



Resonate with your audience

Gain deeper insights with a holistic view of the customer journey

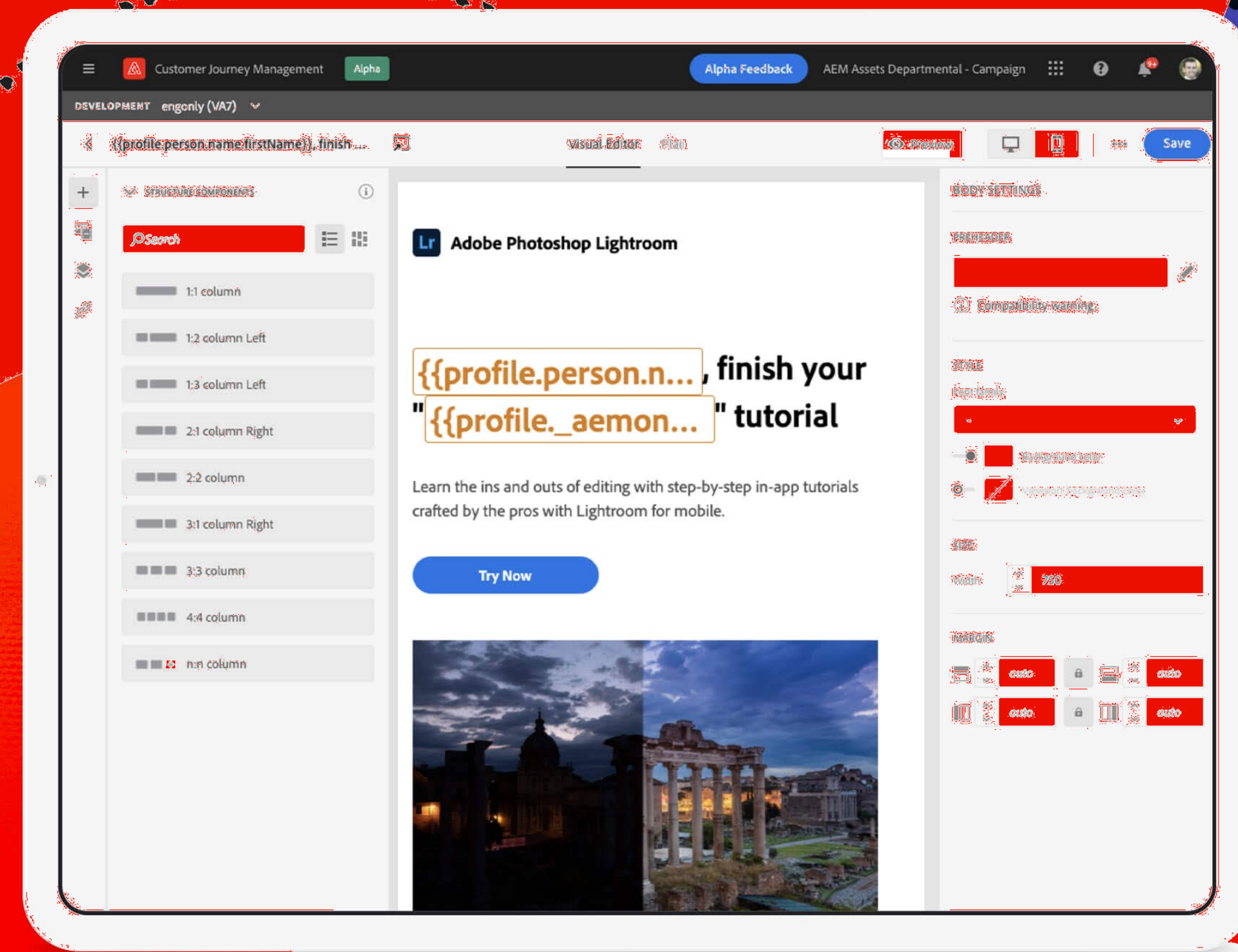


Table of Contents

Understand your customer	03
Challenges to understanding your customer	04
Introducing Adobe Customer Journey Analytics	05
Meeting the challenge	06
Provide value to everyone in your organization	07
Why Adobe Customer Journey Analytics on Microsoft Azure?	08
Consolidation of multi-channel, multi-source data	09
Democratization of data analysis	10
Adobe Customer Journey Analytics and Microsoft industry clouds	11
Next steps	12



