

# connected customers



**DELL**EMC



ENTER >>

Dell EMC, a part of Dell Technologies, enables enterprises to reinvent their business through Digital Transformation.

'No man is an island.' Nor is any system, organization or industry. The CONNECTED series dives into this new reality of 'everything connected'. It gives you the latest insights on digital transformation.

Also available:



## EXECUTIVE SUMMARY

CHAPTER 1 - The hyper-connected customer

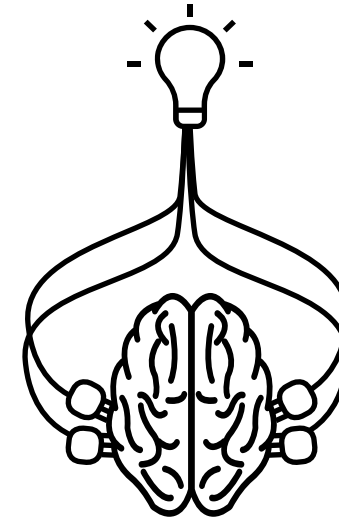
CHAPTER 2 - The hyper-targeted customer

CHAPTER 3 - The hyper-aware customer

CHAPTER 4 - The hyper-protective customer

## EXECUTIVE SUMMARY

Customers have never been smarter.  
Businesses must be on the level.



The way we interact has changed profoundly. This change has also altered us as individuals and it has also transformed business. Today's customer is **a new breed**, and businesses must find new and innovative ways to engage that customer.

Even more changes lie in wait for us as the generation of digital natives matures and **technology breakthroughs accelerate**.

Business may not be able to prepare for the unknown, but they can learn from their customers and how to best serve them.

**It's the age of the connected customer now, and we must adapt.**

## The hyper age

The modern customer is:

- **Hyper-connected:** never before have humans been connected with each other through so many devices
- **Hyper-targeted:** with the amount of data available on each individual, it is possible to segment customers in unprecedented detail
- **Hyper-aware:** knowledge is only a click or tap away and the modern customer is acutely aware of the value they represent
- **Hyper-protective:** customers want to safeguard their privacy and do not welcome intrusion

# 90%



ACCORDING TO RESEARCH, NINE IN TEN HOUSEHOLD BRANDS IN THE UNITED STATES HAVE CONSISTENTLY LOST CUSTOMER LOYALTY SHARE OVER THE PAST 20 YEARS.

Source: Forbes

<< PREVIOUS

NEXT >>





## CHAPTER 1

# The hyper-connected customer

Technology is ubiquitous and how it has taken over our lives is astounding. Today, it might be a better idea not to check whether someone is connected, but with how many devices they connect to the Internet each day, and for how long.

While it is true that not every person in the world is connected to the Internet, the rate at which this number of connected people continues to rise is almost meaningless in itself without some context. The age of hyper-connectivity is upon us.

# 50 billion

IF EVERY PERSON ON THE GLOBE WAS CONNECTED TO THE INTERNET WITH SEVEN DEVICES, IT STILL WOULDN'T MATCH THE TOTAL NUMBER OF CONNECTED DEVICES. THE NUMBER OF DEVICES WITH INTERNET CAPABILITY GROWS BY OVER 320 MILLION EVERY MONTH.

Source: The Independent



# 2017



THIS YEAR MARKED THE MOMENT THE NUMBER OF MOBILE DEVICES CONNECTED TO THE INTERNET SURPASSED THE WORLD POPULATION.

Source: Property Update

### The omnichannel experience

If a customer is always connected, they will expect the same from a company. **Unreliable access to a service or a product online is not an option.**

Customers expect a similar user experience (UX) across all channels.

In addition, the best user experience is the one that demands the least possible effort on their part.

Technology innovations embraced by a wide audience have always relied on **a selling point that it makes consumers' lives easier**. The same logic should be true for the technology that businesses use to reach out to customers and for ongoing communication.

One way companies are trying to deliver a different customer experience is by **gamification**. Essentially, this is not very different from old coupon and customer loyalty schemes, but they add a more interactive, digital element to the mix.



# 95% vs 37%

ALMOST ALL CEOs SEE IMPROVING THE CUSTOMER EXPERIENCE AS A POTENTIAL COMPETITIVE DIFFERENTIATOR. BUT ONLY 37% HAVE A DEDICATED BUDGET FOR IT.

