



# The Road to Digital Disruption

And the Companies that Enable or Facilitate Digital Transformation



Userlane Business Intelligence Report







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# Thank You!

**Thank you for your interest in our eBook. Before we start discussing Digital Transformation and present the companies which enable this revolution, let us first explain what the goal of this publication is, and what is going to happen next.**

## Vision

This is the first eBook in a series of publications on Digital Transformation. We are researching key areas of change management in order to provide up-to-date information about the current status quo and present useful resources via content and live events.

This book introduces the most salient and characteristic aspects of Digital Disruption and offers a list of companies that facilitate or enable Digital Transformation within different areas of the business structure.

Together with our live conferences and seminars (upcoming Gear Up! events), this paper will empower companies to take informed steps into Digitization. After conducting our own research and reviewing the testimony of several experts, whose learnings and strategies will also be presented, we offer vetted tools and resources to support companies in their individual transformations.

Our long-term vision is a collaboration between all enablers and facilitators in creating a central hub of innovation to accelerate and drive digital transformation.

## Mission

Digitization is a strategy that centralizes around customer experience and customer journey. The implementation of such an approach requires businesses to adopt and then implement numerous software applications which serve the purpose of streamlining and automating processes.

Userlane makes it possible for companies to introduce software without incurring the corresponding staff-training costs. Our technology facilitates the seamless introduction of new tools, simultaneously reducing internal resistance to change.

Therefore, because of our unique ability to integrate the software companies require for their digital transformations, Userlane plays a pivotal role in the era of digital disruption and serves as a main facilitator for the digitalization of services.

## Goal

The goal of this first publication is to outline the main concepts connected to change management. In the process, businesses are presented with valuable knowledge concerning the applications and services which are currently revolutionizing the way we do business.

The tools and applications we report in this book have been selected as champions within their respective categories, from service virtualization to marketing automation, data management to communication, and various other areas which are currently being disrupted by new requirements and expectations.

The cloud solutions presented in this publication have proven to be key elements of an effective digital strategy, and have already been successfully implemented by mid-sized businesses and large corporations worldwide.

This paper provides a useful overview of both the services which enabled Digital Disruption, as well as the sectors which have been most heavily affected by it.

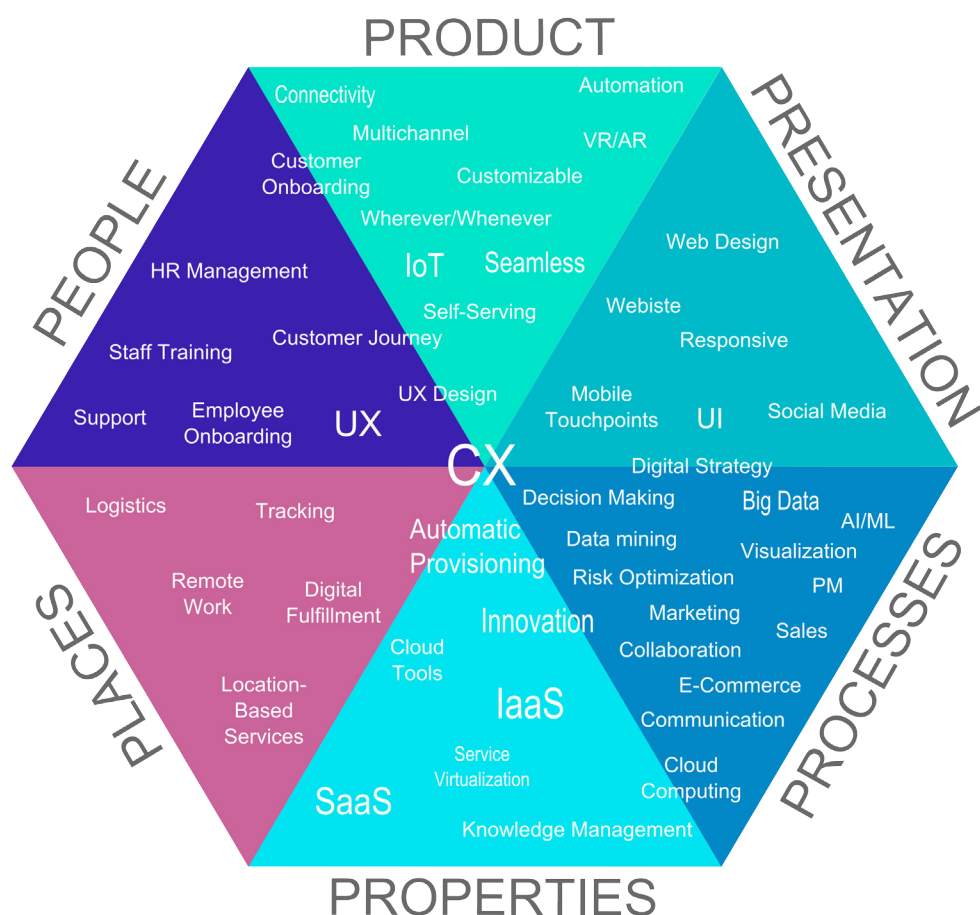


# Introduction

When we speak about businesses undergoing digital transformation, we are referencing more than simply implementing software. Digital transformation is a digital redirection of corporate strategy that affects every aspect of the company. Particularly, the strategy is linked to changes in the management mentality and the scope of operational and non operational activities aimed at creating a flawless customer experience.

Needless to say, this process also involves the implementation of several different software applications to streamline and automate processes in several different key areas while meeting customer expectations. However, this only represents one single aspect of change management.

Modern transaction models push companies to increase speed and efficiency as a response to customers who are fully empowered in terms of both information gathering and decision making processes.



*Areas affected by digital transformation divided into Functional Categories. More relevant concepts appear larger on the chart. The main objective, a memorable and smooth customer experience, is the connecting hub of the Digital Strategy.*

# The Forces that are Making Digital Transformation Necessary

Now more than ever, the digitalization of core processes is no longer a choice. Due to structural changes in the markets and customer behavior, companies are required to react immediately. The main forces which are currently pushing the business environment towards new technologies are both contextual (globalization, competition) and intrinsic (customer expectations.)

## Globalization

Globalization has opened up businesses to new prospects, opportunities, and markets. Nowadays, enterprises have to expand their reach to customers, suppliers, and employees who are scattered at every end of the globe.

In turn, this leads to **complexity** and **detachment**.

**Complexity** is driven by resources and ramifications within the processes. Digital tools are necessary to make informed and fast decisions. Every aspect of the value chain, from hiring to HR management, CRM, product design, promotion, and sales needs to implement tools that enable rapid and accurate data driven decision making processes. This data needs to be collected, visualized, and analyzed. Artificial intelligence and machine learning offer solutions which are a thousand times faster and better at finding correlations and making decisions or, in general, at coping with complexity.

**Detachment** derives from the fact that companies need to rely on agency and brokerage services to interact with customers and suppliers. However, the digital era requires companies to reconnect with the vertical segments. Digitization allows businesses to create tight links with remote workers, suppliers, and customers.

Every operational or strategic step, from collaboration to communication, product management or design can be optimized to face the challenges connected to dislocation and intricacy.

Virtually every process can be automated to increase efficiency and speed.

## Competitiveness

It is relatively simple for new entrants to revolutionize a specific industry. For businesses to remain competitive and, generally speaking, “surviving disruption” it is vital to introduce a digital strategy which enables corporations to predict imminent shake-ups and react quickly.

## Profitability

Studies [Dr. Didier Bonnet - Leading Digital Transformation] show that companies that invested in a solid digital strategy and implemented it across the board are on average 26% more profitable than other businesses. There are no definitive correlation studies that prove causality, but this trend seems to be a typical characteristic of successful businesses. What we do know for sure is that the time to act is now. Leaders in digital transformation are moving fast and are dictating the new rules within their respective industries.

In general, we know that automation and digitalization lead to higher productivity which, in turn, leads to higher output and faster cash flow.





# Customer Expectations

Customer expectations have changed dramatically with digital products and services intertwining with more aspects of their lives:

## Control

In the digital era, customers need to feel in control of all the elements within their journey, from discovery to implementation, while being guided through the process.

## Independence

Customers are now used to interacting with businesses through several different touchpoints and being able to access products and services **whenever** they want and **wherever** they want on demand.

## Instant Gratification

Every aspect of the customer journey needs to be **immediate** and **ubiquitous**.

## Individuality

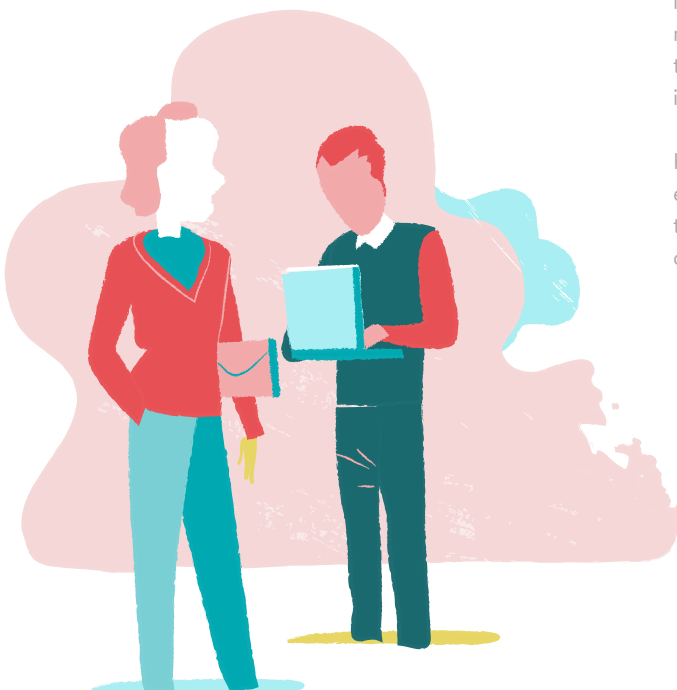
Acquisition and implementation needs to be provided through on demand solutions while customers need to be fully aware of the fact that they will be able to work with customizable solutions that will be shaped according to their needs.

These necessities are strictly connected to an abundance of resources and niche solutions. Every sphere of customers' daily lives is currently in the process of being digitized.

Software applications were once important assets that would involve time-consuming processes linked to acquisition and implementation.

Nowadays, applications are turning into commodities which are fantastically easy to acquire, trade, and dismiss. Instruments for retention are not solely intrinsic to the solution itself, but are now spread across every interaction that brands have with each customer individually.

Hence, every element of the customer experience becomes a precious occasion to solidify the bond between the company and their clients.





## Adapt or Perish

**To compete in this fast-paced and hyper-competitive environment, mid-sized and large companies need to guarantee that every aspect of the customer journey occurs in real time and with very little friction.**

This development requires corporations to put in place agile processes that allow them to carry out operations which comply with the current standards. Driving digital transformation within a corporate business involves:

- Changing leadership and management mentality
- Adapting structures and organizational activities
- Revolutionizing processes
- Displacing services to offer local support
- Working with virtual solutions to scale up operations
- Quickly implementing software solutions which are designed to enable digital transformation
- Innovating at a much faster pace than in the past
- Pushing new solutions at a much faster rate
- Streamlining decision making processes
- Working with agile tools
- Allocating time, resources, and tools specifically for this purpose
- Being able to interact with and reach out to each single customer individually

This climate seems to be more favorable for smaller and newer companies. This trend is evident when looking at the sheer amount of newcomers that quickly outperform Fortune 500 firms in terms of valuation, revenue, growth, and innovation.

Larger enterprises are having a much harder time adapting to the new environment. Whereas startups are currently being shaped specifically for facing the challenges of the market, well-established corporations have to reconfigure their entire structure to adapt to the rules imposed by the fourth industrial revolution.

Additionally, lean structures within startup businesses can easily be re-arranged and adjusted, while complex matrix-based units within large businesses are much harder to be reorganized.

That would lead us to conclude that a startup business will always be at an advantage over enterprises in terms of speed and innovation. However, the good news for large corporations is that startups often lack financial resources that are crucial within the scope of research and innovation.

If implemented wisely, these assets would allow large businesses to lead digital transformation as it happened with companies like Nike and Samsung.





# How to Be in the Winner's Circle

**One of the biggest obstacles to digital transformation is resilience. Structural and software legacy create a familiar environment for companies in which they operate freely according to well-rehearsed processes and rules.**

Moving into a new territory is both difficult and risky.

In this case, we might conclude that experience doesn't represent a form of competitive advantage for corporate businesses anymore. Startups rely on the know-how and competence of the founding team, employees, and often coaches, mentors, and investors.

Big firms can work with a large team of experienced managers, advisors, and consultants.

The problem here is that the new generation of startup teams is tech-savvy and born directly in the digital transformation era. Their approach is already fine-tuned to the new market conditions.

Habits and notions which are integral components of pre-existing managerial structures in large enterprises can represent obstacles to innovation instead of being key to the new paradigm shift.

That's why digital transformation is firstly approached as a change in management mentality rather than a simple series of roll-out programs for digital platforms.

There is some more good news, though. Digital transformation may force businesses to move into a new territory, but it also offers new decision making and risk profiling procedures that can enable managers to make informed strategic decisions.

Data-driven marketing and sales tools allow companies to improve targeting and create customization. Digital transformation is currently being driven by marketing elements which range from product management to customer care, and this derives from an increased need for customer intimacy.

The first step is, therefore, implementing solutions and processes that allow businesses to get in touch with their customer persona, design tailored solutions for their needs, create a smooth customer experience throughout the whole interaction with the brand and product, and support them at a personal level.

Every operational change needs to be reflected in a structural change. When the Internet era bloomed in the nineties, Microsoft approached the new environment by firstly restructuring the whole organizational chart and horizontal structure of the company. They combined departments that were once separated units into single entities while creating or acquiring whole new divisions that were specifically designed to deal with online solutions.

The same holds true for companies that restructured their vertical and horizontal

matrixes once mobile became a hot topic for driving innovation.

These changes can occur in small steps or be implemented at large scale with the support of experienced consulting companies that are now focusing all their efforts into leading digital innovation. It appears however that rapid adaptation and smart inception of new units is playing an important role for the competitiveness of the business.

At the same time, companies are also changing their hiring processes in order to acquire internal resources that can cope with modern patterns and procedures.

