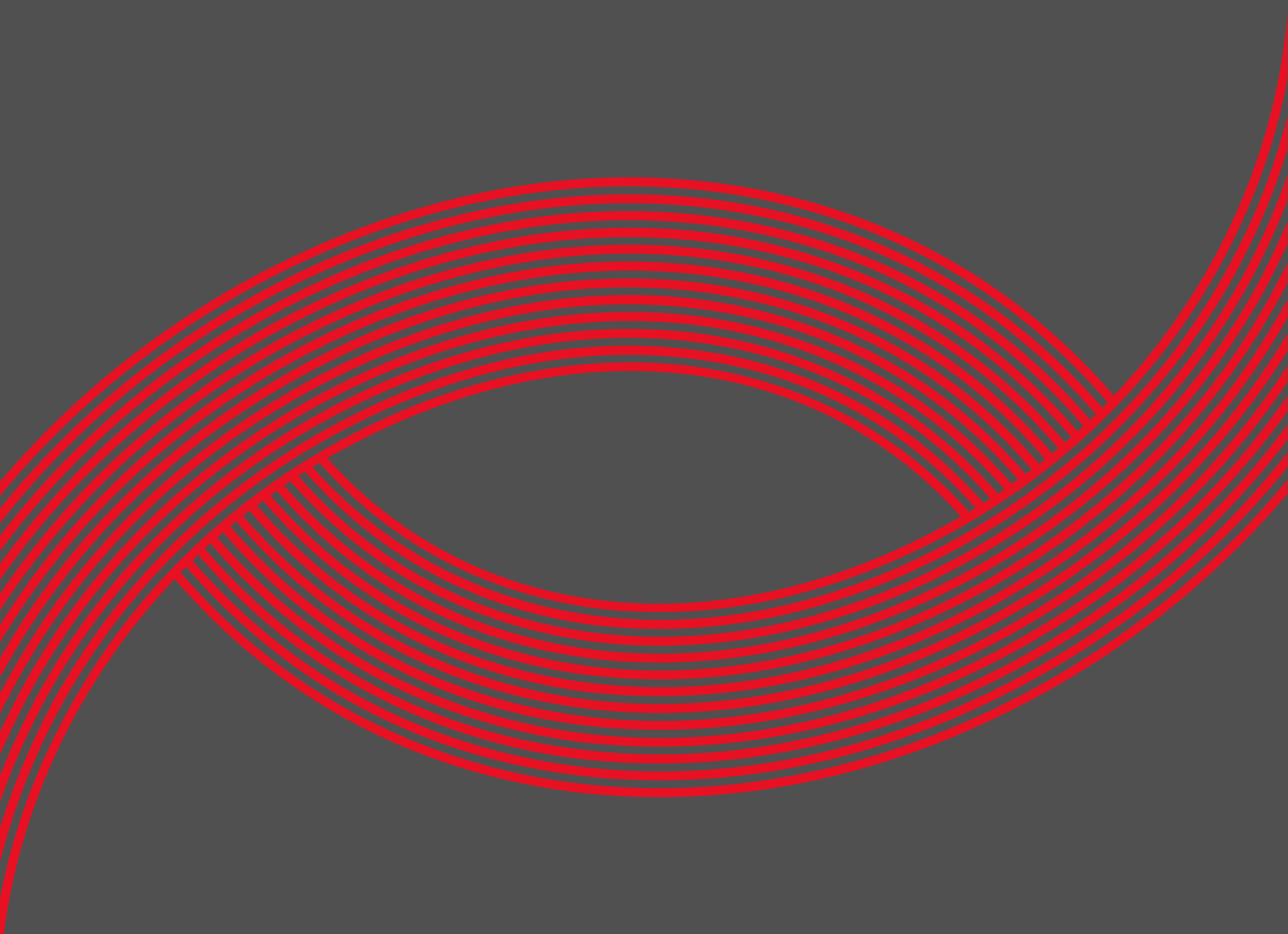


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Envision the business you dream of





