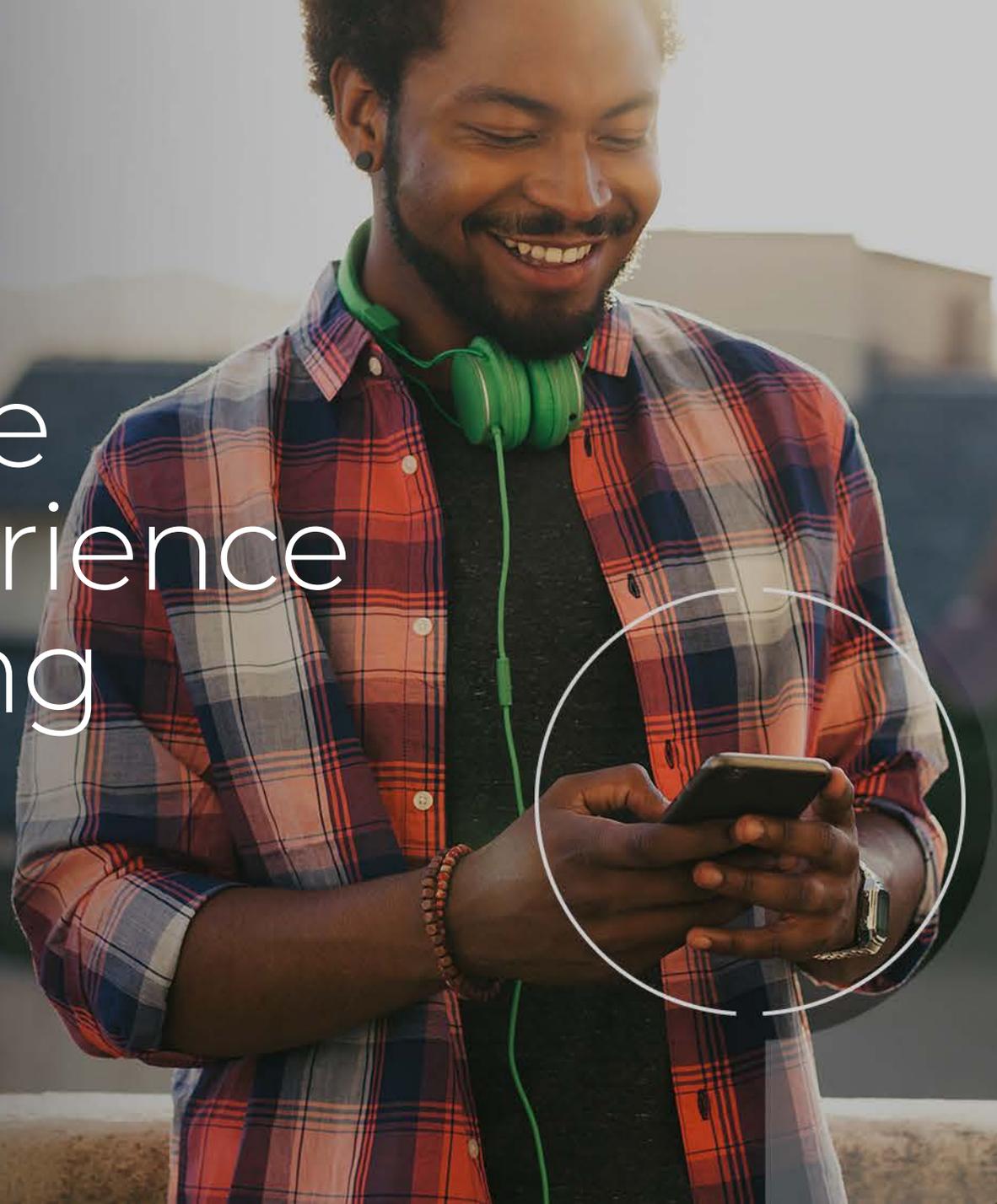




 **Adobe**  
Solution Partner  
PLATINUM

# Accelerating the Customer Experience in Manufacturing





Integrated Technology. Accelerated Results.

