

IMS Overview

Frustrated with the bureaucracy and layers of unnecessary overhead that came with working within a large global consultancy practice, the current directors who headed up the Marketing Sciences team at Towers Watson chose to leave and set up IMS in 2013 with a clear vision of delivering added value for our clients.

People

IMS is effectively split into 3 distinct areas headed up by one of the directors – all the people detailed below are typically involved across all client projects and bring a combined 65 years’ experience in data, analytics and campaign management.

The core IMS skills are based on the following key areas

- Analysis and Insight – Digital analytics – Site and behavioural analysis, search and social. Customer analysis – behavioural, descriptive and predictive to drive segmentation, targeting strategy and communication / channel optimisation.
- Data Strategy – outlining strategic use of data within client projects – from requirements definition through to implementation.
- Data Management and Technology – Optimising structure and process to drive efficiency and performance from data and systems. Automation of reporting / dashboard capabilities. SCV / DWH design and development, these can be either on site or hosted solutions.
- CRM and Campaign Management – design, implementation and optimisation of multi-channel marketing campaigns from Adobe Marketing platform
- Technical development – webapp development, custom channel and data integrations, API configuration and integration.

Behavioural Analysis

- Descriptive – what people have done
- Predictive – what they are likely to do
- Prescriptive – What to do about it

Testing and Targeting

Decision Support Dashboards

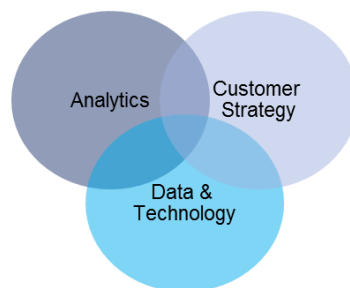
Customer Journey Planning

Segmentation and value proposition

Contact and Channel Strategy

Next best offer

Marketing Optimisation



Technology consulting

Business Analysis

Database and SCV design

Data Management and Hosting

Campaign Management and Web Analytics

Peter Russell – Business / Strategic Lead

Peter's experience and skills focus on helping align the objectives and deliverables between the technical side of the business and the marketing functions. This ensures that functional requirements and design are aligned to technical delivery for clients. Previous experience includes heading up customer strategy at Towers Watson Marketing Sciences, where he delivered projects including the launch strategy for new D2C insurance operation in China for a top 3 global insurer, multiple Adobe Campaign implementations as well as a customer segmentation project for a top 3 direct UK insurer. Prior to that he spent 11 years heading up data and analytical teams within WPP, Publicis and Omnicom marketing groups where he was responsible for the development and delivery of data driven marketing strategies, hosted CRM and campaign management solutions for numerous international blue chip clients including BAT, Nokia, L'Oreal, Prudential, P&G, Renault, LG Electronics, HP, RBS, Citibank, Zurich Insurance and 3 mobile

Pete Szabo – Technology / Architecture Lead

Over 25yrs of in-market experience brings extensive understanding of designing and implementing data warehouse and campaign management solutions as well as building Single Customer views to incorporate both on-line and off-line customer data to drive complex event driven campaigns. Pete is an enterprise architect and has designed and implemented numerous AC solutions over the last 6 years as well as leading the technical integration of channels and systems into AC. Previous experience includes the heading up the data and technology offering at Towers Watson Marketing Sciences. Prior to that he was Data Director at Dunnhumby for their Tesco and FMCG solutions before moving on to lead the technical consulting practice. During this time he built a new delivery solution to supply all customer insight, campaign and reporting for Tesco as well as working for a number of other high profile clients including British Airways and Vodafone. He brings a depth of consulting and operational experience across a number of industries including Financial Services, Telecommunications, Government, Utilities, Leisure and Travel.

Richard Perkins – Data / Development Lead

Richard heads up Database Development and Campaign Management at IMS. He is responsible for leading the solution delivery and configuration across all Adobe Campaign implementations / projects. Richard has implemented and configured numerous AC solutions over the past 7 years – covering all aspects of solution design, channel and other external system integrations. Previously whilst at Towers Watson he headed up the data solutions team where he also designed and implemented data management solutions to support detailed analytics and MI projects for multi-national clients including Sky, Aviva, Ageas and various other insurance companies.

For South Africa, Marc Stowe

Marc is an IT professional, the product of 19 years in retail, 2 years in dotcom start-ups and 4 years in financial services. Having designed, developed and implemented many systems in the past, the last decade has seen Marc as a leader responsible for teams and operational environments, as a business architect designing complex systems and solutions delivered through managed development teams, and as an agile service team leader adding progressive value to the business. In recent years Marc has dedicated more of his time to digital transformation within business, introducing architecture to enable a richer customer experience.

In South Africa, Marc is helping grow the IMS business as well as anchor support for clients, being the 'man on ground' to work with customers both during implementation and after.

Clients

We have extensive experience across multiple geographies and industry verticals – from smaller more traditional channel clients with 1m customer bases up to market leading FTSE 100 clients serving a customer base of 50m+.

- Client locations – UK, Ireland, Germany, Channel Islands, Gibraltar, Israel, South Africa
- Verticals – Travel, Financial Services, Ecommerce, Online gaming, Electronics, Retail, Publishing, Leisure.

We support all of our clients end to end within their campaign projects – from initial requirements definition through solution design and deployment onto ongoing support and optimization of their platform. (See below for an overview of a typical client engagement).