Source: Customer Experience Insight



# 2020

ANALYST FIRM GARTNER BELIEVES CUSTOMER ENGAGEMENT AND INTERACTION WILL BE ONE OF THE FIVE MAJOR BREAKTHROUGH AVENUES FOR GAMIFICATION BY 2020.

Source: Gartner



### A CLOSER LOOK: DELL EMC CUSTOMER CASE

#### INTERACTIVE BEACONS IN THE MALL

#### WEST EDMONTON MALL CONNECTS WITH KIOSKS

- 1 **The customer:** West Edmonton Mall in Canada, North America's biggest mall.
- 2 **The challenge:** Aiding visitors in navigating the vast mall complex, which spans nearly 50 blocks and has more than 800 stores. The aids needed to be
  - highly visual in a space where everything is already competing for attention
  - easy to use
  - connected to the modern consumer's digital lifestyle
- 3 **The solution:** Each kiosk has touch screen capabilities and is connected with all the other kiosks. This allows two visitors to access and use a kiosk simultaneously.
- 4 **The benefits:** The kiosks' interactive design enables visitors to
  - download special offers, coupons and discounts onto their cell phones to redeem online or in store,
  - use features such as store-front images to help visitors find their destination,
  - and remain aware of new stores, maintenance schedules and changes in real-time.

The digital kiosk system has received a lot of positive feedback and has had over a million users since opening.

*"We've worked with many different vendors over the years, but have never found a partner who comes close to the success that we've had with Dell. We immediately turn to Dell when we're faced with a challenge that requires reliable infrastructure. It makes it easy to innovate when your IT partner is as helpful as Dell."*

Kevin Grimes,  
director of IT, West Edmonton Mall.

## Design for the people

Mark Rosewater, Senior Designer at Wizards of the Coast, which owns well-known trading card game brands such as Pokémon and Magic: the Gathering, offers a few essential design laws:

### 1 Use your audience's prior experiences and expectations to your advantage

Why reinvent the wheel or spend time and effort on creating a recommendation system on your website when you can replicate Facebook's like button and emoji responses?

### 2 Allow people to personalize and have a sense of ownership

Personalization matters to the customer and it matters to the business, too. It offers immediate insight into customer profiles if done right.

Unsurprisingly, the world of dating apps has become pretty good at this. Dating app OkCupid, which was founded by a mathematician, regularly offers unique insights into its user base's dating habits and preferences.

### 3 If everyone likes you but no one loves you, you will fail

This is an extension of making it personal. Customer loyalty falters if a brand doesn't evoke any emotion. Having detractors isn't a bad thing per se. As Advertising Age's Douglas Brundage asks: "Would you rather have dinner with the most dependable man in the world or the most interesting man in the world?"

For instance, many criticize conservative news aggregator

Drudge Report for its no-frills, '90s design look, but its target, a more mature audience, likes its unchanging aesthetic.

### 4 Design components for the audiences they are intended for

Instagram users love pretty pictures. Both content and design should be aligned to be in tune with the audience they want to reach. An API section on a website should speak to developers. A push notification system for people on the move should be brief and to the point.

### 5 You don't need to change much to change everything

Game changers often start out small. Uber eliminated centralized management structures and shortened the channel from customer to driver. Amazon relied on its website instead of a brick-and-mortar store.

It isn't all about cutting and trimming, however. Some airline companies fight the low-cost competition by offering an end-to-end travel experience, with personal care, taxi and hotel reservations included in the offer.

*"An enticing personality matters more than a brand's bona fides."*

Douglas Brundage,  
Advertising Age

*"Fighting against human nature is a losing battle."*

Mark Rosewater, Senior Designer,  
Wizards of the Coast

## Connecting to the content

Inbound marketing, or content marketing, is another way to maximize the connection to your customer by offering **SEO-friendly content**. No matter how well-honed a contact strategy, product positioning or a company's use of channels is, **content is what draws people in**.

The hyper-connected customer navigates more channels than ever, so content should be optimized for each channel. More and more channels are popping up. Companies are experimenting with content on SnapChat or pay social media influencers to fulfill the role of market developers.

People who want to read your content are likely to be your potential customers.

*“For Google, content is king. For social media, too, content is king. For consumers, content is king.”*

Michael Volkmann, iDea Group  
(source: B2BMarketing.com)



### KEY TAKEAWAYS FROM THIS CHAPTER

- It's an **omnichannel world**: businesses must embrace it
- The connected experience should focus on the **right design principles**
- **Inbound marketing remains king**



## CHAPTER 2

# The hyper-targeted customer

**Big Data** enables deeper and more granular customer segmentation than ever before. Wherever the customer goes, they leave trails of data: on the company website, in forms, in Twitter behavior, on their mobile devices or through IoT-enabled appliances.

