

Dell Nurture

Utilizing automation to create personalized customer experiences

Experience Design and Automation

November 2015



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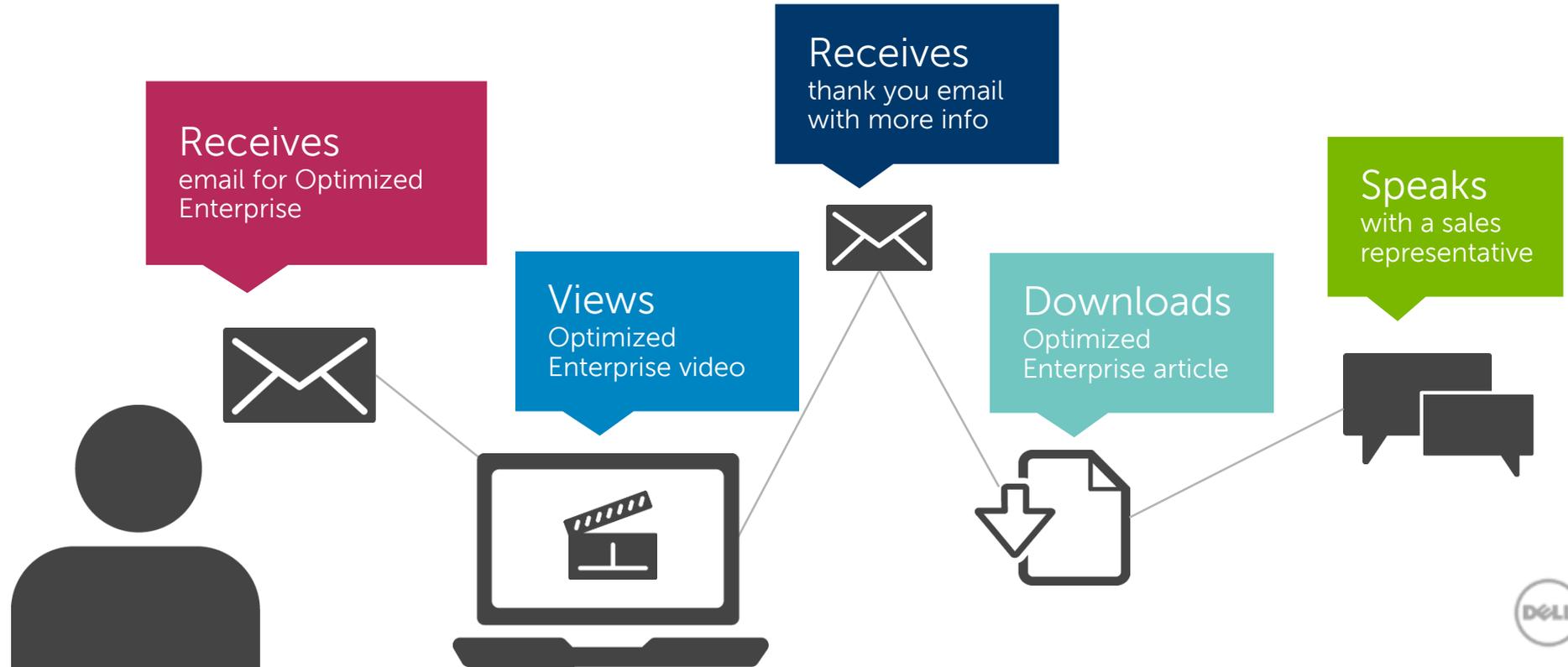


Introduction



What is Nurture?

The Nurture program provides contacts who are not quite ready to talk to sales a way to self-educate, research and satisfy their interests with relevant content. Contact behavior throughout the program drives the type of content/communications.



Nurture program experience

The Nurture program is automated and always on.

Nurture delivers content that's relevant to the contact, based on their pain points and engagement.

Contacts are routed to the right type of content based upon their prior activity.

When a contact demonstrates interest in a particular solution topic, they receive more content around that topic.

In Nurture, contacts choose their own paths by determining what and when to view content.



Ready to speak to a salesperson

Content

The copy, images, and engagement assets that help inform the contact on their journey

Content for the program

Thousands of unique pieces of content enable a wide variety of conversations to personalize a contact's research experience.

- ✓ tied to Global priorities
- ✓ populates customer journey phases
- ✓ consumable across devices and languages

Bring your business forward with BYOD

Bring your business forward with BYOD. Research shows that employees who use their own devices are 41% more productive than those who use company-owned devices.

