



Deloitte.
Digital

Rich Mobile Content

Powered by DigitalMIX™

Dynamically publish content without changing a single line of code

Field enablement backed by integrated digital content

Today's workforce needs content that is mobile, agile, and collaborative. The next wave of workplace transformation is likely all about context-driven experiences – delivering the right information and rich media when and where it is needed. This requires mobile solutions that enable access, content delivery, and collaboration on demand – anytime, anywhere.





Deloitte Digital and Adobe understand that companies want mobile-enablement strategies that go well beyond multiple point solutions. We're helping clients offer their users and customers amazing experiences with dynamic content, efficiently integrated with offline synchronization, to deliver the right content to the right user at the right time – across all the digital channels they use.

Our approach can eliminate competing point solutions and overlapping content repositories to establish secure, effective two-way communications between operations, leadership, and mobile users. With DigitalMIX™ solutions, we help simplify things by quickly and easily publishing rich content across iOS Apps and the Adobe Experience Cloud using a core set of content and services.



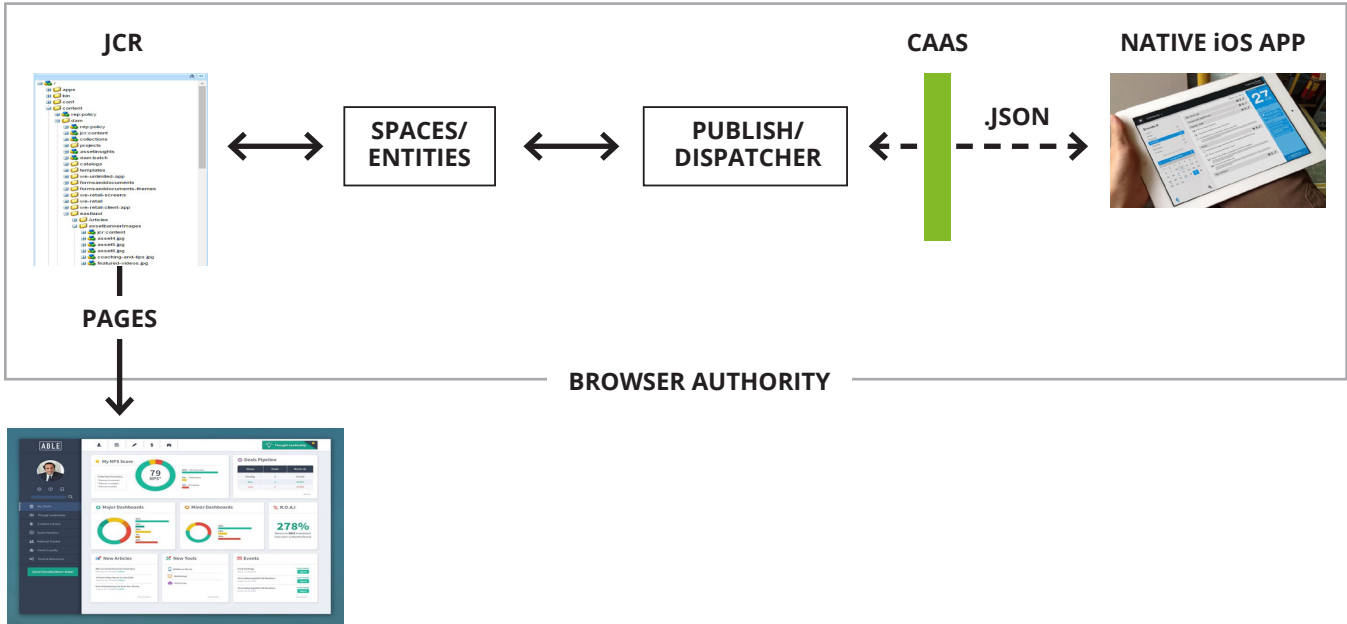


Our solution

DigitalMIX can deliver targeted and relevant content based on the situations and contexts. The DigitalMIX platform, built on the Adobe Experience Cloud, offers a new ecosystem that integrates Deloitte Digital's enterprise solutions and services, to provide companies with a one-stop-shop for strategy, digital processes, design, and technology that can allow for better customer engagement, conversion, and loyalty.

DigitalMIX helps improve the mobile user experience giving them access to targeted information and helping reduce the noise and content overload often associated with isolated portals. With Deloitte's DigitalMIX platform, organizations can reuse assets and information quickly across multiple digital channels, and combine core Adobe Experience Cloud capabilities to solve day-to-day challenges.

Optimizing results across the desktop, mobile apps, and cloud services



Learn more

To learn more about Deloitte's DigitalMIX platform, please contact:

Charmaine Wong

Partner

Canada Adobe Practice Leader

+1 416-601-6115

charmwong@deloitte.ca

About DigitalMIX

A new digital enterprise platform designed to offer more efficiently customer experience across sales, service, and marketing. This new ecosystem platform combines Deloitte Digital's pre-configured, cloud-based services across the digital enterprise to help provide marketers with a one-stop-shop for strategy, digital processes, design, and technology that can allow for better customer engagement, conversion, and loyalty. Included within DigitalMIX is Deloitte Digital's existing suite of industry-specific tools and services to help marketers integrate, accelerate, and operate Adobe Experience Cloud, Adobe Experience Manager (AEM), and Digital Asset Management (DAM) with speed and agility. And, with this multi-solution portfolio of services, Deloitte Digital offers a set of core marketing technology and industry accelerators to address customer needs; pre-built integrations with leading CRM, ecommerce, and ERP systems; along with digital strategy, digital marketing, creative, analytics, and operations.

Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses.

Adobe

Adobe Experience Cloud gives you access to an integrated set of solutions to build campaigns, manage your advertising, and gain deep intelligence about your business. And it's all unified through powerful core services that give you access to your customer profiles, centralized assets, powerful tagging, and an ecosystem of partners and developers to extend the value of all the solutions. It's everything you need to orchestrate a great customer experience. (Marketing Cloud, Analytics Cloud, Advertising Cloud)

www.deloittdigital.ca

Deloitte provides audit & assurance, consulting, financial advisory, risk advisory, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories bringing world-class capabilities, insights and service to address clients' most complex business challenges. To learn more about how Deloitte's approximately 264,000 professionals—9,400 of whom are based in Canada—make an impact that matters, please connect with us on LinkedIn, Twitter or Facebook.

Deloitte LLP, an Ontario limited liability partnership, is the Canadian member firm of Deloitte Touche Tohmatsu Limited. Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

© Deloitte LLP and affiliated entities.

Designed and produced by the Deloitte Design Studio, Canada. 18-5800M