

Digital Development and Maintenance Services



VIDERITY

consulting | technology | outsourcing

Digital Development and Maintenance Services

The proliferation of digital channels and touch points creates more opportunities than ever for companies to connect with, serve, and learn about their customers.

However, for brand and marketing teams and technology and global service units supporting them, those opportunities make marketing execution more complex.

Accordingly, many companies are evaluating their marketing execution capabilities and operating models to see if they are flexible and responsive enough.

Today, marketing and brand assets must be deployed across channels and around the globe within minutes, not days or weeks, and content technology platforms must be both accessible and secure.



Viderity offers a comprehensive suite of contemporary marketing services, software and assets to CMO's and brand leaders to drive up marketing performance, drive down the cost per interaction and create relevant consumer experiences at scale. Our Digital Development & Maintenance Services combines Viderity's industry, functional, and outsourcing expertise to bring robust digital, marketing and technology capabilities that improve marketing ROI and expand companies' capabilities.

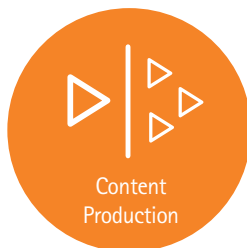
Viderity's experience working with companies in industries ranging from banking, to consumer products, to media & entertainment, found highly variable marketing operations and support. Companies may have acquired solutions from different agencies and technology providers for specific channels or campaigns which are not integrated or able to use shared data sources easily. The result: companies cannot use, optimize or re-use marketing assets and insights across channels quickly or cost effectively, and thus risk lost sales, meager return on marketing investment—or both.

Viderity, a unit of Viderity, developed its Digital Development and Maintenance Services to address these realities, challenges and opportunities. Our services provide end-to-end marketing operations support including high quality production, content and campaign services as well as proven digital technology and a robust distribution platform (see Figure 1). These capabilities can be implemented as discrete consulting engagements, integrated as part of a technology upgrade, or delivered as an ongoing business service through our Marketing Business Process Outsourcing (BPO) Services.



Brand & Marketing Services

Manage brand plans, agencies, projects, channels and the accompanying communications and training required.



Content Production

Create digital content including design, production, localization, formatting, template coding and quality assurance.



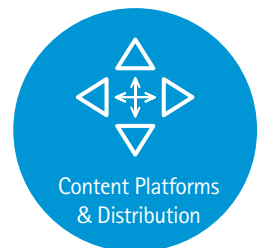
Content Management Services

Organize, store and optimize content, including taxonomy and tagging, rights and asset management, analytics and quality assurance.



Campaign Management

Plan, develop, execute, manage, optimize and track campaigns as well as implement campaign software.



Content Platforms & Distribution

Build and run digital channels and enable web content management systems as well as distribution and mobility services.

Our Digital Development and Maintenance Services help digital, brand and marketing teams deliver the differentiated customer experiences that can drive revenue growth by:

- Shifting and automating time-consuming marketing execution activities, allowing marketers more time for strategizing.
- Expediting content creation and production as well as localization by decoupling creative from production activities.
- Simplifying the management and tracking of assets and campaigns across channels and enabling quick refinement.
- Presenting an innovative yet sustainable marketing operating model, one that is agile enough to respond to opportunities but also cost effective.

Our Digital Development and Maintenance Services deliver superior quality that allow many companies to save from 25-40 percent in total spend at scale using both US-based and offshore providers. Whether your marketing organization requires end-to-end support or point solutions for specific brands, we can engage with your team at all points in the marketing process to extend your capabilities.

In today's ever-changing environment, marketers must evolve their strategies, tactics and operations as quickly as customer choices change, and must master each area to win the intense competition for their limited attention (see Figure 2). By providing companies with industry, marketing and analytics expertise as well as cutting edge technology capabilities in a new, collaborative business model, Viderity enables companies to make marketing operations more efficient and effective, and helps them maintain and extend their marketing momentum. The recent acquisition of avVenta, a recognized global leader in providing innovative digital production services, enhances our Marketing BPO Services (see sidebar).

