

Digital leaders in manufacturing are crushing it.



AVERAGE ADOPTERS

3%
reduction in total cost base

20%
increase in bottom-line benefit over the next 5 years

VS.

DIGITAL LEADERS

20%
reduction in total cost base

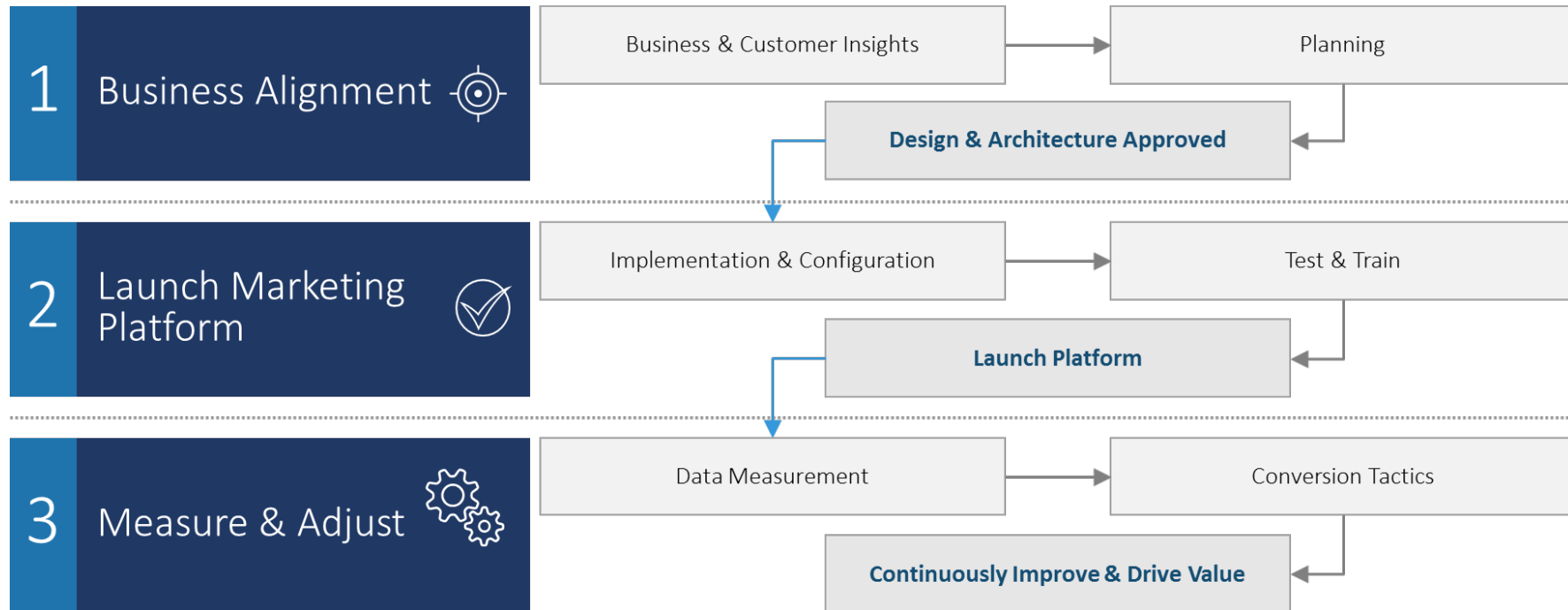
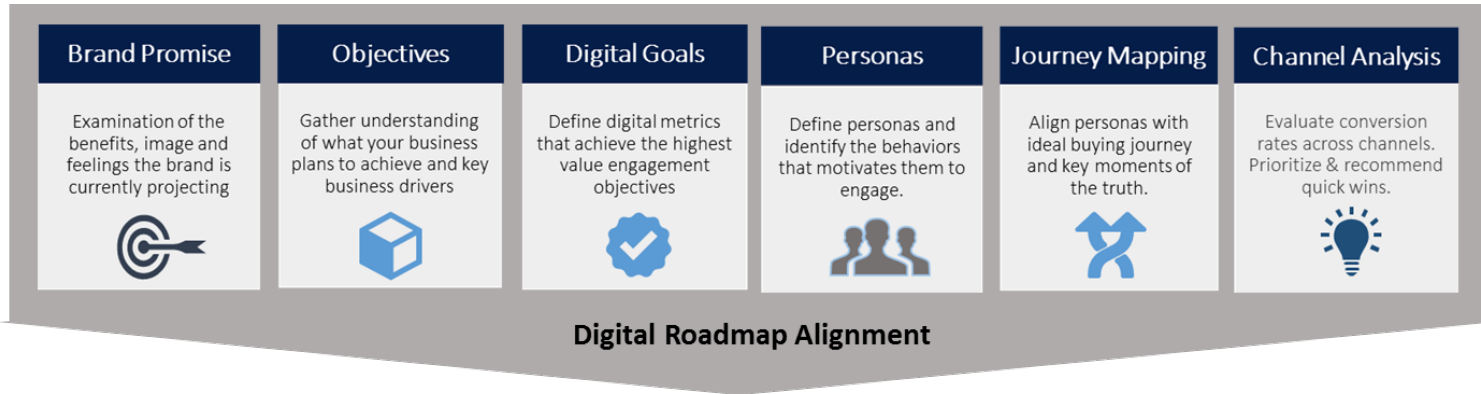
50%
increase in bottom-line benefit over the next 5 years

