



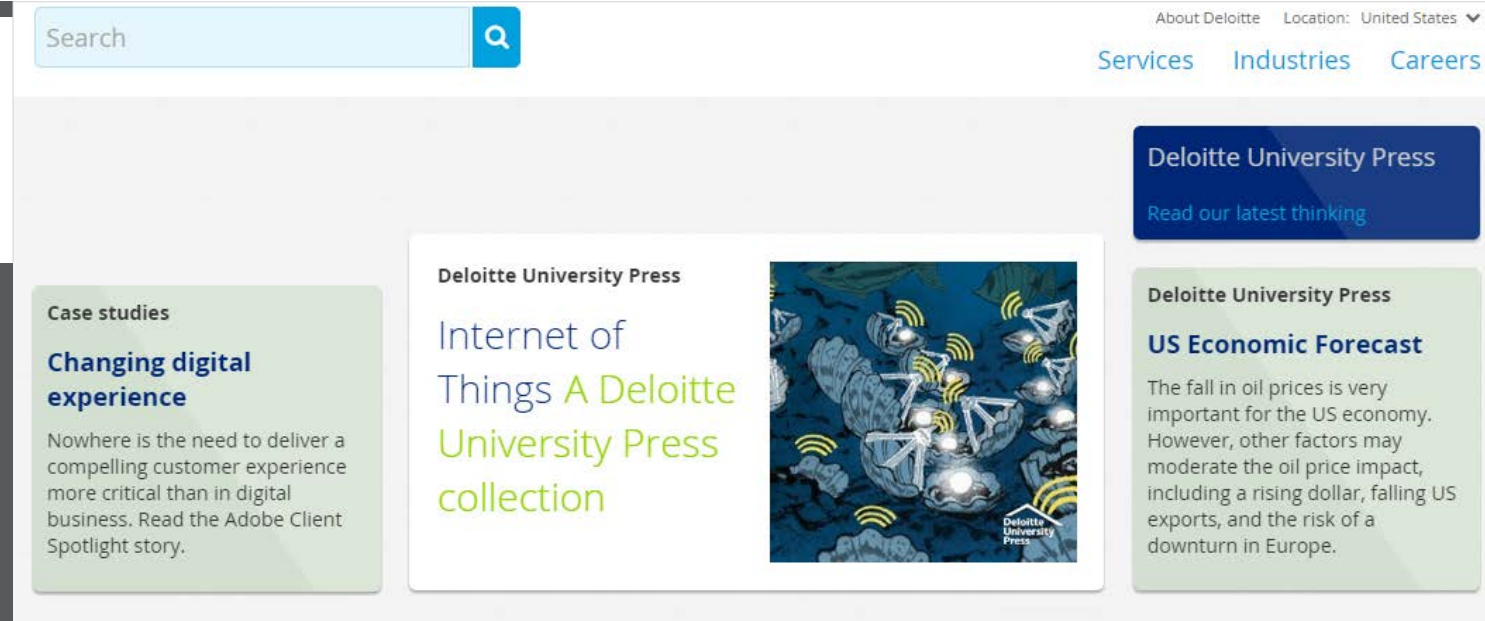
Deloitte: delivering richer, responsive online experiences to users worldwide.

Deloitte Touche Tohmatsu Limited delivers compelling web presence to its diverse global network of member firms with Adobe Marketing Cloud.



“Even though we have so many different sites in so many languages, our online experience is now one of the most effective ways to build our brand and drive global demand.”





Barbara Venneman, Deloitte Digital Principal and Global Digital Marketing Leader, Deloitte Consulting LLP



SOLUTION

Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

 <p>RAPID UPDATES Enabled rapid content delivery worldwide, empowering local teams to deliver rich online experiences</p>	 <p>GLOBAL ENGAGEMENT Efficiently supported multiple websites reaching diverse audiences and languages</p>	 <p>STANDARDIZED FOOTPRINT Strengthened global brand by providing one authoritative online source for information</p>	 <p>UNPARALLELED INSIGHTS Strengthened brand marketing by gaining new insights into the impact of customers' online activities</p>
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Deloitte

www.deloitte.com

Deloitte Digital

www.deloittedigital.com

CHALLENGES

- Create an industry-best web presence and instill best practices for website content updates among 600 contributors
- Standardize brand look and feel while providing localized flexibility
- Provide tailored content based on geography, service interest, and other variables

“We needed a more compelling, consolidated, and consistent way to present Deloitte online through one umbrella site along with coordinated local sites to deliver meaningful experiences to all audiences worldwide.”

