# Viderity

We imagine, deliver, and run the future.
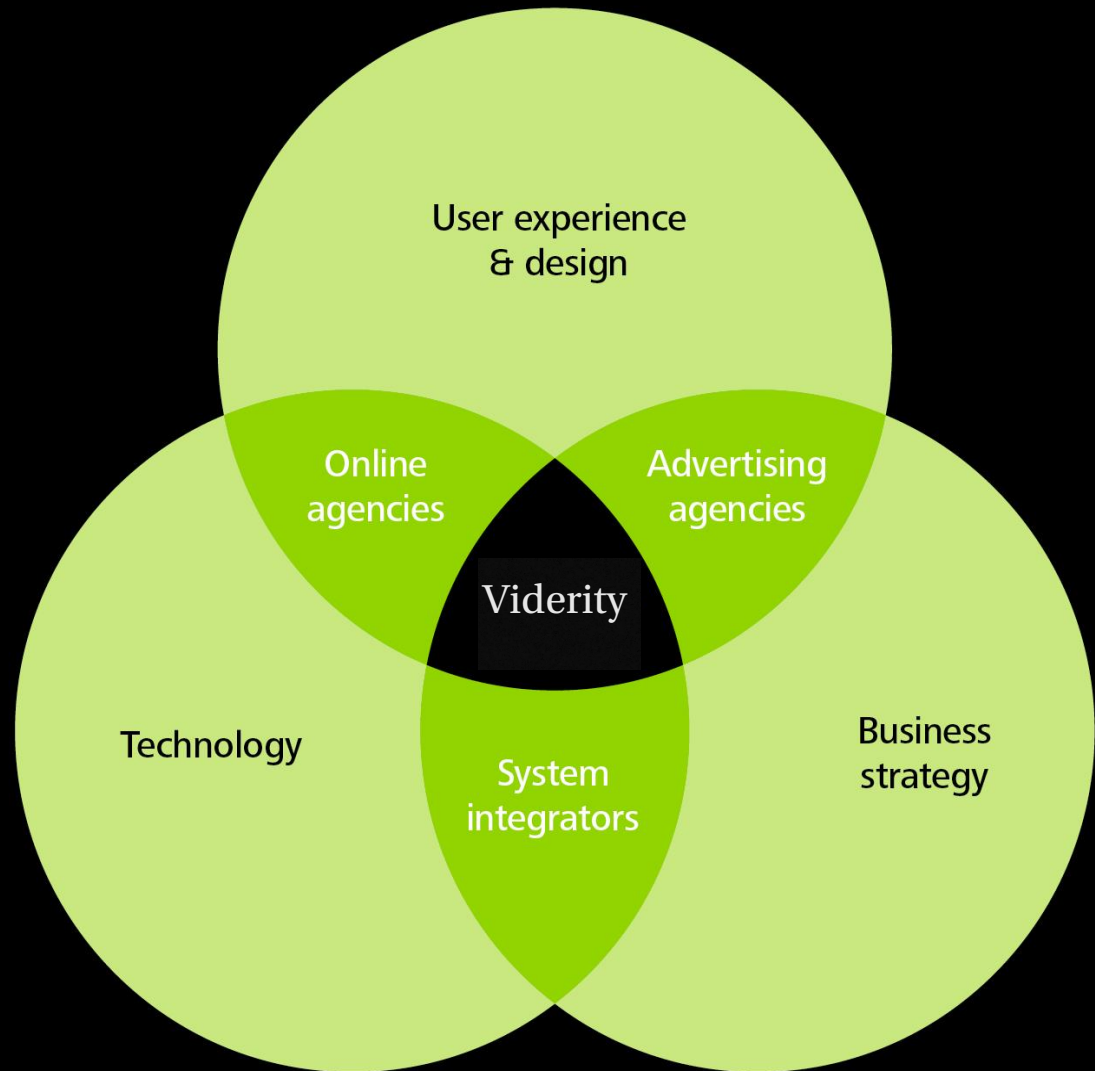
July 2019