Setting up a system with a **single source of truth** for all data can enable fine profiling. Analytics can discover **hidden correlations** or help companies create pinpoint service offers tuned to the individual.

This opportunity also carries risk – caution is to be observed in dealing with data. We walk a fine line between seducing the hyper-targeted customer, or turning them away. **Technology has changed and will keep transforming how and when we approach the customer.**

# 48%

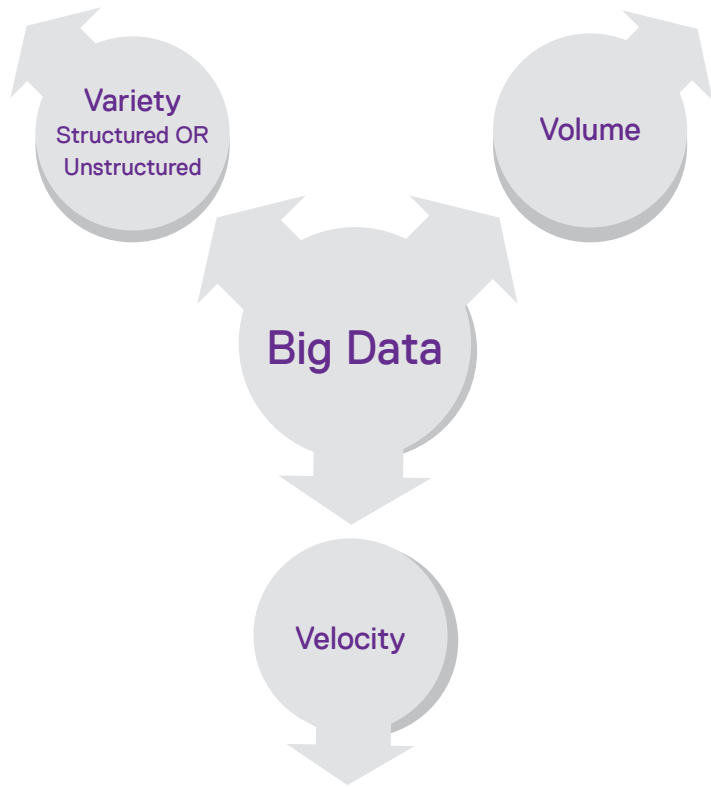
NEARLY HALF OF BIG DATA USE CASES IN SALES AND MARKETING IS DEDICATED TO CUSTOMER ANALYTICS. OPERATIONAL ANALYTICS AND FRAUD DETECTION FOLLOW WITH 21% AND 12%, RESPECTIVELY.

Source: Forbes



<< PREVIOUS

NEXT >>



## The 360° Utopia

Knowing an individual customer's behavior, actions and profile much **more intimately** leads to the much-vaunted '**360° view**'. This is a complete overview, in one location, of how, why and when your customer interacts with you – and what they do.

Increased granularity of the customer typology can lead to more **personalized offers** and communication, changing the overall **customer experience**.

Multi-segmenting customers is possible, too.

## Sentiment analysis

People base decision-making on **emotion** as much as they do on **cognition**. Sentiment analysis can **demonstrate the prevalence of emotional factors** and see when and how people make certain decisions.

Monitoring Big Data from a disparate array of sources helps can help marketers and salespeople understand trends among their audiences. Is the customer ready to buy? Are they hesitant? What do they need? All of that information is lurking in the data.

These data streams can come from social media trends, tonal shifts in online communication, or IoT-data.

# 48%



THIS IS THE NUMBER OF COMPANIES THAT THINK CUSTOMER EXPERIENCE IS A COMPETITIVE DIFFERENTIATOR.

Source: Deloitte

# 52%



MORE THAN ONE IN TWO SALESPEOPLE STILL RELY ON MANUAL METHODS IN CRM.

Source: Salesforce

## The keys to success

Only when the IT setup is **aligned with the business objectives** and vice versa can data truly flow through the organization unimpeded. Then, it can be brought together to form the basis of a coherent analysis and action plan.

