

MARKETING TECHNOLOGY

MARK READ

NEIL STEWART

JACQUES VAN NIEKERK

MIRO WALKER

RICARDO MORAL

Key Marketing Technology Companies

ECOMMERCE

Salmon
SHAPING FUTURE COMMERCE

- eCommerce

MARKETING TECHNOLOGY

acceleration 

- Analytics
- Ad-serving
- Data
- Email/CRM

CONTENT

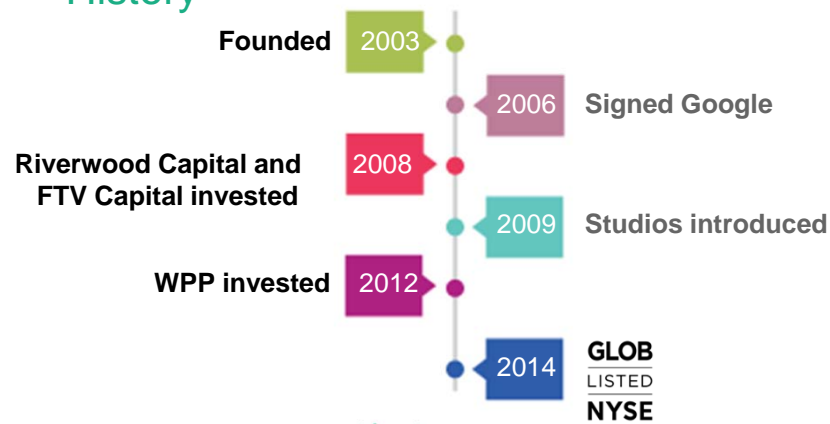

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- Content Management

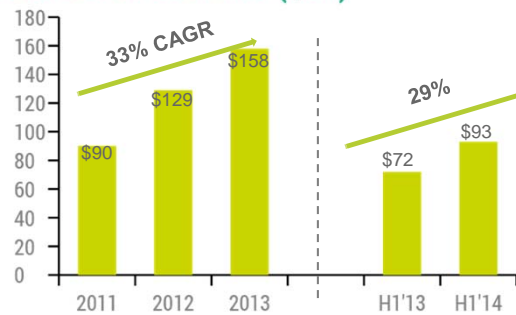
Globant: 20%

CUSTOM SOFTWARE DEVELOPMENT AT SCALE

History



Revenue Growth (\$M)



Selected Clients



Employees

3,371 June 2014

Highlights



Partnerships with Technology Leaders

Platforms and Content Management



Mobile



eCommerce



Cloud Computing



Middleware



Third-Party Plug-ins (>80)



Internet of Things

FLEXTRONICS

Big Data and Analytics



Worlds Largest Grocery Re-platform Programme

Salmon helped Sainsbury's manage and deliver the transition of what is believed to be the largest grocery re-platform programme in the world. The new platform supports \$1.5bn in annual online sales with ongoing YOY growth.

Results

- Multi-channel platform for grocery desktop, mobile and tablet
- Call Centre and in-store tool capabilities
- Van delivery management tools
- Optimised capacity planning
- Integrated into 252 fulfilment centres/stores across the UK
- Successful roll-out of +8m customers and +12m orders

Sainsbury's



Salmon

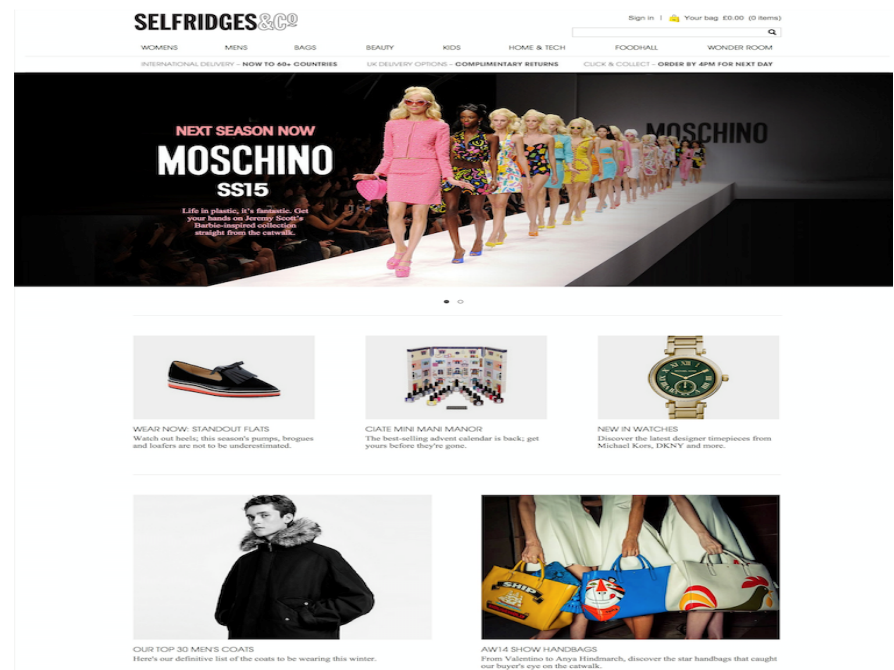
Seamless Multi-channel and Online Evolution

Salmon have been working with Selfridges to help support their ongoing digital transformation, global consumer audience and luxury brands.