The top two benefits of BYOD are:

- 57% Increased productivity
- 41% Reduced costs

Why it's finally time for the enterprise tablet

Tablets can – and do – drive worker productivity in a variety of vertical industries.

End users drive tablet demand in the enterprise

- 21% of IT departments plan to increase their tablet usage
- 52% of IT departments plan to decrease their tablet usage

How to achieve compliance and data security in BYOD and mobility programs

Boost productivity while maintaining compliance

Future-proof your mobility strategy with Dell Enterprise Mobility Management

Enterprise Mobility Management (EMM) is the key to ensuring your mobility strategy is future-proof. It provides a comprehensive suite of tools to manage your mobile devices, applications, and data, ensuring your organization is always up-to-date and secure.

The real value of a secure workspace

Work environments come in a variety of sizes and complexities. For every work style, there is an appropriate option for providing employees the right software and enterprise resources they need to do their jobs.

The definition of a secure workspace

A complete enterprise environment that addresses employees' expectations for fast, easy, anytime access to necessary software and resources, in a workspace that is isolated from the host environment.

The New Mobile Workforce

Mobility is the key to increased productivity. 60% of employees who use mobile devices report increased productivity.

The New Mobile Workforce

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Business benefits from tablets in the workplace

- Increased productivity
- Reduced costs
- Improved customer service
- Enhanced employee mobility
- Increased operational efficiency
- Reduced downtime

Best practices

- 1 Confirm which data is regulated
- 2 Protect regulated data
- 3 Control access to data and networks
- 4 Secure devices
- 5 Develop proven, compliant apps
- 6 Prove you're compliant
- 7 Train employees on the importance of maintaining compliance

Create a mobility program to boost productivity and meet your business needs.

When you enable your employees to go mobile, you can increase productivity and meet your business needs. A mobility program can help you achieve these goals by providing your employees with the tools and resources they need to work more effectively.

EMM Statistics

- 69% of employees use mobile devices
- 83% of employees use mobile devices for work
- 45% of employees use mobile devices for work
- 77% of employees use mobile devices for work

Offline productivity

A secure workspace approach lets employees maintain productivity even in situations with poor or no network connectivity. Virtualized desktop infrastructure (VDI) solutions and web-based applications require a continuous connection to the corporate network, while the secure workspace allows employees to continue to work on applications with the workspace even when they are not connected to the corporate network or the internet. VDI system information is then synced when connectivity is restored.

Why EMM is key to the enterprise tablet

Enterprise Mobility Management (EMM) is the key to ensuring your mobility strategy is future-proof. It provides a comprehensive suite of tools to manage your mobile devices, applications, and data, ensuring your organization is always up-to-date and secure.

Don't let security concerns derail your mobility project

Security concerns are a major barrier to mobility adoption. However, with the right approach, you can overcome these concerns and realize the benefits of a mobile workforce.

The time for enterprise tablets is now

The time for enterprise tablets is now. The benefits and operational efficiencies provided by these devices are well-documented. It's time to embrace the power of the tablet and transform your business.

Bridge the gap between corporate-owned devices and BYOD without compromising security.

Learn more at Dell.com/BringYourOwn

Get down to business with the latest enterprise-ready tablets from Dell.

Learn more at Dell.com/BringYourOwn

Dell Enterprise Mobility Management

Learn more at Dell.com/BringYourOwn

The real value of a secure workspace

Work environments come in a variety of sizes and complexities. For every work style, there is an appropriate option for providing employees the right software and enterprise resources they need to do their jobs.

The New Mobile Workforce

Mobility is the key to increased productivity. 60% of employees who use mobile devices report increased productivity.

