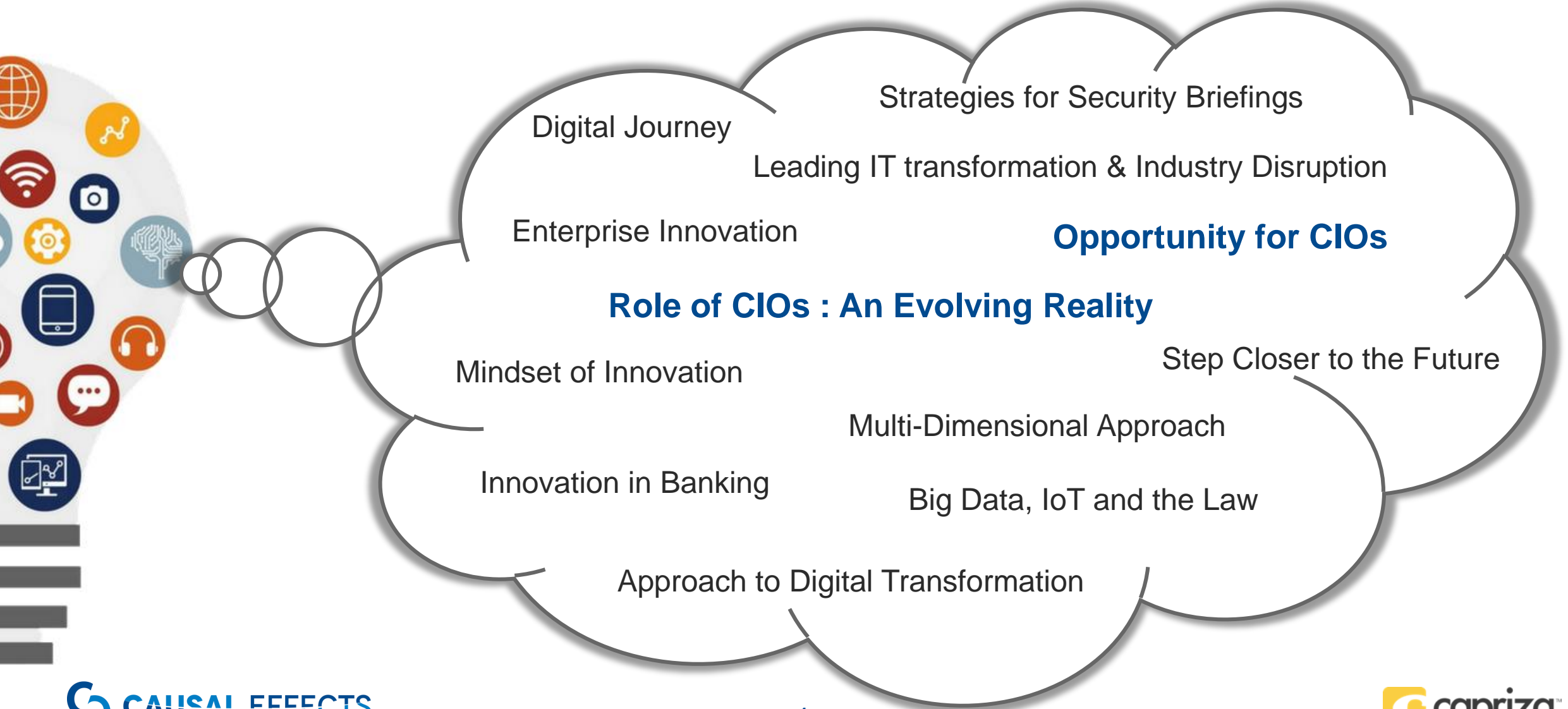
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Context, Perspectives and What if's . . .