TRUE INNOVATORS

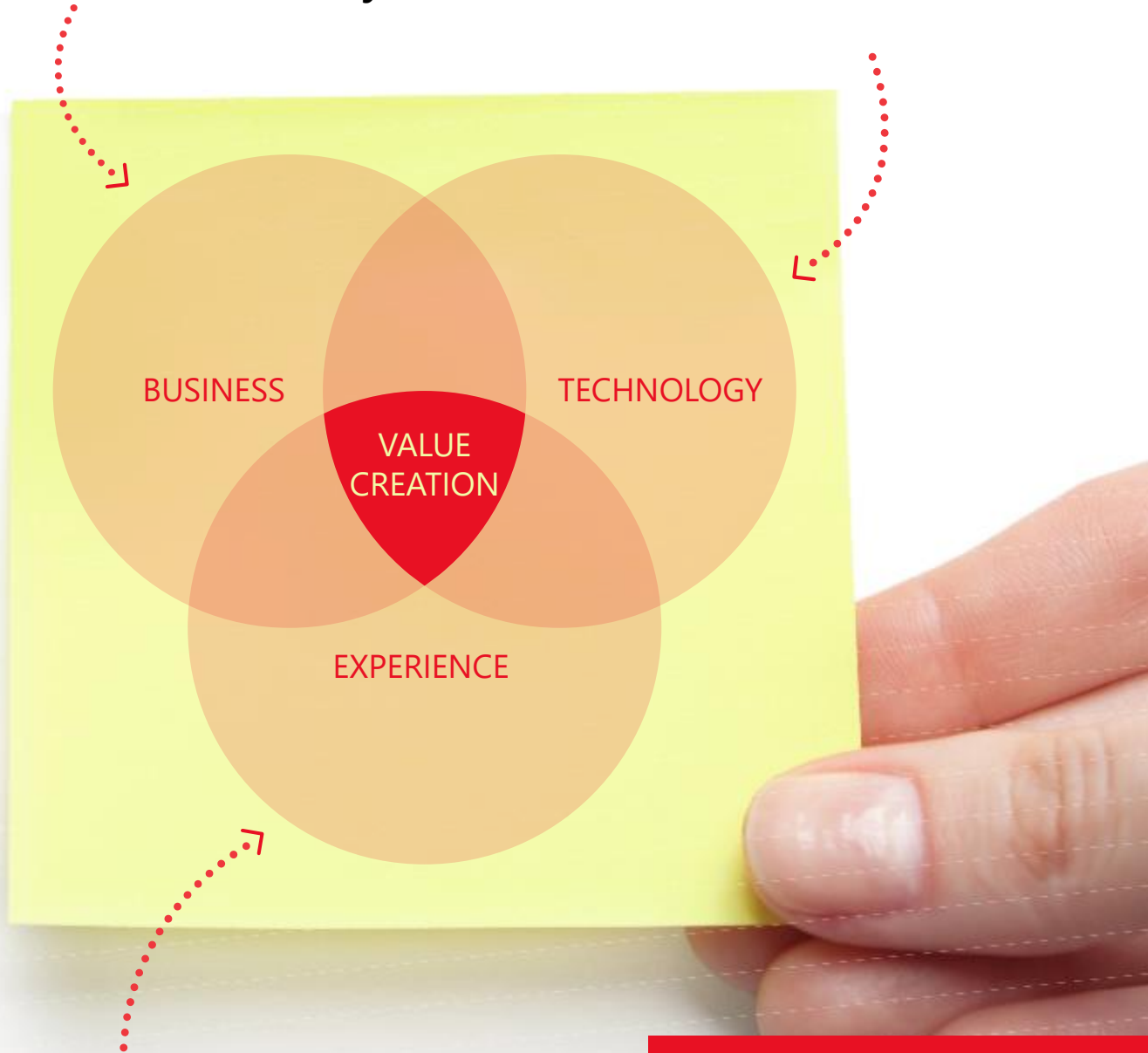
CHANGE IS BORN OF DESIRE,
ACCELERATED BY TECHNOLOGY,
AND DRIVEN BY IMAGINATION

True innovators are often outsiders - rebels with a cause who solve problems we didn't know existed, bringing new perspectives to the collaborative process of design

OUR ENVISIONING APPROACH HELPS ORGANIZATIONS IGNITE NEW IDEAS AND ACCELERATE EXISTING INITIATIVES

Make money and be successful
Do things better and in new ways

How technology works and enables the business model



Research, synthesize and create unique insights and experiences that differentiate

New value creation happens at the nexus of these dimensions

Create without fear

Imagine if...?
What if...?

