

GlobalFluency



CREATIVE PORTFOLIO





Dimension Data, a global leader in the provision and management of IT infrastructure solutions and services, sought to grow its brand as a leader in next-generation data center and cloud infrastructures. GlobalFluency and its Business Performance Innovation Network developed a global campaign, called *Transform to Better Perform*, designed to engage an audience of global business and IT executives on the subject of IT transformation. The program included the design and development on a new portal site, integrating campaign surveys, thought leadership reports, video content, interviews, infographics, Dimension Data content, and more. The 9-month program generated more than 6,000 registered downloads, 20,000 unique web site visitors and over 160 news articles worldwide.

THE CLOUDY ROAD TO TRANSFORMATION

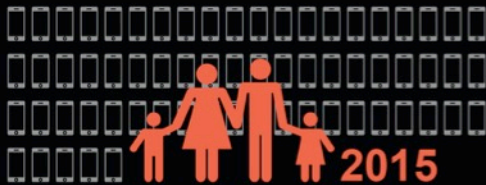
GROWTH IN DATA



Global data center traffic will triple from 2012-2017

The average household generates enough data each year to fill

65 32GB iPhones



In 2020 it is expected that this will grow to

318 32GB iPhones

THE CLOUD LANDSCAPE

2.4 billion people now use cloud-based services in some form



There is an estimated **1 exabyte** of data stored in the cloud (That's 1 BILLION gigabytes!)

By 2017

73% of data will be in the cloud

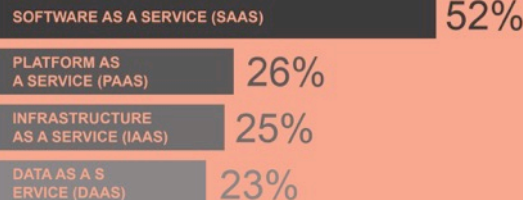
More than 60%

of businesses utilize cloud for performing IT-RELATED OPERATIONS

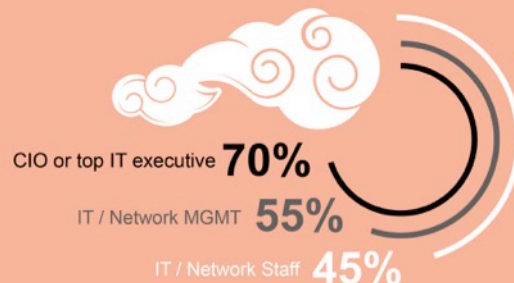
What is Driving the Shift to Cloud?



Where is Cloud Investment Going?



Who is Making Cloud Decisions?



THE CLOUDY ROAD TO TRANSFORMATION

CLOUD VS ON-PREMISES DATA CENTERS

Data Center Current Assessment

Worldwide data centers cover

35.7 MILLION SQUARE METERS



How Much is Being Invested Globally? (in billions US\$)

	2012	2015
TOTAL:	140.1	185.2
COLOCATION & OUTSOURCING:	32.3	51.2
IN-HOUSE IT:	47.4	58.2
IN-HOUSE FACILITY EQUIPMENT:	60.4	75.8

How Much Will Traffic Grow?

from 2012 to 2017

GLOBAL CLOUD TRAFFIC	4.5 x
GLOBAL DATA CENTER TRAFFIC	3 x
CLOUD WORKLOADS	3.7 x
DATA CENTER WORKLOADS	2.3 x



SAP Hybris [v]

SAP has an over five-year relationship with GlobalFluency and our affinity network, the Chief Marketing Officer Council. Our efforts have helped build the SAP brand and business pipeline with global marketing organizations and further position SAP's Big Data analytics platform, Hybris. The CMO Council and GlobalFluency are in the midst of a major campaign focused on the value of Big Data and customer insights in driving customer engagement and revenue. The program includes global and regional research reports and other content, executive roundtable discussions, and the launch of a campaign web site for the Customer Experience Board. The CMO Council recently staged an Elite Retreat that drew 90 CMOs and senior marketing executives at the SAP Sapphire conference and proved to be a great opportunity for SAP executives to engage and interact with many of their strategic target customers.