Audience



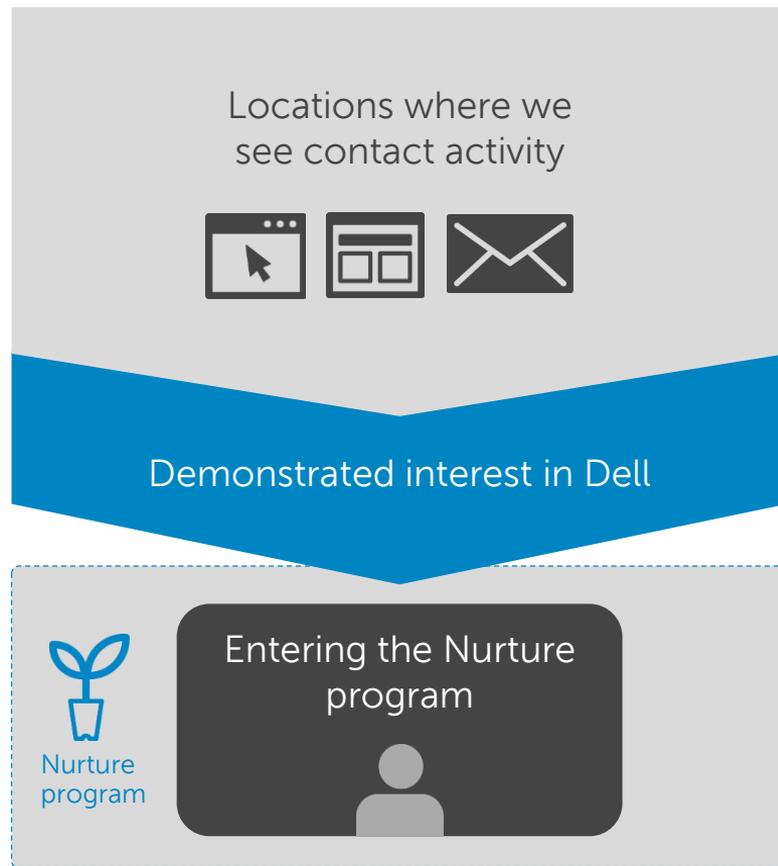
Audience

The ideal audience for nurture are contacts who have demonstrated interest in Dell but not enough interest to be ready to talk to sales.

In traditional marketing efforts, some portion of contacts are not ready to talk to sales. Those contacts would not be prioritized for sales follow-up and remain untouched.

Nurture provides those contacts that are not prioritized for sales follow-up an ongoing opportunity to learn more about Dell's priority solutions. The contact's engagement with content can be tracked and determined if ready to speak with sales.

The combination of topic and source determines the depth of content the contact will be served.

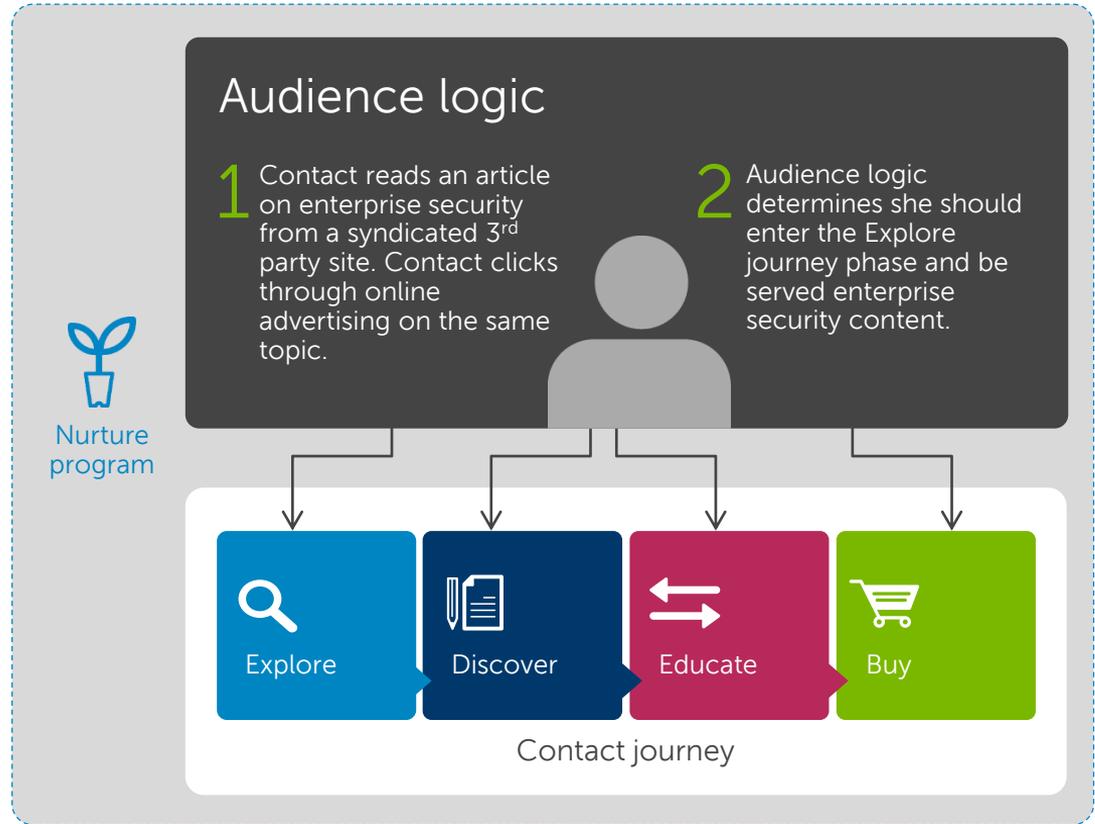


Mapping a contact to the Nurture experience

Audience logic is a sophisticated process that determines which phase in the purchase journey someone will be placed in and what topics they will be served.

