

Digital Marketing Platform Group



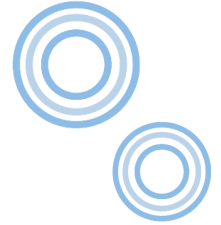
Simplifying the creation of
engaging internet
experiences



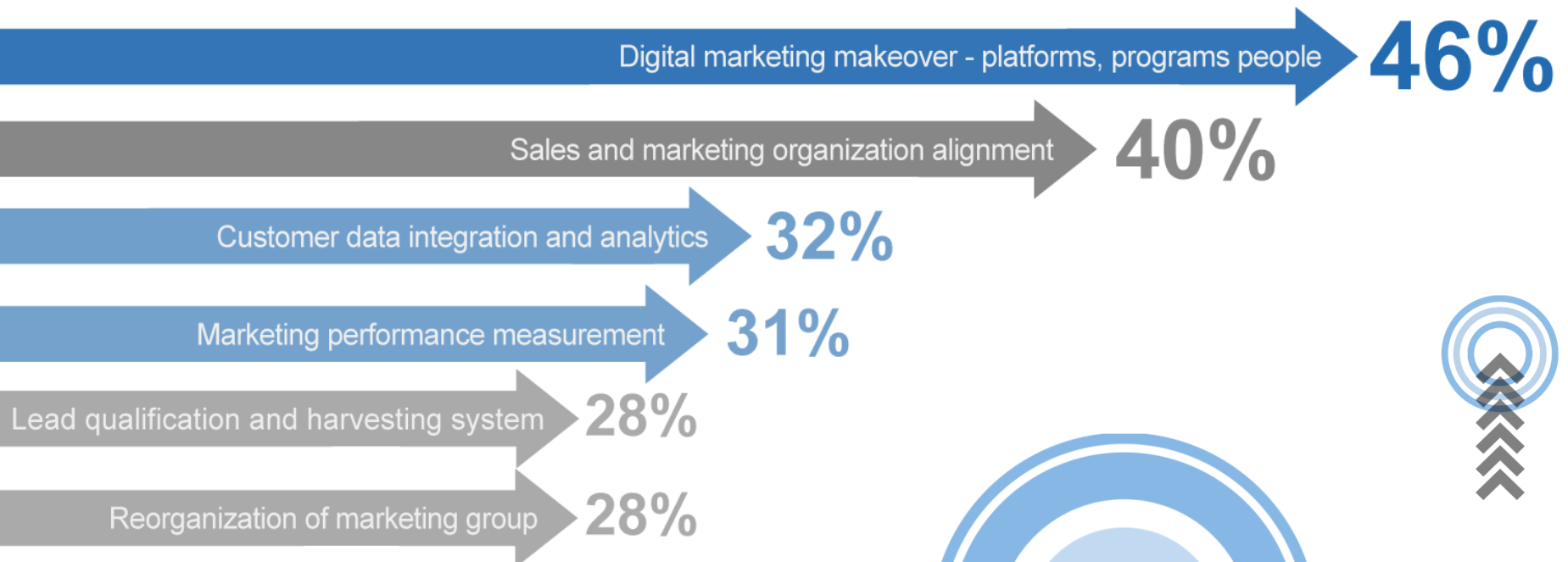
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It all comes back to digital



Top Transformation Projects in the Office of the CMO



Source: CMO COUNCIL MARKETING OUTLOOK REPORT, 2010

Inside the mind of a CMO

I'm worried about making wrong decisions—

I just don't trust the data I have and don't have enough data points to begin with.

I am consistently asked to provide details around our target segments and how to best reach them, but

I don't have full transparency across campaigns.



Customers don't see us as being innovative.

Its really important in today's tech-driven environment. But how to tackle this issue?

I get measured on the amount of revenue I drive. But, **I have little control over actual revenue generated.** This weighs heavily on marketing investments.

The challenge of marketing today

Attract, excite, and engage customers through **emerging media**

Web experience influences customer brand experience

Consumer choices of **digital devices** have proliferated

ROI from investments in **traditional media** are **diminishing**

Consumers want to be **always connected** with family, friends, and community



The next generation of marketing requires a transformational shift

// The pace and scope of change increases everyday. But most marketers aren't equipped to react – much less anticipate future changes. For this, they need a renewed investment in technology. //