All in all, digital transformation does not only involve single departments like R&D or marketing. Companies are expected to transform their day-to-day operations in every unit, from HR to accounting, procurement, key account management...

It's a huge revolution that needs to start from the executive level and be communicated clearly to all the management and clerical units.

People need to become familiar with these tools, mentality, and must be open to changing and accepting the new rules of the game.

Without a change in mentality, there can't be any change in processes.





## Elements of Digital Transformation

The keywords in these new surroundings are virtualization (to scale up fast and adjust processes quickly), digital fulfillment (at every level of the supply chain), value-adding processes (at every stage of the customer journey), ubiquity (multi-channel or no-channel), smart tools (AI, ML), connectivity (IoT, tracking technologies, multi-platform solutions...), seamless implementation, automatic provisioning, and risk optimization.

Digital transformation is not simply moving away from standard desktop applications and entering the world of SaaS and IaaS; it is a strategy. And as every strategy, this requires clear objectives (a compelling and remarkable customer experience), tactics, short and long-term goals, dedicated units, resources, tools, project management, a clear timeframe, and monitoring tools for evaluation and adjustments.



# Different stages of digital transformation

**Conservative companies** are those that seem to be implementing digital transformation only in few areas or not driving change management at all.

**Early adopters** are companies that immediately hopped onboard the digital strategy train and are currently working with completely new business models and corporate structure.

**According to the current level of implementation, companies go through six stages of digital transformation assimilation:**

## 1. Legacy Stage

Companies at this stage, still rely on familiar processes and technological legacy to carry out operations and make strategic decisions. There are several reasons why a company may be linked to tradition. For companies that understand the importance of digital transformation, main obstacles are usually represented by security concerns, timing, lack of guidance/management support, lack of dedicated resources, issues connected to an inflexible structure, internal resistance, conservative approach, and regulatory constraints.

## 2. Experimentation Stage

At this stage, companies start questioning the status quo and introduce the first experiments in localized areas. These first attempts are usually initiated by teams in different departments and are only limited to individual processes.

## 3. Formalized Stage

Small pockets of innovation can spread through entire areas which depend on each other and then move along other stages of the supply chain. At this point, companies roll out pilot projects which are usually introduced by the management and involve an entire unit. While looking for and comparing new resources, companies create roadmaps and business cases often with the external support of specialized agencies.

## 4. Strategic Stage

After acquiring tools and gathering know-how companies are usually ready to implement an actual digital strategy which affects the entire organization.

The transformation starts with goals and allocating resources and budget. The project is ongoing and the firm introduces KPIs to monitor and adjust its strategy. Changes in mentality and structure are deployed throughout the whole organization. New units and teams are specifically created with the purpose to support the new strategy.

## 5. Converged Stage

Eventually, the whole company strategy revolves around the new goals. Entire teams of dedicated professionals are put in place to coordinate and maintain the strategy.

All processes are affected and the whole implementation starts from the hiring policy. Roles change together with the organizational chart. The company now relies on a solid knowledge base which grows with the organization.

## 6. Innovation Stage

For many companies, customer experience and digital strategy become a way of conducting business and making decisions. Innovators adapt their current business strategy or introduce a revolutionary new business model that is clearly in line with the current requirements of the market. At this stage, company become first time movers and set the example for other businesses while modifying the surrounding ecosystem instead of adapting their corporate strategy to it.



# What digital transformation leaders are doing

**Digital transformation means introducing a brand new business model or adapting existing procedures to the current environment. Different companies approach this revolution in different ways.**

**Disruptors** are companies that entered the market and transformed the whole industry with new transactional models. Think of AirBnB, Spotify, Netflix or Uber.

**Adopters** are companies that adapted their business model and introduced new technologies to optimize operations. Think of Starbuck's, Adidas or Amazon.

**Digital Masters** are a minority of companies that managed to drive leading digital transformation and whose frameworks can be studied to code best practices in this field. The common elements that characterize these companies are leadership, tenacity, resources, digital capability and a smart balance between centralized governance and empowerment.

Revising a business model, doesn't mean scrapping the entire supply chain and starting from scratch. Innovation often requires companies to simply combine existing products/processes with streamlined and more modern solutions.

Starbuck's still sells their own coffee and does this at brick and mortar locations using the same ingredients as before. However, they managed to implement communication tools, wi-fi, and modern payment solutions within their business model that create a much smoother customer experience. All these innovations are mirrored in their ERP and BI processes.

Burberry still offers a touch and feel approach to its customers. Nonetheless, they managed to introduce VR and AR solutions in their stores that allows customers to virtually try on and combine accessories and colors.

Adidas nailed the concept of customization with the introduction of a design platform for customers that enables them to create their own shoes. This feature has now been replicated by other manufacturers while digitalization has penetrated all other areas of design, production, logistics, and management.

Phantom introduced the first drones which were completely designed by AI. Their solution is aimed at meeting product requirements while controlling production and logistics costs. This allowed them to become industry leaders due to speed and efficiency.

Digital innovation can guide the introduction of new business models and simplified transactions. It can lead to disruption but it can also simply be implemented to remain competitive and optimize existing processes.





# Digital Transformation Influencers



**Sean Si**

**CEO and Founder of SEO Hacker and Qeryz.**

"Keep testing. Never take anything at face value. Even customers don't know what they want. Test everything to get to the truth through data."



**Johannes Müller**

**Co-Founder / CEO of Workpath.**

"Digitization is first and foremost about a transformation of culture and leadership. Organizations need to develop into ecosystems of dynamic teams and enabling leaders that manage work around shared values and clear, measurable goals."



**Catharina van Delden**

**Founder and CEO Innosabi**

"Digital transformation does not end with digital products or services. The companies who lead their industries into the digital future are the ones who also enable the transformation of organizations and culture. Strict boundaries and rigid processes have to make way for new forms of openness and collaborative ecosystems. It is no coincidence that the core principles of agile software development offer the best possible guidance for the successful digital transformation of entire corporations."



**Per Made**

**CCO/Co-founder at Funnel.io**

"As a media buyer, it is essential to track and measure the cost efficiency across every network, platform, and publisher in a consistent way. No matter what your ads are selling, there is an ROI, and you need to know what it is, at all times. Until now very few ad tech tools were created to empower the central player in the media market - the buyer."



**Juuso Lyytikä**

**Head of Growth with Funnel.io**

"Leveraging automation is crucial for any business hoping to stay in the game and grow."



**Gabriel Frasconi**

**Director Central and Southern Europe, Zendesk**

"There are a number of challenges faced by mid to large sized businesses and many of them relate to the growing power of the customer in the expectation economy. Customers now expect companies to anticipate the issues even before they arise. When an interaction is necessary, it has to be frictionless and simple...not only to submit, but as importantly to solve. A well served customer will turn into an ambassador. And that's what Zendesk is for. Above all, it helps a business turn interactions into lasting customer relationships."



**Meira Primes**

**CMO Cloudyn**

"Cloudyn's cloud management solution addresses the unique challenges attributed to data transformation in the cloud, as experienced by enterprises. Each cloud provider has a different offering and structure, and Cloudyn helps companies to gain visibility and accountability into their hybrid multi-cloud deployments - through a unified dashboard - to subsequently achieve confident growth and maximum efficiency."



**Nick Churick**

**Marketing communications manager at Ahrefs.com**

"It's amazing how 'digital' took roots in our everyday lives and in nearly every business area. What's even more fascinating is its development rate."

The future huge spread and evolution of digital technologies are inevitable. Any business, that is not eager to adopt and evolve accordingly, will get extinct.

Digital Evolution will follow."



**Carol Luong**

**Business Development - North America at Leadfeeder**

"There is no longer a line between marketing and sales. And if there still is a line, you're likely losing out on thousands of dollars in opportunities, if not millions. Technology can help you streamline data and processes between marketing and sales. Embrace it or fall behind."



**Dr. Guido Wölky**

**Manager Strategic Alliances | SuperOffice GmbH**

"Everything we do and think about at SuperOffice has to do with sales. Our aim is to help our customers to find, catch and keep their customers. Today it is already obvious for us that we not only automate sales processes through our software and individual CRM user plans. We also integrate and network our solution with other processes and software solutions along the entire value and supply chains. This is essential because it is the only way to provide our customers' employees with the most relevant information in sales, marketing and service within SuperOffice CRM."







## Companies within the digital transformation

**There are several players in the digital transformation sphere. Some companies are leaders and examples of leading change management. Other companies are enablers or facilitators.**

Enablers are companies that allow enterprises to drive digital transformation by offering tools and resources that need to be implemented to allow change to happen.

Facilitators are companies whose know-how and expertise can be used to trigger the transformation.

While innovators guide by example, facilitators transfer knowledge and best practices. Enablers design their own solutions to provide enterprises with the best tools to optimize product management and operations.



## The role of Userlane

Userlane is playing a pivotal role in digital transformation. Introducing more software applications and new processes into an existing organization is usually painfully connected to different problems:

- **Resistance/resilience to change**
- **High training costs**
- **Slow Uptake and Inefficiencies during the Introductory Phase**
- **Learning curve-related problems and retraining**
- **Obsolescence of existing training materials**

Every software application and new procedure need to be introduced and explained.

Userlane allows businesses to automate and optimize the process with real-time, interactive guides that are seamlessly integrated in any software application and intranet platform.



# Why we are the best at what we do



## Rapid and Effortless Change

Implementing Userlane in a digital transformation plan allows employees to be fully operative and efficient when operating any piece of software or going through any new process from the very first interaction. Fear and resilience to change are mitigated by the fact that agents feel guided and don't need to learn new procedures from scratch or look for information outside of the platform they're working on.

## Immediate Competence without Formal Training

Firms can save training costs because new applications automatically help users navigate through functions and operations automatically. Users are prompted every time a new feature or function is introduced and are instructed within the very same ecosystem. All employees, across different departments and locations can be trained simultaneously and in real time.

No matter how complex a process or an application is, Userlane guides steer users through each step and help them accomplish their new tasks. Whereas conventional training, video tutorials, and digital handbooks are asynchronous and detached from the system in which users are required to work, integrated Userlanes happen in real time, while users actually work on tasks and the virtual assistant guides them

directly on screen while working. Userlane guides represent a virtualization of an instructor or assistant that shows agents where to click next and what to do at each step.

## A Smooth Introductory Phase and Permanent Know-How

Users can recall specific guides at any time. Conventional training is often linked to problems which are connected to a classic learning curve. The more complicated a process is, the more likely it is for people to forget key elements if knowledge is not immediately activated through continuous practice.

Recursive processes become familiar, while other procedures are forgotten. Having access to a library of on screen guides is the most efficient way to compensate for these inefficiencies.

With Userlane, employees are fully operative with any given platform and process from the very first interaction. They have access to a permanent knowledge-base, can be trained instantaneously and simultaneously, and will never need to be retrained while being constantly in the know regarding new features and functions. Introducing new tactics and applications within the scope of a digital strategy becomes organic and frictionless. For training purposes, guides can be made mandatory and ordered so that each process can

be accessed on the basis of specific prerequisites set by the administrator. So, for example, accessing a Userlane might require the user to complete a previous guide first.

On top of that, different employees can be given access to different guides based on their position and authorization.

## Intelligent Guides that Automatically Adapt to Changes in Processes and Interface

One of the predominant issues with conventional training materials is the fact that videos or e-guides quickly become obsolete every time a process is modified or the user interface changes.

This obviously creates additional overhead efforts connected to production and adaptation which eventually delay the implementation of new digital platforms and firms incur recurring maintenance costs.

Userlane guides recognize changes in the User Interface and elements within a process and automatically adapt to the new environment.

Changes in the text can be performed via the editor instantaneously. Since modifications performed by the administrator are centralized, these are immediately reflected globally in the application bypassing issues connected to distribution.

”

Userlane is the main facilitator and central hub of a digital strategy that makes transformation possible by optimizing and automating the introduction of new processes and applications.





## Companies and Products that Enable and Facilitate Digital Transformation

Every element in a company structure needs to be streamlined and automated to face the challenges of the new digital era and to guarantee a better customer experience.

Here's a list of champions that can help your business digitize and optimize different aspects of administration and operations.

These are companies with a proven success record that we feel to recommend but it is important to emphasize that none of the businesses listed in this publication has paid us to be mentioned and that Userlane has no affiliation with any of the brands presented here.

We have no interests in referring any of the following services but we really believe that these firms can be strong and reliable partners in the journey to digitization.

The criteria we followed to select businesses for our paper include:

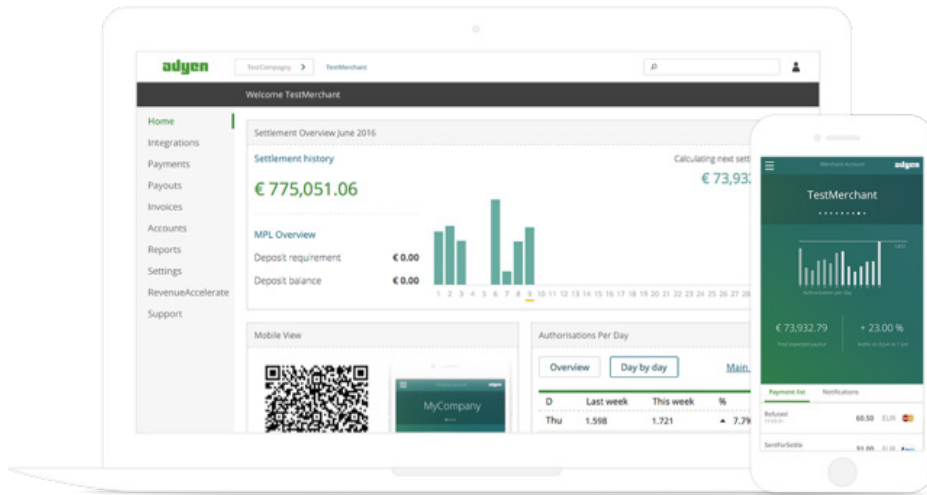
- Track record and Reputation in the market
- Scalability (solutions that can support both mid-sized businesses and large corporations)
- Role within digital transformation

Businesses are presented in alphabetical order.



# adyen

## Payment



Adyen is a technology company that provides businesses with a single solution to accept payments anywhere in the world.