Viderity and avVenta Team Up to Offer Clients End-to-End Marketing Operations Capabilities

Viderity acquired avVenta Worldwide in October 2012, adding avVenta's digital production capabilities to the services that Viderity offers to chief marketing officers (CMOs) through Viderity. By adding avVenta's near-shore North American time zone delivery center in San Jose, Costa Rica to the Viderity Global Delivery Network, companies now have even greater ability to manage content from initial creation through distribution to achieve greater speed to market, responsiveness and relevance, while capturing greater return on their marketing investments. The combined companies' capabilities include marketing strategy, marketing planning and analytics, customer experience management, technology platform implementation and maintenance, marketing operational services and new product design and launch services.

Figure 2: Complexity of Marketing Operations Continues to Grow



Digital Development and Maintenance Services—Portfolio Overview

Viderity Digital Development and Maintenance Services provide end-to-end capabilities needed to produce, deliver, manage, track and optimize marketing content cost effectively across channels.

Viderity's deep understanding of industry dynamics and marketing goals, processes, and needs coupled with our industrialized outsourcing expertise enables us to deliver this set of capabilities along with leading technologies and digital experience that result in improved marketing consistency and return on investment.

The portfolio of services in the DPCS suite addresses these need—and pain points—of brand and marketing teams, as shown in figure 3 (shown overleaf).



With more responsibilities to juggle, many brand and marketing teams seek a strong, experienced partner who can act as a single point of contact for brand and marketing operations support. We provide that assistance, accountability and enhanced continuity, while preserving companies' ability to maintain best of breed vendor relationships. The continuity and breadth of services within DPCS is possible because Viderity draws upon its global scale and network of talent to deliver first-rate capabilities in five key areas:

- Brand & Marketing Services
- Content Production
- Content Management Services
- Campaign Management
- Content Platforms & Distribution

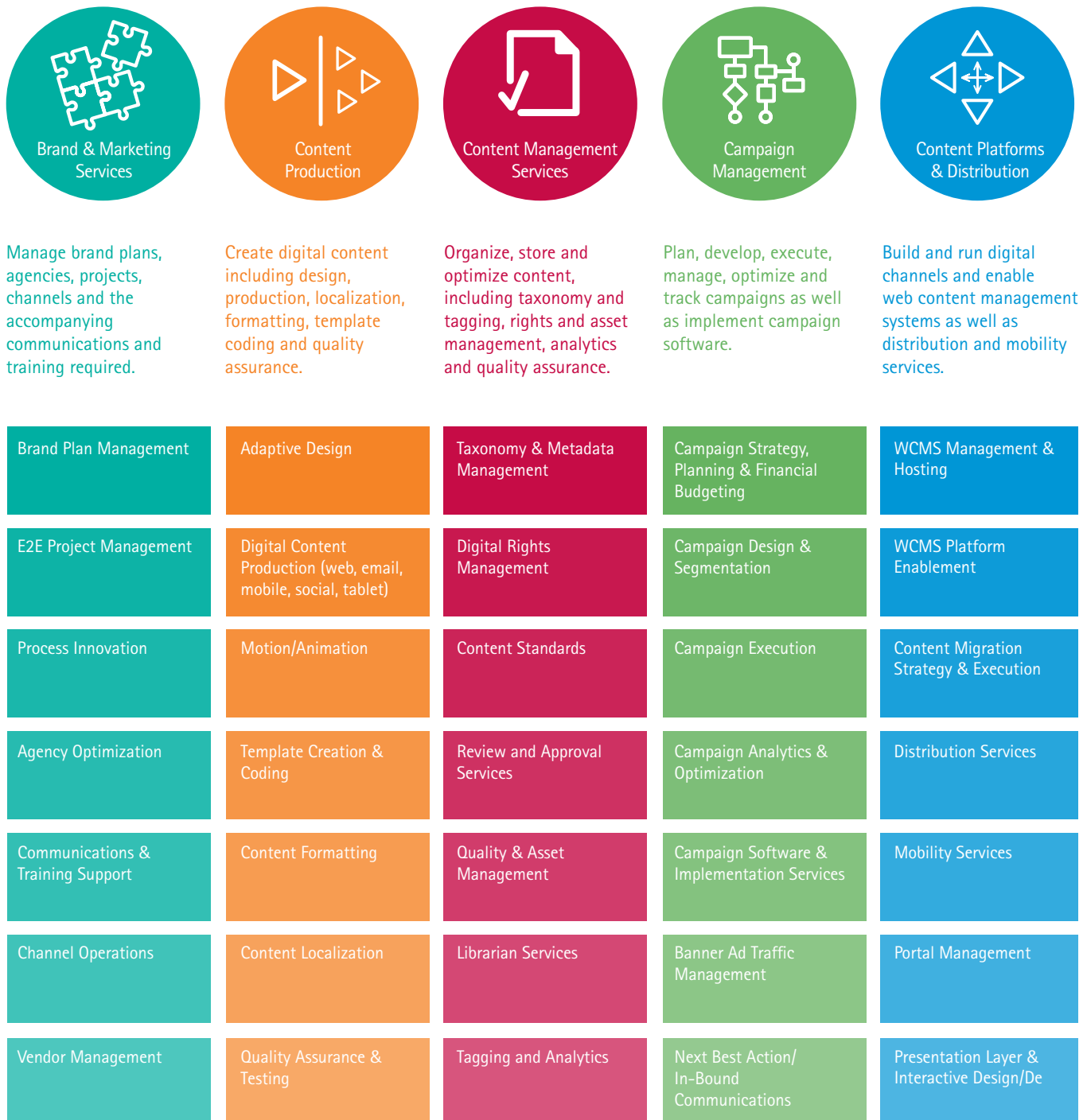
With our DPCS services, clients gain continuous access to resources and services that reflect relevant cultural and language needs, while leveraging our scale and footprint to achieve their global aspirations. The service-based model combines consulting, technology, and business process outsourcing to free brand teams and marketers from managing the execution of marketing processes. In short, we can help brand and marketing teams design, build, and run their marketing processes so that they can focus on core strategic brand-building activities and achieve relevance at scale, cost effectively.