**VIDERITY**
STRATEGIC, CREATIVE, TECHNICAL

# Bring us your challenges, we'll reimagine your future.

Viderity is creating a new model for a new age—we're an agency and a consultancy. We combine leading digital and creative capabilities with the deep industry knowledge and experience Viderity is known for. That means clients can bring us their biggest challenges, knowing we have what it takes to bring a new business vision to life.
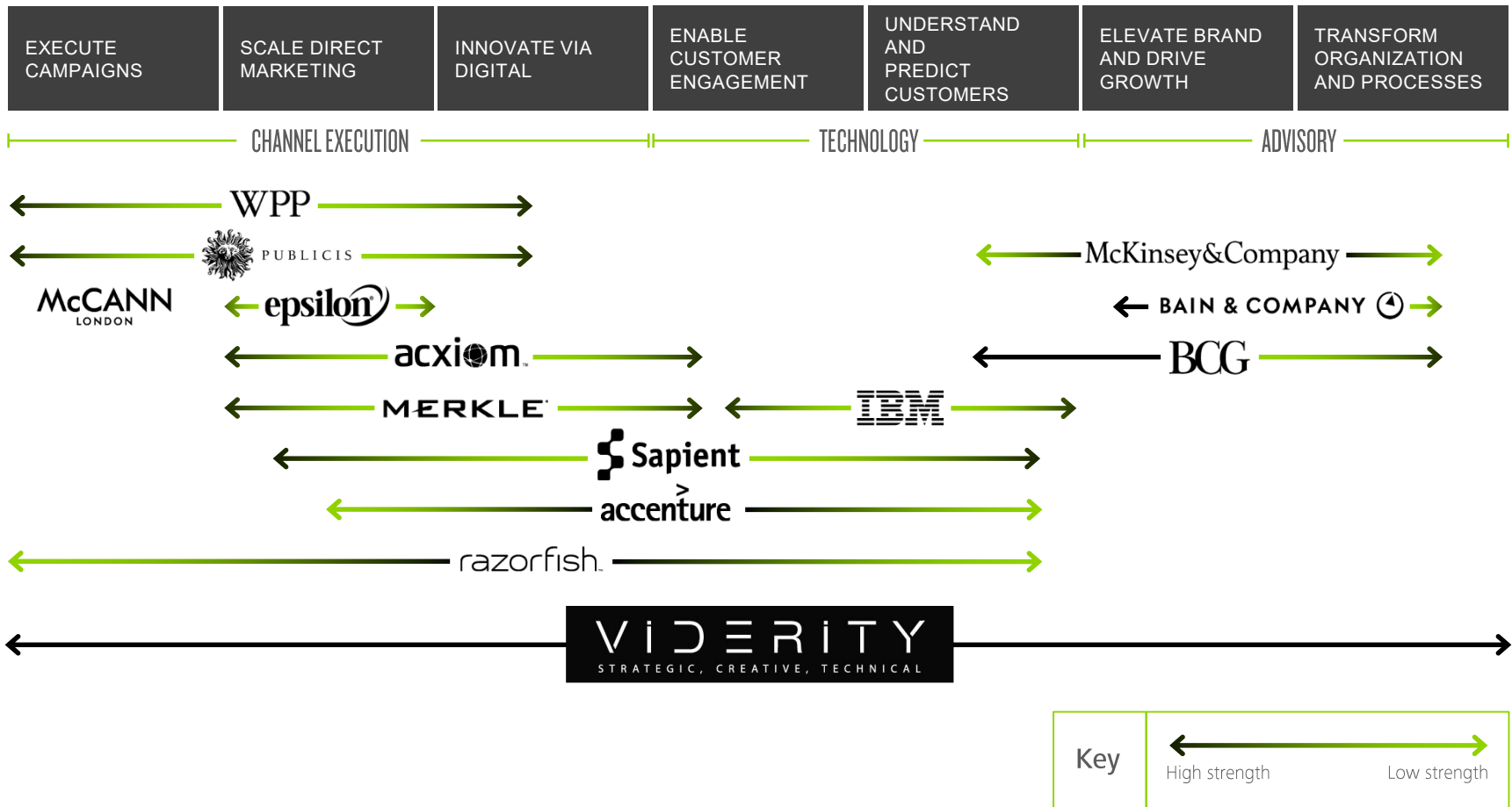
Part business, part creative, part technology. One hundred percent digital.