We are only provider of a modern end-to-end infrastructure connecting businesses directly to Visa, MasterCard, and 250 other payment methods, and deliver frictionless payments across online, mobile, and in-store. With offices all around the world, Adyen serves more than 4,500 businesses, including 7 of the 10 largest U.S.

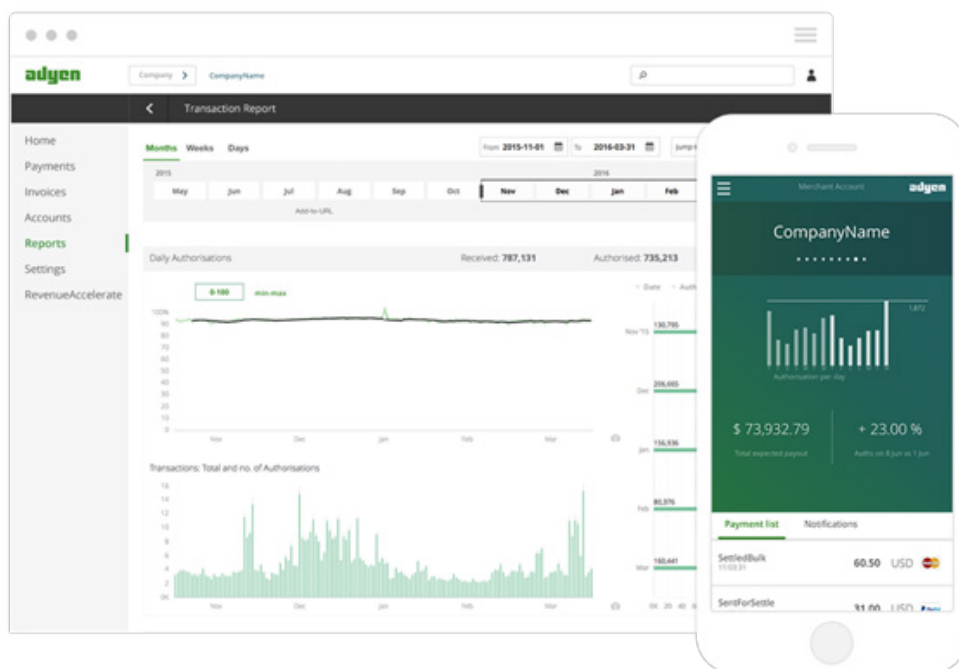
Internet companies. Customers include Facebook, Uber, Netflix, Spotify, Dropbox, Evernote, Booking.com, Vodafone, Mango, Crocs, O'Neill, SoundCloud, KLM and JustFab.

We see that there is a fundamental power shift happening in the world.

In the Old World, brands were more powerful than customers. Brands could control shopper experiences. Shoppers had to go into a store, make their selection from items in stock, get in line and pay at the register.

Technology has changed everything. Smartphones are now research and purchasing vehicles. Apps deliver goods and services instantly and conveniently. In the new world, customers are in the driver's seat: they choose how to interact with a brand, also when comes to payment. With Adyen, payments are frictionless and invisible. Because the Adyen platform is the only single platform in the world that is built from scratch, and thus makes it easy to let your shopper move seamlessly from your online store, to your mobile app and your physical store.

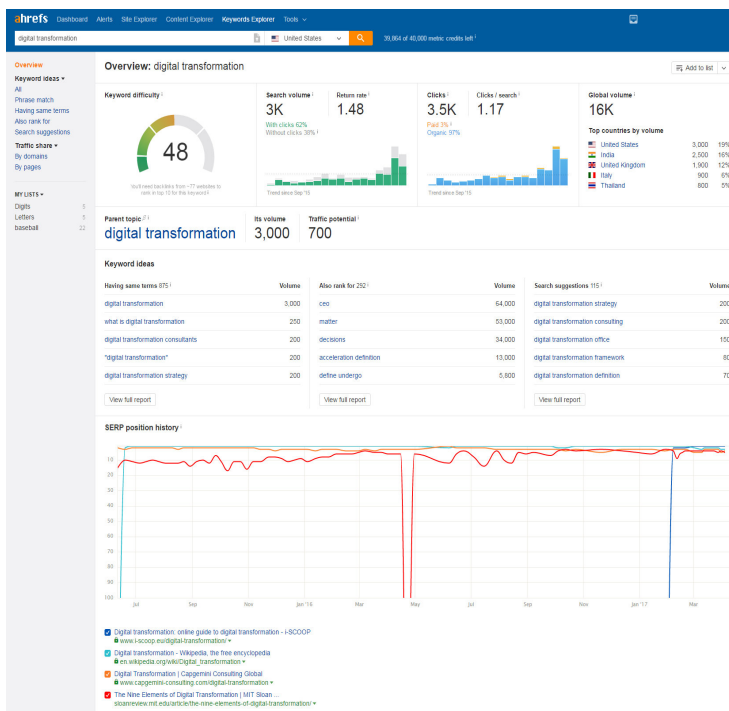
This provides countless opportunities for shoppers, building loyalty and increasing revenue. And because Adyen has full ownership over the entire payment flow you will benefit from global reach while having the best in class local solution - with only one contract and one integration.







# SEO, Content Marketing



Ahrefs is the ultimate set of tools for content marketing in general and for SEO in particular. It covers all the associated tasks: competitor analysis, keyword research, rank tracking, brand mentions tracking, backlink analysis and so much more.

Ahrefs runs on "big data." It has over 12 trillion links in its index and 4 billion keywords tracked. That's what makes Ahrefs one of the strongest tools on the market.

In the age when every business has an online presence, your website can't lag behind.

Ahrefs will help you outperform your competition in search results.

## 1. Discover your competition

Ahrefs will show you websites you're going to compete with in your online marketing strategy. Simply analyze your website in Site Explorer tool and see its 'Competing Domains.'

## 2. Analyze your competitors' websites and reverse engineer their marketing strategies

Discover the backlink sources of your competition, see what keywords and pages bring them the most traffic and reveal their top performing content. With this knowledge in mind you can develop your online marketing strategy to outperform your competition.

The special tools in Ahrefs' arsenal, like Link Intersect and Content Gap, will bring you the strongest backlink and keyword opportunities.

## 3. Go for the most promising keywords

Keyword research is the basis of any SEO campaign. Ahrefs Keywords Explorer tool will give you thousands of keyword ideas for over 100 countries. You can pick the most promising ones, based on search volumes and our exclusive keyword competition score.

## 4. Get the best ideas for your content

When it comes to content creation, there's just one bulletproof tactic: create outstanding content. But it's way too hard to come up with new great content ideas again and again.

That's where Content Explorer by Ahrefs comes in handy. It will help you discover the most socially shared and the most linked-to content on the web. Creating content is no longer a hit-and-miss. With Ahrefs you can only aim for a priori popular content.



## 5. Build high quality backlinks

It's not a secret that backlinks are still one of the most important factors for search rankings. Ahrefs will help you find the best backlink opportunities for your link building campaigns. Discover where your competitors' backlinks come from, see what content attracts most backlinks and use the full power of broken link building with Ahrefs.

## 6. Track your progress

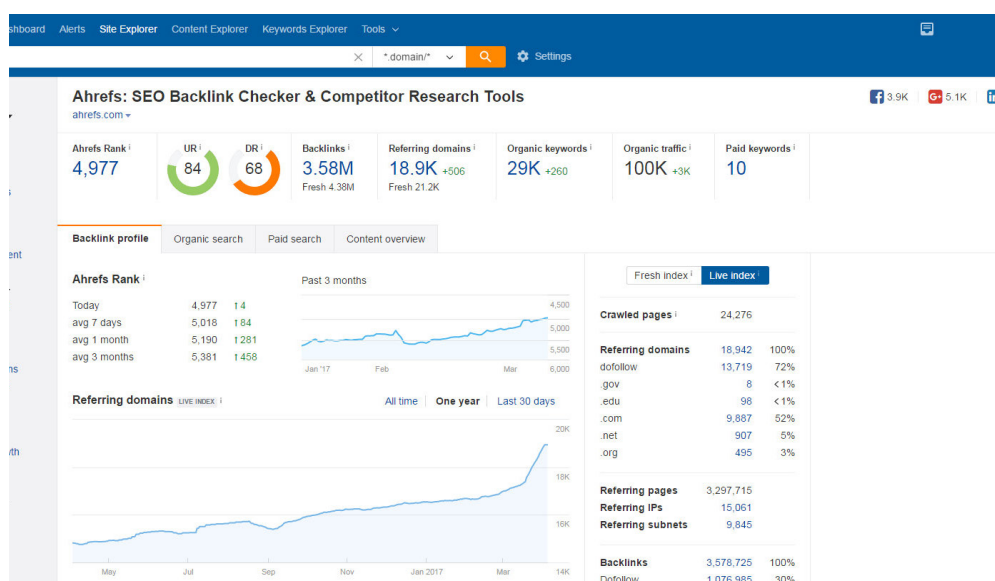
With Ahrefs you can track keyword rankings of your website or any of its pages in different countries over time.

Get notifications of the new and lost backlinks to your website and observe how your backlink profile influences your rankings.

## 7. Monitor mentions

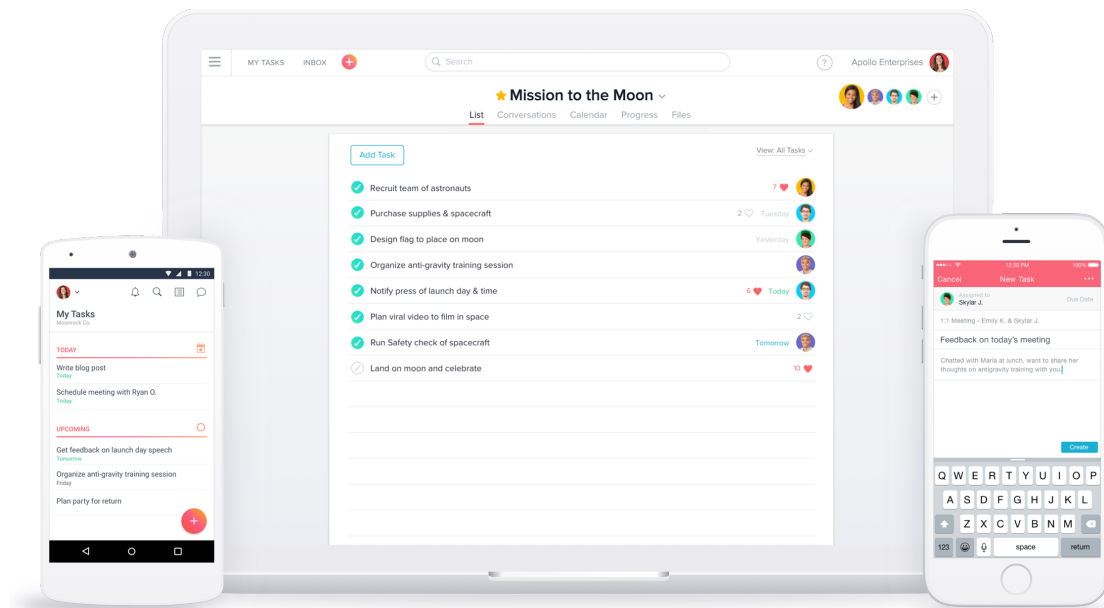
Get notified of new mentions of your brand on the web. Discover who is talking about you or about your competitors and use it for your good.

Ahrefs helps you with search engine optimization. And SEO is an essential part of a digital strategy.





# Collaborative Work Tracking Software



Asana is a fast-growing app that makes it easier for teams to track their work with greater clarity and accountability, and to be more effective.

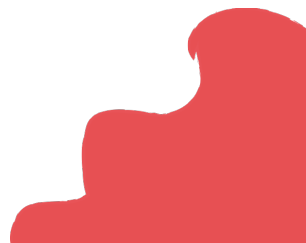
Asana is the only work tracking software that's both easy enough for any team to get going, and powerful enough to run your entire business. It's built to help teams seamlessly track and talk about their work together, from start to finish, so they can hit their goals and achieve results instead of wasting time on "work about work".

Work that customers collaboratively manage in Asana includes projects, campaigns, agendas, queues, and more.

With Asana, teams are able to:

- Organize their work into shared projects for most any type of initiative, meeting, process, or program.
- Structure their work and customize workflows to meet the needs of different types of operations and work styles.
- Share and access work details and collateral, including notes, due dates, sub-tasks and dependencies, and attachments
- Create, share, and discuss reports, progress, and status at both a high-level and detailed view; to track and manage everything from ideation to completion.
- Complete work on time, hit their milestones and goals, and generally achieve 45% greater efficiency (according to a recent Asana customer survey)

With Asana, you can add teammates to tasks and projects, as task followers, share projects with them, or mention them comments to keep everyone in the loop. Asana removes the need for email communication, endless group chat threads, and tiresome status meetings, replacing those wastes of time with a shared view on teamwork, and the clarity needed to get the next step done on time.







With Asana, you can organize multiple teams, projects and tasks -- and interrelate/overlap them as needed to manage the priorities for all your team members, from one single place.

You can always keep updated on changes to tasks and task completions, leave comments, give feedback, upload attachments or notes and set due dates. Besides, you can always delegate, prioritize and follow tasks and team members, receive automatic notifications on updates and task completions, add due dates, and even "Heart" tasks to express gratitude.

Other important features:

**Multiplatform:** The Asana Mobile app for the iPhone provides native application access to a growing portion of Asana features. You can also add and access data in Asana programmatically through a simple REST API.