Project Snapshot: Digital Development and Maintenance Services

Viderity is providing digital development and and maintenance management services to a large global pharmaceutical company that enables low cost content creation. Our collaboration supports efficient reuse and approval of content across 12 major global markets, in seven different languages: English, French, German, Spanish, Italian, Chinese and Japanese. In the first 30 months of using these services, the company realized tens of millions in cost savings as a result of reducing content production costs by more than 30 percent and significantly increasing both digital content availability as well as asset reuse.

Figure 3: Viderity Digital Development and Maintenance Services Portfolio





Brand and Marketing Services: Supporting Operations through the Marketing Lifecycle

Ask any brand or marketing person what the favorite part of their job is—where they feel they have the most impact and can use their creativity—and chances are the answers will range from the creative (collaborating with agencies) to sizing up and placing bets on new channels or markets.

Rarely would “agency or project management” top the list, yet they are necessary and important for brand and marketing teams to develop and execute strategies. Nonetheless, they don’t have to be completed or even steered by brand and marketing teams or leaders to be effective.

The Brand & Marketing Services provided by Viderity in its DPCS practice reflect that dual reality of necessary yet possible to delegate. By supporting similar brand and marketing processes across the marketing life-cycle, we free brand teams and marketers to do what they do best and what they are hired to do: focus on strategic initiatives that drive growth and revenue.

Our Brand & Marketing support services include:

- **Brand Plan Management.** We manage processes related to facilitating and submitting brand plans, coordinating meetings, and engaging agencies to define initial tactics.
- **E2E Project Management.** We apply our considerable project management skills to support specific finite projects such as the launch of a new website or group of content services, keeping them on track and on budget.
- **Process Innovation.** Continuous improvement is as much a part of effective marketing as it is in manufacturing. Viderity teams proactively bring ideas and best practices in brand and marketing processes from other markets and projects to help optimize client operations and make them more effective.
- **Agency Optimization.** We work with clients to assess agency partners and consolidate their services to realize efficiencies and streamline the design, development and delivery of content and assets.
- **Communications & Training Support.** All brand teams need to train new members and agencies on brand history, research, and attributes; we help develop communication templates and training modules to deepen skills and increase adoption of content and marketing assets in the marketplace.

- **Channel Operations.** We help enable and manage channel operations more strategically—including digital, non-digital direct or even indirect channels such as call centers—by bringing targeting and segmentation analysis and reporting that allows clients to assess the efficiency of channel operations.
- **Vendor Management.** As a service organization Viderity is well-versed in the need to meet service levels, implement quality control measures, and rationalize vendor services if warranted. We equip brand and marketing teams with these essential capabilities, potentially reducing complexity while retaining the best of breed agency model core to many marketing & brand organizations.

