INFOSYS CONNECTED CUSTOMER SOLUTION: ADOBE CAMPAIGN AND MICROSOFT DYNAMICS SYNERGIES TO ACCELERATE DIGITAL TRANSFORMATION

Adobe and Microsoft share a vision for the future of the enterprises, with a strategic vision and plan for the era of empowered digital customer. They are focusing on bridging the worlds of CMO and CIO by bringing together the content and data on one end to end platform, for customer engagement and experiences. This would help enterprises to embrace digital transformation and deliver compelling personalized experiences.

Adobe and Microsoft share a vision for the future of the enterprise

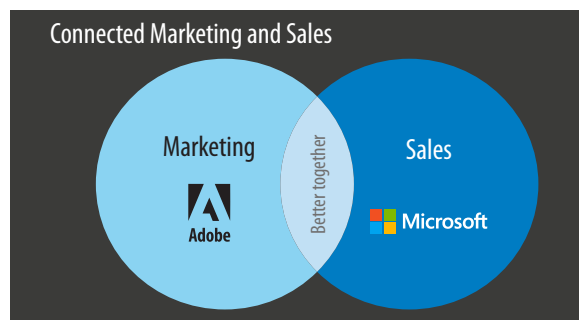Cloud -first   Mobile -first   Exceptional experience

Business Value

Benefits

- Better collaboration between sales and marketing team
- Better 360 degree view of customer during the journeys
- Consistent messaging leading to a satisfied customer with a well handled journey
- More qualified leads

Key Metrics

- Faster sales cycles
- Higher revenues
- Lower cost of acquisition
- Higher marketing ROI
- Lower TCO

Connected Marketing and Sales

Marketing — Adobe

Better together

Sales — Microsoft

Synchronized marketing & Sales data

- Better lead management
- Customer 360 degree view right from lead, prospect to loyal customer
- Real-time data sharing between marketing and sales team

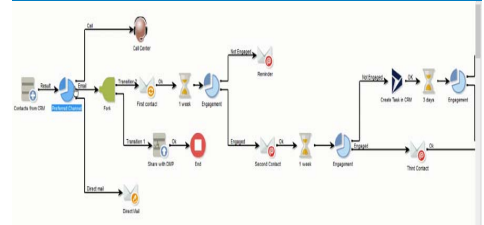|	
Integration	Tightly coupled CRM and Campaign solutions would help customers gain comprehensive marketing and sales data
Visualization	With Power BI and Adobe analytics, clients gain access to customer insights that are more easily consumable
Platform	Enterprise grade cloud platform with AI and Data Modeling capabilities will lead to new capabilities and innovation

Client Benefits: All data in one place enabling innovative transformative experience for customer

Data Platform	Data Storage	Ecosystem
Enterprises can land all their owned and 3rd party data in one platform	Data stored in open standards data model – Experience Data Model (XDM)	Platform can be extended to larger ecosystem

How it works?

- Fully Configurable Web Services API
- Automated bi-directional data synchronization
- Data sharing between marketing and sales teams
- Incorporate CRM data into campaign workflows and other marketing activities
- Visualize Marketing deliveries from CRM

We build new age solutions with latest technology capabilities like NLP and AI for enabling amazing customer experiences. With access to both marketing and sales data, BI and analytics gives us insight into customer behavior and journeys. This helps us in delivering better customer experience, predict the probable next action by customers, and present them with offers that they may need tomorrow, today. This integrated platform helps sales and marketing teams gain access to the data that they required to make better decisions.

To know more about Infosys Adobe Practice and Solutions, please write to us at adobe@infosys.com

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