From first contact to final delivery, Viderity combines cutting-edge creative with trusted business and technology acumen to define and develop tomorrow's digital business, today.
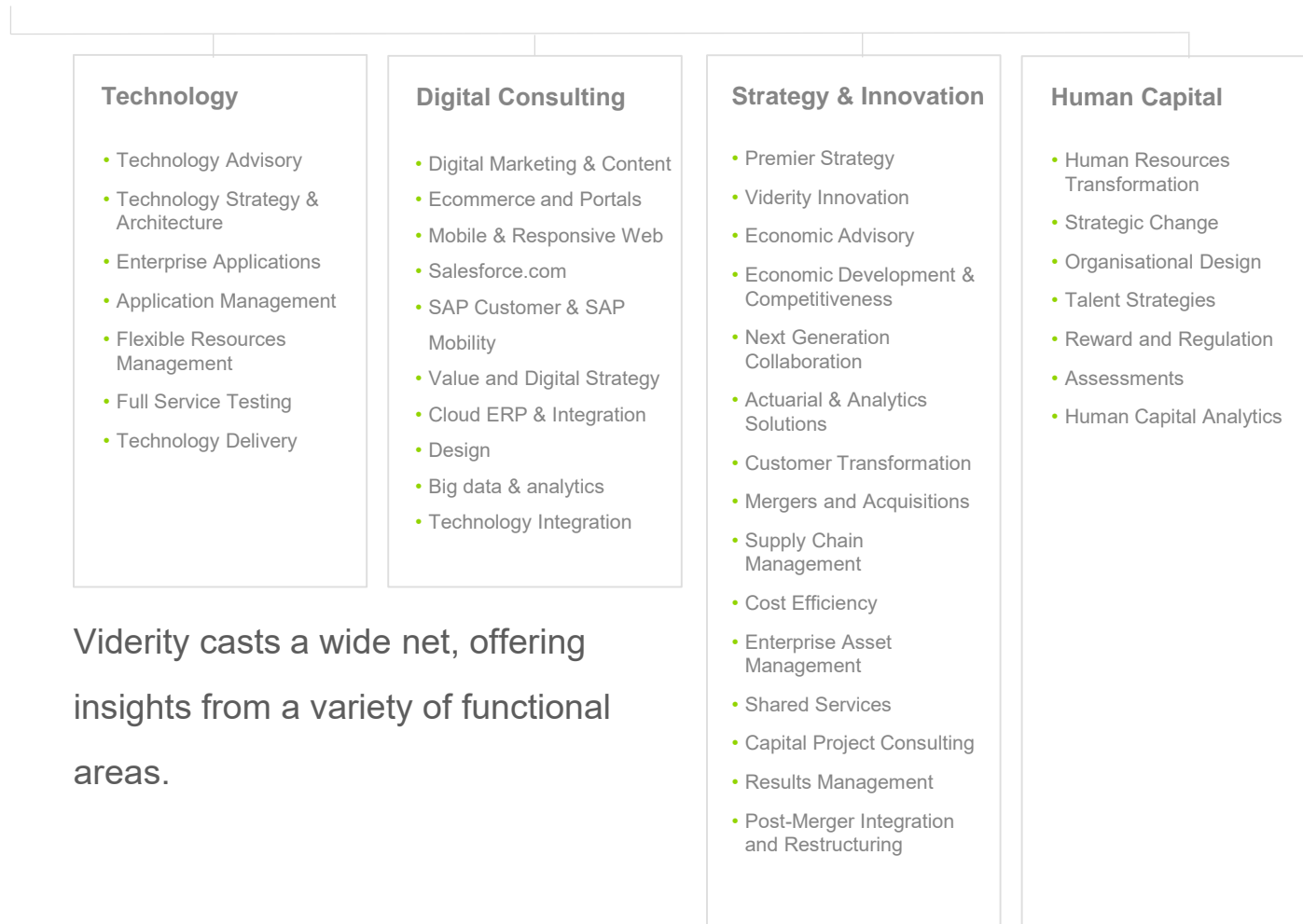
# We're transforming today's digital journey.

We power the way our clients engage with their audience at every point of their journeys—in a way that no other agency or consultancy can.

| EXECUTE CAMPAIGNS | SCALE DIRECT MARKETING | INNOVATE VIA DIGITAL | ENABLE CUSTOMER ENGAGEMENT | UNDERSTAND AND PREDICT CUSTOMERS | ELEVATE BRAND AND DRIVE GROWTH | TRANSFORM ORGANIZATION AND PROCESSES |
|---|---|---|---|---|---|---|

CHANNEL EXECUTION — TECHNOLOGY — ADVISORY

WPP

PUBLICIS

McCANN LONDON    epsilon

McKinsey&Company

BAIN & COMPANY

acxiom

BCG

MERKLE    IBM

Sapient

accenture

razorfish

VIDERITY
STRATEGIC, CREATIVE, TECHNICAL

Key — High strength ——— Low strength

# Our place within Viderity.

## Technology

- Technology Advisory
- Technology Strategy & Architecture
- Enterprise Applications
- Application Management
- Flexible Resources Management
- Full Service Testing
- Technology Delivery