Under the DPCS model these and other activities usually performed by brand and marketing teams can be shifted to Viderity, including teams in cost-efficient locations, which in turn drives down costs and allows companies to focus their brand and marketing resources on more strategic activities core to building brand strength or marketing insights.

Brand and marketing teams have more on their plates every day given the number of channels they need to address and the digital innovations they need to understand and potentially incorporate in their brand plans. Our Brand and Marketing support of marketing operations equips teams with processes, tools, and capabilities that allow them to achieve their brand and business goals more efficiently.

"When you look at what we've done with our interactive production managers these (Viderity) people work directly with our brands and directly with our advertising agencies. So these are top-notch professionals and what we've seen with Viderity is that they have the ability to bring that level of talent in a scaled model and that's extremely valuable to P&G"

Vice President of Business Units and Market Development, P&G Global Business Units

Delivering P&G Commercial Services at Scale and Speed Globally

Procter & Gamble has one of the world's strongest portfolios of consumer products, serving consumers in 180 countries around the world.

Viderity helps P&G achieve high performance through increased speed to market and products that meet consumer expectations by managing the implementation of their commercial services consistently across the globe.

Examples of P&G and Viderity commercial services include:

- Interactive production management whereby Viderity launches and manages all digital marketing campaigns and activities for upwards of 90 percent of P&G's brands around the world.
- E-content services to support e-retailers.
- Project management service to support the entire organization.
- I-content services to develop training documents in a faster, expeditious way.

At this point there are about 20 languages being supported: the core language is English plus many others including Asian languages, Spanish, German, French and Russian all delivered out of the Viderity Global Delivery Network.



Content Production: Simplifying by Decoupling from Creative

With apologies to *Mad Men*, real and fictional, the days when companies awarded all or most of their creative work to one agency are over.

While it made sense when the number of channels was small (print, TV, radio) or the agency's expertise truly unique, neither is the case today. Many more agencies exist now, with a wide range of creative talent, and companies are more democratic in selecting partners.

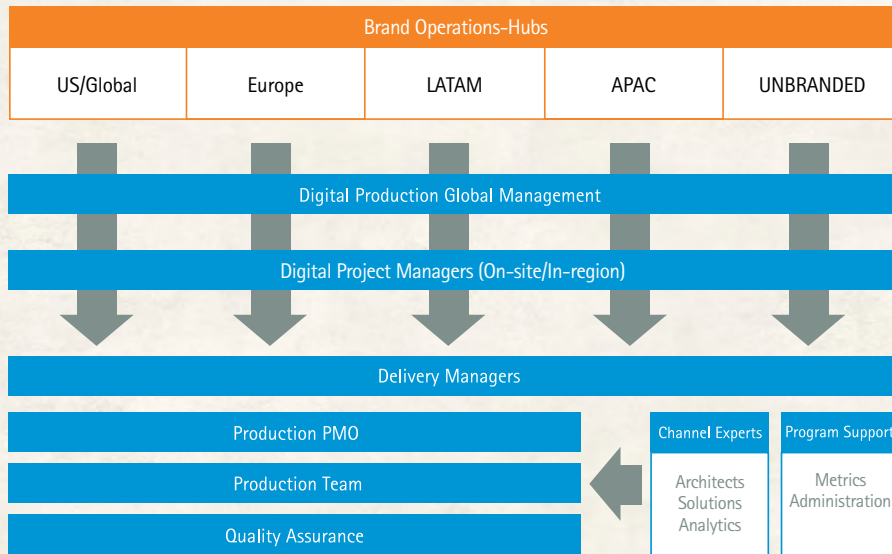
More importantly, the digital world makes it far easier to share content—concepts and designs—and disaggregate the associated but discrete creative and production activities. Companies are using many agencies and vendors to obtain creative and production capabilities they need for each channel. The challenge with this multi-agency or multi-contractor approach is that it vastly complicates execution of multichannel marketing. "Too many cooks" can result in higher complexity which can increase cost, increase the possibility of inconsistency if all vendors are not coordinated well, and significantly slow down production and dissemination of content and assets.

The Content Production support provided in the Digital Development & Maintenance Services suite harnesses our industry, marketing and technology capabilities and partnerships to simplify the creation and production of multi-channel marketing assets. We decouple creative from production when possible to save costs, expedite turnaround, and more tightly manage the creation and deployment localization of content (see Figure 4). Accordingly, our content production services provide marketers with more flexibility to choose how to use their time and how to use incumbent agencies to develop assets.