So you can rapidly
iterate, develop, capture
and prototype ideas. It's
a space that allows
people to DREAM
MAKE and DO



COLLABORATION



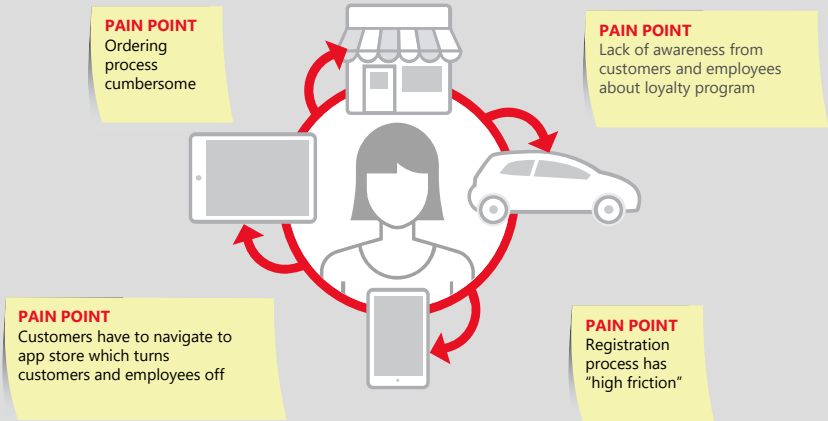
It's a collaborative approach that helps challenge the status quo and imagine the art of the possible by dreaming up and developing the big ideas, and activating the innovative scenarios to make it real

We leverage an inclusive design thinking process and bring together a multi-disciplinary team with a common purpose to: REINVENT THE CORE and REIMAGINE THE NEW together with you

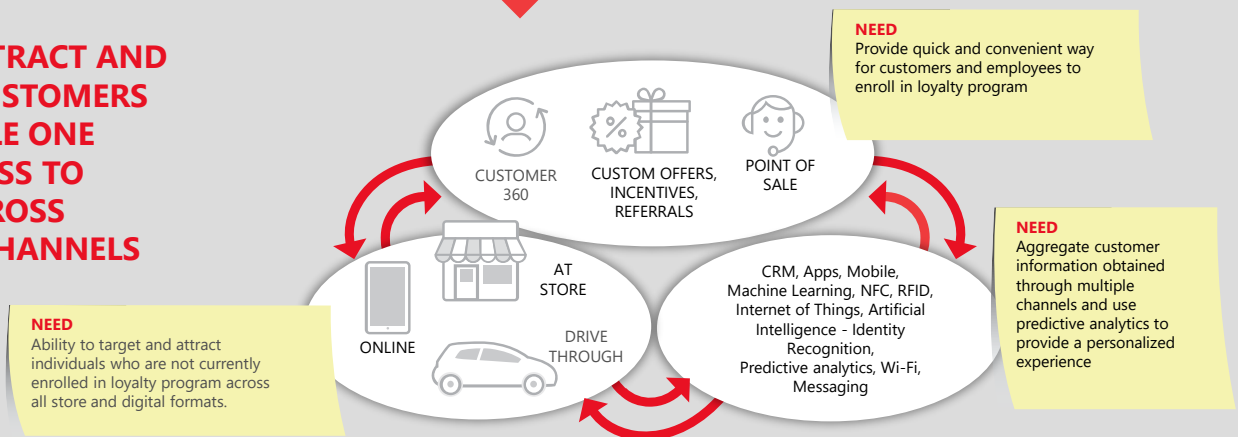
The outcomes result in a shared vision, roadmap, customer journeys and a series of micro-revolutions to maintain leadership, advance innovation and accelerate growth

BIG IDEA Deliver personalized experiences that result in more customers enrolled and retained in loyalty program

CUSTOMER ENROLLS IN LOYALTY PROGRAM WITH OPTIONS ACROSS MULTIPLE CHANNELS



TARGET, ATTRACT AND PROVIDE CUSTOMERS WITH SIMPLE ONE STEP PROCESS TO ENROLL ACROSS MULTIPLE CHANNELS



IMPROVED CUSTOMER LOYALTY ADOPTION AND RETENTION



CURRENT STATE

Lack of awareness and friction within loyalty program enrollment to acquire customers. Which has effected the ability to grow and retain customers, and employee productivity

DESIRED STATE

Happier customers. Productive employees focused on customer experience. Business has better insights and solutions to grow and retain customers



CUSTOMER "That was easy and worth it!"

- ✓ Perform customer and market intelligence analysis
- ✓ Develop and manage social media channels and deliver omni-channel engagements
- ✓ Tailor the digital experience by engaging consumers with customized experience based on their purchase patterns



EMPLOYEE "That was painless"

- ✓ Optimize employee productivity and minimize time to enroll customers
- ✓ Improve the customer experience when interacting with a sales associate
- ✓ Attract and retain through providing differentiated experiences