- ***Age of The Customer*** is pervasive
- ***Customer & User Experiences (CX/UX)*** are central to business success
- As businesses transform ***Digital Experiences (DCX/DUX)*** become core
- All Interactions, Transactions, & Work Streams become ***"Mobile, App & Click"*** centric
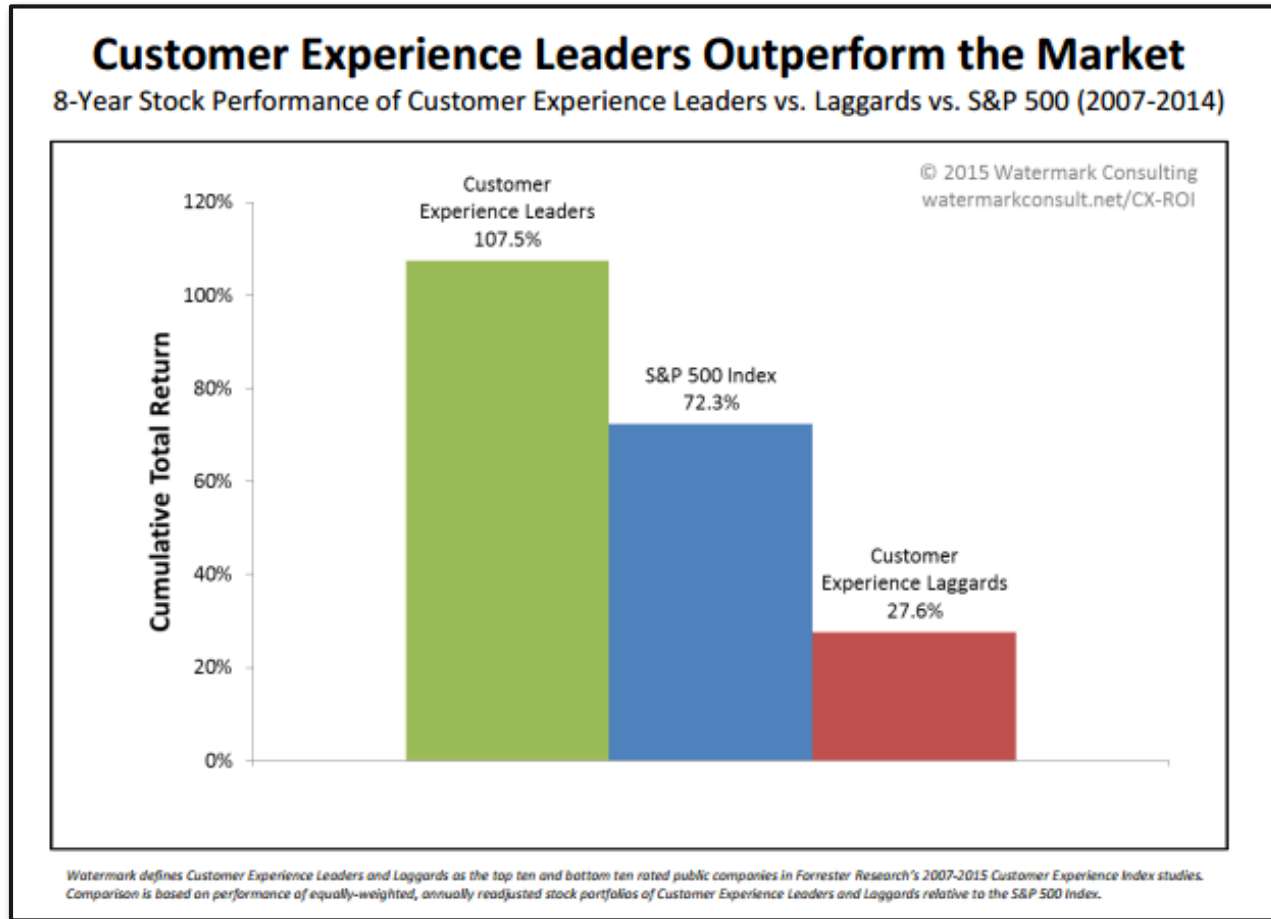- All Digital Business remains in a ***"Mature Startup Phase"*** --- *forever !*

What should CIO/IT Leaders consider in this environment?

- Evaluate current ***User Centric Application Performance Management Tools***
- Assess ***Options for "Mobile, App and Click" centric capabilities***
- Participate & Engage in the "***Startup Creative Tent" -- CMO, CIO & CHRO***

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What we have been discussing . . .

Strategies for Security Briefings

Digital Journey

Leading IT transformation & Industry Disruption

Enterprise Innovation

Opportunity for CIOs

Role of CIOs : An Evolving Reality

Mindset of Innovation

Step Closer to the Future

Multi-Dimensional Approach

Innovation in Banking

Big Data, IoT and the Law

Approach to Digital Transformation

CX / UX Impacts: Performance & Purchasing

Customer Experience Leaders Outperform the Market

8-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2014)

© 2015 Watermark Consulting
watermarkconsult.net/CX-ROI

Customer Experience Leaders 107.5%

S&P 500 Index 72.3%

Customer Experience Laggards 27.6%

Cumulative Total Return — 120%, 100%, 80%, 60%, 40%, 20%, 0%

Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2015 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.