Our specific Content Production capabilities include:

- **Adaptive Design.** We help coordinate the agencies developing creative concepts, as well as track and manage design documents.
- **Digital Content Production.** We offer actual digital content development based upon creative concept briefing across all media (web, mobile, portal, iPad).
- **Motion/Animation.** Teams of experienced creative talent provide adaptive creative services, motion capture and animation services.
- **Template Creation and Coding.** We provide resources to build wireframes and templates to create lift and drop capability for standard development.

Figure 4: Decoupled Interaction Model Expedites Asset Development and Reduces Cost



- **Content Formatting.** We apply consistent principles to optimizing formatting and look and feel of content.
- **Content Localization.** Our global teams assist in the customization of content for specific geographies by taking global assets and base content and localizing it by language and target demographic.
- **Quality Assurance & Testing.** We leverage our QA processes from technology solution development and other areas and apply them to the development of content blocks and assets to ensure high quality and throughput.

Viderity teams around the world leverage a methodological approach to working with brands and their agency partners to design, build and launch many different types of content, including websites, microsite, media, email and landing pages.

The creative agencies and partners involved will deliver creative assets such as creative briefs, PSD files, multimedia assets, wireframes and functional requirements to the Viderity execution team. Viderity optimizes and prepares creative assets and provides technology, engineering and quality assurance services necessary to build out the marketing assets.

By providing seamless integration with brand, agency, and technology solution teams, Viderity is able to take creative inputs from multiple providers and using off-shore digital production execute against creative at significantly reduced costs. Many companies have already decoupled creative from production at some level, but Viderity's standardized processes allow them to use this cost saving approach more frequently and across more channels.

How an Internet Technology Leader Streamlined their Digital Production Services

The client's ad serving network required resources capable of producing, testing and engineering rich media ad units to run correctly within a robust delivery platform. While teams in other parts of the world could offer a cheap labor option for this production, the client was looking for a model that could offer a higher skill level, as well as help overcome time zone challenges associated with managing a team half-way around the world. avVenta Worldwide, now part of Viderity brought together a team with the capabilities and services the client required to improve the impact of its rich media banners, including Flash Code/Unit Engineering, Code Review/Unit Fixes Upload & Trafficking and Quality Control (pre and post live). By working closely with the client to onboard and cross-train team members in workflow processes and tool sets unique to their ad serving tool, the transition of digital production services was completed efficiently. As a result, avVenta, now part of Viderity has become a vital component of the client's delivery model and has developed subject matter expertise to quickly onboard new team members during burst capacity volume increases.

Content Management Services: Keeping Assets Accessible and Secure

Particularly in an era of multichannel marketing, when consumers expect more personalized and targeted offers, marketers are challenged to stay on budget and avoid gaps in asset types or content.

Our Content Management Services help marketing and brand teams accomplish both goals. We help brand and marketing teams make their brand dollars go further and increase return on asset development by organizing and managing assets efficiently so that they can be found by partners, agencies and vendors, and leveraged as appropriate.



The Content Management tools that we customize and deploy support the optimal lifespan of marketing assets, including retirement and decommissioning. We implement Marketing Resource Management (MRM) and Digital Asset Management (DAM) technology enablers and processes across all relevant marketing operational areas (e.g. budgeting, calendars, workflows, approvals, etc.), expediting location of assets, ensuring access to them and appropriate protection of them, and facilitating use through multiple channels.

Our capabilities in Content Management include:

- **Taxonomy and Metadata Management.** We collaborate with companies to develop standard language and naming conventions to improve search efficiency for assets and minimize redundancy and complexity in asset management processes.
- **Digital Rights Management.** Our teams facilitate use rights of vendors by geography, channel and brand, making sure assets are deployed appropriately and in support of brand strategy.
- **Content Standards.** We help define standards that agencies, partners and developers must comply with to minimize the cost of content recreation and to increase adherence to brand standards.

- **Review and Approval Services.** Our digital content support extends to enabling and documenting submission and approval to internal as well as external regulatory reviews.
- **Quality and Asset Management.** We scrub, test and validate asset library contents frequently to make sure assets are current and in compliance for reuse.
- **Librarian Services.** Uploading, management and search assets to facilitate quick content production and development. We retire outdated and non-compliant assets, taking them out of circulation to avoid misuse or repurposing.
- **Tagging and Analytics.** Tracking assets use to determine which content and assets are being used and by whom, in which channels, for what purposes can help improve asset creation and production.