2.5x
growth in digital sales

Source: "Finding Your Digital Sweet Spot", Paul Wilmott, Mckinsey Global Institute

RDA's Digital Strategy Workshop: Getting Start with Digital Marketing

The intent is to utilize RDA' strategy services to fill in any marketing gaps while maximizing the value of the marketing platform investment.



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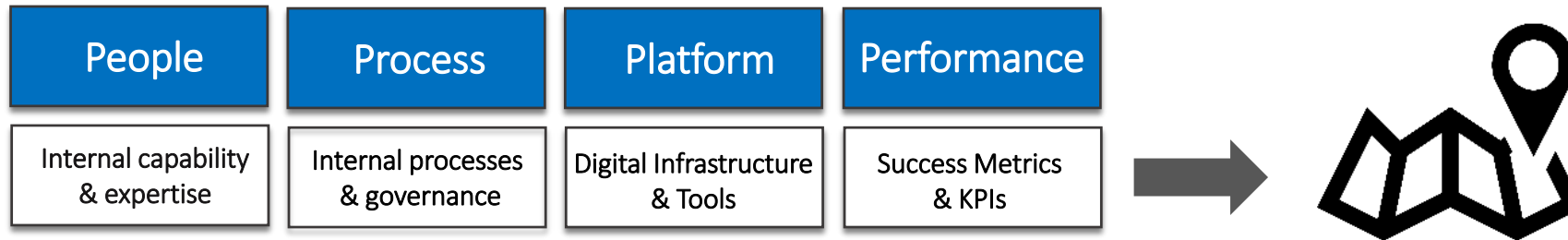


Digital Strategy Workshop

The Key to Digital Transformation is to build a strategy from solid foundations.

Workshop Pillars

RDA works with clients collaboratively to uncover insight around four key pillars to construct a **Digital Roadmap**:



The data we capture around these pillars provides a rounded and comprehensive view of your digital capability, infrastructure and key opportunities to drive multipliers in your revenue and margin.

Workshop Benefits

- Provides detailed guidance on short term wins as well as a path towards a long term strategy to guide key investments with confidence.
- Identifies interdependencies and relationships between key elements of your digital strategy to drive efficiencies, align data attributes and optimize resources.
- Enables proper planning and scoping of engagements to ensure maximum Return on Investment.



Digital Strategy Workshop

The Key to Digital Transformation is to build a strategy from solid foundations.