As such, transformation initiatives that want to take advantage of Big Data are **not just about technology, but also about mentality.**

We can identify the following keys to success for an IT transformation initiative:

- 1 **Transparency:** data flows to and comes from a single source of truth
- 2 **Scalability:** an IT setup that can adapt quickly to changing needs of scale
- 3 **Maintainability:** the system must be easy to use and require as little intervention as possible
- 4 **People orientation:** easy to access and setup according to UX logic
- 5 **Shock-resistant:** security, high availability and built-in redundancy are key

<< PREVIOUS



## A CLOSER LOOK: DELL EMC CUSTOMER CASE LEVERAGING THE DATA LAKE MARKET SCIENCE LAB BRINGS IN OFF-GRID DATA

- 1 **Customer:** Market Science Lab
- 2 **Challenge:** Unifying the data streams of the company's sales and marketing siloes to turn them into one hybrid source of data for sales and marketing activities – a data lake.
- 3 **Solution:** Based on evolving Big Data technologies, including Greenplum, Hadoop and multiple tiers of execution capabilities, the data lake can rapidly process large volumes of data—including structured, unstructured and semi-structured—into a central repository to allow the Marketing Science Lab and users across EMC to leverage Big Data to drive business value and success.
- 4 **Benefits:** The data lake allowed it to bring in massive amounts of off-grid data and match it up with internal data to identify market prospects. Marketing and Sales are strong advocates of the data lake, sharing its benefits with customers who visit the physical Marketing Science Lab showcase in Santa Clara, California. They demonstrate the great synergies that exist between the two business groups.



### KEY TAKEAWAYS FROM THIS CHAPTER

- Big Data can help hyper-segmentation and hyper-targeting the customer
- IT is the backbone for transformative use of Big Data
- Successful transformation requires both mental and technological shifts
- Data lakes can be a vital asset to current and future marketing efforts

NEXT >>

## CHAPTER 3

# The hyper-aware customer

People are soaked in information compared to just a generation ago. Customers can **compare services and products** instantaneously **like never before**.

What's more, this overabundance of **information has bred awareness**. The super-informed customer has changed the buying cycle forever.

Customers have also developed ways to **sift through content** that doesn't respond to their needs or doesn't answer their questions.

### The hyper-aware customer

- **knows** the facts, or has ways of quickly finding out the facts
- **trusts** sources that have proven their worth
- **prefers** one-on-one, horizontal relationships with businesses
- **wants** maximum value for a minimum of investment in time and data

How can organizations best serve the hyper-aware customer?

# +3

RESEARCH INDICATES THAT AVERAGE IQ SCORES RISE BY THREE POINTS EVERY GENERATION.

Source: LiveScience



NEXT >>

<< PREVIOUS

## Corporate social responsibility matters

The hyper-aware customer has **quick access to all relevant facts** about a business they're looking to buy from. If the knowledge they want can't be found in the company's content, they'll find it elsewhere. Since a company would ideally like a prospective customer to spend more time on their turf, **freely providing them with information they want is paramount.**

Consumers are willing to pay more for services in tune with their values.



# 66% | 73%

ACROSS THE WORLD, TWO-THIRDS ARE WILLING TO PAY MORE FOR A COMPANY WHOSE PRODUCTS AND SERVICES ARE SOURCED ETHICALLY. FOR MILLENNIALS, THIS NUMBER IS CLOSE TO THREE OUT OF FOUR.

Source: Huffington Post

What's more, **even the perception of dishonesty matters.** Research by Mintel indicates that 35% stops buying from brands even if there is no clear proof to the perception that a company may be involved in unethical business practices.

Corporate social responsibility's (CSR) importance is increasing, especially with younger generations (who tend to be more "hyper-aware") such as Millennials and Digital Natives maturing.

Marketing channels **are to walk a thin line** between giving an honest account of the CSR policies and using them loosely. Good storytelling tailored to the channel helps – **with facts, figures and sources.**

# 56%



OVER HALF OF AMERICAN CONSUMERS SAY THEY STOP BUYING FROM A BRAND INVOLVED IN UNETHICAL PRACTICES.