Quintin McGrath, Managing Director of Business Solutions, Deloitte Touche Tohmatsu Limited (DTTL)

Bringing consistency to a well-known brand

The Deloitte brand is represented by 210,000 professionals providing audit, consulting, financial advisory, risk management, tax, and related services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries and territories, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges.

One of Deloitte’s most significant brand touch points is its website, Deloitte.com, which serves a variety of audiences, from new business prospects to clients, current and prospective talent, and other key external constituencies. Although global breadth and depth of services and locally specialized expertise are among Deloitte’s greatest strengths, geographical diversity and varied skill sets over time led to multiple websites that delivered fragmented, inconsistent experiences to site visitors. The sprawling network of sites also was labor intensive and time consuming to maintain.

“We needed a more compelling, consolidated, and consistent way to present Deloitte online through one umbrella site along with coordinated local sites to deliver meaningful experiences to all audiences worldwide,” says Quintin McGrath, Managing Director of Business Solutions, Deloitte Touche Tohmatsu Limited (DTTL).

Reinventing Deloitte.com

To standardize its global brand online and to cater to audiences more effectively, Deloitte wanted to revamp its primary website and consolidate multiple diverse sites into a single presence—a massive undertaking. The DTTL Global Brand and Communications team and DTTL Technology team worked with Deloitte Digital’s consulting team in the United Kingdom to develop a new strategic vision for Deloitte.com.

Deloitte had ambitious goals for transforming Deloitte.com. The website needed a fundamental change to its messaging approach, turning it from a set of service descriptions to a place where visitors could find answers to their business problems. The site was also in need of a modern look and feel that was optimized for mobile. Streamlined site maintenance was an additional priority.

The organization wanted to present precisely the right information for those investigating member firm services, searching for job opportunities, or researching the latest technology, industry, consulting, advisory, or audit specialization. Tailoring experiences would require better intelligence and insights about users, including both their onsite preferences and search behaviors and correlations to offline activities. Essentially, leveraging the knowledge of the context of the visitor would enable Deloitte to provide rich, relevant, and timely content.

“Our chief aim: provide an extremely relevant, mobile-optimized experience for every visitor and obtain real-time knowledge of what they need from their online interactions with us.”

Steven Berkovich, Deloitte Digital Director and Adobe Alliance U.S. Co-leader, Deloitte Consulting LLP

“With 600 content authors and thousands of pieces of content created annually, we’re realizing huge efficiencies and providing better information to our various audiences.”

Sam Breunig, Associate Director of Global Digital Channels, Deloitte Touche Tohmatsu Limited (DTTL)

“Our main objective was to generate deeper, more meaningful engagement with site visitors, regardless of their purpose for being on the site,” says Steven Berkovich, Deloitte Digital Director and Adobe Alliance U.S. Co-leader, Deloitte Consulting LLP. “Our chief aim: provide an extremely relevant, mobile-optimized experience for every visitor and obtain real-time knowledge of what they need from their online interactions with us.”

Adds Sam Breunig, Associate Director of Global Digital Channels, DTTL, “At a high level, our objective was to enhance our visitors’ capacity to act and to move a step forward in their relationship with Deloitte. We wanted to make it simple to find and consume relevant content and to connect with our people from anywhere on any device.”

Up-to-date and mobile-optimized

The DTTL team chose Adobe Marketing Cloud solutions to help achieve its goals, including the Adobe Experience Manager solution with sites and assets capabilities to upgrade its web presence. Adobe Experience Manager, the core of the project, allows creation and maintenance of a more advanced, constantly up-to-date website.