2 Hour Interactive Workshop

RDA Insights on Digital Disruption & Related Real World Examples

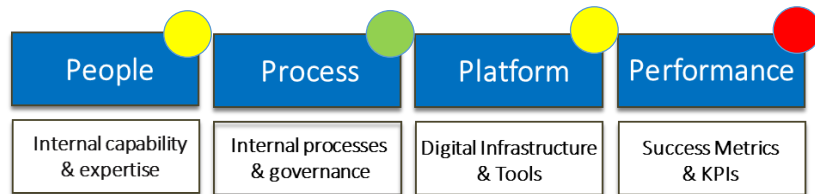
- Trends
- Pressures
- Best Practices
- Benchmarking
- Recommendations



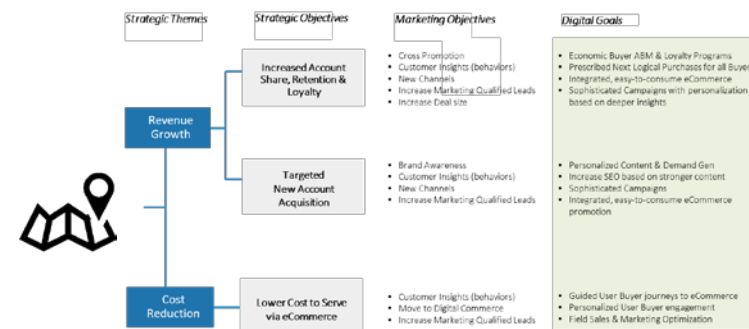
Customer Knowledge & Strategic Business Objectives

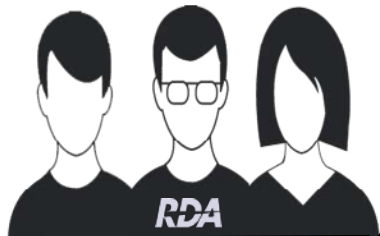
- Goals
- Strategy
- Challenges
- Opportunities
- Customer Insights

Session 1: Digital Maturity Across Pillars



Session 2: Digital Goals & Roadmapping





Digital Marketing Services	Strategy & Planning	Architecture & Design	Implementation/Upgrade	QA & User Testing	CRM/ERP Integration	eCommerce/Customer Portal	Agile Delivery	Personalization	Training	Managed Services	Support Services	Components & Integrations
HBCS	•	•	•	•	•		•	•	•			Custom APIs
Neenah Paper	•	•	•	•		•	•		•		•	Sitecore Commerce
Colonial Williamsburg	•	•	•	•		•	•	•	•		•	Custom APIs; Azure
Tessco	•	•	•	•	•	•	•	•	•		•	Salesforce; ERP
HealthSouth			•	•			•				•	Project Rescue
West Pharma	•	•	•	•	•		•	•	•	•	•	SharePoint; Paywall
NFL PBO	•	•	•	•			•		•		•	Vitech, Aon
Ansell	•						•				•	Sitecore Commerce
Five Guys	•	•	•	•			•		•	•	•	Azure; International
Raymond / Carolina	•				•	•	•					Eloqua; Roadmap
Boat US	•	•	•	•			•		•			Mobile Development
Covington Burling	•	•	•	•			•		•	•	•	Azure; 8.2 Upgrade
Embry Riddle	•	•	•	•			•	•	•	•	•	Mobile Development
Vitas	•			•			•		•	•	•	Project Rescue
PBS	•	•	•	•			•		•	•	•	Opentext DAM
ACLI	•	•	•	•			•	•	•	•	•	Azure; Mobile
NBCOT		•	•	•		•	•	•	•	•	•	UCommerce
The Clearing House			•	•	•		•		•		•	Salesforce



Components & Integrations	
Microsoft Azure	Insite Powering Connected Commerce
Dynamics 365	NINTEX
SharePoint	Marketo
eloqua.	UCOMMERCE
coveo	SAP Hybris (v)
tableau	amazon web services
THUNDER HEAD	salesforce
aprimo	ADAM