Source: Mintel



## A CLOSER LOOK: DELL EMC CUSTOMER CASE KEEPING UP WITH A BOOMING BUSINESS AUBERT INVESTS IN HYPER-CONVERGED INFRASTRUCTURE

- 1 Customer:** Aubert, a leading children's clothing and retail company.
- 2 Challenge:** A legacy IT system could no longer reliably keep up with the site's annual 25 million visitors and its burgeoning business. The back-end systems were slow and near end-of-life. Speed, agility and scalability all needed to get to the next level.
- 3 Solution:** In collaboration with partner ASPC, Aubert implemented a Dell EMC setup of hyper-converged infrastructures with web scale appliances, servers, networking and backup.
- 4 Benefits:**
  - 83% faster access
  - 50% faster data backups
  - 30% greater IT efficiency
  - 20% increase in customer traffic

## The horizontal customer relationship

One consequence of the hyper-connected and hyper-aware nature of today's customer is that **traditional hierarchies are breaking down**. Technology and especially social media have made one-on-one relationships much easier and more accessible.

## The customer has the power to disrupt.

This power is real. Well-intentioned **marketing campaigns can be derailed** by users who are not even necessarily malicious, but doing it because they can. This makes some companies nervous in their embrace of new media, but fear is rarely a good advisor.

Audiences are aware companies are trying to sell to them. **The Information Age has only increased that awareness** and the horizontal customer relationship makes it possible for

*“The lasting effects of a 1-star review exist in the same stratosphere as gossip and hearsay.”*

Melissa Parietti, Investopedia  
(source: Investopedia)

audiences to call out campaigns that are felt to be insincere, untruthful or intrusive.

## Peer-to-peer (P2P) review communities like Yelp further empower the customer.

Yelp is visited by 145 million people each month. Ubiquitous brands may be a little more insulated from individual customer reviews, **but local businesses can feel their impact**. While according to a BrightLocal study, only 13% of users will do business with a company that has a one-star review, its long-term effects are much harder to gauge.

“Not all users value the 1-star review,” writes Melissa Parietti of Investopedia, “Yelp users recognize that a negative review may not reflect information that is important to them. Customers color each review depending on their needs, and there are some concessions for ordinary events attached to business experiences.”

## From brand control to brand co-creation

Technology allows companies to use the more horizontal customer relationship to their advantage. Influencers are one way, and co-creation is another. For instance, LEGO has set up LEGO Ideas, which brings together building enthusiasts. Every year, the community selects a home-grown project and LEGO uses its distribution, marketing and sales muscle to sell it under their brand.

## Co-creation requires the right mindset, process and technologies.

Jacques Dughin, Director at McKinsey, writes: “Co-creation skills are an important capability for companies, requiring agile processes, quick test-and-learn cycles, and a deep understanding of customers. [... T]he masters of co-creation not only [deliver] high-quality products and service innovation but also sustain that impact over time.”

# 1%



ONLY ABOUT 1% OF MILLENNIALS CLAIM THAT A COMPELLING AD INFLUENCES THEM. THE REST ARE ALMOST NATURALLY SKEPTICAL OF ADVERTISING. THEY THINK IT'S ALL SPIN, SO THEY DON'T BOTHER PAYING ATTENTION.

Source: Huffington Post



### THREE RULES FOR CO-CREATION

- ◆ Target the right audience
- ◆ Find the right way to motivate
- ◆ Focus on a sustainable payoff

Source: McKinsey

## CHAPTER 4

## The hyper-protective customer

The customer **knows what's at stake**. Cyber threats to individuals, organizations and nation-states make the news headlines every week.

People adopt a cautious attitude to their data and their cyber safety. In tandem with the horizontalization of the customer relationship, consumers put up barriers and may react defensively if contacted recklessly, even if organizations mean well.

A strategic approach covers this issue from several angles:

- How to connect with the **unconnected**?
- **When** is it all right to contact your audience?
- How do you treat your **customer data**?



4% | 70%

A VERY LOW NUMBER OF CONSUMERS TRUSTS MARKETING AND ADVERTISING IN GENERAL. HOWEVER, 70% OF ALL CONSUMERS DOES TRUST CONTENT ON BRANDED PLATFORMS.

Source: Ipsos / Nielsen

<< PREVIOUS

NEXT >>

## Connecting to the unconnected

Not all customers belong to the hyper-connected group. Some even consciously do not. A survey by Assurant for DealerScope found out that consumers do see the benefits of “always connected” and devices with Internet of Things (IoT) capabilities. However, safety concerns make them hesitant.

Guaranteeing security in all channels is a must.

The advantages of connected devices are numerous. They can make tech support more direct and efficient, require less consumer intervention and can impact warranty. The preferences differ per device type, but the advantages are clear.

Consumers will want to connect if they are convinced by the value.