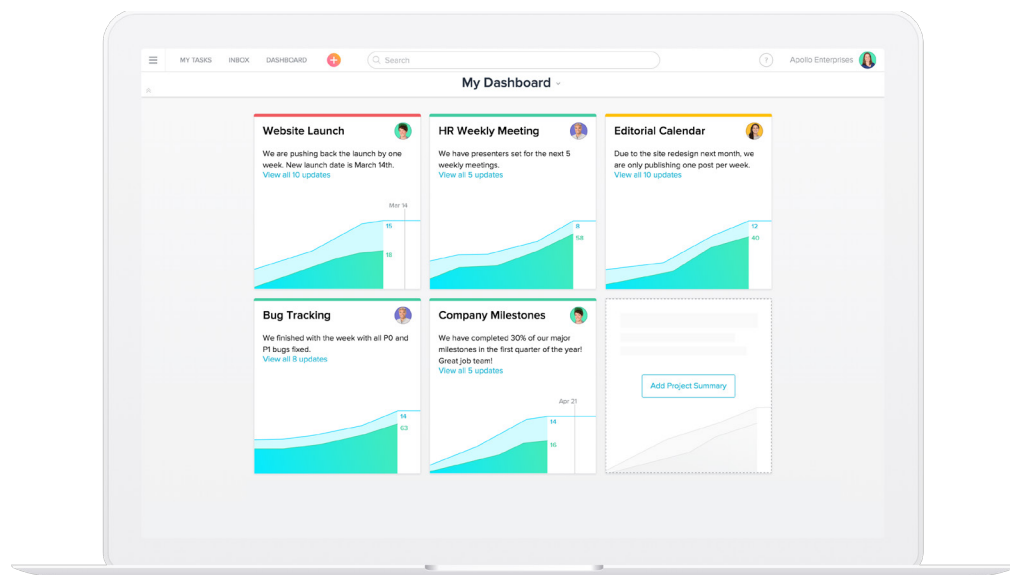
**Integration:** Asana integrates with your files and messaging apps for seamless collaboration. Also also integrates with dozens of other apps, ranging from time-tracking to Gantt chart.

**Track anything:** With Asana, you can use custom fields to track anything important to your team's work (not just tasks); for instance: sales leads, bugs, or job applicants.

Some of the advantages of Asana:

1. Focus and prioritization in an age of "always-on" chaos
2. Monitor the progress of tasks and history of tasks from one single platform and through the activity feed
3. Use the favorites feature to keep organized and for fast access.
4. Group tasks into project titles such as category, goal or time-frame. Use tags for categorization and contextualization.
5. Integrate with Harvest for time tracking. Upload files and add attachments to any Asana task.
6. Follow tasks and receive notifications to your Asana Inbox (or email, if that's your preference) when changes have been made, when the due date is approaching or comments have been left.

In the digital era, it is essential to coordinate tasks and teams in the most efficient way to guarantee a successful outcome. Having a complete overview of the whole spectrum of your team's work, and an easy and powerful work tracking app, is essential for teams to swiftly coordinate complex multi-department efforts. With tasks, projects, conversations and dashboards, Asana enables teams to move work from start to finish."





# Sales Enablement and Content Management Solution

Attach is a Sales Enablement Platform that helps your sales and marketing team manage, track and control documents across the whole buyer journey

Who uses Attach?

Marketers: To build a solid content hub, generate leads and optimize sales collateral.

Sales Leaders: To understand how your reps are engaging with clients.

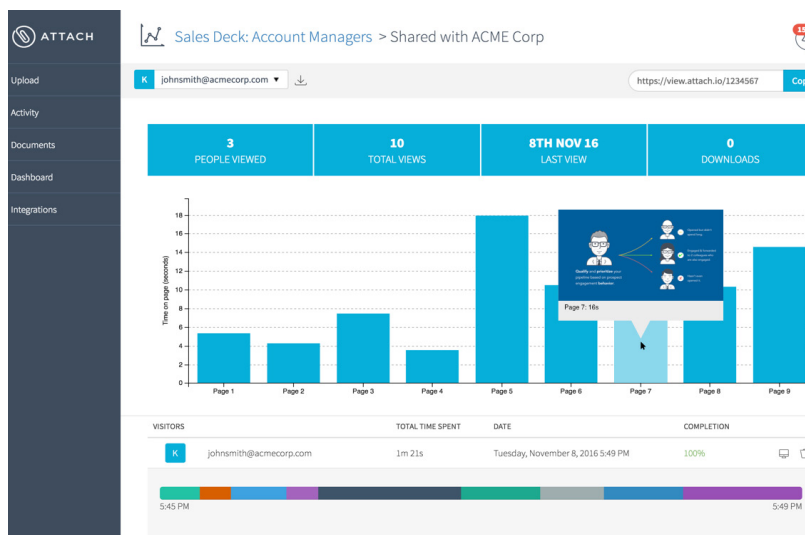
Sales Reps: To tailor your follow ups and strike while the irons hot.

Startups: To send your pitch deck and prioritize your investor followup.

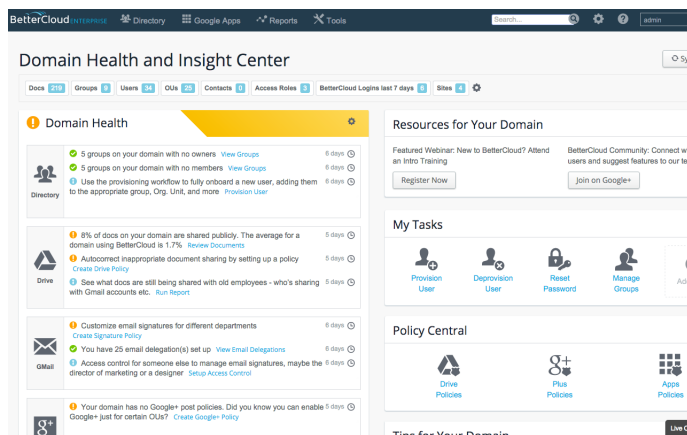
Did you know:

- 65% of B2B content created goes unused: 37% is not relevant, 28% is not found.
- Salespeople only spend 33% of their time selling. 31% is spent searching for / creating content.
- Sales content is typically stored across 5 or 6 different unmanaged repositories.

By using Attach to manage and distribute your company's sales collateral, you'll finally understand true prospect engagement and empower your sales and marketing team to work better together throughout the sales cycle and customer journey.



# Centralized Admin Console for SaaS services



BetterCloud is a multi-SaaS management platform that enables IT to manage and scale complex SaaS application environments.

BetterCloud allows its clients to centralize data and controls, surface operational intelligence, orchestrate complex actions, and delegate custom administrator privileges across different SaaS applications.

Considering the large number of solutions that companies implement in their IT stack in the age of SaaS powered workplace, it is necessary to simplify the infrastructure with a centralized solution that makes it easy for administrators to have a complete overview of users, rights, activity within different platforms together with intelligence data regarding critical processes.

BetterCloud is a very powerful and yet simple solution to manage and orchestrate bulk updates to documents, users or processes across different platforms, set up custom alerts and monitor activities in an extremely secure cloud environment.

Forecasts show that by 2020, the majority of software applications will be cloud based. That's why it is vital for companies to set up the right environment to be able to centralize management activities across different resources.

**Apps**

**Audit**

Unresolved (29) WhiteList (0) BlackList (0) All Apps

! Set a policy to control the types of apps that will be allowed on your domain. [Create Policy](#)

+Filter +Filter +Filter Filter Reset

Export to a spreadsheet

APP NAME	PERMISSION SCORE	INSTALLED BY ADMIN	CATEGORY	VENDOR	INSTALLS	ACTION
<input type="checkbox"/> Add Reminders	3.7	True			3	✓ ✕
<input type="checkbox"/> Avery Label Merge	2	True			1	✓ ✕
<input type="checkbox"/> Backupify Migrator for Google Apps	2.4	True			1	✓ ✕
<input type="checkbox"/> Business Hangouts	1	True			3	✓ ✕
<input type="checkbox"/> Contacts Sort for Gmail™	1	True			1	✓ ✕
<input type="checkbox"/> Copy a Google Sites page	1.8	True			1	✓ ✕
<input type="checkbox"/> DocHub - Sign & Edit PDFs	2.9	True			4	✓ ✕
<input type="checkbox"/> Doctopus	3.7	True			1	✓ ✕





# CLARABRIDGE

## Customer Experience Management

Clarabridge takes data from a series of different sources, including multiple survey types, contact center agent notes, social media, chat, voice, email, warranty notes, and more.

The app then uses Natural Language Processing (NLP) technology that incorporates text analytics, context-sensitive sentiment analysis, linguistic categorization, and emotion detection, to translate and derive meaning from the customer data it gathers.

Clarabridge analyzes unstructured customer data through a highly accurate text analytics engine and pairs it with structured data (like behavioral and demographic data) to reveal insights that drive customer experience transformation.

Clarabridge Social integrates with all popular social media platforms and social media management software. You can use Clarabridge Survey to create and decipher customer feedback forms, while Clarabridge Speech provides speech analysis to interpret your customer's voice.

Clarabridge uses its customer experience analysis to drive business results across your company: The app pushes the data to the right people in your organization and makes it easy to interpret with dashboards, reports and alerts.

All dashboards, reports and alerts work on mobile, tablet and desktops.

The native language processing and customizable tuning used by Clarabridge text analytics shows 85-90% accuracy thanks to its NLP technology.

Clarabridge Speech allows you to automatically transcribe and analyzes customer call recordings using Natural Language Processing, sentiment scoring, and categorization.

Clarabridge allows you to optimize marketing campaigns, product improvements, call center performance, employee training, and executive strategic planning and enable real-time front-line response and business optimization.

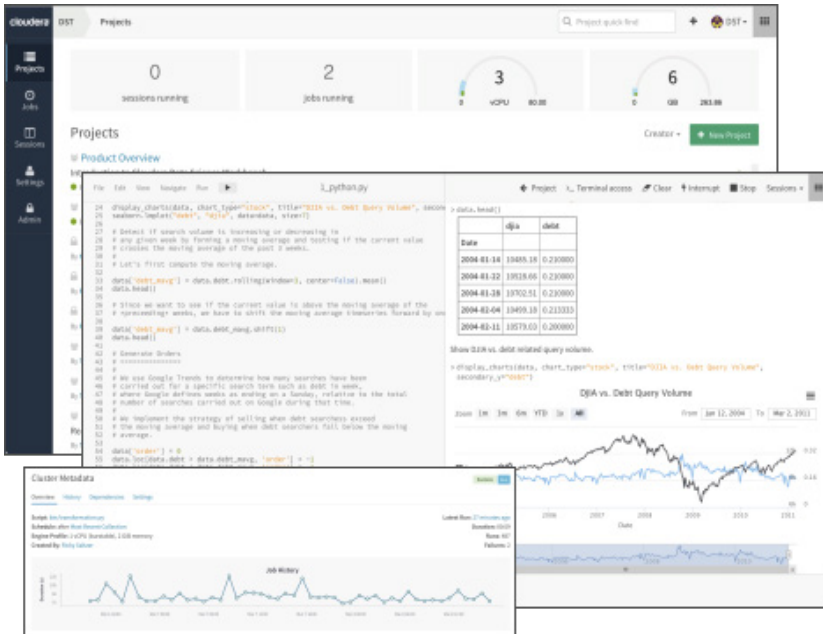
The application listens to all your survey, social, and interaction feedback data spanning the entire customer journey. Looking at all of your customer feedback data gives you a complete picture of your customers and their experience, which is the main focus of digital transformation.

Trend information, data correlation, and root cause analysis power strategic decision-making and help you use customer feedback to create a better customer experience.



# cloudera®

## Enterprise Data Hub



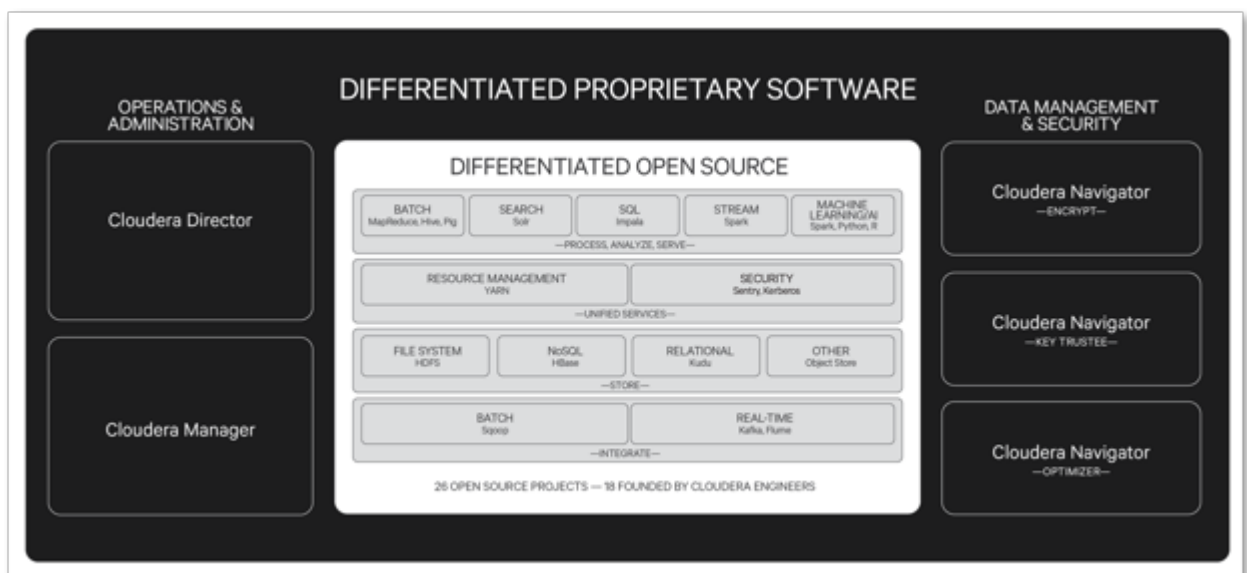
Cloudera delivers the leading modern platform for machine learning and advanced analytics built on the latest open source technologies. The world's leading organisations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest and most secure data platform available for the modern world.

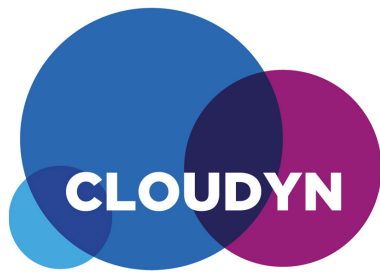
Our customers efficiently capture, store, process and analyse vast amounts of data, empowering them to use advanced analytics and machine learning to drive business decisions quickly, flexibly and at lower cost than has been possible before. To ensure our customers are successful, we offer comprehensive support, training and professional services. Learn more at [cloudera.com](http://cloudera.com).

Businesses are faced with an exploding data universe. IDC predicts that by 2020 there will be 440x more data than there was in 2005; connected devices for both consumer and industrial applications (IoT) will surpass 30 billion.