This logic interprets a contact's behavior based on source/vehicle (e.g., email, DM, OA, events, 3rd party leads) and topics engaged within those sources.

Logic automatically assigns a value which triggers the type of content (topic and journey level) to be automated to an individual contact. This process is done for each contact with automated rules and logic.



Program design



Program design: the blueprint of the Nurture program

The combination of rules, logic and engagement that creates a personalized experience

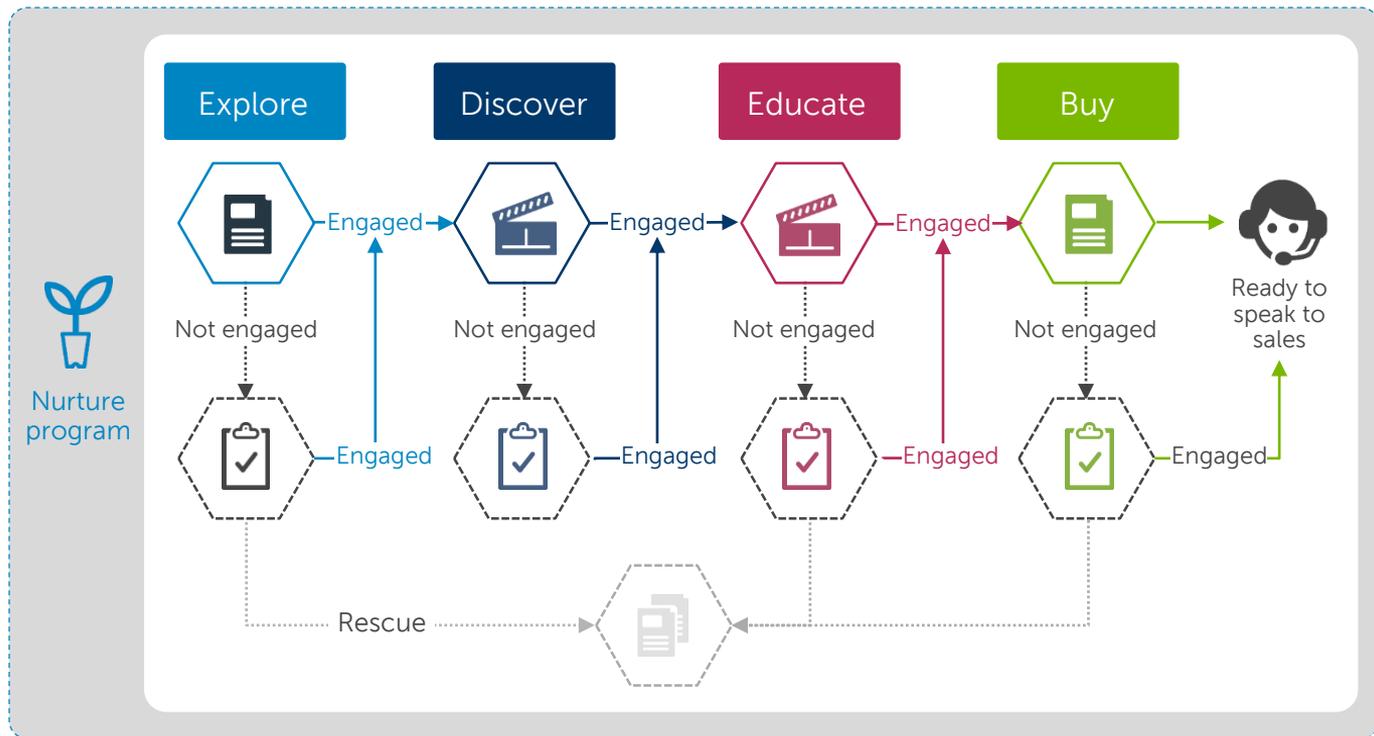
Contact behavior dictates the experience.

As a contact opens, clicks and downloads, content becomes more specific.

If they do not engage, content is varied to determine if there is another interest.

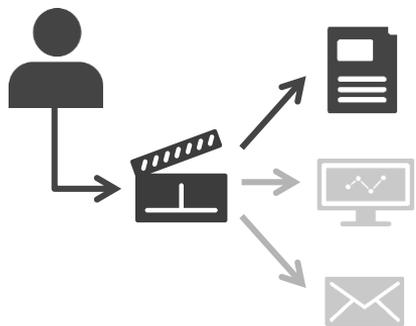
If they continue not showing any specific interest, contact is placed in the rescue track with broad alternative topics.

