

Digital transformation & Drupal

Drupal Europe 2018

burst





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Juror W3 awards

**We help
companies
grow in an
ever-changing
digital world.**



DIGITAL

TRANSFORMATION



Digital transformation is the reengineering of the firm's business model, organization, processes, and/or technology to address continuous new demands and rising customer expectations.

Forrester



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Digital transformation is the reengineering the firm's business model, organization, processes, and/or technology to address **continuous** new demands and **rising** customer **expectations**.

Forrester

Why is it important?

STAY AHEAD

OF THE EVOLUTIONARY

CURVE

Remember
Blackberry and
Nokia?

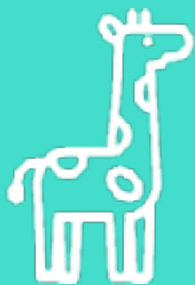


Remember
Kodak?



**Remember
Geoffrey the
Giraffe?**





*“Because all you b*tches bought toys on Amazon, and now I am out of a job.”*

Geoffrey the Giraffe

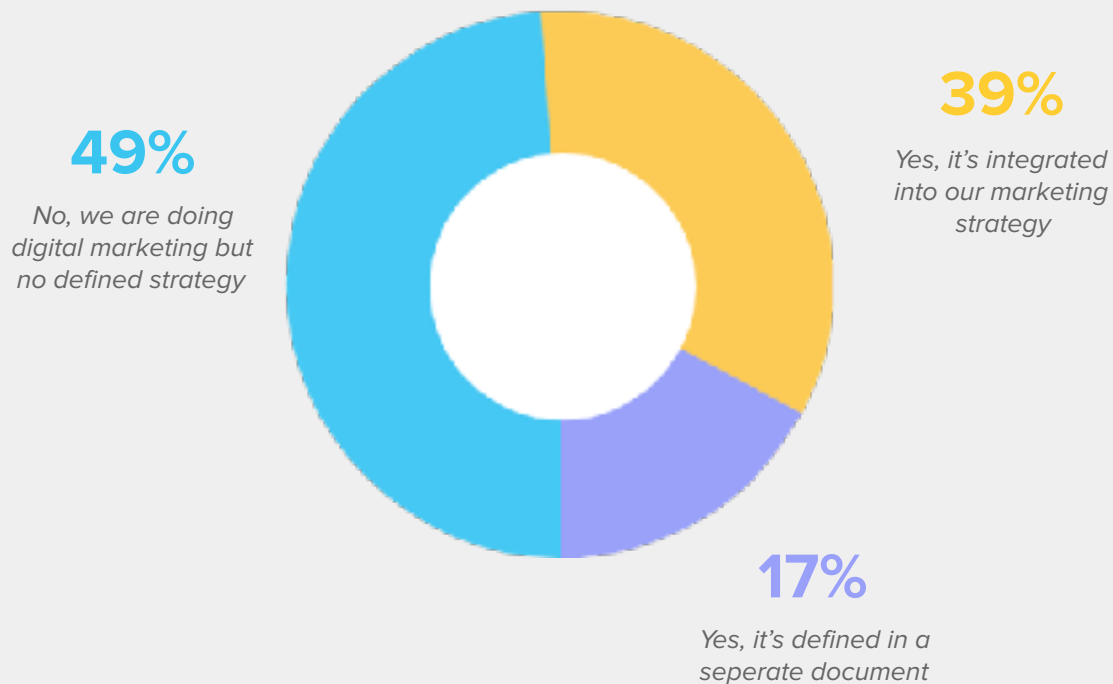
Remember
Toys "R" Us



“Come on,
everybody
knows this
already...”