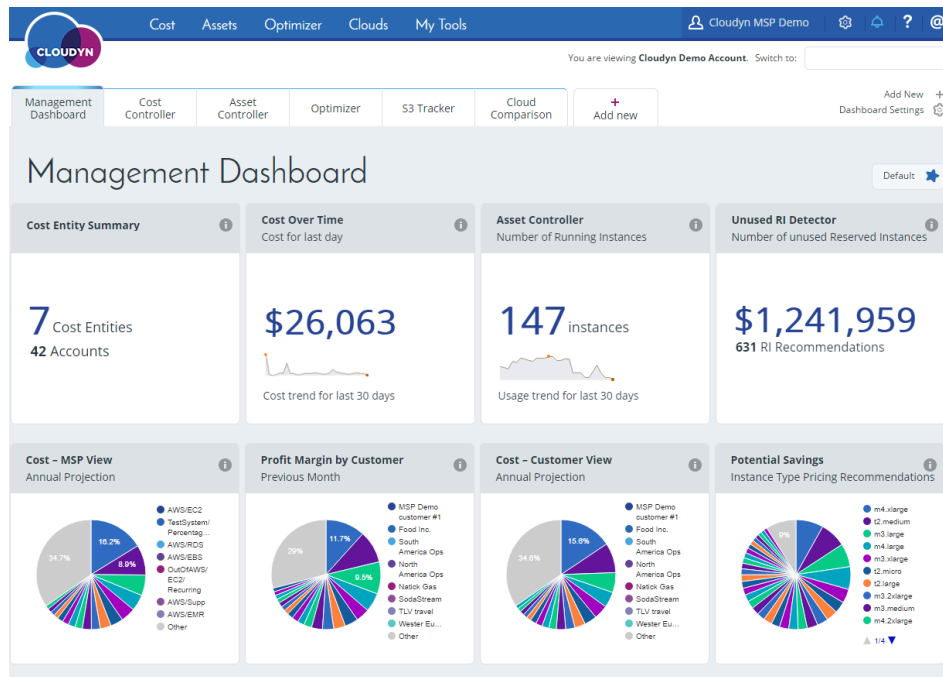
This data, once a cost to be managed, is now a source of competitive advantage and new revenue streams for companies. Traditional approaches such as adding more storage capacity or upgrading infrastructure only have limited and short lived impact. To capitalise, organisations must fundamentally change, in both process and technology, how they approach, manage and work with their data. This is their Digital Transformation to become a data-driven business.

Cloudera's Enterprise Data Hub is a crucial element for this transformation. With it, businesses can manage and understand all of their complex data and turn it into clear, actionable insight. Building on open source software and with the ability to flexibly leverage cloud as well as on-premise resources, it provides the modern enterprise data platform for machine learning and advanced analytics. With Cloudera, organisations can break open their data silos and uncover the value that sits within for innovation and differentiation.





# Multi-Cloud Management Solution for Enterprises and MSPs



Cloudyn manages and optimizes multi-platform, hybrid clouds and supports Microsoft Azure, Amazon Web Services, Google Cloud, OpenStack and Docker. Cloudyn delivers measurable cloud success by enabling full visibility and accountability, packaged with continuous optimization across all clouds. The enterprise-grade SaaS solution that pioneered the single-pane-of-glass approach, delivers usage, performance and cost data and analytics, coupled with insights and actionable recommendations for smart optimization and cloud governance.

Companies that have migrated to the cloud need a cloud management solution to help them to gain full visibility into their multi-cloud deployments, enable financial accountability across the enterprise and optimize their cloud usage and costs so that they can grow their clouds with confidence.

Thousands of global customers rely on Cloudyn, including Fortune 500 leaders in all major industry verticals to manage their clouds and cloud containers.

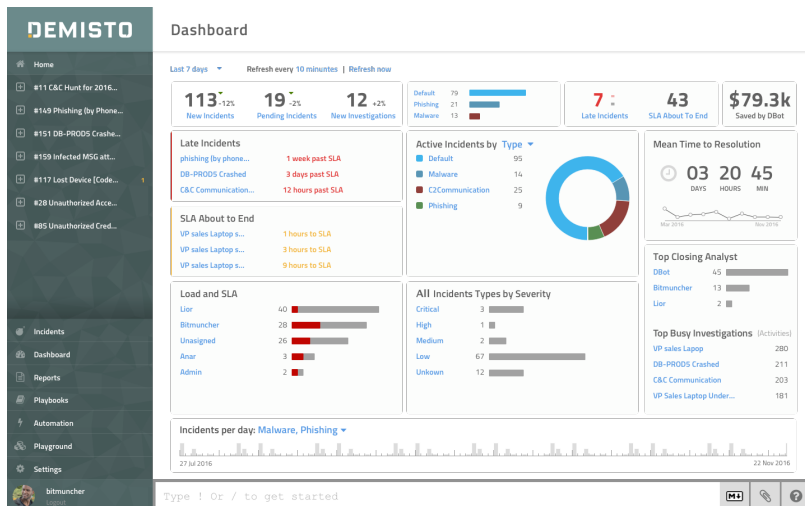
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## Incident Response and Computer Security Automation



Demisto Enterprise is the first Security Operations Platform that combines intelligent automation and collaboration into a single ChatOps interface.

Demisto's automation is provided by DBot who interacts with your team via ChatOps for playbook-based workflows, cross-correlation, and information sharing, helping security teams scale while working and learning the way humans are wired together.

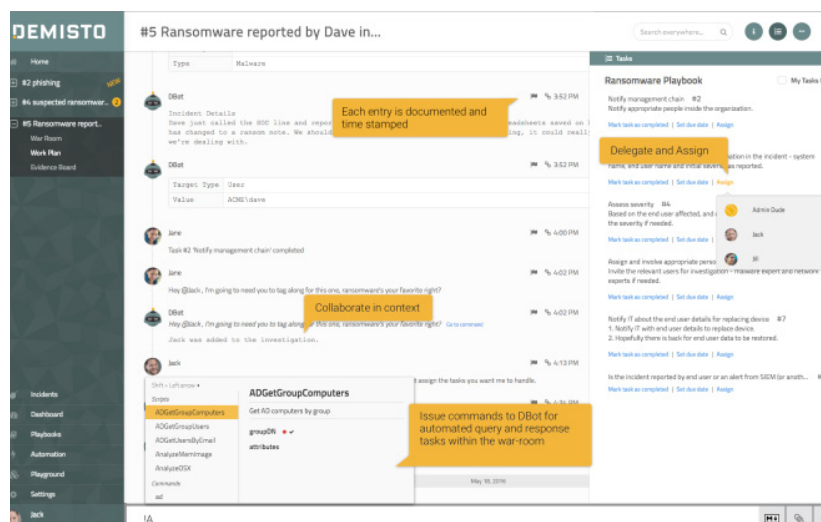
Demisto allows you to create new incidents automatically or manually by end user or security team, assign automated, playbook-based workflows to incidents for immediate and scalable response and create new playbooks or edit out-of-box ones based on security best practices and compliance regulations.

Additionally, Demisto is used to collaborate and take notes in context of investigation to expand insights and simplify handoffs.

DBot automatically detects duplicate incidents to reduce redundant work based on data in virtual war-room and allows you to delegate to and mentor junior analysts via collaborative chat room.

Journaling and tracking lead to the creation of reports that can be used to capture artifacts from integrated security solutions, notes and comments as evidence and correlate, link and track evidence to create a complete kill chain for attack.

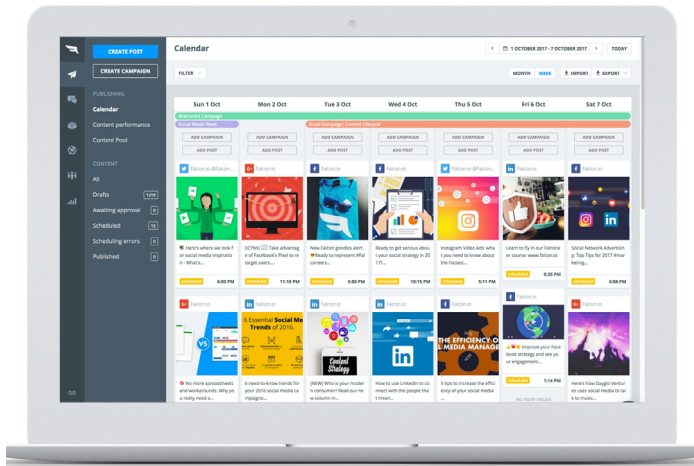
With Demisto, you can track complete audit trails for journaling and evidentiary support and develop a clear understanding of incident trends and response to steer business decisions.







# Social Media Marketing & Customer Experience Management



Falcon.io's SaaS platform makes social media marketing and customer service easier. Companies can manage all their social channels, campaigns, teams and customer data in one intuitive and collaborative interface.

Falcon is designed for medium- to enterprise-sized organizations. The platform integrates tools for social media listening, engagement, planning, publishing and analytics. These work seamlessly together to allow you to:

## Discover new audiences

Use social media listening to track trends, hashtags, topics relevant to your brand and target groups. Sentiment analysis helps surface potential issues, and you can set alerts to be notified about unusual spikes in activity or sentiment.

## Attract new customers

The Publish section makes organic and paid post scheduling, publishing and performance measurement easier to do. The Campaign Planner and governance features make teamwork smoother and enable greater transparency and quality control.

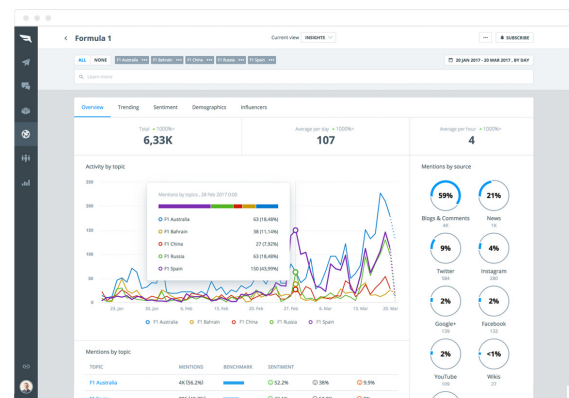
## Engage more meaningfully on social media

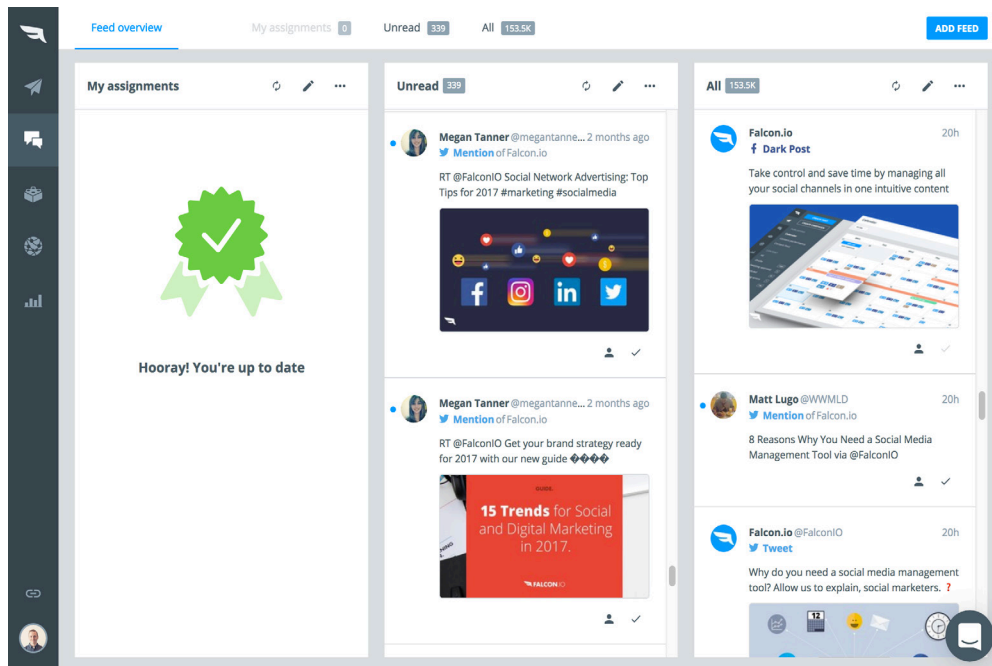
The Engage section gathers all incoming social messages and comments in one easily manageable inbox—while alerting you to the most urgent. It also features templates and note-sharing functions to facilitate rapid responses, and an audit trail to help keep track.

## Connect data, channels and departments

Every social interaction an individual has with your company is logged in Falcon's Audience profiles. These can be augmented with CRM data and segmented for razor-sharp targeting. The platform's analytics tools enable a clear overview of organic and paid content performance. All of which make a uniquely data-driven strategic approach possible.

Social media is now an entrenched and vital part of marketing and customer experience management. You simply can't have a successful digital strategy without it.





The Falcon platform is essential to digital strategic success due to the unparalleled insights and overview it brings. First, you can plan the strategy more effectively with Falcon's audience insights and data analytics – basically, you can put the right messaging in front of the right people, tailored to the channels they are active on. The publishing tools and calendar then make executing the strategy easier and more efficient. This is down to the greater overview afforded to all stakeholders, as well as the intuitive simplicity of the scheduling, editing and publishing.

Meanwhile, Falcon's listening, analytics and engagement features let you measure the strategy's real-time performance and adjust accordingly. Notably, Falcon.io's marketing partnerships with Facebook (which includes Instagram) and LinkedIn help it to provide highly advantageous advertising performance metrics.

The Falcon platform has an open developer API that lets companies integrate it easily with their martech stack – in some cases with plug 'n' play ease. This is highly advantageous in the current business environment; it gives companies the freedom to evolve and grow their marketing software in line with rapidly changing needs and technologies – with a social media management platform as a mandatory core element.