If a contact stops responding, they automatically exit nurture program to be folded into regional push marketing activities



Content logic ties the customer's behavior to the next message.

Logic in the form of if/then statements that ties last behavior to content of the next message

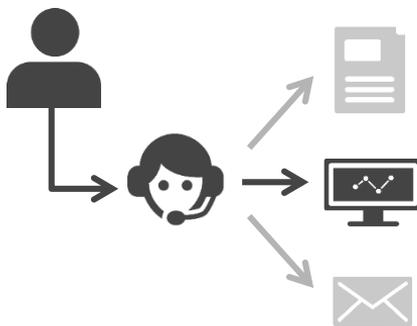


If (behavior)

Engagement (a contact engages by downloading an asset or viewing a video)

Then (content)

The next communication will promote specific messaging that goes a deeper into that subject

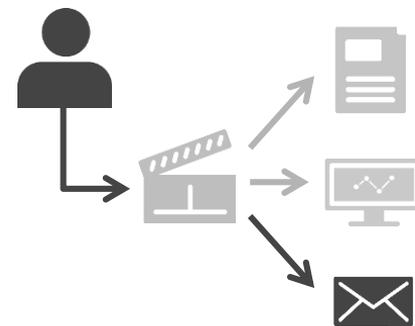


If (behavior)

Request sales

Then (content)

Send to salesperson



If (behavior)

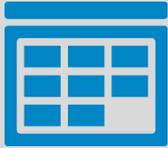
No engagement (if contact does not download an asset or view video)

Then (content)

The next communication will be determined by program design

Business rules provide guidance on when to communicate.

Rules and logic are controls to automate when and how best to communicate with a contact



When

Day of week, hours of day, frequency



What

Topics: how many and priority to ensure continuity and mitigate topic confusion



Language

Delivering communications in the preferred language



Permission to communicate

Accommodate a customer's rights to privacy.

Ongoing, real-time behavioral analysis



Behavior is tracked until a contact indicates readiness to talk to sales.

A variety of factors including engagement within a journey, type of content viewed and parallel site activity are indicators determining readiness to have a conversation.

Ready to speak to a salesperson

Content

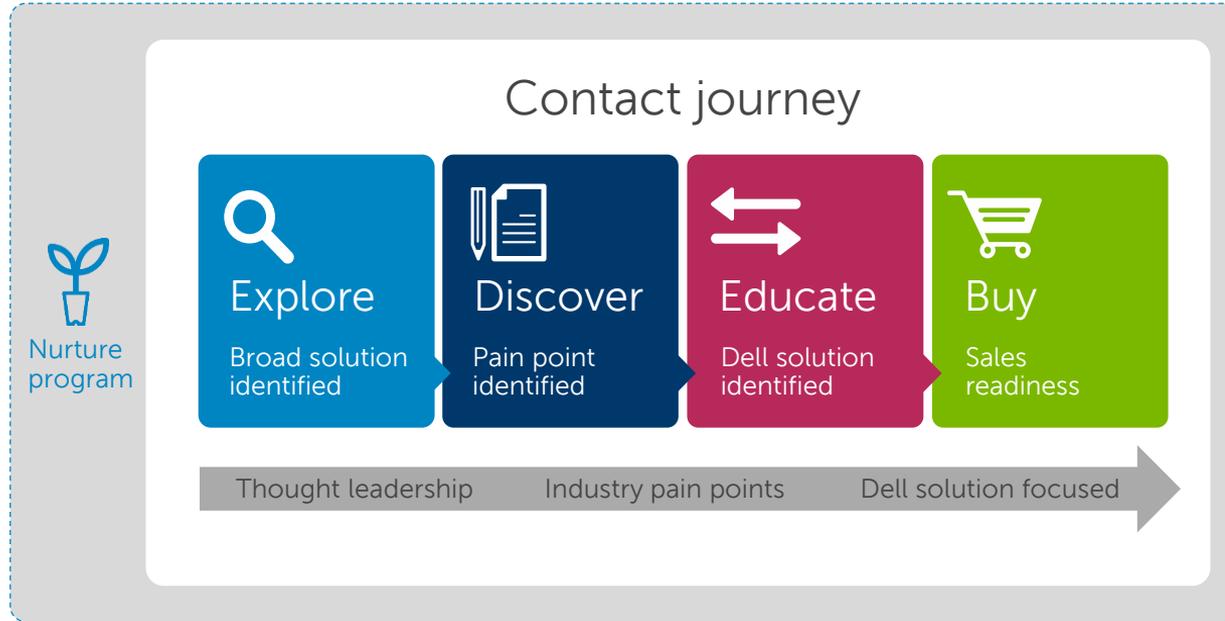


Thousands of scenarios are required to deliver personalized content. The quantity of scenarios dictates the amount of long form content needed to personalize. The quantity of assets dictates the amount of email versions required to personalize for a contact.