Leaders outperform by >35%

Laggards underperformed by ~ 45%

Repurchase is directly related to CX/UX vs competitors

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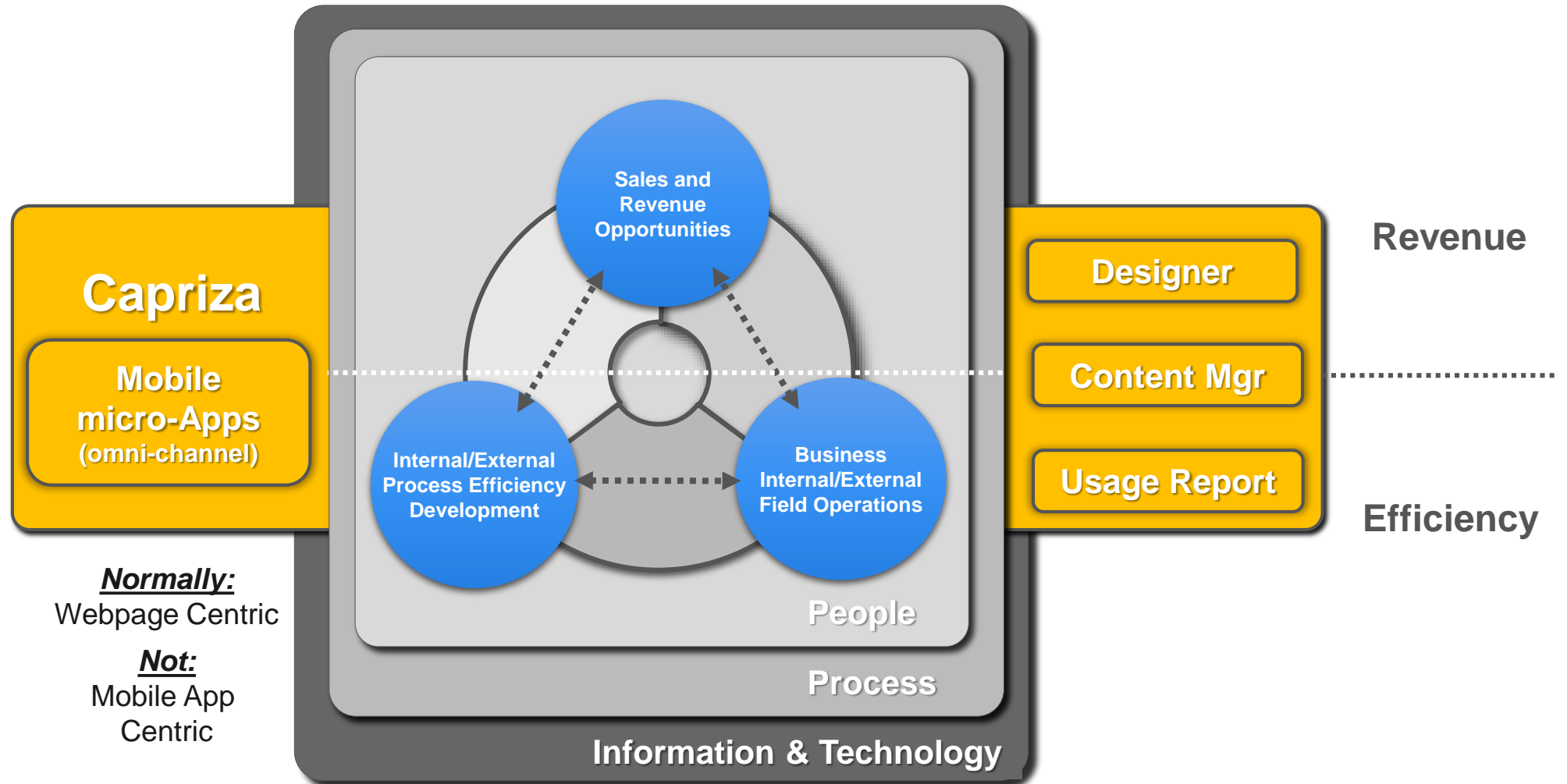# Customer Experience is *"The New Brand"*