Results

- Buy online – collect from store
- Circa 20% of online sales are collected
- Delivery to 60 countries worldwide
- Circa 30% online traffic from outside UK
- Seamless web, mobile, tablet
- Distinct brand offerings (Cartier)

SELFRIDGES & CO



Salmon

World Class Platform To Support Digital Transformation

Salmon have been working with DFS to help support their ongoing digital transformation and global eCommerce offering, giving customers more control over how they browse and buy.

- Serving UK and Ireland customers through online, in-store, call centre
- Major design focus on tablet adoption
- Supporting sales associates in-store
- Unique visitors up by 36%
- New routes to market (B2B) with DFS contract
- New market entry (Holland)



INTERNATIONAL BEVERAGE COMPANY

BUSINESS CONTEXT

- From acquisition to efficiency
- From federated to globally integrated
- Reliance on emerging markets
- Alcohol marketing and dark markets
- The rise of organised trade
- Fragmented approach to digital
- No consumer data assets

TRANSFORMATION IN ACTION

Fragmented -> Efficient

- Data Framework
- Marketing technology reference architecture
- Tool selection, implementation and migration
- Playbooks, process and training

Efficient -> Effective

- Global KPI framework
- Unified reporting platform
- Mix modeling and attribution
- Scale out winning engagement models

Effective -> Adaptive

- Active, structured marketing innovation
- 24/7 community management
- Content marketing integrated with social media strategy

GLOBAL TRAVEL AND HOSPITALITY CLIENT

BUSINESS CONTEXT

- Reputational challenges impacting brand
- Price wars reducing margin
- Commoditized product
- Developing new audiences
- Developing new brand engagements

TRANSFORMATION IN ACTION

Fragmented -> Efficient

- Email marketing automation
- CRM integration
- Integrated web analytics platform
- Data framework and tag management

Efficient -> Effective

- Standardised engagement models for highest revenue generating campaigns (pre-cruise, welcome, remarketing)
- Lead acquisition (field marketing) app

Effective -> Adaptive

- Cross-channel integration (CRM, social, paid media)
- Attribution modeling



About

- Global footprint
- 150 local operating countries
- 100+ brands and products across pharma, vaccines, consumer
- 85,000+ web pages, 3,000+ websites

Challenges

- Digital capabilities falling short of requirements
- Large project backlog delaying marketing efforts
- Lack of multichannel optimised content
- IT tasked with driving digital innovation
- Content authors struggling to manage global content

£26.5bn

2013 turnover (+1%)

99,451

employees in 2013

GSK Global Digital Services Common Framework



“Initial results have shown a reduction in time for sites to be ready for content entry from 5 weeks to an astonishing 4 days.”

— Director, Digital Services & Technology, Global Digital Services

Results

- A framework for global **Adobe EM** deployment.
- Scalable and extendable, driving **efficiency**, content reuse, **speed to market**.
- Global governance, local empowerment
- Mobile first, responsive by design
- An **innovation lab** surfacing digital experience leadership across GSK



The Telegraph



About

- Telegraph Media Group has always been at the forefront of digital innovations in the industry
- The UK's largest circulation, most profitable quality newspaper.

Challenges

- Reach out to readers and visitors online
- Align content management with increasing demand from digital channels
- Roll out new properties quickly and cost effectively

150 years of history

595,000
worldwide circulation

£327.5m

2013 turnover



The Telegraph



“With cost-effective, robust development and optimization capabilities in Adobe Marketing Cloud, we can build new revenue channels quickly to reach more readers.” – **Chief Technology Officer**

Results

- World first deployment of Adobe’s new **Sightly** templating language.
- Accelerated **time to market** for new revenue generating digital properties.
- An efficient **design-first** focus that works across Internet and mobile platforms
- Optimized **content** and **design** by building and testing variations of websites