Smart Insights, Managing Digital
Marketing Research Report, Q4 2017

*Does your organisation have a clearly
defined digital marketing strategy?*

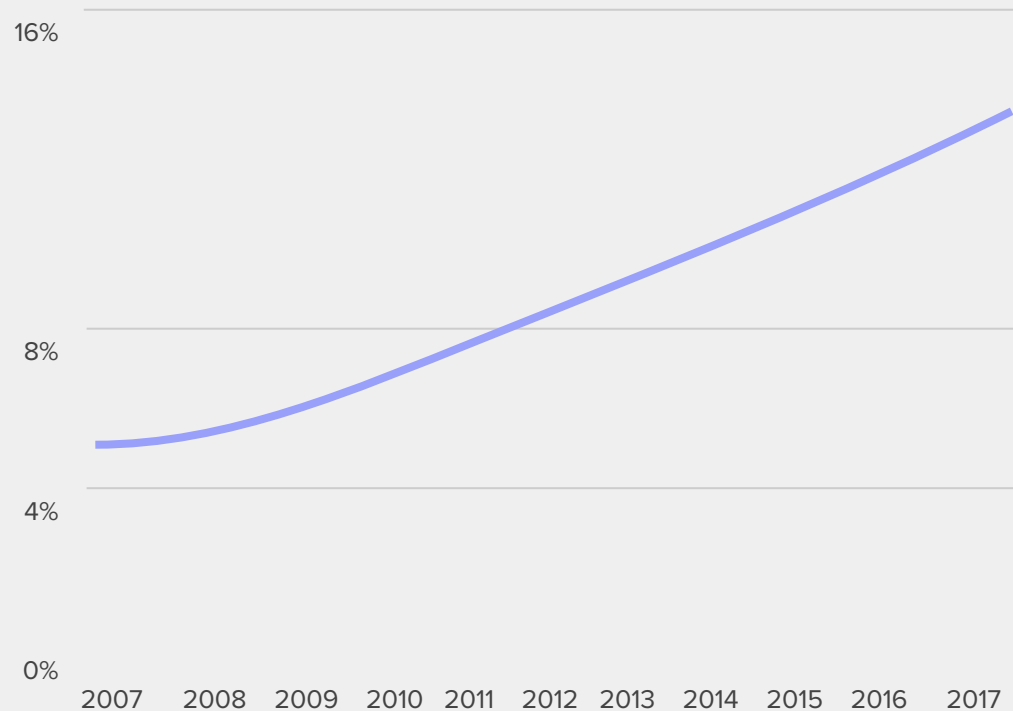


There is still a lot to gain

Acceleration of e-commerce continues: On average +15% Y/Y growth

Kleiner Perkins 2018

E-Commerce as % of Retail Sales



WHY IS IT

SO DIFFICULT?

1. It is *a lot* of work, and requires commitment*

**From the employees,
but more so the board!*





2. It is not an exact science

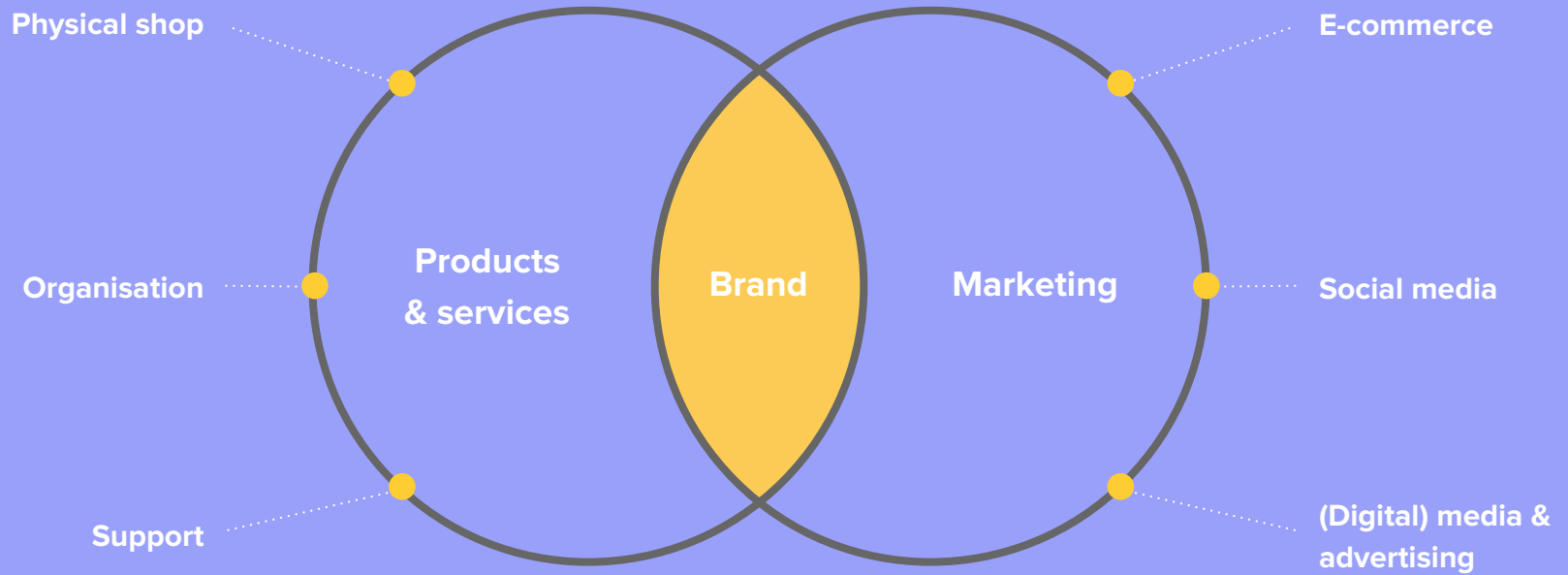
(If this, then
that, else that)



