

Brands struggle to leverage the latest digital marketing technologies and best practices.

Acxiom Digital Transformation Services offer premier integration, implementation, and ongoing management services designed to help brands get maximum value from their marketing technology and data investments through powerful people-based marketing strategies together with marketing orchestration and planning services that help your communications deliver a better outcome.

## SERVICE OVERVIEW

Acxiom's Capability Readiness Assessment provides an independent analysis and evaluation of a business's internal capabilities and its readiness to deliver business transformation. We will be able to score, identify gaps, provide recommendations and deliver a future facing roadmap for change across the following areas:

- Business Strategy
- Technology estate (architecture, integration, optimisation, quick wins...)
- Data (strategy, governance, data collaboration, storage...)
- People/ skills and processes
- GDPR Examination
- Business Case Development

#### BUSINESS **TECHNOLOGY DATA STRUCTURE & ORCHESTRATION** PEOPLE & **GDPR** PROCESSES **STRATEGY MATURITY** MANAGEMENT OUTLOOK INSIGHT Communication **Business** Architecture Data Capture Management Collaboration Marketing Toolset Campaign Data Knowledge SAR & Breach **Analytics Toolset** Personalisation Continuous Learning Business Segmentation Reporting Toolset Identity Single Point of Ownership Management

## **RESOURCE & SKILLS INVESTMENT**

### BENEFITS AND IMPACT

We aim to provide an independent view, which focuses on delivering tangible net growth for the business. KPI's we traditionally aim to deliver against include:

- Increase revenue
- Reduce and optimise marketing costs
- Acquire more customers
- Reduce customer churn
- Increase loyalty rates

## WHAT IT MEANS FOR YOU, POST ASSESSMENT?

### MITIGATE RISK



The potential tech, data and people pitfalls are not always known. The assessment aims to mitigate these gaps by identifying them early in the process.

### REDUCE COSTS



By knowing the risks, it reduces long term costs in skills and infrastructure i.e. purchasing the wrong technology or infrastructure for the required job.

## PRIORITIES WORK STREAMS



Identify those work streams that are going to deliver the highest amount of value, in the shortest time, compared to those higher investment areas.

# CLEAR DIRECTION



Embeds early collaboration of wider team, as well as enabling you to build a desired roadmap based on existing capabilities.

### ROBUST PROJECT PLAN



Clear direction and roadmap will enable a robust project plan.

## IT IS ABOUT MAKING INFORMED DECISIONS BASED ON FACTS

## WHY ACXIOM?



### **EXPERIENCE**

More than 50 years of data, identity and data management experience



### TRUST

Leaders in data governance and ethical data sourcing



### SERVICE

Exceptional service delivery and client retention



### ACCURACY

Most comprehensive and accurate data across the globe

To find out more, please email ukenquiries@acxiom.com.