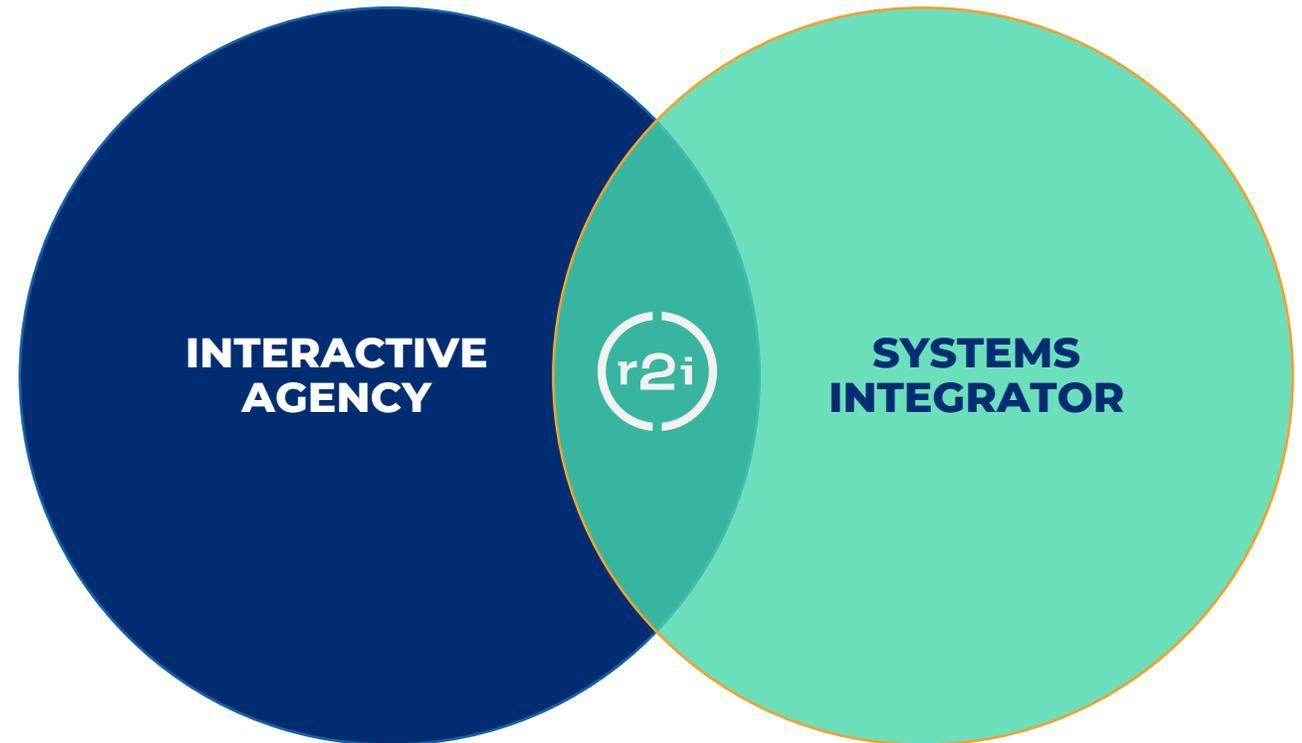
We have a relentless focus on combining data, insights, and technology with creative design to drive engaging, high-impact digital experiences.

We are a digital agency obsessed with delivering results.

# A New Breed of Agency

Fusing the design and marketing capabilities of an interactive agency with the technical expertise of a systems integrator.

We have the unique expertise to create highly engaging experiences that are deeply functional.



# Integrated Technology. Accelerated Results.

## DESIGN

- Brand Identity
- Integrated Strategy
- Journey Mapping
- Personalization
- Visual Design

