

## Digital

### Our Consulting Services

Business Technology  
Digital  
Marketing & Product Management  
Mergers & Acquisitions  
Organizational Effectiveness  
Operations & Process Improvement  
Project Leadership  
Property Development Strategy

### Our Practice

Leveraging the power of digital has become integral to success—the currency of an interconnected world. Leading companies nurture a digital culture that connects with internal and external audiences to spawn new sales channels, inspire collaboration, operate more efficiently, and increase competitive advantage. In their haste to “get something out there,” many companies initially moved forward with a “shoot first, aim later” approach to digital. The greater challenge, and reward, is in planning and executing a well-defined digital strategy that will take you where you want to go.

### Our Expertise

At Point B, we help organizations think digitally. Because our clients include iconic companies with large systems and millions of users, we bring a broad, practical perspective to the challenges and opportunities of doing business in a digital world. Our field of view adds value whether an organization is starting a new digital initiative or looking to modify its digital presence. Coupled with a solid execution plan, a well-conceptualized digital strategy will increase brand loyalty, save development costs, accelerate speed to market, and simplify support. As needed, we can help develop the framework of people, processes and technology that makes a digital ecosystem flourish.

**Digital Strategy** – Point B specializes in digital transformation. It’s not only about deploying a new channel, but also about reframing how your organization operates. From assessing capabilities and developing a strategic roadmap through making technology recommendations and leading a successful strategic execution, we provide end-to-end solutions to deliver on a digital vision that is:

- Purposeful: Accomplishing business goals and connecting customers in meaningful ways.
- Dynamic: A living process that evolves with the needs of internal and external customers.
- Innovative: Alert and adaptive to new trends, technology and customer expectations.
- Unique: Providing solutions that reinforce your brand and set you apart.

**Mobile Innovation** – We help companies optimize their mobile presence by planning and executing on mobile strategies that strengthen their brands and build customer loyalty. We have expertise in native applications and adaptive/responsive solutions that optimize the user experience across a wide range of mobile devices. Our clients earn their place on their customers’ devices every day while also reducing development costs, time to market, and support needs.

**Digital Office** - Point B helps our clients unify digital disciplines and coordinate decision-making across the enterprise. We leverage industry standard frameworks and best practices and apply lessons gained through our client engagements to establish strategic, operational and governing bodies that help ensure efficient and sustainable digital lifecycle delivery. Our systematic approach to digital leads to success from ideation to deployment and maintenance.

**Digital Platform Development** – We help our clients launch new capabilities and realize multichannel strategies that improve the customer experience across all Internet platforms. We bring hands-on expertise in developing customer-centric digital solutions—from ecommerce applications to brand sites—that create an engaging, intuitive customer experience and long-term loyalty. Our solutions align

## Digital

### Offices

Austin

Bay Area

Boston

Chicago

Dallas

Denver

Minneapolis-St. Paul

Phoenix

Portland

Seattle

Southern California

and integrate with non-digital channels and activities, eliminating manual interaction in ways that improve user experience, inventory management, sales and order fulfillment. As companies look to consolidate multiple websites, we help them make significant gains in efficiency, security and cost savings in the process. We also develop internal portals that improve data sharing and collaboration.

**Digital Marketing and Intelligence** – From social media strategy to winning email campaigns, we help our clients build streamlined digital marketing capabilities that maximize customer outreach and conversion. We take a pragmatic, incremental approach to business intelligence (BI) and analytics that provide timely insight to make more effective decisions, take more informed action, and improve business outcomes. Our expertise spans from BI strategy to infrastructure design and execution.

**Enterprise Content Management** – Content management is an evolving discipline essential to strong, secure digital communications and customer engagement. We take a 360° view of these systems—web content management systems (for external-facing functions) and enterprise content management systems (for internal operations)—to help clients choose the right content management system and organize their content for gains in operational efficiency, collaboration, system performance and security. We can also help build the underlying digital architecture, from design and vendor selection through project leadership—including change management solutions that win stakeholder buy-in.

## Our Client Engagements

The following is a sample of Point B's recent Digital engagements:

**Regional Credit Union** – Digital Strategy: Developed the digital strategy, including digital banking goals and objectives, mobile and online banking trends and requirements, and high-level support framework.

**Global Healthcare Retailer** – Adaptive Design: Led the re-platforming of a flagship ecommerce website to adaptive design architecture—from proof of concept to multi-breakpoint implementation.

**National Insurer** – Mobile Strategy Development: Redefined a mobile strategy to establish a feature roadmap, measures of success, and a plan to meet the long-term objectives of the sales force.

**National Airline** – Mobile Deployment: Led a major mobile renovation to release industry-leading iPhone and Android applications, an updated mobile website, and the underlying support infrastructure.

**Upscale Fashion Retailer** – Digital Commerce Planning: Led a three-year strategic planning effort, including the facilitation of research workshops to determine key events, developments and trends to be addressed. We also led the foundational work to support existing features and functionality.

**Drug Retailer** – Ecommerce Transformation: Helped the online merchandising team redefine its strategy; developed a new product management capability to drive improved product merchandising.

**Global Sport Retailer** – User Experience Center of Excellence: Led the initiative to manage vendor relationships, provide strategic guidance and support for tactical delivery of user-experience initiatives, address user-experience governance and process issues; and prioritize and track initiatives.