Creating, customizing and, yes, copying digital assets are easier than ever. Because rampant digital piracy is a continuing threat, Viderity combines its technology security know-how to help brand and marketing teams provide access to the right assets at the right time to the right users.

Digital assets are like water in many ways, easily transferred in various forms and frequently finding their way into areas where they can do more harm than good. Top-flight digital content management systems serve as both effective conduits and barriers to asset access and use.

How Warner Bros. Media Asset Retrieval Enabled End-to-end Content Management

Like many studios Warner Bros. found itself headed into the digital era without an efficient or effective asset management system. As a first step to set the company on the path to a digital future, Viderity helped develop the Media Asset Retrieval Systems (MARS) to store, access, management and distribute the studio's vast and valuable archive of advertising and publicity materials. Using a methodical transition program, MARS was implemented to provide a single, secure and traceable end-to-end content management source that:

- Stored more than 2.7 million assets.
- Served more than 3,000 users across 22 Warner Bros. units.
- Facilitated appropriate access to assets from more than 75,000 external vendors and business partners.
- Enabled and tracked more than 180,000 downloads of assets per month.

In addition to providing a simple, elegant, user-friendly content management system, MARS improved supply chain control and integration, lowered asset management costs, and facilitated faster, more secure access.

"The use of Digital End-to-end (DETE) system's file-based master yields reliable and consistent quality in the deliverables to our customers."

Executive Vice President, Warner Bros Tech Operations



Campaign Management: Accelerated by World-class Analytics

Campaign management is increasingly important as more companies shift their marketing spend from traditional media to dynamic vehicles designed to create the right interaction at the right moment, through the right channel.

Effective campaign management can help build and sustain new types of relationships with customers and improve marketing ROI as long as consumers' "buying experience"—the sum of their interactions—is viewed as positive and value-creating.

An Viderity survey of marketers found that 77 percent of respondents felt that campaign management was essential for achieving their customer strategy, and 59 percent said it is a priority for future investment.

Nonetheless, many companies lack the tools, processes and capabilities needed for effective campaign management. Our research found that leaders in campaign management tend to excel in seven areas:

1. **Organization and governance:**
A customer segment-based organizational structure with a single function owning customer contact strategy is critical.
2. **Tools and capability:**
Specifically, sophisticated predictive modeling capabilities combined with best-of-breed campaign management technology.
3. **Customer data management:**
Leaders use dedicated marketing data-marts for strategic data insights.
4. **Segmentation and targeting:**
Industrial strength analytics are employed to effectively segment customers based upon needs, behaviors and values.
5. **Campaign processes:**
Processes need to be clearly defined to allow leaders to adapt campaigns quickly in response to competitor activity.
6. **Multichannel integration and campaign execution:**
Leaders have a single view of customer contacts across all channels.
7. **Measurement and reporting:**
Robust use of control groups informs analysis of campaign performance, with a particular focus on ROI measurement.

These best practices in campaign management are critical but difficult to develop. Our survey found that 67 percent of respondents were unable to effectively link inbound and outbound activity, nearly half (49 percent) were unable to obtain a single campaign history view, and 59 percent measure revenue impact on some, but not all, campaigns.

The Campaign Management capabilities embedded in the Digital Development & Maintenance Services suite were developed to address and close these gaps, and inject more structure and discipline into multichannel campaign management. We apply Viderity's world-class analytic solutions as well as other capabilities to allow brand and marketing teams to optimize content and channel use and quickly reallocate spend. The Campaign Management capabilities offered include:

- **Campaign Strategy, Planning and Financial Budgeting.** We support the scope of plan development, including campaign objectives, tactics, channels, segmentation, and analytics.
- **Campaign Design and Optimization.** We help shape and design campaign tactics to meet campaign objectives, defining roll-out waves and sequencing, selecting channels, and assisting in segmentation analysis.
- **Campaign Execution.** Our teams support campaign operations, including setting up and executing single and multi-channel campaigns using the best campaign management tools in the market.
- **Campaign Analytics and Optimization.** We bring our analytics expertise to provide end-to-end support, from planning and design of campaign analytics to execution and ongoing optimization of campaign effectiveness.
- **Campaign Software & Implementation Services.** We leverage our technology practice to help migrate applications to state-of-the-art platforms from legacy systems, and provide end-to-end support of the delivery cycle from installation and configuration to testing and refining.
- **Banner Ad Traffic Management.** We build and manage the deployment of thousands of display ad units for brands and agencies. Utilizing the latest tools, 3rd-party ad servers and formats, our creative production process powers the campaigns of dozens of leading consumer brands.
- **Next Best Action/In-Bound Communications.** Our teams work in tandem with brands to build, manage and deploy campaigns in a variety of support scenarios, including eCRM campaign activation and publishing based on consumer response to inbound campaigns.

Having grown accustomed to Amazon's and Google's use of predictive algorithms to sense and respond to their tastes and behavior, customers in many sectors expect better information and more personalized experiences from companies. Consequently, harnessing the power of data to more finely segment customers and optimize channels for them are key objectives for brand and marketing teams managing campaigns.

In an increasingly competitive market, companies need to transform vast amounts of data into valuable information that can help generate sales and create differentiated customer experiences. In addition to leveraging analytics and interactive marketing, our campaign management services and campaign metrics help marketers assess, react and refine campaigns quickly and with precision. The result is the ability to optimize channels and deliver a targeted campaign of customer experiences that drive purchase and loyalty.

Improving Campaign Engagement and Marketing ROI at a Global Credit Card Company

Financial institutions are, predictably, among the most data saturated companies, and are looking for ways to use data-driven campaign management as a source of competitive advantage. As consumer interest in and activity migrates to digital channels, marketers at financial institutions are evaluating their marketing budgets to identify the media mix that offers the highest returns. In our work with banks and other financial institutions it's clear that more are looking to deliver a multifaceted digital customer experience that increases redemption rates and customer engagement.

Viderity was asked by a leading global payments company focused on credit card products and banking services to expand its multichannel offering. Specifically, the client wanted to incorporate mobile payment functionality into its portfolio of payment products. In order to design the right solution, Viderity worked with the company to perform a market assessment, identify and segment target customers, and evaluate targets' potential mobile use.

Viderity conducted a strategic assessment of the market and customers to gain insight into the potential of launching a mobile solution. We also sized annual fraud rates in online transactions as well as compiled data on annual fraud loss to payment companies and merchants. Finally, after evaluating potential mobile message delivery options (e.g. SMS, WAP, Web) we were able to develop both a solid business case for investing in the mobile channel as well as a go-to-market strategy.

The effort involved several levels of segmentation and use of analytics to evaluate the opportunity, target merchant and consumer sets, identify ways of reducing fraudulent online purchases, and perform a sensitivity analysis to identify the biggest drivers of savings. Our client was able to add a secure mobile channel to its arsenal, improving its relationship with merchants as a result of its sophisticated fraud protection tools and increasing customer satisfaction as well due to enhanced security features.



Content Platforms and Distribution: Ensuring Capabilities are Flexible and Scalable

As more companies leverage more digital channels, the complexity of managing digital properties and cost of making sure that each remains current and flexible enough to evolve can both be considerable. A key concern of marketers is that all digital channels work together to deliver a consistent, not fragmented, customer experience. More often than not some digital channels get short shrift, such as a web site that no longer gets the attention it needs, while others take center stage.

How many of us have had the singularly frustrating experience of scrolling through a website not optimized for mobile on our smartphones?



Our Content Platforms and Distribution services are designed to make sure digital channels work in concert, not competition. We provide the technology and digital marketing expertise to equip companies with scalable, integrated digital platforms that host web, mobile, email, and tablet content cost effectively so that it can be distributed how and where it is needed.

Our Content Platforms and Distribution capabilities include:

- **Web Content Management Systems (WCMS) Management & Hosting.** Viderity has a long history of managing and hosting websites and custom applications for some of the world's leading brands; we can manage the hosting and run Web Content
- **Management and Content Management platforms** from sites around the globe.
- **WCMS Platform Enablement.** We provide an end-to-end solution, including expertise in architecture, system design and configuration, test and run of content management solutions for maintaining and publishing content.
- **Content Migration Strategy & Execution.** As digital content evolves so should the platforms on which it runs. We help companies assess, plan, and execute migration of current digital content from legacy systems to more modern, scalable digital platforms.
- **Distribution Services.** We support the dissemination of content through various customer-facing channels, including email, web, social media, and print.
- **Mobility Services.** Our Mobility Solutions include the design, delivery, maintenance and support of digital channels and content for mobile devices.
- **Portal Management.** Our teams manage all functional operations and application management of portal technologies from design through security.
- **Presentation Layer & Interactive Design.** We create, produce, test and deploy front end templates for clients in a wide variety of open source and enterprise content management systems and utilizing the latest in responsive design tactics.