Experience Ratings Industry Scores

- Supermarkets
- Fast Food
- Retailers
- Parcel Delivery Svc
- Banking/Finance

- Car Rental
- Internet SPs
- Media SPs
- Healthcare SPs

Highest

Lowest

55%   75%

Source: Temkin Group Q1 2017 Customer Benchmark
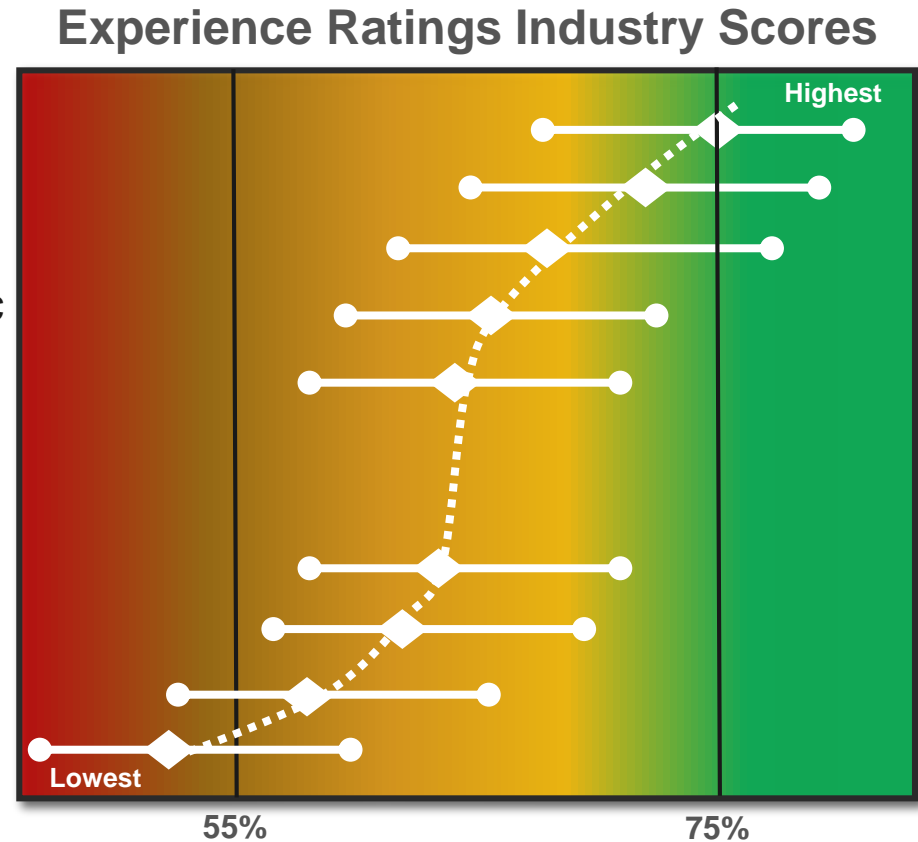
How will your end-to-end DCX/DUX journeys rate in the future
"Age of the <u>Digital</u> Customer/User" ?

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Capabilities Need to Evolve . . .

Gartner: By 2022: 70% of software interactions will be via *__mobile devices__*

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Mobile micro-Apps
(omni-channel)

Normally:
Webpage Centric

Not:
Mobile App
Centric

Sales and Revenue Opportunities

Internal/External Process Efficiency Development

Business Internal/External Field Operations

People

Process

Information & Technology

Revenue

Designer

Content Mgr

Usage Report

Efficiency

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Startup: Expectations & Eco-systems Evolve . . .

Legacy
Opportunity vs Liability

Software Defined
Everything

Everyone is
a Mature Start-up

- **Digital Disruptions**
- **Rapid time-to-market**
  - **Light speed PoCs**
    - **Instant adoption**
      - **Omni-channel**
        - **DCX/DUX**

"Zero"
Infrastructure

People-aware
Process-aware
Info-aware
IoT-aware

and
Only Uncertainty is Certain

Expectations

(aka: Entitlements/Requirements)

Classic CIO/IT Priorities need to Evolve . . .

Classic Priorities[*]:

1. Bus Alignment (always 1 or 2)
2. Security & Privacy
3. Speed, Time to Market
4. Innovation
5. Business Value
6. Efficiency
   . . . others

[*] Society for Information Management
2016 Survey

"Mature Startup" Environment:

- Place in the *"Creative Tent"*
- Time at all *"Whiteboards"*
- *"CXO^n"* not CEO+CMO+CIO+CHRO. .
- Lead/Own *"Architecture & Capabilities"*
- Production & *"Hot-Standby" Options*
- Work Streams to *"Mobile Click Streams"*
- Flexibility, Agility and Personalization
- Facilitating, Collaborating, Initiating

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Digital Transformation Requires: Collaboration in the *"Creative Tent"*

Future digital business is being created through intimate collaboration between those who understand:

- *Customers and their evolving expectations for service and memorable experiences* **(Marketing)**

- *What digital technology can achieve and how to deliver it* **(IT)**

- *How to drive cultural change to satisfy customers' evolving expectations for service and memorable experiences* **(CHRO)**

Digital Team: CMO, CIO & CHRO in the *"Creative Tent"*

Welcome to Silicon Valley . . .