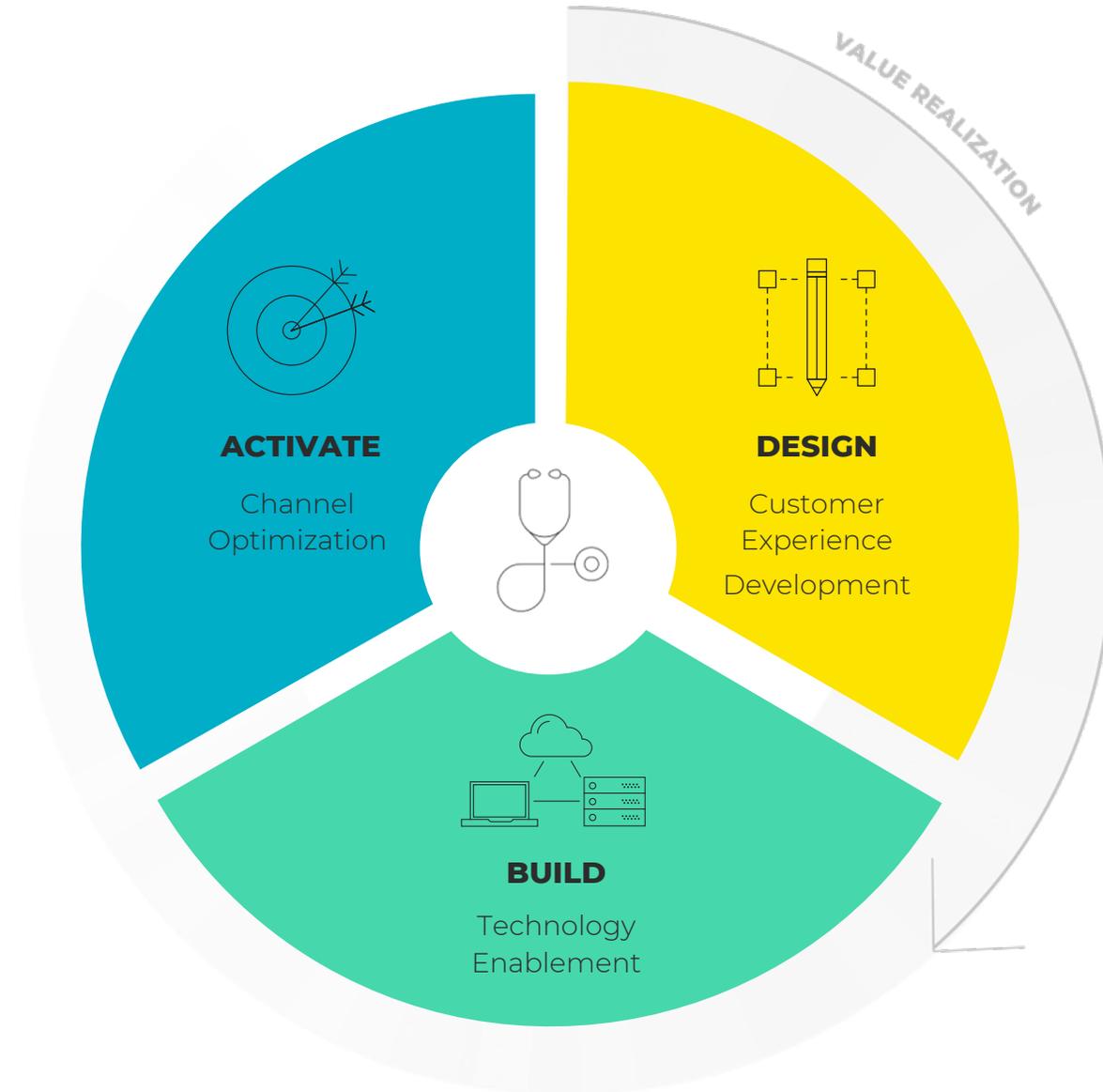
## BUILD

- Marketing Cloud Consultation
- MarTech Migration & Integration
- Website Development & Implementation

## ACTIVATE

- Analytics
- Campaign Execution
- Content
- Data Science
- Media
- Omni Channel Reporting
- Search Engine Optimization

**At R2i, we create and evolve digital solutions that connect customer experiences to drive unprecedented impact.**



# R2i Adobe Practice Capabilities

## PRACTICE HIGHLIGHTS

### EXPERIENCE ACROSS MARKETING, AD AND COMMERCE CLOUDS:



**ANALYTICS**



**AEM**



**AD CLOUD**



**MAGENTO**

**85+** technology skilled resources

**140+** Certifications with Multi Solution Expertise

Specializations in AEM, Analytics and Ad Cloud

Certifications align to cross-functional roles

GDPR, WCAG/ADA Compliance, CCPA

Deep expertise integrating and connecting solutions to drive a single view of the customer and support personalization at scale

### 140+ CERTIFICATIONS ACROSS



**ANALYTICS**



**CAMPAIGN**



**AD CLOUD**



**TARGET**



**AEM**



**MARKETO**

### R2I IS ONE OF 10 REGIONAL PLATINUM PARTNERS WITH MULTIPLE SPECIALIZATIONS

R2i brings a fully integrated digital agency perspective to the Adobe Marketing Cloud. We are not simply a technology vendor who understands how to implement the Adobe Marketing Cloud, we know how to run it too.