Global Life Sciences Firm Transforms Marketing by Decoupling Digital Production

The marketing organization of this global firm was suffering a common digital dilemma: supporting four regions, 45 markets, and 70 brands had become too complex and increasingly expensive. There were overlapping channels, platforms, processes, resulting in excessive spend and redundancies in marketing operations, vendors and agencies, and IS support services. Indeed, Viderity's diagnostics identified seven digital channels and an equal number of web platforms in use. The client team also had to contend with communicating across three e-mail and CLM platforms as well.

Viderity collaborated with the client to simplify and optimize its marketing environment. A first order of business was harmonizing digital publishing processes and platforms globally, as well as adopting standard processes to better support current and emerging multichannel needs.

In addition, the team decoupled and shifted production of digital assets to common, low cost digital publishing providers. These changes minimized re-work across platforms and regions and accelerated time-to-market for global and regional/local campaigns.

Leveraging two dozen digital, channel and program support experts, as well as over 60 production resources, Viderity helped transform how marketing gets done at the client. Over the course of two years, the team used the simplified operating environment to deliver over 2,700 e-mail projects, 1,000 Web and mobile projects, and 50 eDetail projects in all four primary client regions in 13 languages. In addition, the client saved more than 20 percent of projected spend on agency services within the same period, and reduced the project lifecycle and time-to-market of campaigns by an average of more than 30 days.



From the dawn of the digital age, Viderity has been in the forefront helping companies in all sectors optimize and streamline their digital platforms. Our experience can improve results in topline growth in sales, as well as improved operating margins because companies benefit from faster times to market and lower total cost of developing/maintaining digital platforms as these activities are outsourced to Viderity. As the examples below reflect, our breadth of experience in all digital channels helps companies maintain a current and cost effective digital platform.

As these examples show content platforms and distribution capabilities need to be flexible and scalable to accommodate more digital assets, content, and applications. The most sophisticated companies in banking, entertainment, and healthcare have found that partnering with a technology leader like Viderity is a smart business move, saving them time and money. Using our Content Platform and Distribution Services allows companies to obtain flexible, scalable capabilities they need, when they need them, and shifts the responsibility of maintenance and upgrading platforms and underlying applications to us.

Mobile Solution Turbocharges Phillips 66 Rewards Program

Phillips 66 needed to expand marketing tactics and channels to increase the use and redemption of its Aviation Fuels reward program, Wingpoints. avVenta, now part of Viderity partnered with Phillips 66 technology team and multiple vendors to complete the engineering, Q&A and submission of an iPhone app to the iTunes marketplace.

The app utilizes multiple data sources to allow pilots to find FBO (Fixed Based Operators) that participate in the Wingpoints program. The app allows the user to monitor his points balance, as well as redeem the points from an iPhone.



Marketing and brand teams in all sectors are under increasing pressure to do more with less, even as channels multiply and customers' and consumers' expectations multiply.

With our Digital Development & Maintenance Services suite, Viderity offers companies necessary, cost effective, high quality marketing operations support throughout the marketing lifecycle. The end-to-end suite combines Viderity's industry, functional, and outsourcing expertise to bring robust digital, marketing and technology capabilities that improve marketing ROI and expand companies' capabilities. The flexible delivery models we offer let organizations take advantage of our whole suite of capabilities delivered as a business service, or leverage point solutions as needed.

Both approaches make best use of the world-class analytic and technology capabilities in Viderity's Global Delivery Network, providing companies with end-to-end marketing operations support.

About Viderity

Viderity is a management consulting, technology services and outsourcing company, serving clients in both the government and commercial sectors. Combining experience and comprehensive capabilities across multiple industries and business functions, and extensive research on the world's most successful organizations, Viderity collaborates with clients to help them become high-performance businesses and governments. Viderity's home page is www.viderity.com

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