PROGRAMS

RESEARCH

EVENTS

RESOURCES

ABOUT

CONTACT US



REPORT



**GAINING TRACTION WITH
CUSTOMER INTERACTION**
Achieving Business Impact With
Customer Engagement Optimization

CMO
COUNCIL

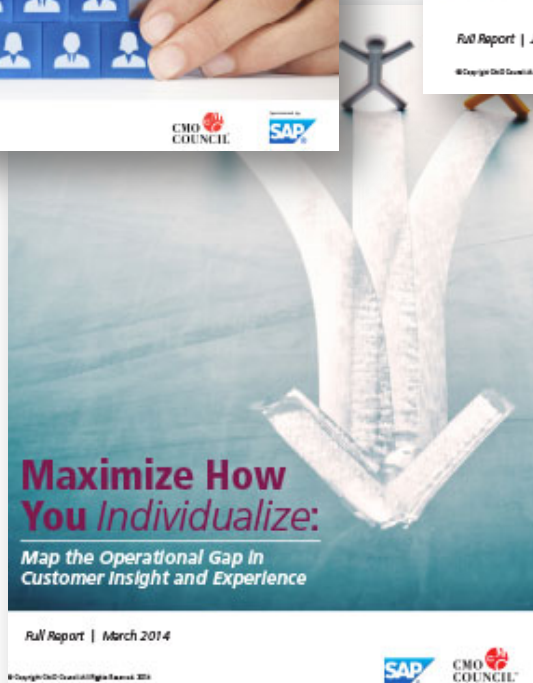
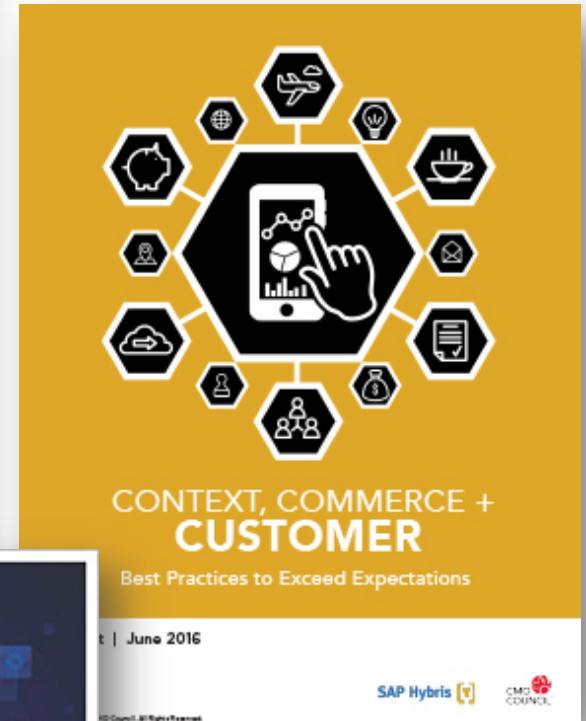
SAP

FUTURE - PROOF CUSTOMER ENGAGEMENT

A BEST-PRACTICE VIDEO SERIES ON
CONTEXT INSIGHTS AND ENGAGING
WITH AN AUDIENCE OF ONE

A CONVERSATION WITH **DAVIDE ZANOLINI**

PIAGGIO
GROUP



CUSTOMER EXPERIENCE IN ASIA PACIFIC & JAPAN

THE CMO COUNCIL ASKED
240 SENIOR MARKETING EXECUTIVES
WORKING IN ASIA-PACIFIC AND JAPAN (APJ)
TO BENCHMARK THE STATE OF
CUSTOMER EXPERIENCE

APJ Marketers Say

GLOBAL BRANDS TRUMP APJ BRANDS

When It Comes to Customer Centricity

WHO HAS THE HIGHEST LEVELS
OF CUSTOMER CENTRICITY?

55%
GLOBAL
BRANDS

37%
APJ
BRANDS

MARKETERS STRIVE FOR CUSTOMER CENTRICITY BUT STRUGGLE TO ACHIEVE IT

60% SAY: PUTTING **THE CUSTOMER FIRST** IS KEY TO
CUSTOMER CENTRICITY



BUT



MASTERING THE CUSTOMER EXPERIENCE

NEW RESEARCH FROM
THE CMO COUNCIL AND SAP
SHOWS JUST HOW IMPORTANT CUSTOMER
EXPERIENCE IS TO BUSINESS...AND HOW
CHALLENGED ORGANIZATIONS ARE
TO MASTER THESE ENGAGEMENTS.



say customer centricity is
critical to success
for the business and for
their own role

THE TOP 3 ATTRIBUTES OF CUSTOMER CENTRICITY



Senior management
centered on needs
of customer



Functional alignment
around a holistic
customer experience
strategy



Corporate culture
that puts
customer first

SO...WHY SO LOW?