3. It requires
(brand)
consistency



Everything is connected...



CURRENT

TRENDS IN

DIGITAL

1. Customer Experience (CX)



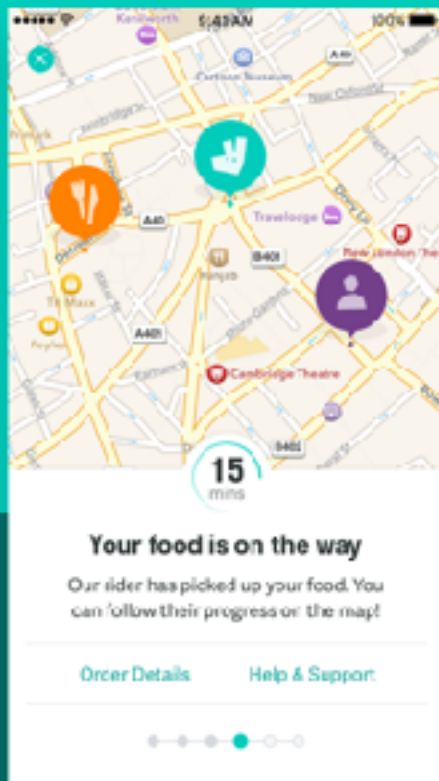
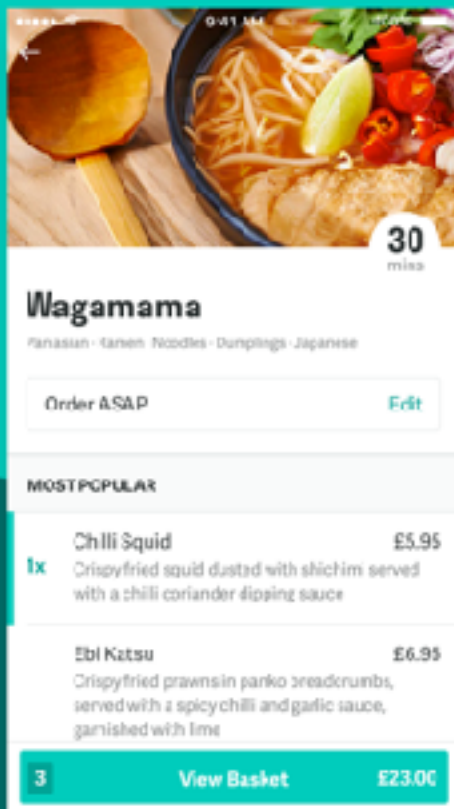
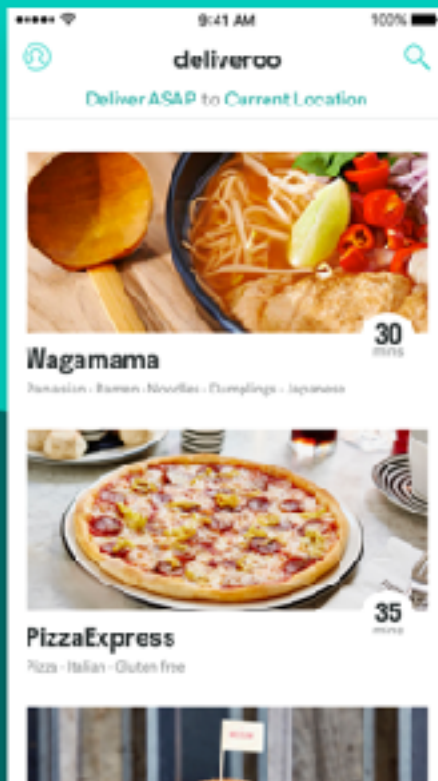
Eten bestellen & Pizz
Veilig <https://www.thuisbezorgd.nl>
Plaats voor een snelle navigatie je bladwijzers op deze bladzijde

Apps

 **Thuisbezorgd.nl**

Eten bestellen
Vind restaurants bij jou in de buurt







De volgende fietsen leveren we in Rotterdam.

