Product Brief

Real-Time Customer Experiences

An open and extensible platform that stitches data across the enterprise, powering a real-time customer profile enhanced through continuous intelligence and governance, and activates content to deliver real-time, personalized experiences.

OPPORTUNITY

Customers today expect connected and personalized experiences from brands and when they don't get it, they go elsewhere. They want to be treated like people, not a number, so to create loyalty, these personalized experiences have to happen in real time and reflect every interaction through every touch point.

Given these customer expectations, it should be no surprise that according to Forrester, companies that invest in these kinds of experiences — experience-driven businesses — grew revenue 1.4x faster and increased customer lifetime value 1.6x more than other companies. But fewer than a third are completely embracing customer experience best practices across people, process, and technology pillars.

The bottom line is that early digital transformation to deliver highly contextual and personalized experiences in real time is the ultimate competitive advantage for global businesses.

CHALLENGES

Delivering experiences requires a brand to truly know its customers, but that isn't an easy task. Even if an enterprise has collected its data into a data lake, disparate taxonomies, governance rules, and privacy and user consent regulations make creating a single view of consumers cumbersome, expensive, and time-consuming.

Brands also don't have the specialized infrastructure needed to activate these customer profiles in event-driven, external systems in real time. This makes it extremely hard to orchestrate the delivery of the right experience at the right time, at the right place, and channel to thousands of consumers.

Forrester. The Business Impact of Investing in Experience. April 2018.
https://www.adobe.com/experience-cloud/roi/research.html

The result is stale and maybe incomplete customer information that can't be acted on in real time. In other words, not the experience the customer is expecting.

Adobe Experience Platform

Adobe Experience Platform solves customer data challenges by providing an open, intelligent, real-time platform built natively on Microsoft Azure that accelerates time to value. With Experience Platform, businesses can do the following:

- Centralize and standardize all data captured in Adobe Experience Cloud products and Microsoft Dynamics. Or, configure API connectors to stream or batch data in from any system.
- Create dynamic real-time customer profiles by stitching together all data — CRM, behavioral, transactional, attribute, etc. —in milliseconds, while also accounting for privacy constraints.
- Enrich your understanding of that customer with SQL or AI/ML intelligence capabilities from both Adobe and Microsoft while ensuring proper governance.
- Apply decisioning and orchestration to activate these enriched real-time customer profiles across any channel (one or many).

It's an open platform you can access from anywhere on a globally distributed edge — where experiences are happening — giving you millisecond-level access to data to trigger contextual experiences.

And while all Adobe products will natively take advantage of this real-time customer profile, Platform is extensible to Microsoft and other non-Adobe applications, including ISV, custom apps, and 3rd party tooling for a completely integrated technology platform.