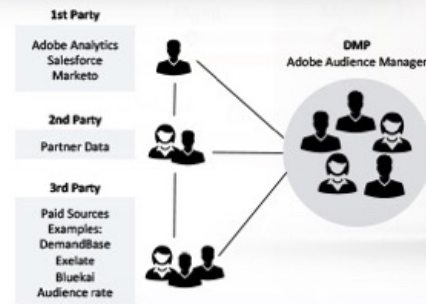


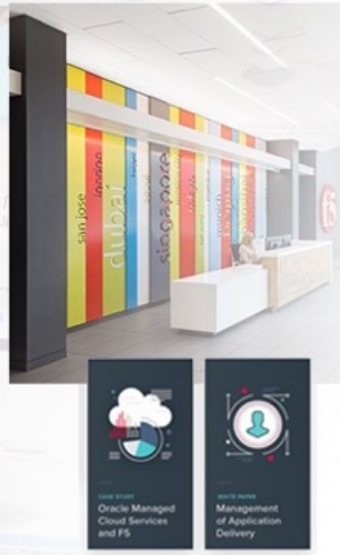
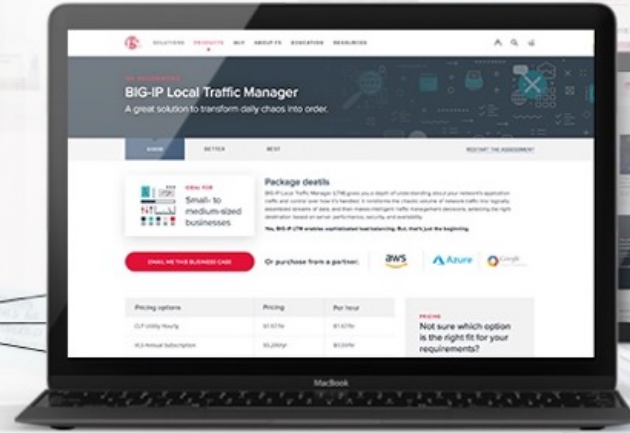
# Spearheading Digital Transformation

Today's businesses are in the midst of digital transformation, and at the center is an increasingly complex technology environment. Revel's software-as-a-service (SaaS) client will need to transform its own business while heavily investing in its product offerings.

A key aspect of digital transformation is addressing how this SaaS provider's marketing teams reach and engage with their customers. Revel recommended and implemented the content management system of Adobe Experience Manager, and we coupled it with a total site redesign.



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## MARKETING

- ▶ Content Marketing
- ▶ Platform Strategy

## EXPERIENCE

- ▶ Product Management
- ▶ Discovery, UX Design

## COMMERCE

- ▶ CMS Implementation
- ▶ Website Development

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## OUTCOME & IMPACT

The solution empowers the SaaS provider's marketers to craft and publish timely, relevant content for each of the company's customer segments. It enables a shift in brand perception and awareness, creating new customer leads and converting those leads into buyers.



CUSTOMIZED INSIGHTS AND SOLUTIONS ESTABLISH THIS SAAS PROVIDER AS A **TRUSTED PARTNER**



EARNED REPUTATION AS A **THOUGHT LEADER** IN CUSTOMER EDUCATION AND ENGAGEMENT



UNIFIED CONTENT AND EFFICIENT NAVIGATION CEMENT THE COMPANY AS THE **BEST-IN-CLASS SOLUTION**