Customers expect relevant content in a digital format, delivered quickly in a variety of ways. Modularity allows us to respond to this and efficiently scale our marketing efforts.



Relevant communication at the right time with the right message



Nurture focuses on letting a customer's interests drive the information they receive.

They experience topic-specific information designed to lead them throughout their journey.

Streamlined digital design using modular content enables thousands of different experiences.

Nurture content is aligned to global marketing campaigns across Dell end-to-end solutions.

Each path is designed to maximize the contact's engagement and foster better conversations when determined ready for sales.

All nurture communications are mobile responsive, automatically shifting layout according to device.

Modular vehicles are enabled in nurture to personalize each contact's journey.

Modularity

Build and deploy potentially hundreds of personalized variations of marketing messages via modular content vehicles.

Modularity and repackaging work together to create 1:1 marketing momentum.

Engagement asset repackaging

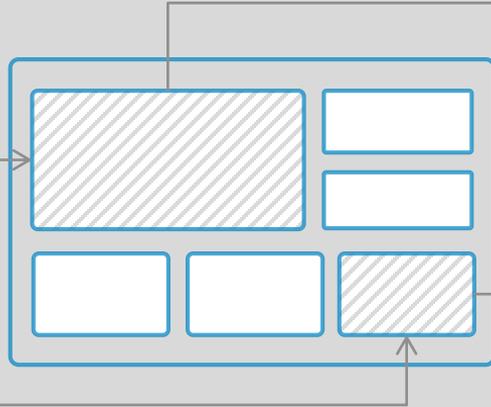
Quickly and less-expensively create the large volume of assets necessary to populate modular programs.

What is the modularity?

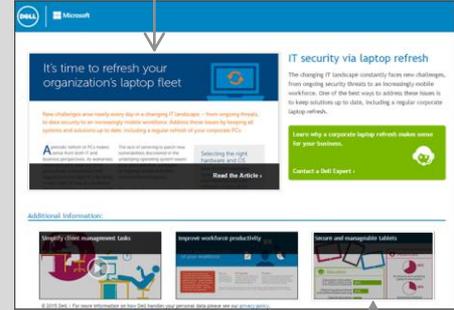
Modularity breaks content into headlines, images, copy blocks to create versions of content such as emails, landing pages or online advertising. Modularity uses these content modules to build many different marketing vehicles from one library of content.

	A	B	C	D	E	F	G
1	Thumbnail	Thumbnail	Asset Title (actual title of asset)	Asset #	Asset Description (the need for landing page headlines) (Max 100 Ch)	Asset Body Copy (Max 100 Ch)	
2			Wendy's franchise ensures PCI DSS compliance	A366	Take protection beyond compliance	Del provides restaurant chain with secure and transparent network security.	
3			How rugged do you need?	A357	How rugged do you need?	Choosing the right Dell Rugged device depends on where and how your employees will use it.	
4			ITC Daugherty testing case study	A361	Work, no matter what	Racing team drives forward with laptops that can stand up to tough conditions.	
5			Dell Latitude Rugged NSA presentation	A364	Get the job done when it counts	Dell Rugged devices offer unparalleled performance with customizable value.	
6			Dell Latitude S4 Rugged Extreme presentation	A364	Perform seamlessly anywhere	Get more done with a Rugged convertible notebook that works anywhere.	
7			Dell Latitude S4 Rugged Extreme presentation	A364	Make the toughest job easier	The Dell Latitude S4 Rugged is built for the work to get the job done.	
8			Latitude S4 Rugged from the insider	A364	Rugged reliability	Rugged extends durability with business-class control and manageability.	

Content components



Wireframe



Populated landing page



What is engagement asset repackaging?

Engagement assets are condensed key points of information, easy consumed in visually appealing and versatile formats such as infographics, videos, e-brochures.

“Repackaging” is a unique creative process where existing marketing “source” material is rebuilt into shortened engagement assets.

Unlocking Insights with Apache Hadoop

Leveraging big data to gain a competitive advantage across a range of industries

Executive summary

In their efforts to extract value from big data, organizations around the world are turning to the Hadoop data collection, management and analysis platform. Hadoop offers two important services: store any kind of data from any source, regardless of its size, easily and quickly. This value is realized under the open source Hadoop ecosystem interactive for diverse use cases across a wide range of industries.