After an extensive redesign and a thoughtful reconsideration of what its online visitors want, Deloitte moved away from long-form, static files and toward shorter text documents, videos, and infographics that make content on the site quickly and easily digested. Six hundred contributors in multiple countries from independent member firms can add content on sub-sites in 20 languages. Multisite features in Experience Manager allow member firms to distribute global content to other member firms, where it can be customized and published to maximize relevance for local site visitors.

Experience Manager has also made it easier to present content dynamically and easier to integrate with social sites such as Twitter and LinkedIn. These features provide a richer experience and help Deloitte interact more effectively with audiences, such as potential new hires.

Content can now be updated with ease, an important factor because Deloitte often publishes time-sensitive information. Press releases, tax updates, and other information that can directly affect clients’ fiscal health must be distributed quickly, and may involve posting information after hours or on weekends.

“The usability of Adobe Experience Manager has had a positive impact on our ability to maintain a well-designed, continuously updated site,” says Breunig. “We can now publish content roughly twice as fast as we could in the past. With 600 content authors and thousands of pieces of content created annually, we’re realizing huge efficiencies and providing better information to our various audiences.”

“We’re now delivering a much richer digital experience and presenting appropriate content on the fly.”

*Barbara Venneman, Deloitte Digital
Principal and Global Digital Marketing
Leader, Deloitte Consulting LLP*

With so many choices for informing consumers, Deloitte must create a compelling online presence everywhere its customers are—regardless of the devices they use. Experience Manager supports responsive design to allow the Deloitte team to develop and deliver mobile-optimized content that users interact with at their convenience, and on their preferred devices. The team notes that the mobile experience has greatly improved, and Deloitte.com is seeing more traffic coming from mobile device users.

Insights that drive meaningful interactions

In addition to Experience Manager, Deloitte is using Adobe Target to identify and dynamically recommend trending content to online site visitors. In addition, the Deloitte team is using Adobe Analytics to determine which content resonates most with visitors.

Marketers look at the performance of individual items to determine their popularity and also see which topics are trending. The most popular topics are presented prominently which is enabled through some manual efforts as well as dynamically through a contextual content delivery engine integrated with the solution. Deloitte is also using Adobe solutions to correlate activities on the site with offline behaviors, such as signing up for audits or applying for jobs.

“We can now better understand our visitors’ needs to optimize their digital experiences,” says McGrath. “Before, we told customers what we thought they needed to know. Now, we are determining what our visitors really want to know, based on actionable intelligence from Adobe Marketing Cloud.”

Personalized interactions

With Adobe Marketing Cloud solutions, Deloitte is driving improved interactions with site visitors, tracking and correlating online and offline behaviors, and more easily meeting the web publishing needs of its vast network of firms. Already, approximately 80 sites have been updated and are live, with about 50 more in the works.

“From a broad perspective, we wanted to be much more accessible from mobile devices and understand as much about our customers as possible,” says Barbara Venneman, Deloitte Digital Principal and Global Digital Marketing Leader, Deloitte Consulting LLP. “We’re now delivering a much richer digital experience and presenting appropriate content on the fly. Even though we have so many different sites in so many languages, our online experience is now one of the most effective ways to build our brand and drive global demand.”

Looking to the future, Deloitte plans to improve its ability to personalize visitor experiences and integrate its web presence with other marketing tools, social networks, and recruitment management systems. With Adobe Marketing Cloud solutions, Deloitte has opened more possibilities than ever to make each individual online interaction more responsive and meaningful.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions. Capabilities used include:
 - Sites
 - Assets
 - Marketing reports and analytics
 - Ad hoc analysis
 - AB testing
 - Adobe Experience Manager Managed Services

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html



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About Deloitte

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About Deloitte Digital: 2015 Adobe Digital Marketing Partner of the Year

Deloitte Digital, DTTL’s member firm digital practice, has created a new model for a new age—we’re an agency and a consultancy. Our end-to-end digital capabilities and integrated CMO offerings start and finish with our clients’ business goals in mind. We’ve got the scale and expertise to bring any new business vision to life in any one of our 18 global studios and we’re backed by Deloitte’s broader consulting, tax, audit, and financial advisory services, which gives us access to more than 210,000 professionals in over 150 countries worldwide.