## Right here, right now

It is seductive to think that because many customers are always dialed in, they can always be contacted. They can be, but they don't want to. And it **depends on the type of product or service a business offers**, too.

Consider this quote from Customer Experience Insight: “For instance, utility customers tend to want **emergency notifications** texted to their cellular devices, B2B customers often prefer periodic emails notifying them of **scheduled maintenance** or contract renewals, and retail and tech customers are more likely to keep a keen eye on social media for **the latest news.**”

The situation is inverted when the customer reaches out to the company, however. There, the customer expects quick responses.

Real-time communication matters.

Some businesses opt for built-in **chat app** on their website. Others have **social media staff** on hand to immediately respond to customers reaching out through these channels. The classic phone channel still exists, too.

All these points require the right technology backbone.



### TOP INTERNET ANNOYANCES

1. REQUIRED REGISTRATION TO ACCESS CONTENT
2. AUTOMATIC VIDEO ADS
3. CONTENT OPENING IN NEW WINDOWS
4. LINKS THAT ARE ADS
5. BAD INTERNAL SEARCH ENGINES
6. SITE/CHANNEL DESIGNED FOR JUST ONE PLATFORM

Source: PC World





53% | 72%

OVER HALF OF SOCIAL MEDIA USERS EXPECT A RESPONSE FROM A BUSINESS WITHIN AN HOUR IF THEY ENGAGE IT ON SOCIAL MEDIA. THIS FIGURE RISES TO 72% WHEN THE ENGAGEMENT IS A COMPLAINT.

Source: Lithium Technologies



21%

RESEARCH INDICATES CONSUMERS SPEND ABOUT 21% MORE IF THEY RECEIVE GOOD SERVICE THROUGH SOCIAL MEDIA.

Source: Brand Watch

### With great data come great privacy concerns

The “always connected” customer is gold for data miners. A customer granting permission to use their data is doing you a favor. However, reckless treatment of that data could sour the customer relationship.

Customer data should be treated with the same care as the customer itself.

Regulation is on the horizon. A major milestone is the introduction of the General Data Protection Regulation. It will become law in all 27 European Union states in 2018. Citizens will have the right to withdraw consent to their data being processed. They will also be able to appeal automated decisions based on that data, as well as have the right to data erasure.

The connected customer thus also becomes the protected customer.



## DELL EMC

### A CLOSER LOOK: DELL EMC CUSTOMER CASE 27 MILLION PEOPLE, ONE CLOUD WOOLWORTHS GOES HYBRID

- 1 **Customer:** Woolworths, Australia and New Zealand’s largest retail chain
- 2 **Challenge:** Keeping up with the continuing expansion into Asian markets as well as the consumption habits in domestic markets, by breaking down a legacy silo system.
- 3 **Solution:** Woolworths is using two Vblock 720 systems to govern how its workloads are hosted between cloud “zones”, including virtual data centres, offshore hosting environments, and software-as-a-service (SaaS) offerings.
- 4 **Benefits:**
  - Reduced TCO by 25%, 24/7 high availability
  - Provisioning time is reduced from 6 months to as little as 6 weeks
  - Groundwork

*“We no longer need to worry about the complexities and the relationships between various [technology] components.”*

Matt Chamley,  
Head of Infrastructure, Woolworths

450million

GDPR WILL COVER OVER 450 MILLION EU CITIZENS, ALL OF THEM CURRENT OR POTENTIAL CUSTOMERS. THIS HIGHLIGHTS THE IMPORTANCE OF CAREFUL DATA MANAGEMENT.

Source: CIA World Factbook

## Right there, right then

Privacy concerns and sensitivity to spam and annoying push marketing doesn't mean that companies can no longer contact their audience first. Business Brief indicates that about 15% of all customers are looking for a different vendor or solution at any given time.

*35% is willing to listen to a more interesting offer even if they're not looking.*

There are other ways to reach the connected customer, too. "Surveys allow businesses to identify user needs directly," according to Reuben Yonatan, CEO of GetVoIP, in a CIO.com interview. Surveys can be intertwined with gamification or attached to incentives, and produce more interesting data than a direct sales pitch.

In social media, it comes down to being an engaging conversation partner. **This means offering the right content at the right time.**

Webinars can be thrown into the channel mix, too. They can add value for the existing customer base or reel in prospects who may not yet be ready to buy.