## Digital Consulting

- Digital Marketing & Content
- Ecommerce and Portals
- Mobile & Responsive Web
- Salesforce.com
- SAP Customer & SAP Mobility
- Value and Digital Strategy
- Cloud ERP & Integration
- Design
- Big data & analytics
- Technology Integration

## Strategy & Innovation

- Premier Strategy
- Viderity Innovation
- Economic Advisory
- Economic Development & Competitiveness
- Next Generation Collaboration
- Actuarial & Analytics Solutions
- Customer Transformation
- Mergers and Acquisitions
- Supply Chain Management
- Cost Efficiency
- Enterprise Asset Management
- Shared Services
- Capital Project Consulting
- Results Management
- Post-Merger Integration and Restructuring

## Human Capital

- Human Resources Transformation
- Strategic Change
- Organisational Design
- Talent Strategies
- Reward and Regulation
- Assessments
- Human Capital Analytics

Viderity casts a wide net, offering insights from a variety of functional areas.

# Where we came from.

Built upon the strengths and resources of our larger firm, Viderity was born out of years of investment in emerging technologies, creative, commerce, web, mobile, and customer solutions.

**Banyan Branch**
SOCIAL AGENCY

**überMIND**
WEB / MOBILE DEVELOPMENT & CREATIVE

**MONITOR**
STRATEGY

**DOBLIN**
INNOVATION

**Vigilant**
CYBER SECURITY

**digicon**
WEB / MOBILE STRATEGY & DEVELOPMENT

**PLATON**
BUSINESS INTELLIGENCE & ANALYTICS

**QUATTRO INNOVATION**
CLOUD-BASED COMMERCE

**nekojarashi**
MOBILE CREATIVE & DEVELOPMENT

# Our people.

Viderity is its people: We take the team thing seriously, pulling diverse minds together in our distinctive spirit of innovation. We value the sharing of ideas, insights, best practices, and emerging trends—both within and across disciplines.

Whether on-site with clients or in one of our studios across the globe, our people deliver the kind of insightful problem solving that gets ahead of emerging trends.

# Some of our alliances.

# What we do.

## Offerings

| Digital Advisory | Customer Practice | Information Management | Technology Integration | Digital Interactive | Experience Design |
|---|---|---|---|---|---|

## Capabilities

| Digital Marketing and Content | Mobile and Responsive Web | Design | Salesforce.com | Value and Digital Strategy |
|---|---|---|---|---|

| Development and Delivery Services | eCommerce and Portals | SAP Customer | Cloud ERP & Integration |
|---|---|---|---|

# Our offerings.

**Digital Advisory.**

Helping clients reimagine their business for the digital age, leading the digital transformation, and integrating Viderity services to deliver business impact and outcomes

**Customer Practice.**

We help our clients to unlock and sustain untapped sources of growth through customer value creation, by effectively initiating, and sustaining profitable relationships with their customers.

**Digital Information Management.**

We are sound solution architects who are able to harness the potential embedded in an organisation's data.

**Digital Technology Integration.**

We are making an exponential impact on your business by leveraging and integrating disruptive technologies through innovative design and development capabilities.

**Viderity Interactive.**

From a number, to a customer, to an individual, we believe in humanising technologies by creating brilliant, meaningful, digital experiences.

**Experience Design (XD).**

We ensure real business impact for digital by using design thinking, behavioural insights and user research to create digital products, services and experiences that delight customers.

# Our capabilities.

**Design.**

Creating something that resonates in today's world requires equal parts elegance and functionality. We aim to deliver pixel-perfect solutions that leave users saying wow.

**SAP Customer.**

Through our strategic alliance with SAP, we help clients improve processes, develop effective strategies, and empower their employees. The result: a streamlined business model that churns out major results.

**Salesforce.**

We'll show you how this cloud-based software can simplify your sales process and maximise your investment.

**Ecommerce and Portals.**

More people are buying things online than ever before, which makes for an intensely competitive marketplace. We'll help you navigate this complex journey and find a solution that's just right for your business.

**Digital Marketing and Content.**

We take the adage "content is king" to heart. From tactical social campaigns to engaging community management, we'll help you connect with customers and grow your brand.

**Value and Digital Strategy.**

Understanding the digital space and preparing for what's next is at our core. We'll help you devise a sound and effective strategy that's built to last.