Let op: wettelijk

Original

Robuuste omafiets met terugtraprem.



€15

per maand

Ik ben student

Let op: wechtrij

bekijk fiets

aanmelden

Tijdelijk niet beschikbaar

Deluxe 7

Luxe fiets met 7 versnellingen en handremmen.



€19

per maand

Tijdelijk niet beschikbaar

bekijk fiets

aanmelden



CX & Drupal





2. Conversational interfaces

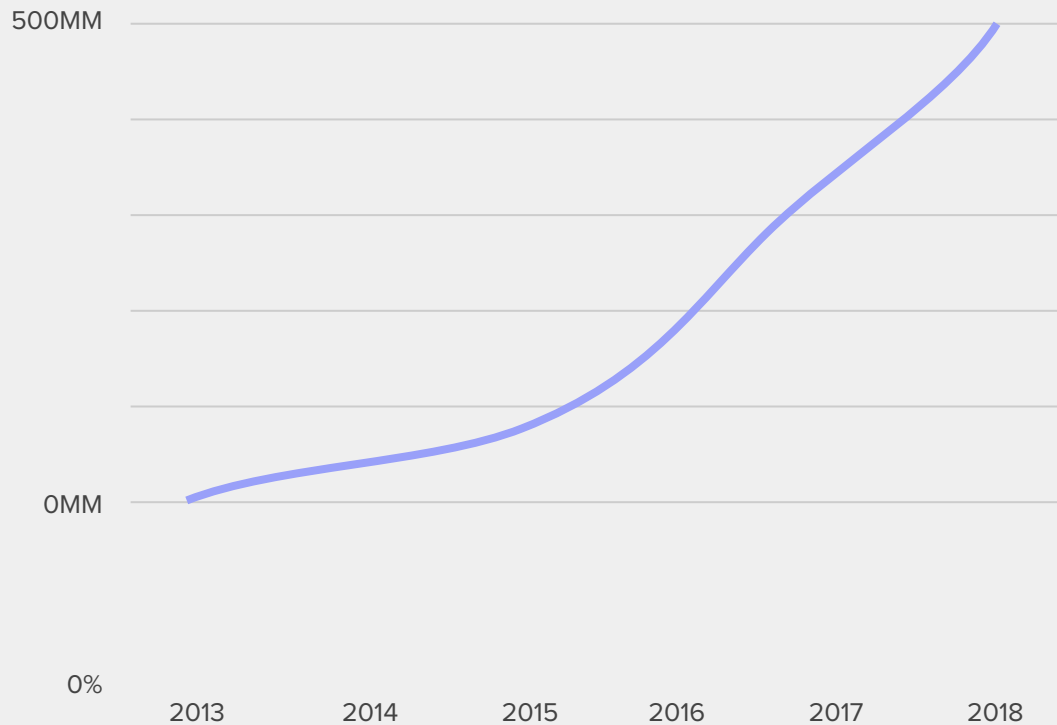
**By 2020, over
50% of
medium to
large
enterprises will
have deployed
product
chatbots”**

Van Baker, Research VP @ Gartner,
Q1 2018

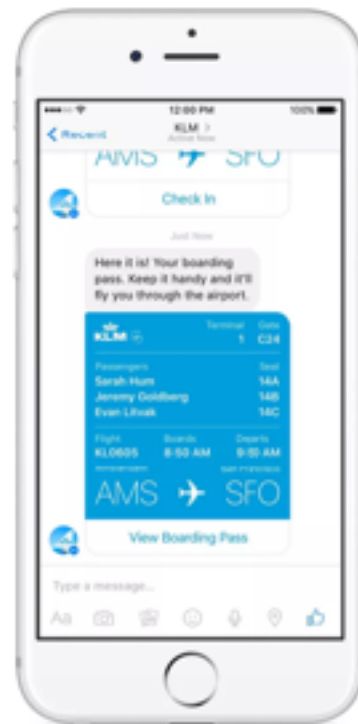
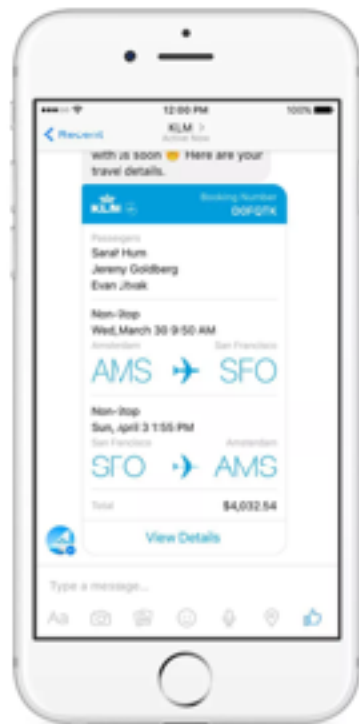