Understand your customer

Make better decisions with a holistic view of your business

Businesses must remain hyper-focused on crafting customer experiences that resonate with their audience. To successfully accomplish this, they must develop a deep understanding of their customers and the journey each customer takes throughout the buying lifecycle. As organizations invest more in collecting and analyzing data from customers, they face multiple challenges to unlock insights from Customer Journey Analytics such as: rising customer expectations, the growing number of channels, siloed organizational data systems, and more. Many organizations

are finding it difficult to quantify the return on investment (ROI) for their digital customer experience. Meeting these challenges can be the difference between success and failure for an experience business. It is critical that brands understand how customers engage online and offline with their brand, so they can deliver compelling and consistent experiences across all channels to nurture these essential customer relationships. This is what it means for a brand to become an experience business.

“Companies cannot solve customer needs within the traditional organizational silos. Companies that use customer journey programs to realign their organization around their customer can realize improvements of 20 to 40 points in customer advocacy scores, cost reductions of 15% to 25%, and revenue increases of 10% to 20%.”



Bharat Poddar Managing
Director and Senior Partner
Boston Consulting Group

Challenges to understanding your customer

Analyzing the customer journey gives visibility into the branding and messaging efforts of an organization and can reveal if those efforts are effectively engaging with their decision-making processes. For experience businesses, this is key to influencing customers' purchasing decisions, forecasting future demand, and delivering personalized experiences from the beginning to the end of the customer's journey.

However, understanding your customer and their journey is becoming increasingly complex. Today, customers interact with brands across multiple channels and expect that each one will deliver the same consistent, connected, personalized experience.

Along with rising customer expectations, organizations are finding that customers themselves are changing. Thus, making it more difficult for organizations to understand how to best position themselves and their services to engage with their key audiences.

As organizations turn to their data and analytics to help gain insights into customer relationships, they discover that their data is siloed across departments, making their pursuits less effective.

How experience businesses choose to meet and overcome these challenges will be critical to ensure continued success.



Introducing Adobe Customer Journey Analytics

Adobe Customer Journey Analytics on Microsoft Azure is an application service that allows you to rapidly analyze cross-channel interactions using any data available in Adobe Experience Platform and Microsoft business applications. It allows you to consolidate all possible channels that interface directly with customers, including human interaction channels, web and mobile devices, customer assistance channels (e.g. live chat), offline channels, and intelligent agents (e.g. chatbots). It allows you to

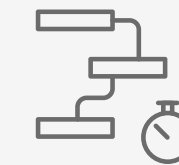
see the customer in a journey context by viewing and analyzing data sequentially, spanning multiple channels and combining them into a single reporting view.

Customer Journey Analytics empowers anyone in the organization responsible for the customer experience and allows them to quickly make decisions based on a holistic view of available data.

Key Features



Analysis Workspace on Adobe Experience Platform: Find answers to business questions with multi-channel, stitched data. Get deeper insights by building multi-channel segments for activation and personalization.



Data ingestion & Data Lake: Customer Journey Analytics natively feeds Adobe Analytics, Campaign, Target, Audience Manager, and Ad Cloud data into Adobe Experience Platform for standardization with customer interaction data from any offline channel or other first-party enterprise data set.



Experience Data Model (XDM) and Data Preparation: Customer Journey Analytics uses a flexible, harmonized data schema that is not bound to the hit-visit-visitor model.



AI/ML models: Use the provided out-of-the-box models or run your own to activate insights, visualize patterns, answer business questions, and meet strategic goals.



Query Service: Create SQL access to raw data in Adobe Experience Platform for ad hoc exploration, validation, verification, and deeper analysis of new datasets.

Meeting the challenge

Customer Journey Analytics is a service built on Adobe Experience Platform that lets you join all of your data from every channel into a single interface for real-time, omnichannel analysis and visualization, allowing you to make better decisions with a holistic view of your business and the context behind every customer action.

Consolidating data sources and channels also empowers organizations to discover new insights quickly. For example, by incorporating offline and online data, new customer segments and insights can be uncovered. Organizations can also optimize user experience and drive engagement and retention by incorporating insights from user behavior data collected across channels and leverage insights generated through cross-channel journey analysis to reduce churn and improve customer satisfaction.



Provide value to everyone in your organization

Adobe Customer Journey Analytics is completely accessible to anyone in your organization that needs to make sure that customer journeys flow seamlessly and ensure customers feel valued. With intuitive dashboards and visualization toolsets, Customer Journey Analytics gives those that are on the front lines of customer journey management the tools they need to deliver robust experiences.