# Manufacturing Experience

R2i guides the journey of digital maturity and drives deep commitment to customer experiences.

Understanding audience needs, content and resources they seek, and the marketing touchpoints that will cultivate better relationships between dealers, distributors, and end consumers.



# Manufacturing Point of View

With heightened pressure to accelerate category and customer growth, manufacturers must embrace changes in how they market to new audience segments and lean into digital transformation to increase efficiency and build stronger relationships with distributors, dealers, and end consumers.

To excel in this new digital ecosystem, CMOs must drive a consumer-centric model to improve product design, reduce risk, and drive better service-based models.





 Accredited  
Partner Solution



# Elevating the Customer Experience in Manufacturing

# New Challenges...

Digital is eroding traditional linear value chains and turning them into dynamic ecosystems of value. However, manufacturing firms, owing to their predominantly B2B nature, culture, organizational structure, and processes designed to get ROI-based capital investments right, are slow to make that transition.

— Forrester Research, Center Your Manufacturing  
**Digital Transformation On The Customer**



# Improving the Dealer Experience



The illustration shows a white delivery truck on the left, a globe in the center, and a hand truck on the right carrying several yellow boxes. In the foreground, there is a laptop, a desktop monitor, and a smartphone, all displaying web-based interfaces with charts and data.

**1** **AUTOMATED ORDER MANAGEMENT**

Real-time product availability and location information, lead tracking to inventory, and automated order tracking.



The illustration features a hand holding a megaphone on the left, a hand holding a magnifying glass on the right, and a hand holding a tablet in the center. The tablet displays a person's profile with a five-star rating. The background is filled with various icons representing data, communication, and service, such as a calendar, a target, and a calculator.

**2** **CUSTOMER MANAGEMENT**

End consumer management with reminders for needed service (recalls), expected replacement parts, and Mobile Applications with IoT alerts.



The illustration shows two hands shaking in a firm grip, symbolizing a partnership or agreement. The background is a blue circle with dashed lines, suggesting a digital or networked environment.

**3** **CO-MARKETING**

Digital custom catalogs with pricing. Digital ads with lead tracking for manufacturer. Email campaigns with example templates.

# A Pivot to Improve the Customer Experience

The manufacturing industry has been product-focused, with dealers managing customer relationships. This dynamic provides a considerable lack of insight and visibility to the manufacturer to make data-driven and client-focused decisions.

To excel in this new digital ecosystem, CMOs must insert end consumers into their processes in order to improve product design, reduce risk, and drive better service-based models. This philosophy requires a deep commitment to customer experience—understanding audience needs, the content and resources they seek, and the marketing touchpoints that will cultivate better relationships between dealers, distributors, and end consumers.

# A Pivot to Improve the Customer Experience

Strategic relationships with distributors/dealers redefine to include the end consumer



Best In Breed  
Technology is the  
Answer...

# ADOBE + R2i – Enabling Institutions to Grow

Technology platforms should be an enabler to digital initiatives – not a barrier.

R2i recommends Adobe Experience Manager Foundations as the toolset that will not only enable Manufacturing organizations to adapt, but also serve as the foundation for true growth.



- Adobe is recognized as a leader in both CMS and digital platforms by leading industry analysts such as Gartner and Forrester.
- Adobe Experience Manager (AEM) is architected to provide a digital foundation, including functionality for CMS, Analytics and Personalization
- Adobe has been successfully deployed in a multitude of “Brand of Brand” organizations and is built to scale, making managing multiple properties, assets, and disparate content easy and reduce the IT burden on management.

# Digital Foundation: Why Adobe



Adobe can help organizations know their end consumer — know what content they respond to, what channels they use, and how you can most effectively target them.



## Adobe Experience Manager

Provides a foundation for creating, managing and monetizing on your digital experiences in a highly secure cloud environment



### Adobe Analytics

Gives you access to all your multi-channel data, and helps all your users make sense of it, creating a clear picture of what's working



### Adobe Target

Testing your digital assets is the most sure way to identify what's working



### Adobe Campaign

Email will become a critical touch point between you and your customers, where you use custom content and measure the results



### Adobe Audience Manager

2nd and 3rd party data to create and amplify customer profiles



### Advertising

Make your ad campaigns more productive by targeting specific segments on any platform.



### Video



Video streaming



Facebook



Demand generation



Content & Creative



CRM



Twitter



Thank You