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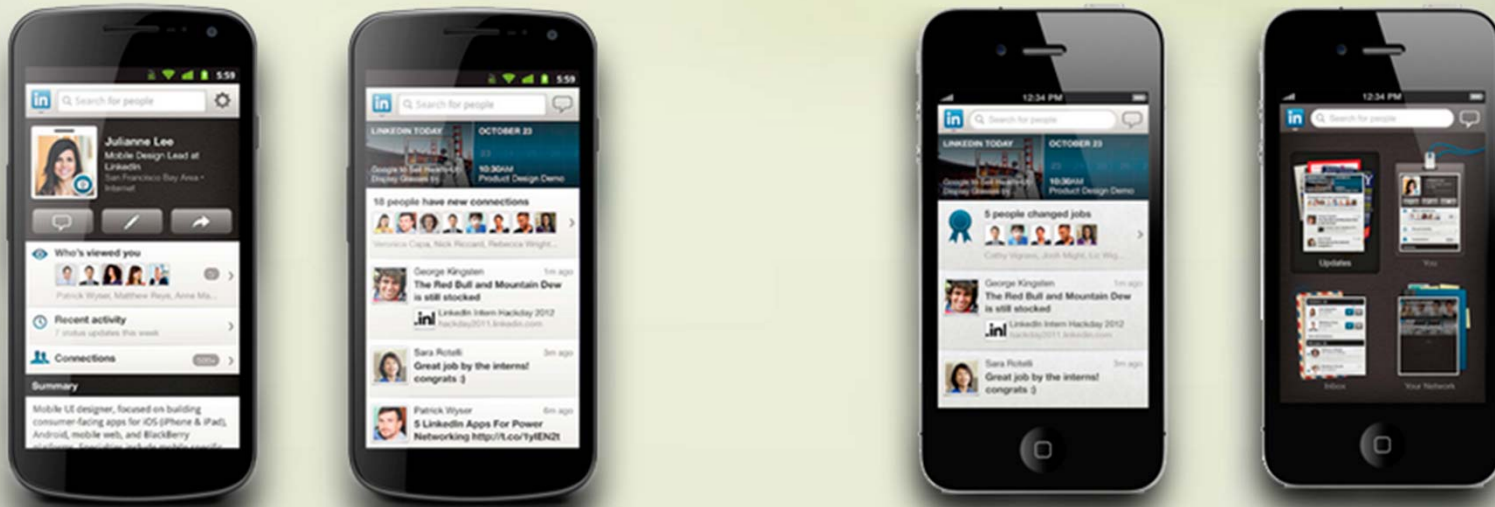
How to test drive a car

Follow these simple rules to get the most from a test drive



LinkedIn

- We supported LinkedIn's success in mobile and social media
- Business insights can now be captured just by taking a peek at your smartphone
- Globant customer for more than 5 years

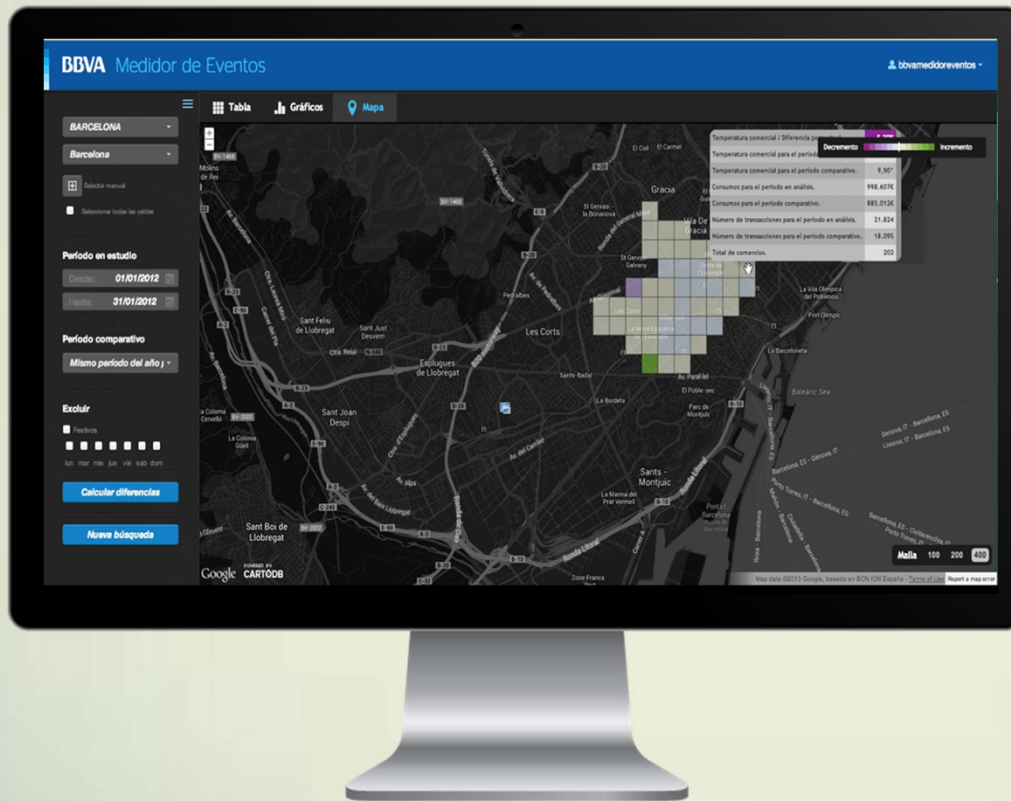


EA - FIFA

We provide services to Electronic Arts on several projects, including collaborating closely with Electronic Arts' EA SPORTS products in developing "Game Modes" for its FIFA console products as well as supporting EA SPORTS in the delivery of a wide range of gaming services and products for the FIFA franchise. We also support the Electronic Arts 'Origin' product. Our team implemented the social functionality for Origin and supported development of various other features and functionalities in the product.



BBVA



- We provide Big Data solutions for BBVA bank
- Globant helps the bank innovate in financial information analysis
- Globant customer for more than 3 years