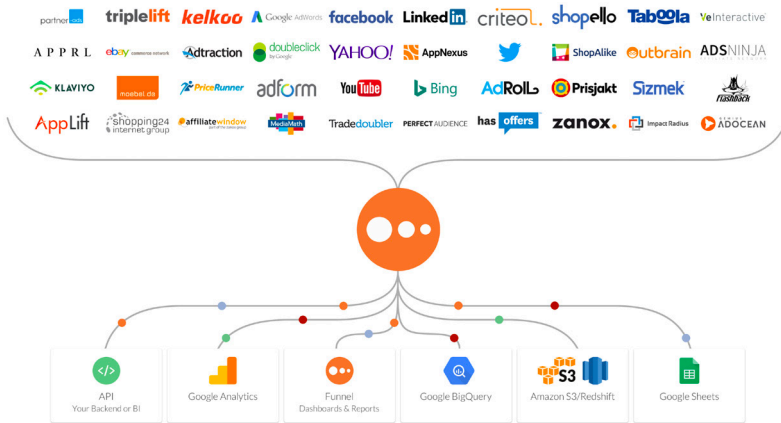
# Marketing Analytics & Reporting

Funnel automates your marketing reporting by replacing your manual marketing spreadsheet with software. Funnel does this by automatically collecting data from all your advertising platforms and mapping it with conversion data.

This allows marketers to have an always up to date overview of all their marketing efforts. Funnel offers four solutions depending on where you'd like to visualise your data.

## Dashboards and Reports

With Funnel's Dashboard solution you can visualise your data and create custom dashboards and reports that can easily be shared across people and teams. It also contains a powerful analysis tool for data exploring and roll up of data for markets, product categories etcetera. With custom dimensions you can categorise your advertising data any way you want, no matter if it's by market, tactic, traffic source or product category.



## Google Analytics Upload

Happy with Google Analytics but missing cost data from non Google channels? By having cost data in Google Analytics you can easily compare the performance of all your marketing channels. Funnel pushes cost data to Google Analytics every day from the moment you switch it on.

## API and Connectors

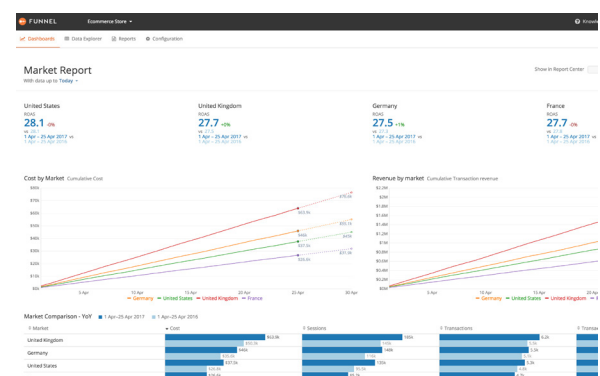
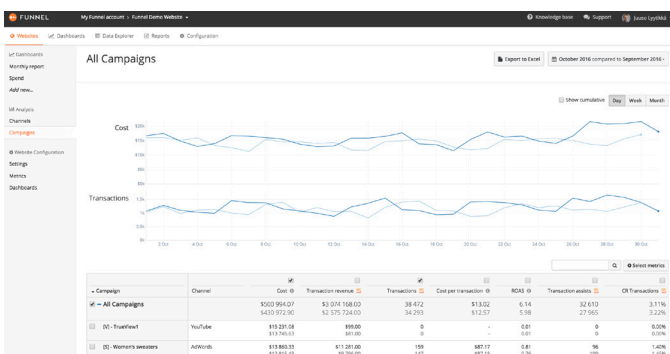
Funnel's API makes all the data that Funnel pulls down and structures available for internal systems or other BI solutions. Through Funnel's integrations to Google BigQuery, Google Data Studio and Amazon Redshift you can get your advertising data to any data warehouse or visualisation solution you like. Funnel is also a certified Google BigQuery Partner.

## Google Sheets Upload

Google Sheets Upload automatically uploads all your advertising data to Google Sheets and keeps it up to date. You also have the option to visualise your data in Google Data Studio.

If you don't measure it, you can't improve it. By having all your digital marketing data in one place and up to date allows marketers to faster iterate and take action to the insights gained from data collected. Funnel allows marketers to compare all their marketing channels against each other and invest their budget in channels that create value. In addition, by being able to have all data under one roof makes it easier for companies to follow the progress of their most important KPIs and hence marketers can easier justify their strategic decisions with data rather than basing these decisions on gut feeling. Also by automating manual routine tasks such as data gathering and reporting can marketers spend their time on things that create value.

Funnel is the only product on market that integrates to all advertising platforms. At the moment Funnel offers out of the box integration to over 200 advertising platforms and promises to integrate with any ad platform its customer's request at no extra cost. If companies can't get data from all their advertising channels to their marketing analytics solution, the solution is worthless. Therefore, Funnel promises to fetch data from all advertising platforms no matter what they are.



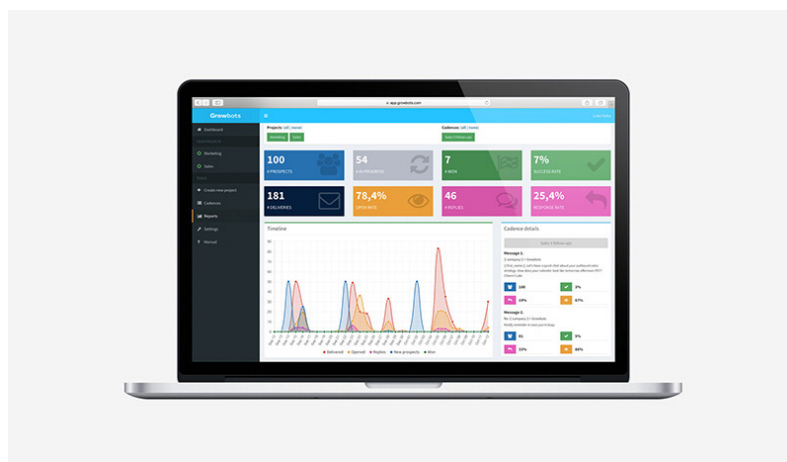




## Lead Generation/Outbound Sales Automation

Growbots is an all in one solution for driving predictable revenue growth. It comprises two essential tools that take you through the entire outbound sales process from prospecting to starting a dialogue with your future customers.

To aid prospecting, Growbots has a prospecting tool which has access to over 200 million decision makers from businesses all over the world. All you need to do is enter targeting criteria from your ideal customer profile and receive a list of highly targeted and verified prospects immediately. Our data is over 90% accurate so you should always get through to the person you want to contact.



To make sure you get the response you want, Growbots includes an automated email outreach tool. With just a couple of clicks, you can take the prospects you have selected and put them straight into a personalized email campaign, timed with followups to create the maximum impact.

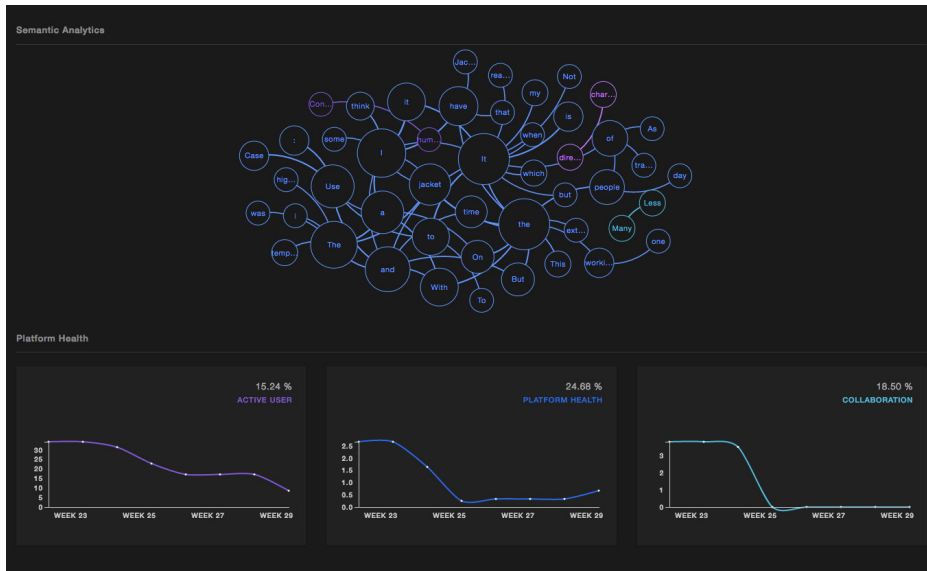
In as little as 5 minutes a day, you can reach out to hundreds of potential customers. Our tool's AI automatically recognizes the responses you get, rescheduling campaigns to people who are out of the office and delivering you positive responses directly to your inbox. Between speeding up outreach and organizing positive responses, Growbots does the busy work of sales, freeing you up to talk to clients and make sales.

Growbots is an all in one solution for driving predictable revenue growth. With our AI based platform, anyone who needs to generate leads, from sales to marketing, can reach out to hundreds of potential customers in minutes. The rest of their day is freed up to speak directly to customers and create more business, instead of spending their workday on the boring and time-consuming process of manual prospecting and outreach.

Growbots uses machine learning to provide you with the best data available on the market, optimize your targeting, run your campaigns, and manage your inbox, so you can focus entirely on talking to potential customers.

Name	New prospects	Progress	Status
E-commerce, Marketing Decision Makers, >12	+ New prospects	Progress	✓
GP Startups CEOs US - @gpego	+ New prospects	Progress	✓
GP Tech Salespeople US	+ New prospects	Progress	✓
Kale webinar #1 USA	+ New prospects	Progress	✓
LD SaaS Salespeople US	+ New prospects	Progress	✓
mail 1st tier	+ New prospects	Progress	✓
Mike targeted accounts	+ New prospects	Progress	✓
SaaS, CTOs, 1-500	+ New prospects	Progress	✓
Startups	+ New prospects	Progress	✓
Startups CEOs US	+ New prospects	Progress	✓
startups in the usa	+ New prospects	Progress	✓
startups in the us	+ New prospects	Progress	✓
Test	+ New prospects	Progress	✓
test2	+ New prospects	Progress	✓

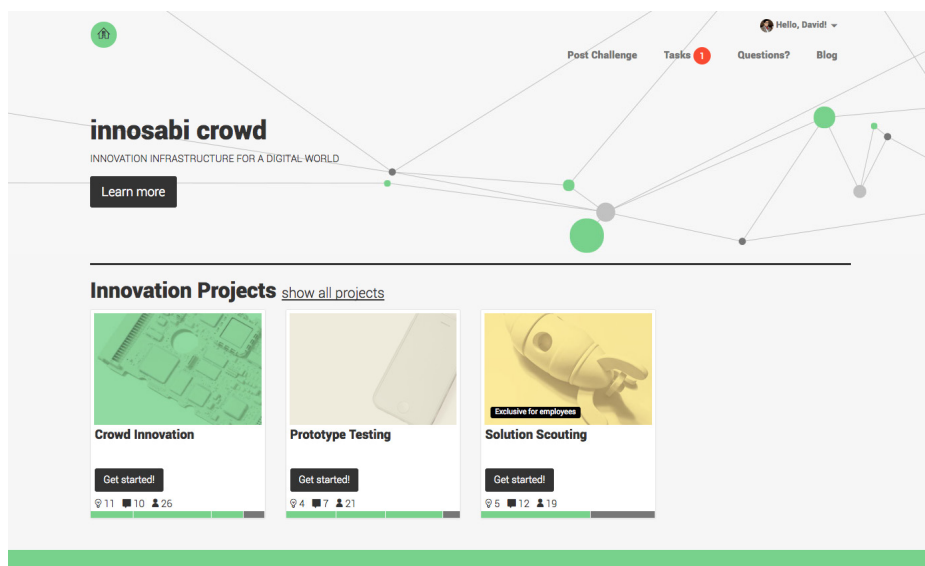
## innosabi



innosabi crowd makes innovation digital. The leading software for idea and innovation management enables companies to open the development of new products and services for agile collaboration across organizational boundaries. Engage customers, employees and all other stakeholders in one digital ecosystem for innovation. The innosabi software provides a state-of-the-art toolbox for all forms of scalable innovation projects.

From basic ideation to virtual funding, accelerator programs, and prototype testing. All on one central platform and enhanced with proprietary innovation analytics and algorithms. Your key to data driven decision making in innovation.

Not only innovative products and services are becoming digital. Also the way they are being developed is transforming drastically. Speed, customer centricity and flexibility to react to new technologies or trends are more important than ever. Companies who want to drive innovation and future success have to adapt. The only option: Being digital along every step of the process and imprinting the agile mindset in the company culture. That's exactly what the innosabi crowd software with its various applications in innovation management does. It provides a central platform and framework for successful digital strategies and transformation.



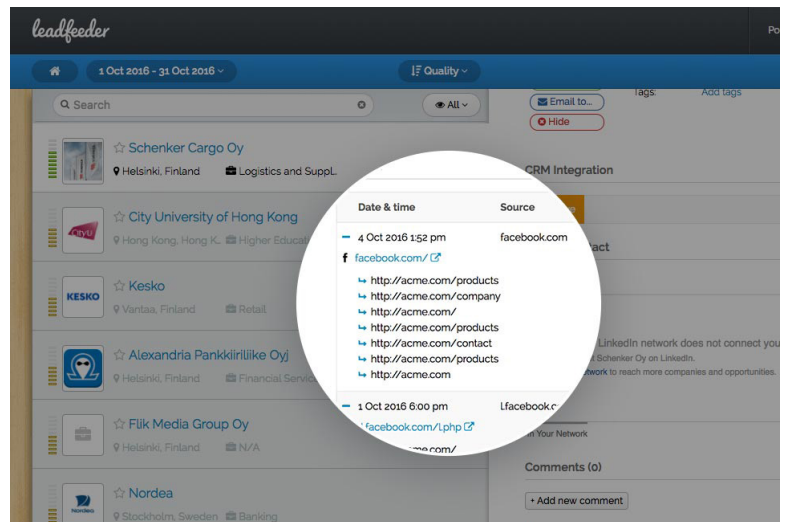


## Sales Intelligence & Lead Generation

98% of your website visitors don't contact you, but that doesn't mean they're not interested.

Leadfeeder gives you an easy way to identify which company leads are visiting your website, what pages they are looking at, how long they're on your website for and how they found you. They provide a convenient web app that increases your sales intelligence by integrating your sales and marketing data.