Value to CXO

Use visualizations and dashboards to quickly and effectively surface visible cross-channel customer journey insights to C-suite level executives in a light, accessible, visual manner that also provides drill-down capabilities without being overwhelming.

Value to Database Architects (DBA)

Provide your DBA with a user-friendly experience that easily scales to support hundreds or thousands of users doing cross-channel customer intelligence.

Value to Analysts

Empower your analysts to unlock insights spanning multiple data sources with a centralized reporting interface that combines the data analytics from your existing Adobe products and with the AI and machine-learning capabilities of Microsoft Azure.

Value to Optimization Manager

Customer Journey Analytics allows organizations to embed cross channel insights into each persona's core workflow, speeding up the time from insight to action. It also provides each user with simplified analysis tools and an intuitive user interface, promoting analytical maturity and growth.

Why Adobe Customer Journey Analytics on Microsoft Azure?

Together, Adobe and Microsoft are revolutionizing the digital customer journey and how data is used to enhance customer experiences.

Azure and Adobe Customer Journey Analytics work together to deliver truly differentiated customer experiences. Now that we've discussed the power of Adobe Customer Journey Analytics, and the power of Microsoft Azure, let's combine the two and see how together Adobe Customer Journey Analytics on Azure is truly a unique and powerful application for understanding each individualized customer journey.

Secure data on the cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

Operate hybrid seamlessly

On-premises, across multiple clouds, and at the edge – Adobe Customer Journey Analytics meets you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Build on your terms

With Adobe Customer Journey Analytics on Azure, you have choices. With a commitment to open source, and support for all languages and frameworks, build how you want, and deploy where you want to.

Be future-ready

Adobe and Microsoft are committed to continuous innovation to both support your development today, and your vision for tomorrow.



Consolidation of multi-channel, multi-source data

Customer Journey Analytics natively feeds Adobe Analytics, Campaign, Target, Audience Manager, and Ad Cloud data into Adobe Experience Platform, allowing for standardization and analysis of customer interaction data from any online or offline channel or other first-party enterprise data set.

All while leveraging the power of Azure, Adobe Customer Journey Analytics can analyze years of data to create meaningful insights and actions in no time.

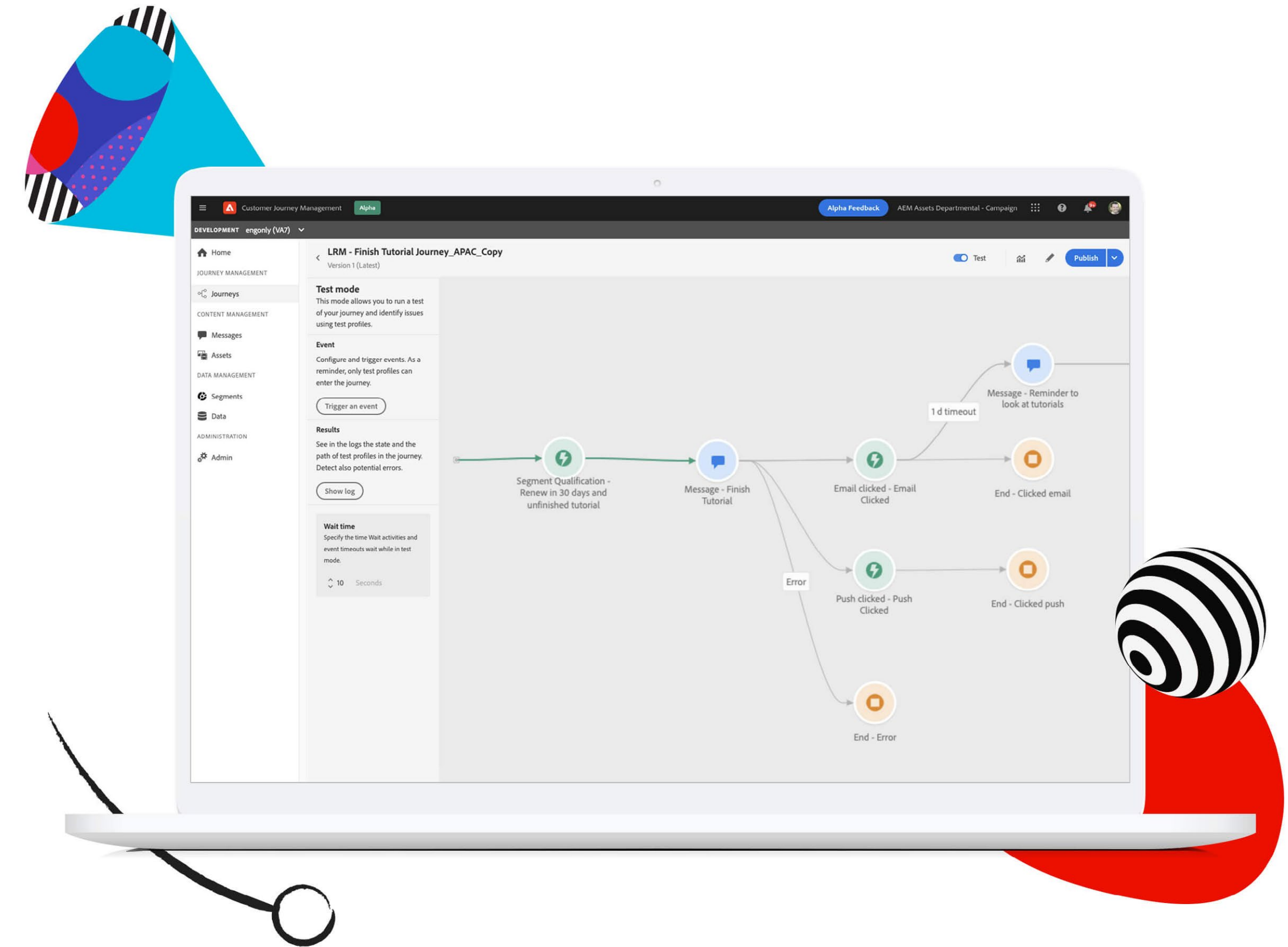
- **Real-time customer journey** – Fuse all your data (web, CRM, offline) from any source, including Microsoft applications, into a unified profile.
- **Interactively explore the whole journey** – Visualize a customer's journey across multiple channels sequentially, putting each action in context and enabling cross-channel analysis of things like flow and fallout.
- **Unlimited variables and events** – Data sets can have an unlimited number of unique dimensions and metrics.