The Hadoop platform

The open source Hadoop platform was originally developed by the world's largest Internet companies to capture and analyze the massive amounts of data they generate. Unlike earlier platforms, Hadoop can store any kind of data in its native format, regardless of size, and can be structured - and/or unstructured - to perform a wide variety of analysis and transformations on that data.

Hadoop allows your organization to store petabytes, and even exabytes, of data cost-effectively. As the amount of data in a cluster grows, you can add new servers with ease, scaling incrementally and independently. Thanks to the use of MapReduce framework, which takes advantage of the parallel processing power of the servers in the cluster, a 100-node Hadoop instance can answer questions on 100 terabytes of data just as quickly as a 10-node instance can answer questions on 10 terabytes.

Source material

Security best practices when implementing a big data platform

Big data technologies enhance your productivity, but it is critical that they are secured in the same software, and that you process capabilities to further "repackage" platform.

Deloitte best practices when designing big data security

Security covered by the following categories:

- Identity management
- Access control
- Data privacy

Harness the huge potential of big data

Executive summary

The Hadoop platform is the foundation of enterprise data management and analytics. It is a powerful tool for organizations looking to unlock the value of their data. This whitepaper provides a comprehensive overview of the Hadoop ecosystem, including its architecture, key components, and use cases. It also discusses the challenges of implementing Hadoop and provides best practices for success.

Take control of your data with Dell | Cloudera

The opportunity and challenge of big data

Big data is the new normal. It is the source of competitive advantage for organizations that can harness its power. However, it also presents a significant challenge: how to manage and analyze the massive amounts of data being generated. This whitepaper explores the opportunities and challenges of big data and provides a roadmap for success.

Graduate to new stages of analytical maturity with Dell Statistics

Dell Statistics provides access to the power of advanced analytics with the ease of your current level of analytical maturity.

Repackaged engagement assets

- These repackaged engagement assets are merchandised through modular vehicles.
- One piece of source material can become many assets.
- Saves time and money while creating the volume of assets necessary for today's content-driven 1:1 marketing approach.

Content woven together tells a complete story.

Nurture is engineered to tell a engaging and informational story to customers about their pain-points and Dell solutions.

Nurture content is a cohesive collection with volumes of informative elements designed to deliver on that desire.

The collage consists of several content pieces:

- Evolve with a modern data center.** A whitepaper discussing the risks of legacy infrastructures and the benefits of application modernization.
- The risks of legacy infrastructures.** An infographic showing the impact of legacy systems on performance and security.
- The benefits of application modernization.** A diagram illustrating how modernization leads to enhanced security and performance.
- Delve value.** A whitepaper on high-performance, scalable, and open solutions for workloads.
- Unlock modernization.** A whitepaper on how modernization can improve business agility, efficiency, and transformation.
- Unlock the potential of your data center.** A whitepaper on how to maximize data center performance.
- How fast will work today?** An infographic about office productivity and the impact of modern IT.
- The office is still here too.** A whitepaper on how modern IT supports remote work.
- ...but productivity supports everywhere.** An infographic showing productivity gains from modern IT.
- The workday is ending.** A whitepaper on how modern IT supports the end of the workday.
- The workday is ending.** A whitepaper on how modern IT supports the end of the workday.
- Cost in four.** A whitepaper on how modern IT reduces costs in four areas.
- Change opportunity.** A whitepaper on how modern IT creates change opportunities.
- Introduce the Future of Business.** A whitepaper on how modern IT introduces the future of business.
- Essential to innovation.** A whitepaper on how modern IT is essential to innovation.
- The IT platform for branch offices and small and medium enterprise IT environments.** A whitepaper on Dell's IT platform for branch offices and SMEs.
- Professional workstations: Crucial to design engineering and more affordable than you think.** A whitepaper on Dell's professional workstations.
- Build your fleet of client solutions with Dell.** A whitepaper on Dell's client solutions.
- Contents** sections for the 'New approaches' and 'Build your fleet' whitepapers.