Through Leadfeeder, you can discover new prospects and monitor existing customers by unlocking data that already exists in your digital strategy, which up until now was inaccessible by sales teams

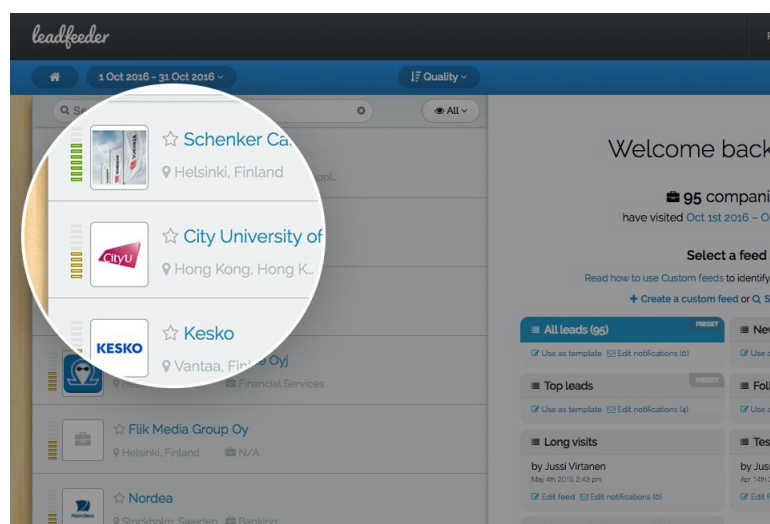


You can even integrate all of this extra sales intelligence into your CRM or use our platform to manage your leads. It also comes with powerful filters so you are equipped to quickly identify the best leads. Some popular filters for finding the best website visitors include:

- Track your most important web pages for lead scoring purposes.
- Segment leads by country, state or city.
- See which companies visit your signup page or lead magnet page but don't convert.
- Find out which companies visit your website through an Ad campaign and don't convert.
- Monitor the visit activity of companies that are already in your CRM.

We're one of Google Analytics's top-rated tech partners and are backed by their global database. The data speaks for itself.

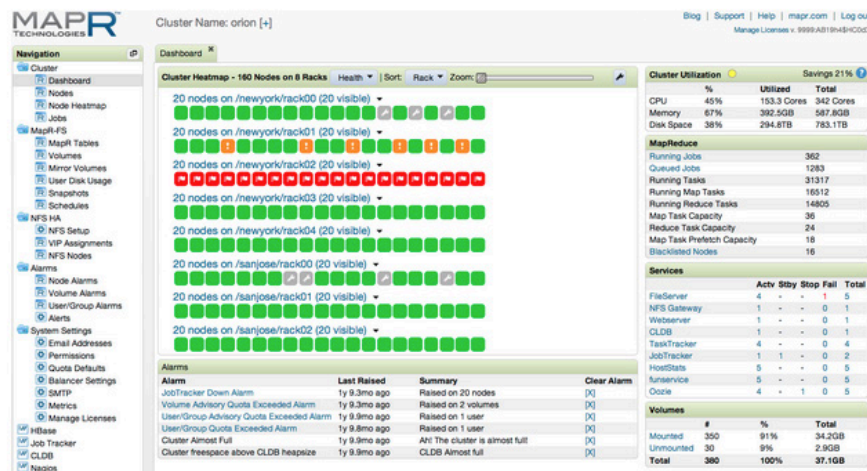
Take 2 minutes to sign up for a free 30-day trial and they'll even backload 30 days worth of leads for you. No credit card required.







## Converged Data Platform



MapR is an enterprise software that provides an Apache Hadoop distribution, a distributed file system, a database management system, a set of data management tools and other related software.

Combining analytics in real-time with operational applications, its technology runs on both commodity hardware and public cloud computing services.

The MapR Converged Data Platform integrates Hadoop, Spark, and Apache Drill with real-time database capabilities, global event streaming, and scalable enterprise storage to power a new generation of big data applications. The MapR Platform delivers enterprise grade security, reliability, and real-time performance while dramatically lowering both hardware and operational costs of your most important applications and data.

MapR enables you to power a new generation of Big Data applications with enterprise-grade security, reliability, and real-time performance and achieve true data, application, and infrastructure agility with The MapR Converged Data Platform.

MapR packages a broad set of Apache open-source ecosystem projects that enable big data applications. The MapR Converged Data Platform and the open-source projects are tied together through an advanced management console to monitor and manage the system.

One of the key developer benefits of the MapR Converged Data Platform is its basis on well-known open APIs and interfaces. Developers may choose to create applications from big data frameworks, but they may also access MapR Platform Services using familiar open APIs such as HDFS, POSIX, and NFS for file system operations, SQL and ODBC/JDBC for database operations, and Kafka APIs to access streaming data.

Key drivers of digital transformation are stability and data protection and MapR guarantees both while also being the only Big Data streaming system to support global event replication reliably at IoT scale. Additionally MapR shows cost differences of 20-50% in terms of total cost of ownership (TCO) across capital and operational expenses and is particularly interesting for its ease of data integration and real-time streaming capability.



# Advanced Website and Mobile Analytics



Mixpanel is a mobile and website visitor analytics tool designed for SMBs and enterprises.

Mixpanel goes beyond recording pageviews by providing detailed insights into customer engagement and actions within the app.

Mixpanel enables you to drill-down further into your analytics and gather more specific data on customer behavior.

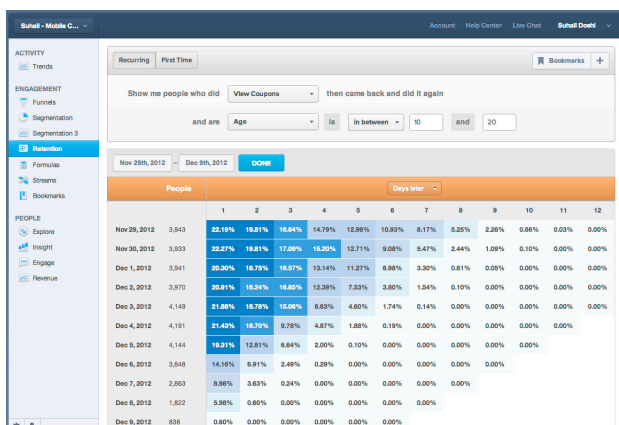
Through customer segmentation and funnel analysis, customers use Mixpanel to analyze and thoroughly understand the value of each marketing channel by measuring visitor engagement within a site in real-time, tracking visitor movements, views, shares, likes and purchases.

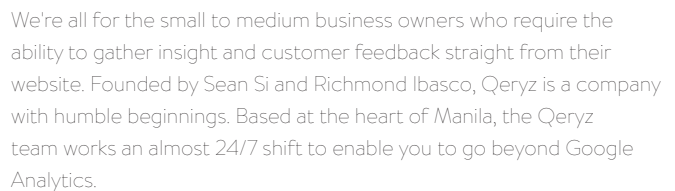
With Mixpanel you can generate detailed reports and compare data across multiple time ranges and follow the digital footprint of every user across mobile and web devices.

The application offers different tools which are tailored to meet the needs of different users. Executives, product managers or data scientists can find the right answers to their specific questions.

By experimenting with A/B testing and notifications it is possible to reach more prospects and engage more deeply with customers.

Digital disruption requires firms to collect product engagement data to get to know their customers and promptly respond to create funnels that convert while holding on to existing users. All the information you can collect on customer behavior allows you to optimize customer experience and increase the LTV of each single customer by boosting retention.





Google Analytics tells you the numbers behind your visitors. Qeryz tells you everything else. If you want a successful digital strategy, you need a website that efficiently accommodates your site visitors. How can you do that? By using a tool like Qeryz to gather various essential information from site visitors that your business can use to improve your website and the experience of users.





























In today's age, having an effective website that can convert site visitors into customers is not just an option—it is a necessity. In order to achieve this, you need the input of the very people who will be using your website: your site visitors. Check Qeryz and its numerous features to see what we can do for you and your business.







# Analytics API and Customer Data Platform

INTEGRATIONS			
 	 	 	
 Intercom 	 	OMNITURE 	
 	 	 CRITTERCISM 	
quxntcast 	 	 Customer.io 	
 Conversions 	 	salesforce 	

Segment is a customer data management and analytics solution that helps you make sense of customer data coming from various sources. The app integrates with hundreds of other services and allows you to centralize all the data collected from these applications into a single platform.

It also pulls data from your websites as well as from devices such as mobiles, tablets, browsers, smartwatches, iBeacons, point-of-sale registers, and TVs.

You can access all the data you collect in Segment and automate it to a schematized SQL database using Amazon Redshift to analyze customer behavior, identify trends, understand revenue, and evaluate campaign performance. Segment stores a copy of your raw data so you can access it anytime.

With Segment you can then export your data to any of your existing, internal systems and apps. You can also replay your historical data into new apps and tools that you have subscribed to or are testing. Segment's live stream feature lets you view events in real-time such as when someone makes a purchase on your site or app.

This way, you can capture data from every customer touch point.

Over 180 integrations empower your team to use their favorite tools to personalize campaigns, analyze product usage, and more and the Pixel Tracking API lets you track events from environments where you can't execute code, like tracking email opens.

Creating different touch points along the customer journey is a key element of a successful digital strategy. Centralizing and analyzing data allows you to have a complete overview of the overall customer experience, pinpoint strengths and weaknesses and optimize the entire journey.

Segment			HELP & SUPPORT	DOCUMENTATION	segment / segment
TRACKING PLAN					
TRACK What are they doing?			Filter events		
IDENTIFY Who are they?			+		
PAGE Where are they?					
EVENT NAME	LAST SEEN	SENDING			
Added Credit Card	3 hours ago	ON			
Clicked Docs Callout Link	In the past hour	ON			
Clicked Integration Link	2 hours ago	ON			
Clicked Integration Upgrade Button	3 hours ago	ON			
Clicked Upgrade Link	Not recently	OFF			
Closed Card Dialog	3 hours ago	ON			
Created a Project	In the past hour	ON			
Created an Organization	2 hours ago	ON			
Debugger Call Expanded	In the past hour	ON			

# **SuperOffice®** **CRM**

SuperOffice CRM has one goal; to help you find, catch and keep more customers. Our focus on creating a simple and user-friendly CRM solution helps you become more productive. SuperOffice CRM integrates with all Office applications and supports all leading technology platforms.

Part of a successful digital strategy is everything that helps to standardize, transfer and automate business processes to support the connection of several IT solutions among themselves. We started to run this process by the introduction of our Cloud Solution SuperOffice CRM Online to the market (Saas > software as a service). And with our self-service opportunities customers are able to order with a simple click in their software or to help themselves using our FAQ database.



Meanwhile there are several digital solutions that our customers can receive “out of the box”. We give our partners the opportunity to develop applications that work hand in hand with our cloud solution. And of course we develop new apps as well. Those can be found in our very own SuperOffice App Store (<http://online.superoffice.com/appstore>). Part of this are for example synchronizer apps which offer a synchronization of data in the cloud (an example would be the email or calendar synchronization between SuperOffice CRM and an email program).

Today jobs no longer happen just in the office. It happens almost anywhere. Designed for mobile and tablets, the SuperOffice Pocket CRM app gives our customers full access to all their CRM data on the road.

SuperOffice also offers a social media connectivity and the opportunity to get service through more channels than just email or phone. Nowadays service requests can e.g. come in through social media platforms and end up right in our ticket system SuperOffice Service. Then there is also Live Chat where customers can ask questions during their website visit and get a reply right away.





## BI, Data Visualization and Analysis



Tableau Software helps people visualize and analyze data.

By offering a revolutionary new approach to business intelligence, Tableau allows you to quickly connect, visualize, and share data with a seamless experience across desktop and mobile platforms, create and publish dashboards and share them with colleagues, partners, or customers without any coding.

With Tableau Desktop you get actionable insights fast: Live visual analytics fuel unlimited data exploration. Interactive dashboards help you uncover hidden insights on the fly.

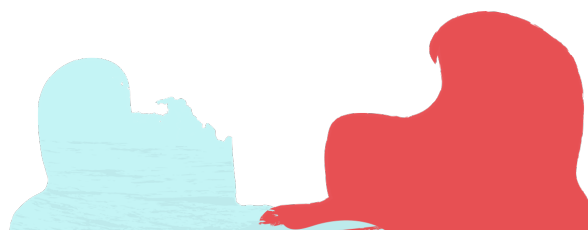
The application allows people to connect to data on prem or in the cloud by accessing and combining disparate data from different sources without writing code.

Tableau is the perfect solution to quickly build powerful calculations from existing data, drag and drop reference lines and forecasts, and review statistical summaries. You can make your point with trend analyses, regressions, and correlations for tried and true statistical understanding.

Tableau Server enables your teams to explore data in a trusted environment where you can publish and share your data sources for everyone to use while managing metadata and security rules centrally both on-premise or in the cloud.

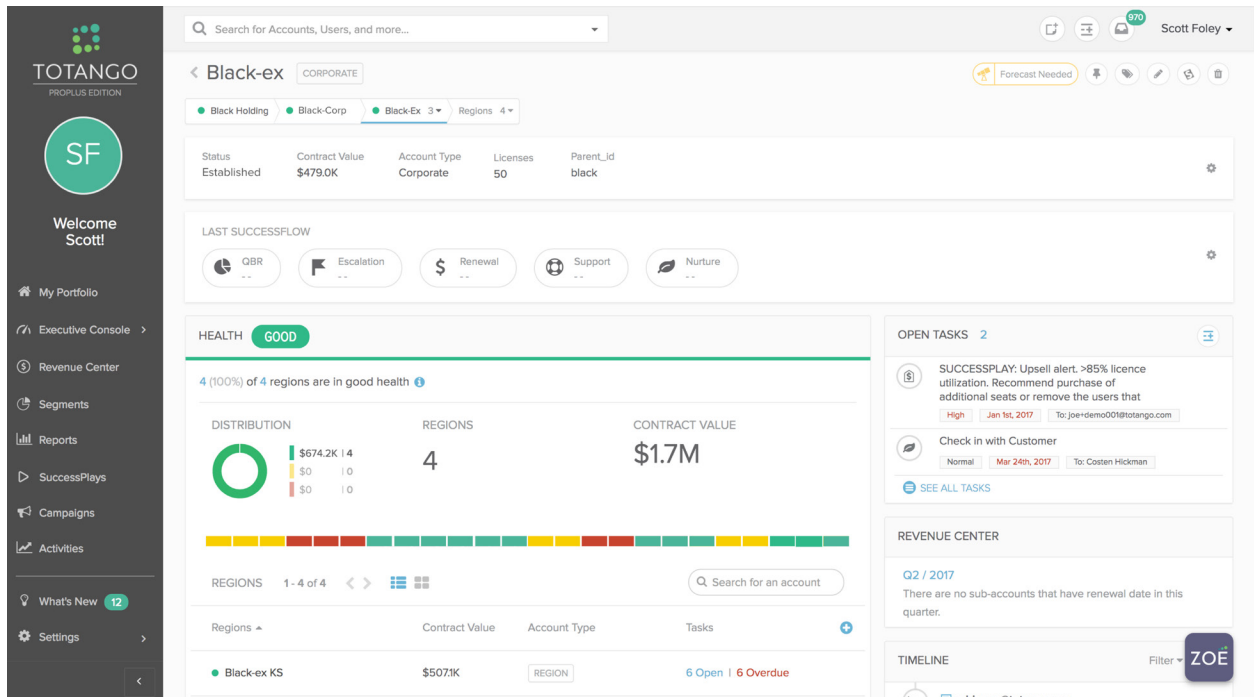


Tableau is an essential tool because the key to a successful digital transformation is the ability to ask new questions, spot trends, identify opportunities, and make data-driven decisions.