A Good Way to Think About the Problem

"I'm not worried about the industry companies figuring out the technology. I'm worried about technology companies figuring out my industry."

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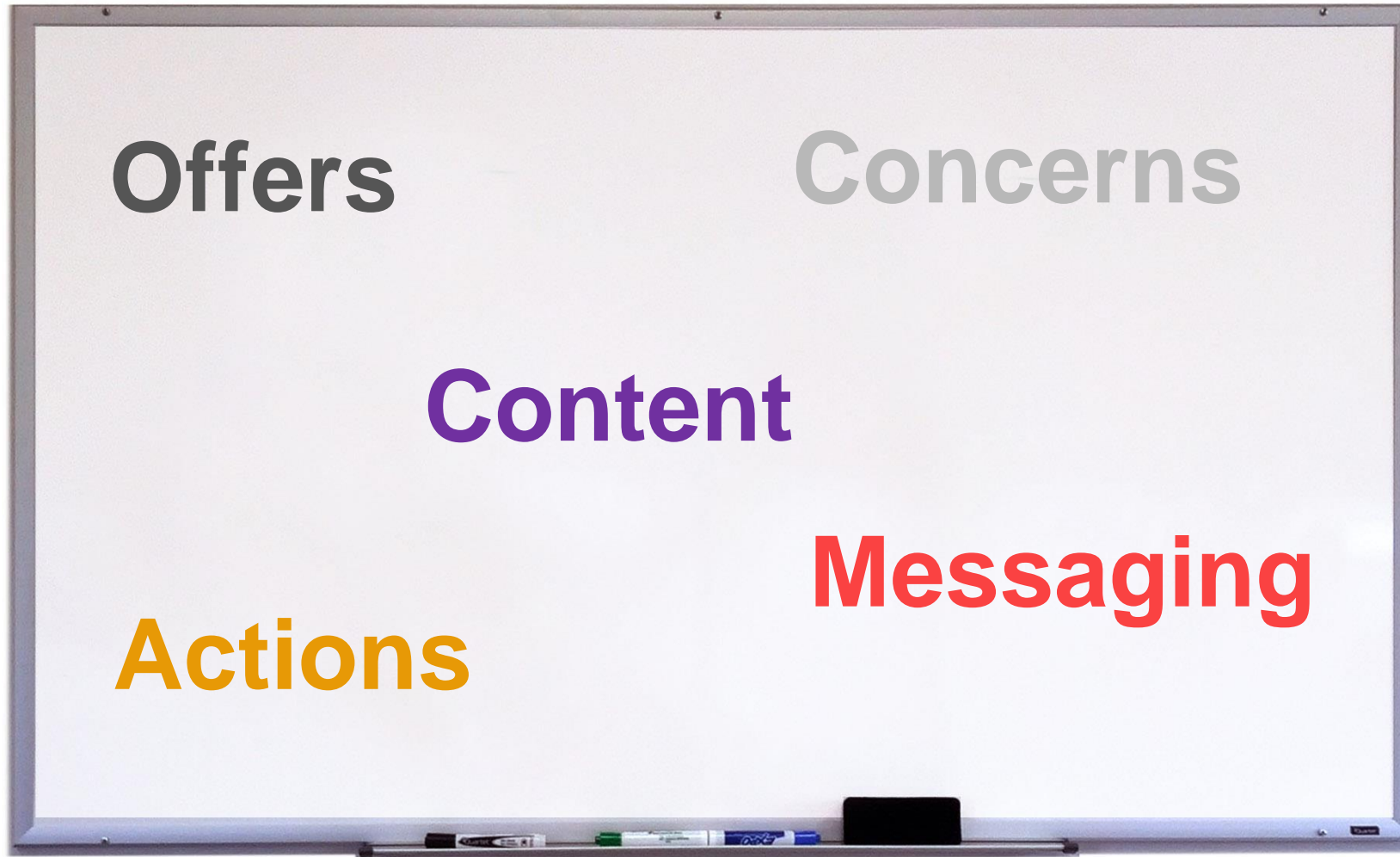**"The first rule of marketing": know your audience**

Segmentation

Personas

Industries

Competitive replacement campaign

- Replacing market share leader
- Extremely conservative audience
- Multiple angles/opportunities
- Critical to align with Sales

To the whiteboard!