Customer conversations through Intercom

Customer Conversations



KLM

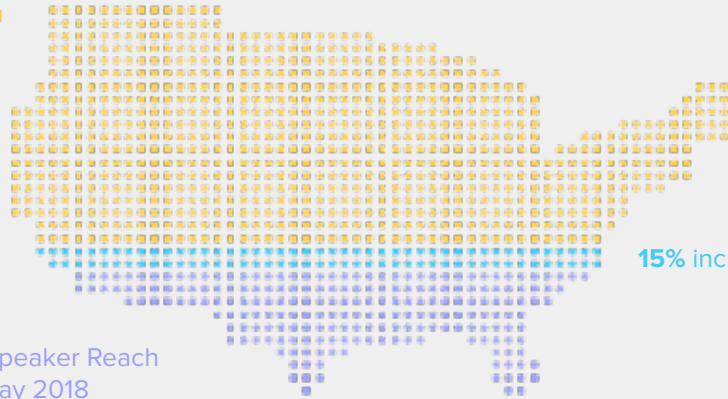


US Smart Speaker Total Audience Reach May 2018

Total US Adult Population

252

Million



Smart Speaker Reach
May 2018

54.4

Million

Technology is
ready,
consumers are
ready

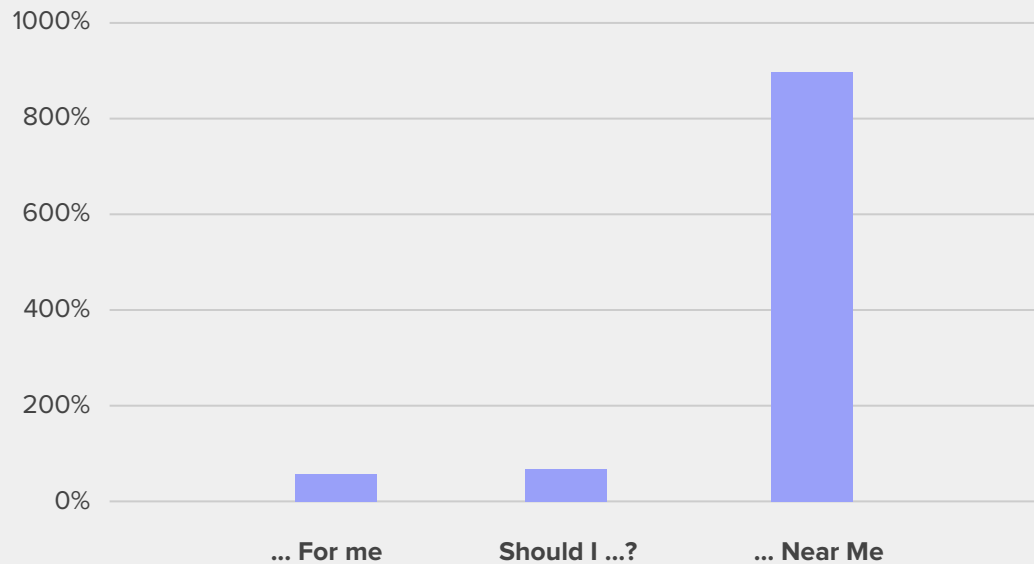
Conversational interfaces & Drupal





Data-Driven Personalisation

Query Growth (2015-2017)



Provide better experiences for consumers

Data Improves Engagement

Kleiner Perkins 2018

Users worldwide



2.2B



200MM



170MM



125MM

When fully implemented, research shows that personalization can lead to **10 to 20** percent more efficient marketing and greater cost savings

10 to 30 percent uplift in revenue and retention



Personalisation & Drupal

Personalisation: Own your analytics, and enrich them

Weather, gender, customer id, etc.

Matomo



Personalisation: Location and customer based content

Natuurmonumenten



DRUPAL IS A GREAT

WEAPON OF CHOICE

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burst



Any questions?

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