Democratization of data analysis

Customer Journey Analytics makes it easy for anyone in your organization who is involved in customer experience management to quickly and easily leverage a consolidated view of the customer journey. With an intuitive user interface, and easy-to-use analysis and visualization tools, everyone in your organization can benefit from Customer Journey Analytics, regardless of their analytical background.

- **Leverage visually exciting dashboards to engage executives** – Bubble up key data and analytics with robust dashboard creation
- **Analytics for everyone** – Unlock the power of data science with data science tools that anyone can use to gain deeper insights and perform more powerful analysis
- **Powerful tools** – Visualize and interact with your datasets using ad-hoc reporting



Adobe Customer Journey Analytics and Microsoft industry clouds

As companies around the world turn to digital technologies for the resilience and agility necessary to survive in today's market, Microsoft and Adobe are looking to answer the call. We have accelerated our efforts to support and co-innovate with customers and partners for industry-specific offerings that provide a launchpad for deeper more meaningful customer experiences. Let's take a closer look at how Microsoft and Adobe are working with three major industries to foster differentiated experiences.

Microsoft x Adobe in Healthcare

Microsoft and Adobe in Healthcare provide capabilities to manage health data at scale. Together, they make it easier for healthcare organizations to improve the patient experience, coordinate care, and drive operational efficiency, while helping support security, compliance, and interoperability with health data.

Microsoft x Adobe in Retail

Microsoft and Adobe in Retail bring together different data sources across the retail value chain and uniquely connect experiences across the end-to-end shopper journey through a set of capabilities that deliver more relevant personalized experiences and operational excellence for sustained profitability.

Microsoft x Adobe in Financial Services

Microsoft and Adobe bring together capabilities with multilayered security and comprehensive compliance coverage to deliver differentiated customer experiences, improve employee collaboration and productivity, manage risk, and modernize core systems.

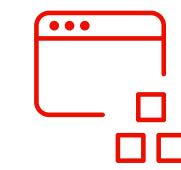




Next steps



If you'd like to learn more about the Adobe Microsoft partnership you can visit our [Adobe and Microsoft partnership page](#).



Please visit www.axmcustomerjourneyanalytics.com to learn more.



And finally, if you'd like to read more on Adobe Experience Platform on Microsoft Azure visit our [Adobe Customer Journey Analytics page](#).