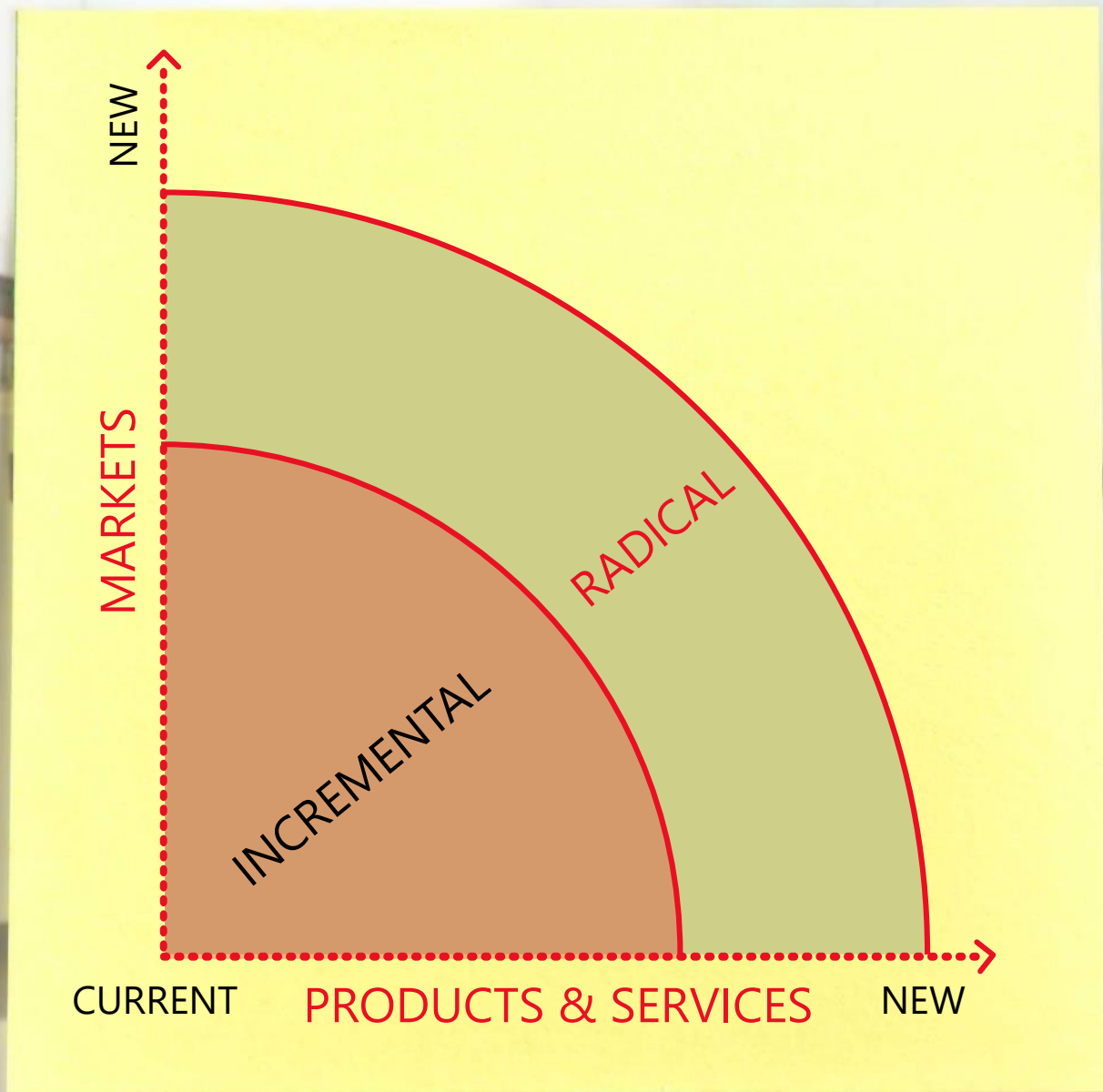
TO SUCCEED, AN ORGANIZATION
NEEDS A NORTH STAR

You can steer towards it by observing and understanding your market, your employees, your customers and the solutions you need to provide. It's not just about analysis, it's about empathy, and applying an innovator's mindset to find the future

FIND THE FUTURE

IN TIMES OF RADICAL CHANGE YOU CAN'T SETTLE FOR CONFORMITY

You have to create without fear. Creativity can't be bought off the shelf like packaged software. It's something that is nurtured, communicated, and practiced throughout an organization. It never ends. It takes skill and persistence, and the results pay off



POWERHOUSE OF KNOWLEDGE



ORGANIZATIONS ARE
POWERHOUSES OF KNOWLEDGE,
FILLED WITH TALENTED PEOPLE
CONSTANTLY LOOKING TO BE
INSPIRED AND REJUVENATED

What are you doing to unlock
their ingenuity and bring new
ideas to life?

The engine that drives innovation is simple:

Dream it. Do it.

Watch the envisioning movie



enterprise.microsoft.com

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Thank you

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