Offers

Concerns

Content

Messaging

Actions

A difference in approaches

Tactical	Strategic
Opportunistic	**Comprehensive**
Let's do it fast!	**Let's do it right**
Ad hoc	**Disciplined**
Listen to Sales	**Listen to the Market**
See if it works	**Build a plan**

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Don't Trust Your Gut If You Can Get Data

Sales' View:
Use Fear
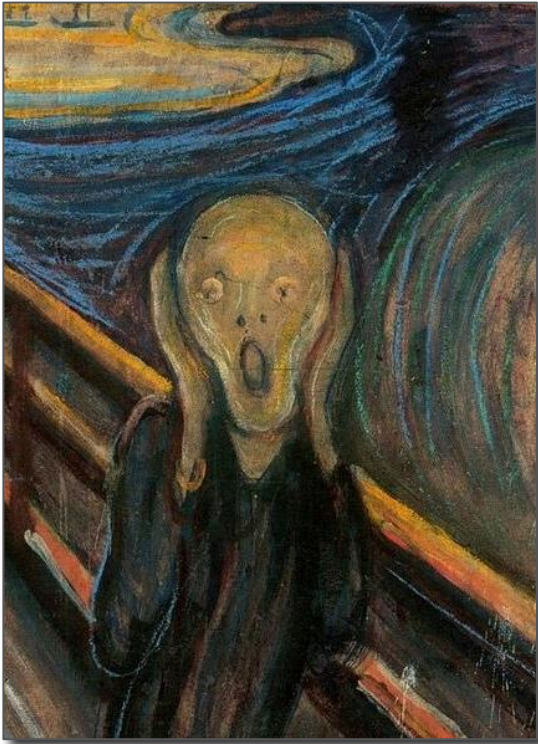
Buyers' View:
Sell Hope

Results

Migration Opportunities Created
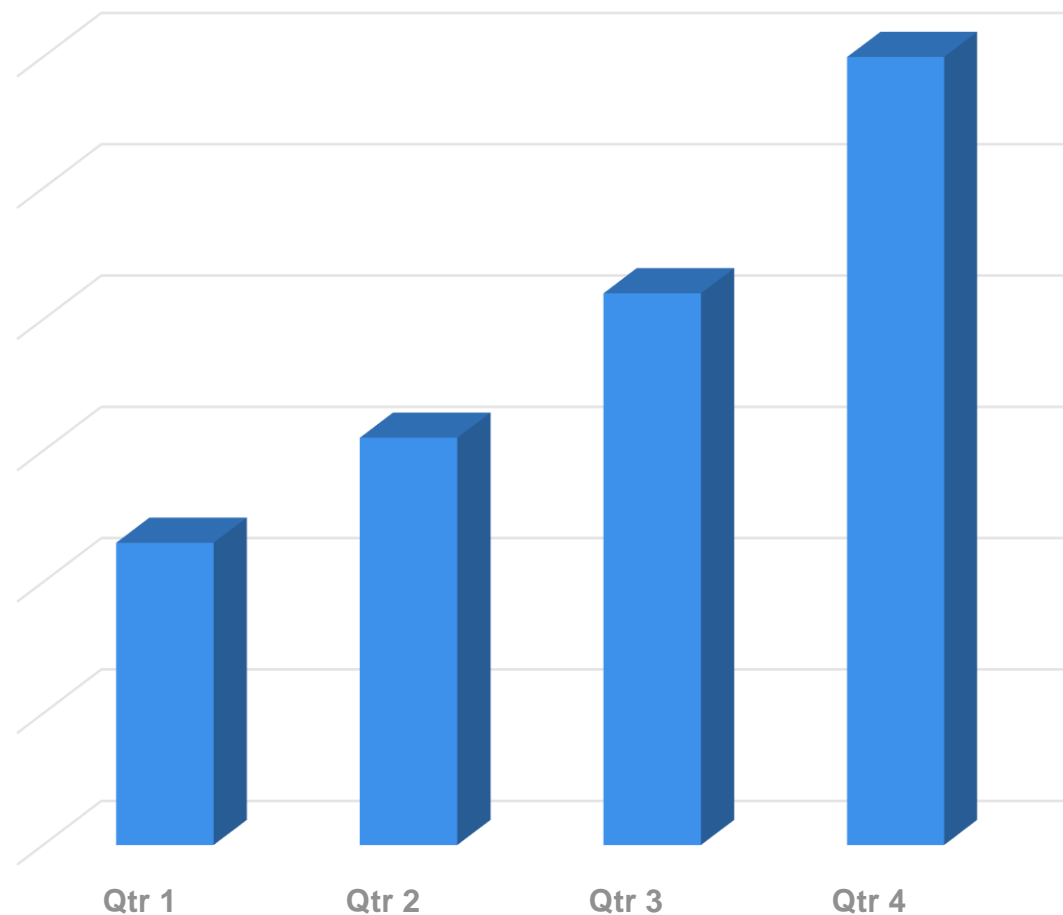
- **Hundreds of opportunities**