Forrester Research
Marketing Summit 2010

Market Trends

How businesses want to use the Internet is evolving

yesterday

Simple and static
site publishing

Static content, navigation, and
centralized experiences were the norm

today

Dynamic and demanding
digital marketing

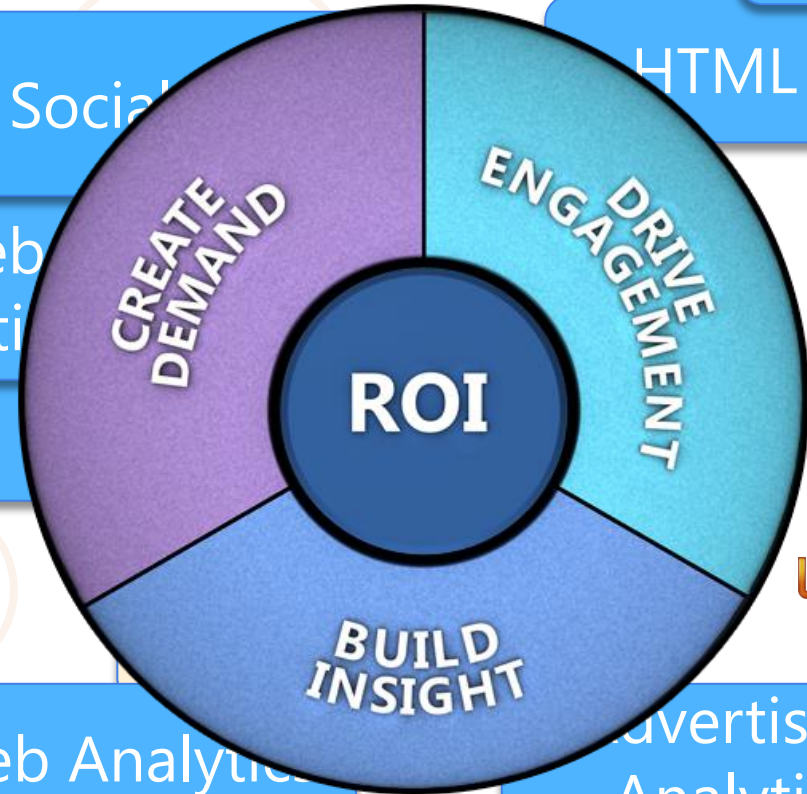
Organizations want to
Rich experiences, fresh content,
delegate web publishing to
and communities drive loyalty
business users

The Problem...

Digital Marketing is Complicated



WIKIPE
twitter



Community Sites

Brand Sites

Microsites

HTML 5

Corporate Websites

Microsoft Silverlight

Flash

XBOX LIVE

Social

CPM

PPC

Web Advertising

Targeting

Web Analytics

Advertising Analytics

Nielsen

Buzz Metrics



Microsoft internet sites vision



Disconnected and costly technology investments that make it challenging to meet customer needs.



A unified platform that reduces cost and increases agility—delivering a differentiated online experience.

Digital Marketing Platform Products

Solutions that can help you drive reach, retention and results

 Microsoft®
SharePoint Server
for Internet Sites

 Microsoft®
FAST Search Server 2010
for Internet Sites

REACH



Empower your business to reach customers & partners



Connect people with the information they want

RETENTION



Build engaging web experiences on a unified business platform



Shape personal and community experiences that create customer loyalty

RESULTS



Rapidly respond to your internet business needs at low cost



Equip your business to convert web traffic into revenue

Reach

Reach

- Jones Lang Lasalle - <http://www.joneslanglasalle.com/>
 - International commercial real estate company. Use Shpt for Intranet, Extranet, and Internet
 - Outgrew their content mgmt systems and needed a more timely and effective way of communicating with clients
 - Enterprise content management boosts productivity, saves U.S.\$500,000 yearly
 - International Web traffic up 100 percent
- Infosys - <http://www.infosys.com/>
 - One of the largest IT consulting firms in the world.
 - **Ease of Authoring**
 - Standardized templates for the website, which will ensure design consistency.
 - Capability to decentralize publication- Regional Sites (German, Chinese, French and Japanese) can now be updated by decentralized teams. In future, we can decentralize publication to units as well.
 - Workflows for creation, approvals and publishing.
 - **ECM & Compliance**
 - Easy maintenance and manageability of content – cross linking, cross posting, archiving and deletion.
 - Risk Management- Integrated Copyright and IP information at page level to ensure compliance. This includes time-bound expiry of content for cases where we syndicate 3rd party content (Analyst Reports, Magazine Reprints, etc.).
 - Enhanced security due to Akamai Secure Shield. Our primary servers will be inaccessible to general public.
 - Improved Disaster Recovery and Business Continuity with 3 levels of redundancies built in, with the final level on Akamai CDN.
 - **Better Search**
 - best bets, most searched, tag-based search
 - Content tagging – all the content has been tagged with themes to enable Tag based-search, content browsing as well as help us analyze content consumption patterns.

Retention

Retention

- Ferrari – <http://www.ferrari.com/>
 - Wanted to create a unique experience on line and get closer to their fans and customers
 - Had substantial amt of content that was changing all the time: innovation in cars, merchandising, multi-media formats
 - Wanted to establish a community
 - Results: 230%+ page hits, 150% increase in unique visitors, 26% more time spent on site

- Kroger - <http://www.kroger.com/>
 - Kroger needed to update its 18 Internet sites to present a modern image and drive customer loyalty. It also wanted better Web content management processes and an improved internal collaboration platform.
 - Drives customer loyalty, improves understanding of customers, fosters innovation through collaboration

Revenue

Revenue

- Globrix - <http://www.globrix.com/>
 - "I want a 2 bed 2 bath apt in Kensington"
 - Criteria shows refiners at the top
 - On left: content browsing across other sites; built records w/ consistent metadata across sites
- Best Buy
 - Search for MP3 - don't see search results, but a visual best bet. Navigators on the left
 - Combo of content mgmt and Search
- NY Times - <http://www.nytimes.com/>
 - Search on global warming
 - Get standard search results, but first link I get is a topics. It's a WCM template.
 - Some static content, rest is headlines, photos

Microsoft digital marketing solution



Reach

Reach the right audience
Get the right **ROI**



Retain

Build **Adaptive** Web Sites
Deliver **Connected Experiences**
Engage Online **Communities**



Results

Monetize customer experience
Generate higher **revenues**