**Mobile and Responsive Web.**

We've long known what everyone is quickly finding out: Mobile is the future. We'll show you how to use this channel to get users excited about your business.

**Cloud ERP and Integration.**

We provide solutions and services that support leading cloud application vendors. Our people continually identify, invest and grow our capabilities to address the latest needs of this emerging market.

**Development and Delivery**

Bringing it all together and delivering the end product to our clients through effective technology integration, end-to-end architectural solutions and development services.

# Design.

Creating something that resonates in today's world requires equal parts elegance and functionality. We aim to deliver pixel-perfect solutions that leave users saying wow—and accomplishing their goals with ease.

Interface and interaction design

Visual design

Brand building

User experience

Personas and user journeys

# SAP Customer.

Through our strategic alliance with SAP, we help clients improve processes, develop effective strategies, and empower their employees. The result: a streamlined business model that can churn out major results.

Business requirements gathering

Functional design and documentation

Functional and integration testing

Deployment planning and post-production

# Salesforce.

We'll show you ways this cloud-based software can simplify your sales process and maximise your investment.

Business requirements gathering

Functional design and documentation

Functional and integration testing

Deployment planning and post-production

# Ecommerce and Portals.

More people are buying things online than ever before, which makes for an intensely competitive marketplace. We'll help you navigate this complex journey and find a solution that's just right for your business.



Requirement analysis

Technology selection

Platform implementation

Marketing and optimisation

# Digital Marketing and Content.

We take the adage "content is king" to heart. From tactical social campaigns to engaging community management, we'll help you connect with customers and grow your brand.



Engagement platforms

Content optimisation and analytics

Customer relationship building

Digital asset and content management

# Value and Digital Strategy.

Understanding the digital space and preparing for what's next is at our core. We'll help you devise a sound and effective strategy that's built to last.



Predictive modeling

Insights to actions

Business case

Value map and road mapping

Customer transformation program design

Process models

# Mobile and Responsive Web.

We've long known what everyone is quickly finding out: Mobile is the future. We'll show you ways to use this channel to get users excited about your business.



Responsive web and HTML 5

Consumer, enterprise, and public sector mobile and web

iOS and Android development

# Cloud ERP and Integration.

We provide solutions and services that support leading cloud application vendors. Our people continually identify, invest and grow our capabilities to address the latest needs of this emerging market.

NetSuite

Workday Financials

Mulesoft

# Industries.

## Banking and Securities.

From loyalty programs to emerging payment technologies, mobile is playing an increased role in managing finances. We understand the implications this shift has on today's businesses.

## Insurance.

Epic shifts abound in the insurance industry. Our unrivaled multi-disciplinary approach helps companies stay in-the-know and ahead of the curve.

## Life Sciences.

Today, emerging technology and science stands as one of the greatest opportunities in digital. Our wide array of capabilities help life sciences companies around the world tackle the challenges.

## Media and Entertainment.

Build a game-changing app for accessing digital content? Check. Help a major TV network grow its footprint? Check. We know media and entertainment. Period.

> With our vast industry-specific knowledge, we can tailor-fit solutions for virtually any business.