- **Dozens of wins**

- **40% higher ASP than typical deals**

- **70% uncontested (!)**

Qtr 1   Qtr 2   Qtr 3   Qtr 4

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Behaving Like a Startup….

DON'T

‣ **Spend money you don't have**

‣ **Call yourself "Pre-IPO"**

‣ **Highlight how much FUNDING your failed startup raised on your resume**

‣ **Blindly pattern-match**

DO

‣ **Embrace new metrics**

‣ **Challenge assumptions**

‣ **Stay close to bleeding edge technology**

‣ **Move fast and iterate**

‣ **Be psychotically competitive**

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But You're NOT a Startup … Which is Good News

- **You have processes**

- **You have systems**

  - **NOTE: We Marketers like to call them "legacy"**

- **You have relationships**

- **You have experience**

  - **People, Process, Technology**

- **You know what your customers (internal and external) want!**

What if . . .

APIs
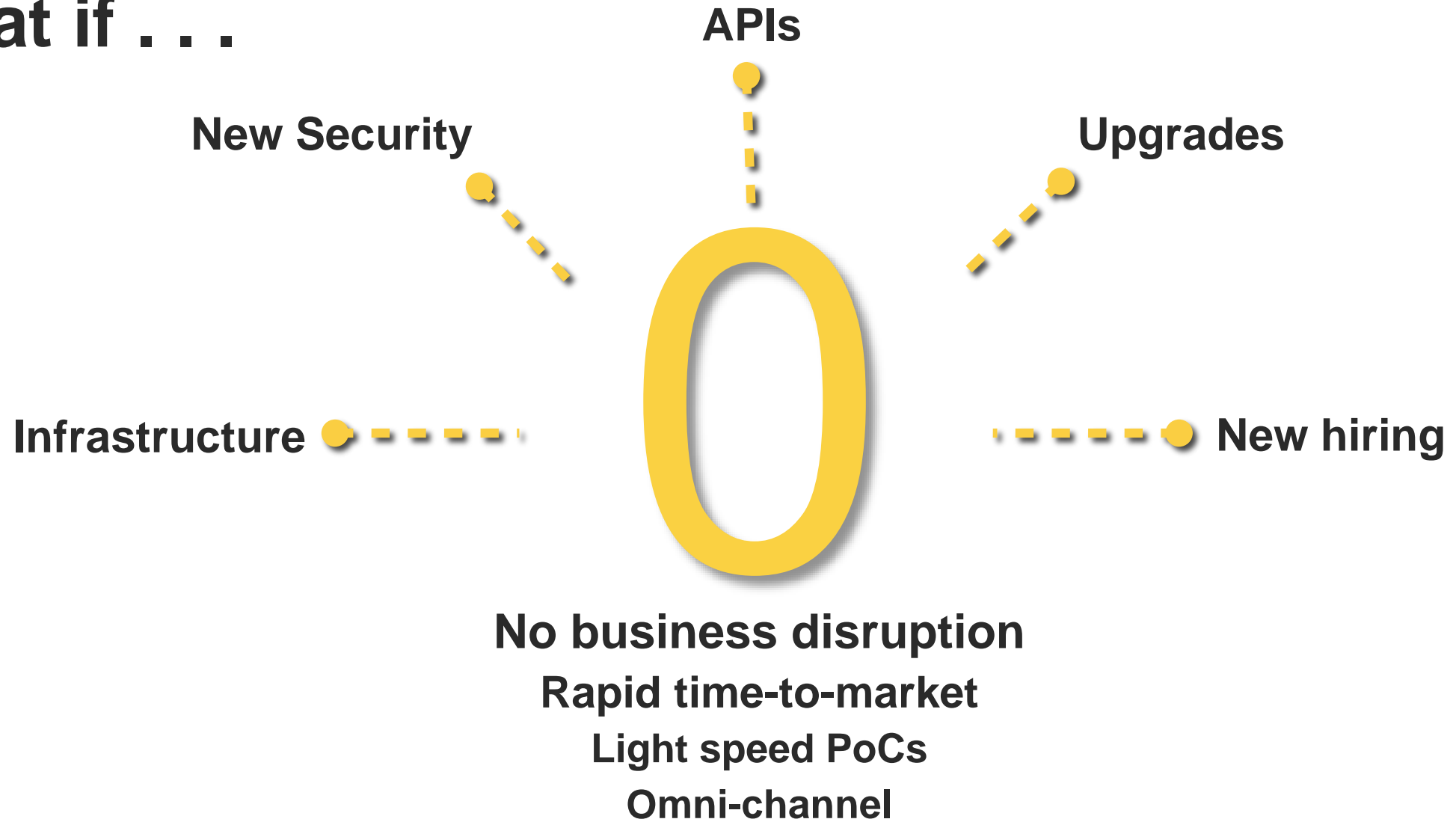
New Security

Upgrades

0

Infrastructure

New hiring

No business disruption
Rapid time-to-market
Light speed PoCs
Omni-channel

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What if . . . it can be done with virtually _all_ apps

SAP — 26.9%

Homegrown — 26.7%

PeopleSoft — 7.5%

Salesforce — 5.8%

Oracle EBS — 5.6%

Sharepoint — 5.6%

Ariba(SAP) — 2.8%

JDEdwards — 2.5%