*Webinars can up a business as a thought leader and make the customer smarter at the same time.*

*"Engage your followers and keep conversations going."*

Ian Aronovich,  
co-founder of GovernmentAuctions.org  
Source: CIO.com

## Security bolstered by IT and Big Data

On a macro level, privacy and security can take advantage from IT evolutions, too. Data protection is one thing, but sentiment and trend analysis can help **predict instability, crime and even natural disasters.**

Governments and private institutions also recognize Big Data's role in **preventative healthcare and suicide prevention.**

*"Strong data and surveillance methodologies help us identify our most at-risk populations."*

Dr. Keita Franklin,  
Director of the Defense Suicide Prevention Office

*i*

### THURSDAY

Research suggests that Thursday is the best day for a 'cold contact' with a potential prospect.

Source: Business Brief



<< PREVIOUS

NEXT >>



## A CLOSER LOOK: DELL EMC CUSTOMER CASE THREAT ASSESSMENT THROUGH IT

### PRESCIENT USES BIG DATA ANALYTICS TO INCREASE SAFETY

- 1 **Customer:** Prescient, a global provider of full-spectrum intelligence, technology, and risk management offerings, created a start-up division, Prescient Traveler. It wanted to launch a mobile traveler safety application that used Big Data analytics to track the whereabouts of travelers worldwide.
- 2 **Challenge:** To remain accurate, Prescient Traveler must process huge amounts of structured and unstructured data, which could grow up to a terabyte per day. With people's lives at stake, alerts must be issued within seconds of discovering a dangerous scenario. Prescient Traveler needed a Big Data infrastructure that could meet such extreme requirements.
- 3 **Solution:** Dell EMC Isilon · Dell EMC XtremIO · VCE Vblock Systems · PrescientTraveler™  
Mobile and Dashboard applications · SAP HANA · Hortonworks Data Platform (HDP)
- 4 **Benefits:**
  - Reduce the cost per gigabyte of data by 84 percent
  - Enabled real-time data access and analysis to ensure traveler safety
  - Achieved high performance and scalability for fast launch and expansion of new services



#### KEY TAKEAWAYS FROM THIS CHAPTER

- Customers giving you data is a privilege that should be treated with care
- We must be ready for the un- and underconnected
- Outbound marketing can still be attractive with the aid of technology
- IT and Big Data can help play a role in preventative security

## IN CONCLUDING

# The hyper-iceberg

The hyper evolutions keep coming. They continue to change our lifestyle, consumption habits and the way we communicate.

Ultimately, the hyper-connected customer is embedded in hyper-connected communities, hybrid forms of real-life and online groups. We stand on the cusp of a new era, staring down an iceberg of change.

Let's get in on this adventure.



## ABOUT DELLEMC

Dell EMC offers **pragmatic innovation** to its customers, from the largest company to the smallest individual consumer. Together, we identify and analyse your needs, and help implement a solution that is specifically tailored to transform your IT and **close the gap between business and technology**. We have the necessary know-how to connect you with all the technologies that you need to come out on top, both within and outside of your organization. We want to be your **partner all the way** this is the finance one.

### Let Dell EMC help realize your digital transformation

Dell EMC, a part of Dell Technologies, enables organizations to modernize, automate and transform their data center using industry-leading converged infrastructure, servers, storage and data protection technologies. This provides a trusted foundation for businesses to transform IT, through the creation of a hybrid cloud, and transform their business through the creation of cloud-native applications and big data solutions.

Dell EMC services customers across 180 countries – including 98 percent of the Fortune 500 – with the industry's most comprehensive and innovative portfolio from edge to core to cloud.

**So where technology is concerned, we're clearly playing to win.**



**Sources****CHAPTER 1****9 in 10 household brands face declining brand loyalty**

<https://www.forbes.com/sites/kathleenkusek/2016/07/25/the-death-of-brand-loyalty-cultural-shifts-mean-its-gone-forever/#337cf05d4dde>

**50 billion devices online**

<http://www.independent.co.uk/life-style/gadgets-and-tech/news/there-are-officially-more-mobile-devices-than-people-in-the-world-9780518.html>

**More devices than people are connected to the Internet**

<http://propertyupdate.com.au/many-devices-connected-internet-infographic/>

**95% of all CEOs think improving CX is important**

<http://www.customerexperienceinsight.com/customer-expectations-you-must-meet-now/>

Gartner's gamification predictions for 2020

<http://www.growthengineering.co.uk/future-of-gamification-gartner/>

**Mark Rosewater's laws of design**

<http://forums.mtgcardsmith.com/discussion/1404/mark-rosewater-s-lessons-on-design>