Client engagements

Global top 5 airline – retained relationship

- Datamart design, Campaign management implementation, customer marketing optimization. Configured across 28 domains and 19 languages.

Global airline – retained relationship

- Full Adobe Marketing cloud implementation. Datamart design, Campaign, Analytics and Target implementation across 4 brands and 8 languages.

Top 3 South African Bank – retained relationship

- SCV design and build, Campaign Management Implementation, customer marketing optimisation

Luxury Global Hotel Chain – retained relationship

- Campaign management implementation and support across 11 countries

Automotive – retained relationship

- Campaign management implementation and support for UK market for luxury car manufacturer

Electronics Manufacturer – retained relationship

- Campaign management implementation, support and optimization across EMEA markets for B2B, B2C and B2B2C divisions

Online retailer 1 – retained relationship

- SCV design and build, campaign management implementation and customer marketing optimisation, enterprise architecture for new ecommerce solution, website and integration with campaign management platform

Online retailer 2 – retained relationship

- Hosting and management of all customer data and direct marketing communications for online retailer as proof of concept. Business case and digital strategy development for full roll out of Campaign automation and site analytics for their Direct to Consumer division.

Retailer – retained relationship

- Strategic and technical consultancy for the design and development of single customer view to support marketing automation roll out in 2018.

FTSE 100 Retail Centre Operator

- Campaign Management solution to support loyalty and CRM scheme.

Online betting firm – retained relationship

- Campaign management – solution optimisation

Global publisher – retained relationship

- SCV design and build, campaign management implementation and ongoing solution optimisation

FTSE 100 – Retailer - B2B and B2C

- Transactional analysis of customer base, scoping / business case development for loyalty scheme

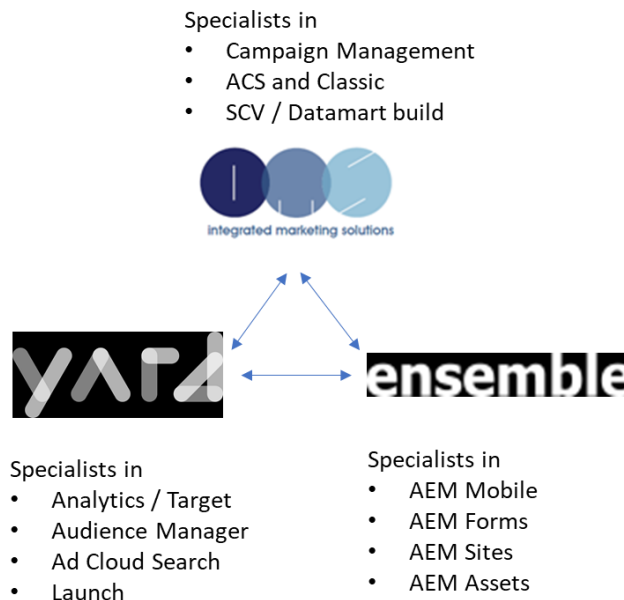
Our Partners

Bringing together the power of specialist partners to deliver a full-service Adobe Experience Cloud practice

What does this mean for clients?

Rather than having to engage a global consultancy or System Integrator with the associated costs and overheads, bringing together the skills of 3 specialist consultancies delivers the best of both worlds for clients – best in class skills with lower overheads and a more rapid project deployment.

Provides the ability to engage through any of the partners and access skills from across the entire experience cloud



About Yard www.weareyard.com

For Adobe Analytics, Audience Manager, Target and Tag Management via Launch

Yard is built around the vision of being ‘Globally trusted digital consultants, catalysing brand success’ and that ethos extends to the partner ecosystem we collaborate with.

Yard have multiple reference clients where a mix of onsite and remote support is provided under the centre of excellence model, working with multiple partners and vendor technologies and transferring knowledge to in-house teams working toward a path of enablement supported by best practice governance.

Yard are Data Cloud – Analytics, Audience Manager, Target and Tag Management specialists with a strategic focus on Adobe technology with a team of 33 certified consultants in our Adobe practice made up of the following certifications:

12 x analytics business users 2 x analytics architect 6x analytics developer 2x data cloud sales specialist 4 x target analyst 6x target business practitioner 1 x Audience Manager Business Practitioner 2x Ad-Cloud Business Practitioner

In 2018 alone with our collective of Adobe partners Yard delivered 30 multi-solution implementations in UK, Ireland, Israel, South Africa, USA, Hong Kong, Netherlands, Germany and Dubai.

Yard work with global banks both retail and investment, travel, retail, technology and software companies of all sizes. We support clients in 63 markets. Reference clients include Schrodgers, SAGE, Sainsbury’s Bank, Epson, Centrica.

About Ensemble – www.ensemble.co.uk

Ensemble are Adobe AEM partners specializing in all aspects of mobile and rich media application development, enterprise solution implementation, UX and digital marketing.

Using our expertise in the full software development lifecycle, we help organisations in all industries, including financial services, government, manufacturing, life sciences, education, and media and entertainment, to translate business objectives into effective solutions and applications.

We rely on our four skilled teams to deliver quality projects. The teams that make up Ensemble are: User Experience (UX), Development, Quality Assurance (QA), and Project Management.

Who Ensemble work with