- SAP Business Suite
- Homegrown
- PeopleSoft by Oracle
- Salesforce
- Oracle EBS
- Sharepoint by Microsoft
- Ariba by SAP
- JD Edwards by Oracle
- ADP
- JIRA Software by Atlassian
- Concur by SAP
- Dynamics CRM by Microsoft
- Kronos
- Maximo by IBM
- NetSuite
- ServiceNow
- Success Factors by SAP
- + many others . . .

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Demonstrations & Video References
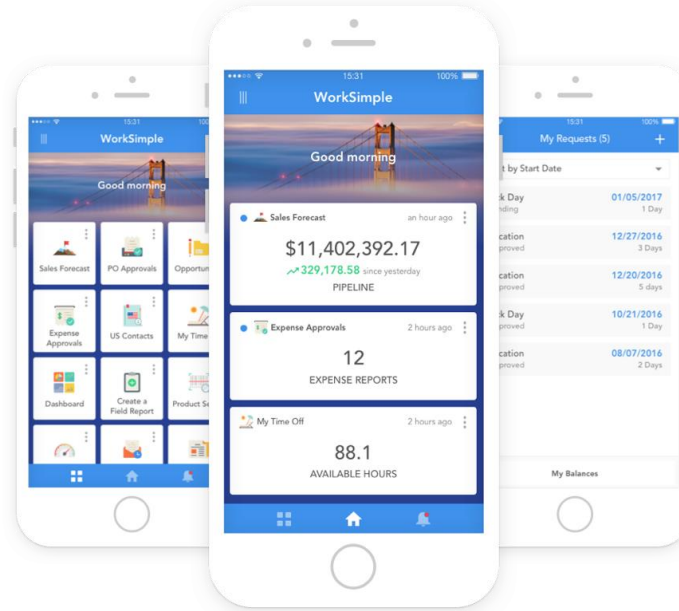
Examples

- City of Los Angeles - Inspections
- RPC Field Reporting – Shared Services
- Volvo Financial Services
- Linde Group – Customer Experience
- L'Oreal – HR Self Service

Reference Links

- Application Videos

- Capriza Worksimple App

- Capriza

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Mobile Ate The World … Says Gartner

Remember: **By 2022, 70% of software interactions in enterprises will occur on mobile devices**

Application leaders should:

‣ **Rethink their approach to business applications and abandon complex ones that cover all use cases, all user segments and a wide range of functionalities.**

‣ **Focus on delivering simple, easy-to-use, purposeful apps, each of which might facilitate a specific task unique to a given workflow and address a specific job role.**

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Contact info . . .

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