## Retail.

Finding a way to engage—and stay in touch with—customers is a major business issue these days. We know ways to get these users clicking, talking, and buying.
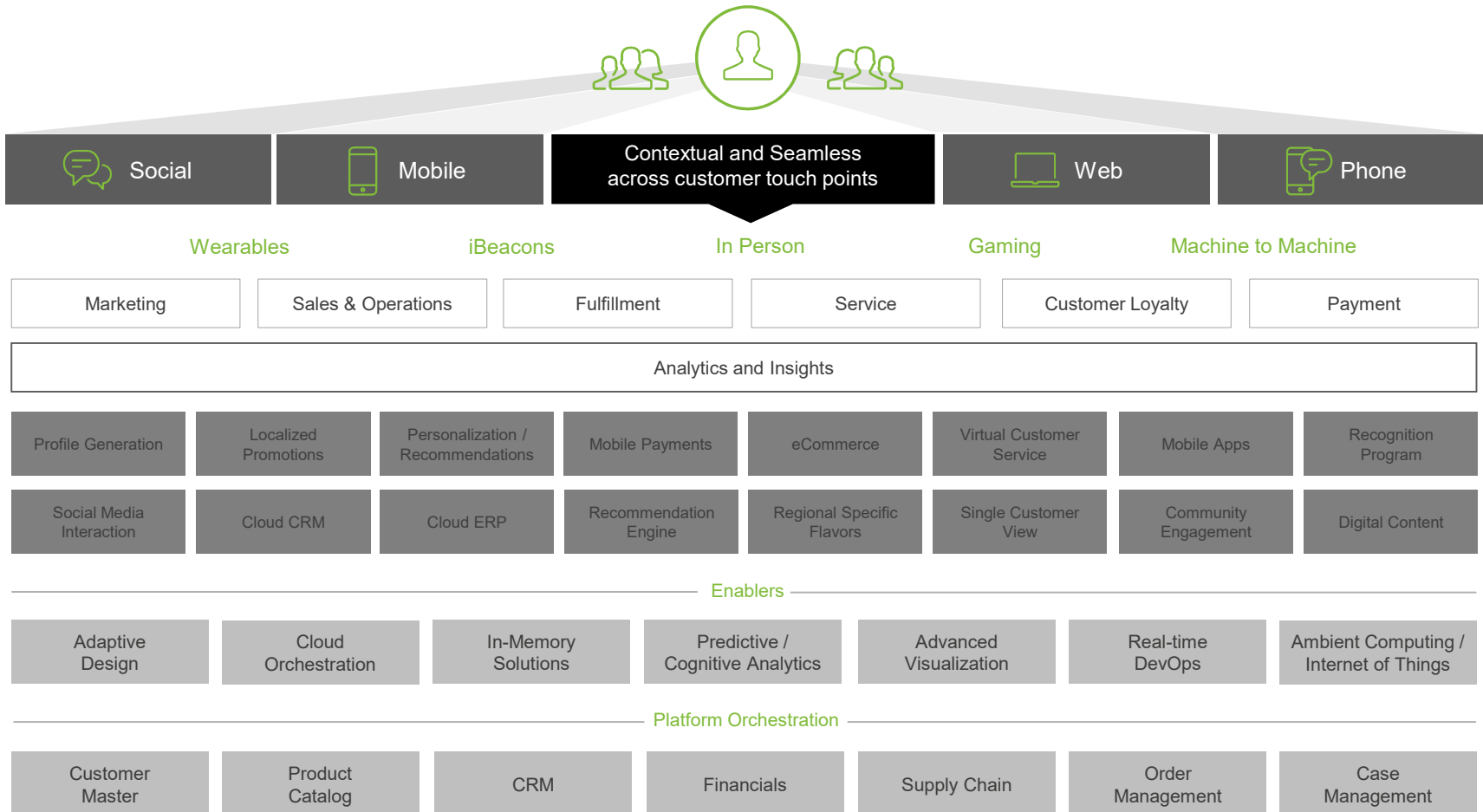
## Technology.

Simply put, technology is at the heart of what we do and core to how we help clients. Our innovative solutions have helped tech companies re-imagine the way they operate.

## State and Local Government.

Government leaders today face a daunting number of risks and potential threats. Our experienced team will help you imagine and create a path to success.

# Digital engagement platforms.

| Social | Mobile | Contextual and Seamless across customer touch points | Web | Phone |
|---|---|---|---|---|

Wearables      iBeacons      In Person      Gaming      Machine to Machine

| Marketing | Sales & Operations | Fulfillment | Service | Customer Loyalty | Payment |
|---|---|---|---|---|---|

| Analytics and Insights |
|---|

| Profile Generation | Localized Promotions | Personalization / Recommendations | Mobile Payments | eCommerce | Virtual Customer Service | Mobile Apps | Recognition Program |
|---|---|---|---|---|---|---|---|
| Social Media Interaction | Cloud CRM | Cloud ERP | Recommendation Engine | Regional Specific Flavors | Single Customer View | Community Engagement | Digital Content |

─── Enablers ───

| Adaptive Design | Cloud Orchestration | In-Memory Solutions | Predictive / Cognitive Analytics | Advanced Visualization | Real-time DevOps | Ambient Computing / Internet of Things |
|---|---|---|---|---|---|---|

─── Platform Orchestration ───

| Customer Master | Product Catalog | CRM | Financials | Supply Chain | Order Management | Case Management |
|---|---|---|---|---|---|---|

# WE IMAGINE, DELIVER, AND RUN THE FUTURE.

# Thank you.

Contact us.



**Carolina Wosiack**
**Director Digital Consulting at Viderity**
**cwosiack@viderity.com**
**855.851.9133**

# VIDERITY

STRATEGIC, CREATIVE, TECHNICAL