## Customer Success Management



Totango is the leading customer success platform for recurring-revenue enterprise businesses. As the subscription economy expands, businesses must create and maintain personal, value-driven relationships with customers.

Companies have utilized Totango's data-driven approach to customer success to manage and optimize the customer journey, resulting in reduced churn, multiplied customer lifetime value, and elevated rates of trial conversion, product adoption, and onboarding.

The Totango Customer Success Platform has two solutions: the Customer Success Center has unparalleled tools and features for customer success teams to manage customers at scale and drive adoption, retention, and expansion; Zoe™ creates a company culture centered on the customer by enabling everyone in an organization to access customer data and participate in customer success.

Totango is the only Customer Success Platform that can remove friction to customer data and facilitate company-wide, cross-functional customer-based initiatives. Both Totango products are powered by the proprietary data architecture Totango DNA-CX™, which connects all sources of multi-dimensional customer data to create a real-time, accurate picture of the business' relationship with the customer.







Totango, unlike other Customer Success solutions, is sensor-based, collects real-time engagement data, and identifies and monitors leading indicators of customer health across all levels of account hierarchies and individual users.

Totango has revolutionized the management of the post-sale customer journey with the Customer Success Center, the missing critical element of a digital strategy to nurture, retain, and expand the existing customers that businesses have already paid big to acquire. Totango has also changed the game in regards to technology that enables companies to institute a successful customer-centric company strategy.

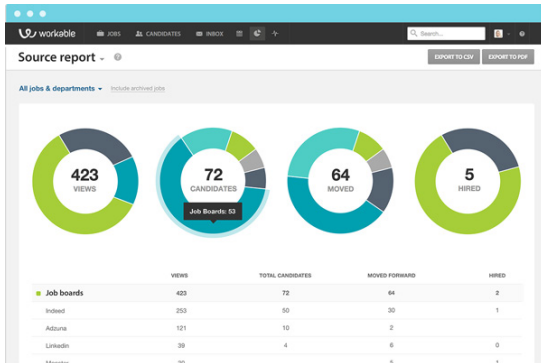
Zoe is the first customer success technology that gives access to rich, real-time customer data to everyone in a company and empowers them to participate in actions to impact the customer. Once organizations are able to enact a “culture of the customer”, customers take notice and respond with continued renewals and upsells. Customer-centricity has rightly become the current leading B2B growth strategy, but organizations are struggling with how to turn the concept into reality. Zoe is the technology that finally enables a successful digital strategy of organizing around the customer.

The screenshot shows the Zoe application interface. On the left is a dark sidebar with navigation options: 'zoe-in-booth' (with a dropdown arrow), 'adrienne', 'All Threads', 'CHANNELS (17)' (with a plus icon), a list of channels including '# east-team', '# east-team-cs', '# general' (highlighted in green), '# random', '# west-team', '# zoe-video', and '# zoetest\_aw', 'DIRECT MESSAGES' (with a plus icon), and a list of direct messages including 'slackbot' and 'adrienne (you)'. At the bottom of the sidebar is a search icon. The main content area is titled '#general' and shows a post from 'guynirpaz' at 8:11 AM saying '@zoe tell me about globex'. Below this is a card for 'zoe APP 8:11 AM GLOBEX CORPORATION'. The card displays the following information: Status: Established, Account Type: Product, Account Hierarchy: Black holding > Black-ex > Black-ex AL > Globex Corporation, HEALTH: GOOD (with a green heart icon), SUBSCRIPTION (with a dollar sign icon), Contract Value: \$88.0K, Create Date: Apr 29th, 2016, Contract Renewal Date: Apr 29th, 2018, and TEAM (with a group icon) listing Success Manager: Erin Bowers and Sales Manager: Mark Briggs. At the bottom of the card are tabs: Overview (selected), Key Information, Usage, Trends, and Touchpoints. Below the card is a message input field with a plus icon, the text 'Message #general', and a smiley face icon.





## Applicant Tracking System (Recruiting + HR)



Workable provides a flexible and intuitive interface to track and manage candidates.

Some of the features that help streamline HR operations include:

Visual hiring pipelines give live status updates for every job with rich candidate profiles.

Use the candidate database and talent CRM to nurture and progress prospects over time.

Create a structured interview process with interview kits and generate actionable feedback with customized scorecards.

Trackable communication ensures smooth collaboration with your team. Available on desktop or mobile.

Workable is an integral process in a digitalization of hiring.

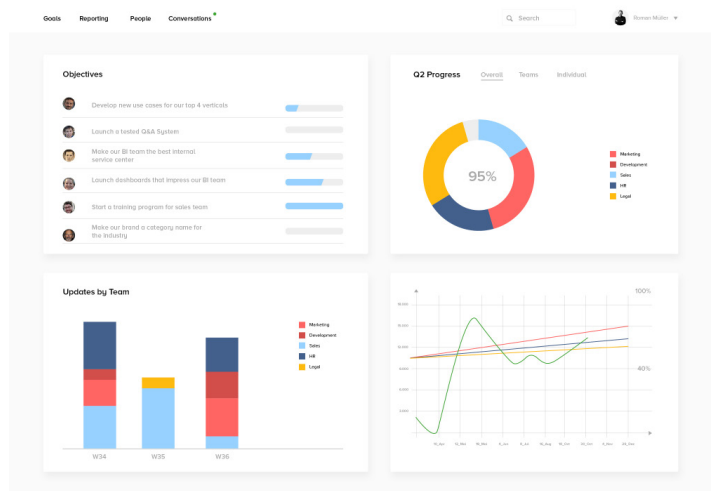
Recruiting and hiring teams can run their entire hiring process through our product, standardizing and improving their quality of hire.

# WORKPATH

## Goal and Performance Management

Workpath is a platform for the goal and performance management in larger organizations.

We support companies to manage work in dynamic teams around shared goals and values. Thereby, we help establishing a new way of thinking and a successful transformation of businesses.



# zapier

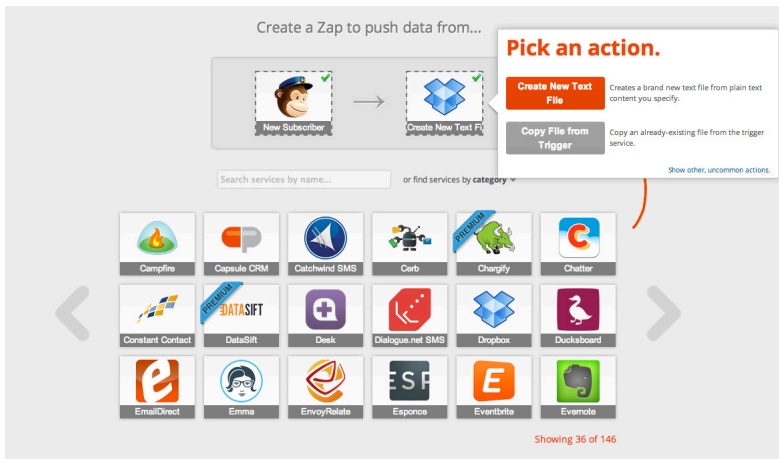
## Workflow Automation/

Zapier is an integration platform that allows users to automate a workflow that involves more than one web application without any API programming required.

By creating a "Zap", users can define an action and set it up to be repeated in connection with specific triggers.

For example, Zapier can be set up to receive an SMS notification after receiving an email from a specific contact.

Zapier can be used to create connections ("Zaps") between over 700 applications. Once you have created a Zap, Zapier will continue to run it automatically until the user switches it off from the main dashboard.

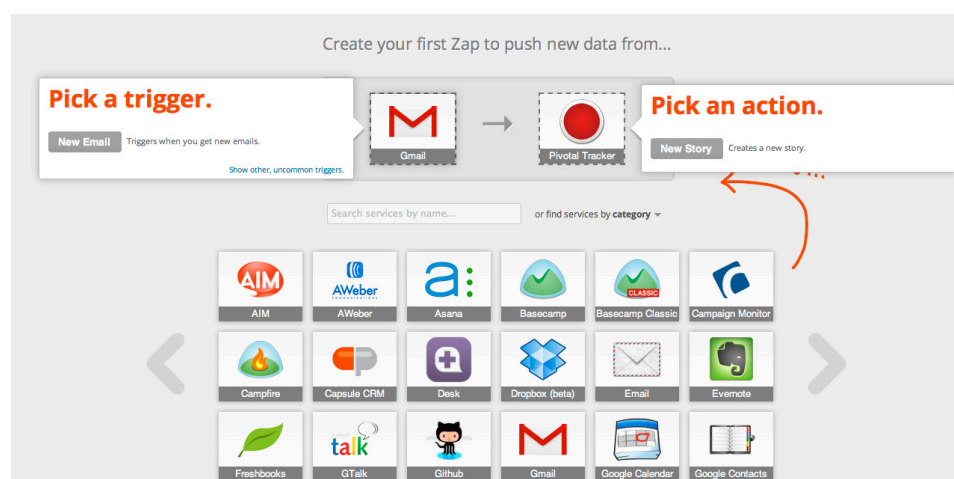


The dashboard allows multiple accounts and can be used to create zaps or to access a library of zaps created by the community of users.

With Zapier, Different web applications can share data and work together effortlessly. Any event can become a trigger that starts the Zap and the entire workflow is automated.

Working with several different applications at the same time allows companies to personalize and optimize their software ecosystem creating a tailored environment for their operations.

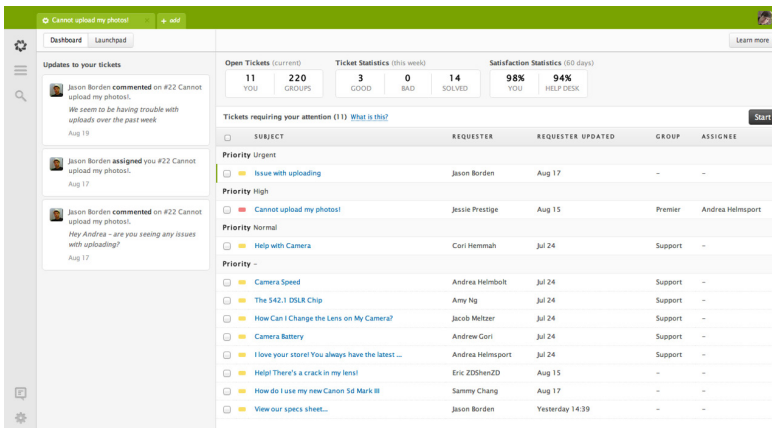
However, dealing with multiple solutions without proper integration would involve a lot of manual work. Automation is one of the key factors in digitization and Zapier allows companies to create connections between different applications without exporting data or coding.





# zendesk®

## CRM

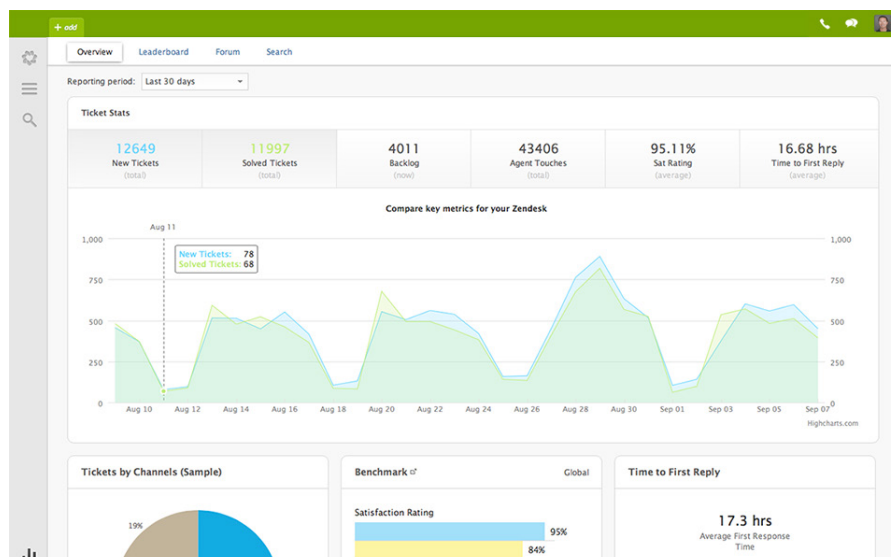


Zendesk builds software for better customer relationships. It empowers organizations to improve customer engagement and better understand their customers. Zendesk products are easy to use and implement. They give organizations the flexibility to move quickly, focus on innovation, and scale with their growth.

Zendesk was built upon a simple idea: Make customer service software that's easy to use and accessible to everyone. The company has expanded on that idea, and now offers a growing family of products that work together to improve customer relationships, and can be embedded and extended through an open development platform.

Our products allow businesses to be more reliable, flexible, and scalable. They help improve communication and make sense of massive amounts of data. Above all, they work together to help turn interactions into lasting relationships.

Zendesk builds software for better customer relationships. It empowers organizations to improve customer engagement and better understand their customers. More than 101,000 paid customer accounts in over 150 countries and territories use Zendesk products. Based in San Francisco, Zendesk has operations in the United States, Europe, Asia, Australia, and South America. Learn more at [www.zendesk.com](http://www.zendesk.com).





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MAPR

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QUERYZ



WORKPATH

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Digital Transformation Enablement

<https://userlane.com>



userlane