**An enticing brand personality matters more than authenticity**

<http://adage.com/article/agency-viewpoint/authenticity-trap-marketing-millennials/306181/>

**Content is still king**

<https://www.b2bmarketing.net/en/resources/blog/why-content-still-king>

**CHAPTER 2****Nearly half of Big Data use cases is devoted to customer analytics**

<https://www.forbes.com/sites/louisolumbus/2016/05/09/ten-ways-big-data-is-revolutionizing-marketing-and-sales>

**48% of customers think CX is a competitive differentiator**

<https://www2.deloitte.com/uk/en/pages/press-releases/articles/customer-experience-rethink-crucial-as-consumers-opt-for-online.html>

**52% of salespeople still rely on manual methods**

<http://www.salesforce.com/blog/2016/03/rethinking-field-service.html>

**CHAPTER 3****IQ rises with 3 points each generation**

<http://www.livescience.com/37095-humans-smarter-or-dumber.html>

**Two-thirds of consumers want to pay more for ethical brands**

[http://www.huffingtonpost.com/danielle-sabrina/rising-trend-social-respo\\_b\\_14578380.html](http://www.huffingtonpost.com/danielle-sabrina/rising-trend-social-respo_b_14578380.html)

**56% of Americans stop buying from a brand if it's unethical**

<http://www.mintel.com/press-centre/social-and-lifestyle/56-of-americans-stop-buying-from-brands-they-believe-are-unethical>

**Impacts of a one-star review**

<http://www.investopedia.com/articles/markets/110915/impacts-1star-yelp-review-company.asp>

**Only 1% of Millennials believe in ads**

[http://www.huffingtonpost.com/matthew-tyson/millennials-want-brands-t\\_b\\_9032718.html](http://www.huffingtonpost.com/matthew-tyson/millennials-want-brands-t_b_9032718.html)

**CHAPTER 4****Global trust in marketing and advertising**

<http://adage.com/article/media/marketers-media-trusts/298221/>

<https://www.nielsen.com/content/dam/niensglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>

**Top Internet annoyances**

[http://www.pcworld.com/article/189198/Fix\\_Internet\\_Annoyances.html](http://www.pcworld.com/article/189198/Fix_Internet_Annoyances.html)

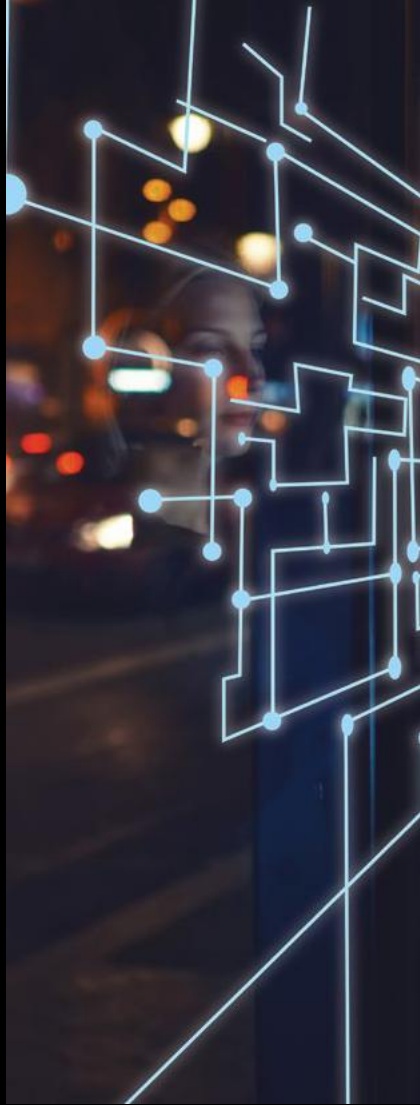
**53% of customers expect social media responses from businesses within an hour****Customers spend 21% more if they receive good service through social media**

<https://www.brandwatch.com/blog/marketing-provide-great-customer-service-via-social/>

**Thursday is the best day for cold calls**

<http://www.businessbrief.com/study-shows-the-best-worst-times-to-contact-potential-customers/>

© 2017 Dell Inc. or its subsidiaries. All Rights Reserved. Dell, EMC and other trademarks are trademarks of Dell Inc. or its subsidiaries. Other trademarks may be trademarks of their respective owners.



**DELL**EMC