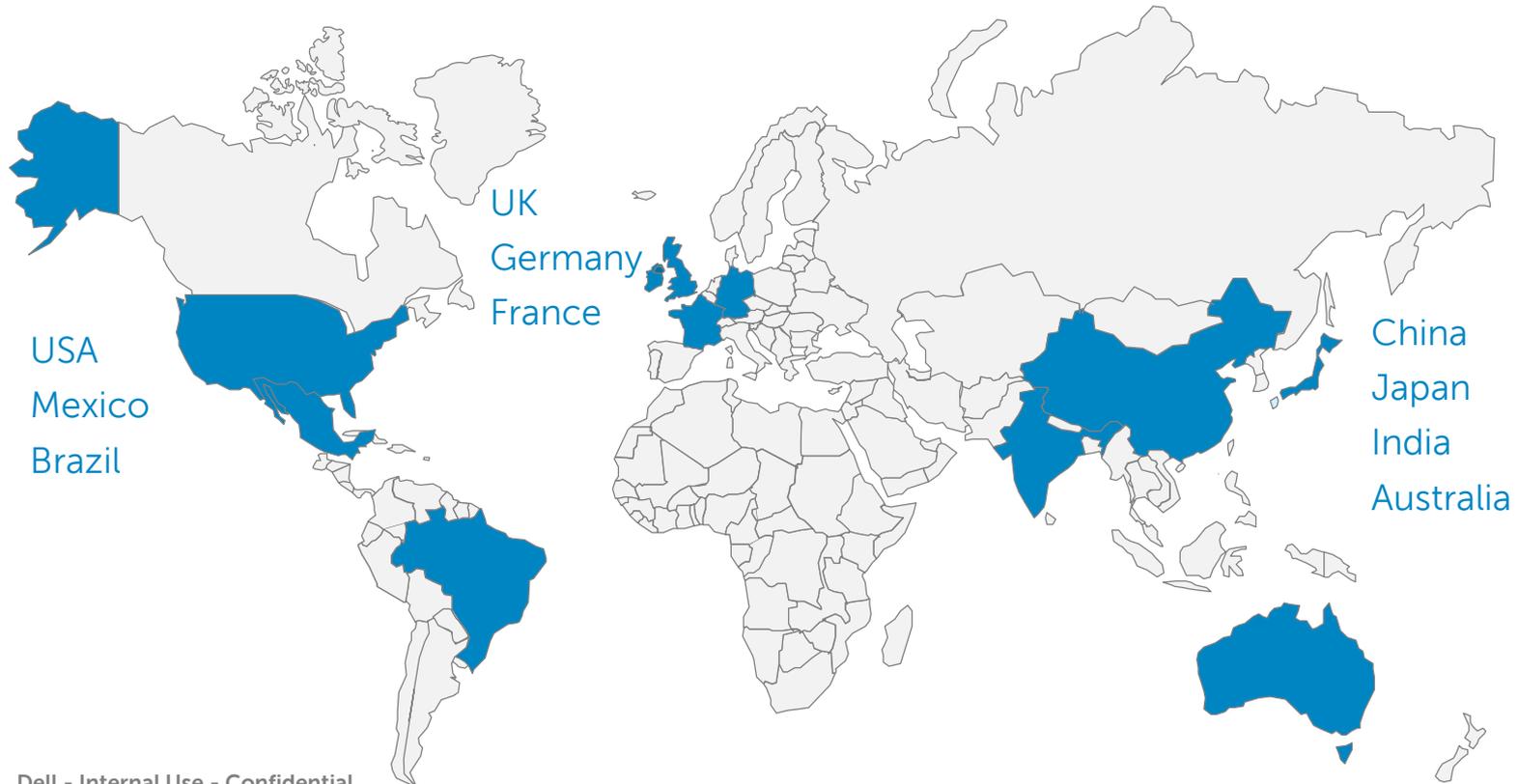


Nurture facts



Current global coverage

Ten countries, five languages



Automated and modular nurture is producing strong results for our customers and for Dell.

300% Engagement rate improvement over BAU

22+ Nurture topic tracks pan-Dell globally

>800 email versions created for Top 10 markets

More than **18,000** unique pieces of modular content

Industry recognized **"best-in-class"** automated lead nurturing program

>1,200 Engagement assets

500K contacts entering program year over year

Appendix



Contacts

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Global Experience Design and Automation



Glossary

Audience logic - a sophisticated process that determines which phase in the purchase journey someone will be placed in and what topics they will be served

Business rules - rules and logic are controls that automate when and how best to communicate with a contact

Content logic - logic in the form of if/then statements that ties last behavior to content of the next message

Contact - an individual with a known level of engagement

Engagement asset – marketing assets created or “repackaged” from existing marketing source materials

Modular content – content that is broken down into building blocks that are flexible and can be assembled a part of a variety of messages

Modularity – the ability to use content modules to build many different marketing vehicles

Personalization – when a customer receives content because of a previous action

Repackaging – making content from existing marketing source material and using it to build new, shorter engagement assets