ONLY 14%
of marketers say customer
centricity is high

ONLY 11%
of marketers say their
CUSTOMERS would say
customer centricity is high

HOW ARE APAC MARKETERS OPTIMIZING CUSTOMER EXPERIENCE?

WHAT MAKES A GREAT CUSTOMER EXPERIENCE?

67%



Quick
Response Times

49%



Products That Reflect
Customer Needs

47%



Fast Response
to Issues

47%



Consistency of Experience
Across All Touchpoints

HOW WOULD CUSTOMERS RATE THIS EXPERIENCE?



Moderate



Good



High



Needs Improvement

TOP FORCES SHAPING CUSTOMER EXPERIENCE IN ASIA



- 1 Rapidly Changing Customer Behaviors
- 2 Digital Channel Growth
- 3 Expansion Into New Markets With New Customers
- 4 Market Pressures From Competition
- 5 New CEO or Management Team

49% of marketers in Asia believe they are being held back
in advancing customer experience strategies because of
GAPS IN 3 CRITICAL AREAS:



PEOPLE



PLATFORMS



PROCESSES

that power customer engagement



NTT turned to GlobalFluency when the technology corporation was launching a new Silicon Valley applied research and development center, called the NTT Innovation Institute, or NTT i³. GlobalFluency worked with the founding executive team to develop compelling messaging and content to reach and engage Silicon Valley's technology ecosystem and NTT customer audiences globally. GlobalFluency developed a wide range of content to help position and launch the Innovation Institute's new Customer Experience Center, including infographic signage, tour guide scripts and collateral. It developed a wide variety of thought leadership content and product messaging and materials for new technology introductions, placed feature and news stories in major technology and business media, and designed and implemented an interactive, web-based newsletter called Inside i³.



APRIL / MAY 2014
The Bi-Monthly Newsletter of
the NTT Innovation Institute



[BACK TO WWW.NTTI3.COM](http://WWW.NTTI3.COM)

NEWSROOM

“

The new NTT Group 2014 Global Threat Intelligence Report focuses on five critical areas of security: threat avoidance, threat response, threat detection, investigation and response capabilities...

[→ Read our report](#)



SUBSCRIBE

Inside i³ welcomes your feedback, ideas and inquiries. Contact us here



#Srini

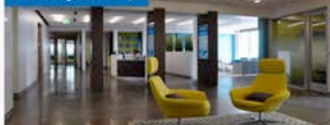
I'm pleased to welcome you to the first issue of "Inside i³", the bi-monthly newsletter for executives and practitioners from NTT Group operating companies and customers. I hope you find the information in this and future newsletters informative. In this month's issue we will introduce you to...

[→ Read more](#)

FOOD FOR THOUGHT

New Thought Leadership
Content from NTTi³

CXC Update →



UPCOMING EVENTS

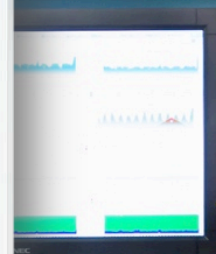


Applied Thinking

The desktop experience is rapidly changing as employees conduct their business on the go using whatever device is most convenient. The virtual workspace is evolving into a fluid, cloud-based computing ecosystem, enabling workers to collaborate, share and transact.

Native applications are transforming rapidly to web "apps", mobile broadband is readily available and identity and access management for the cloud is a reality.

[→ Read more](#)



NTT GROUP AT A GLANCE

\$130 billion
total revenues

32nd
on Global
Fortune 100

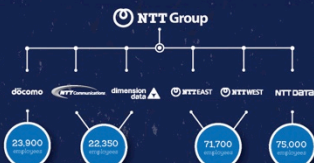
227,000
employees

Direct presence
in 72 countries

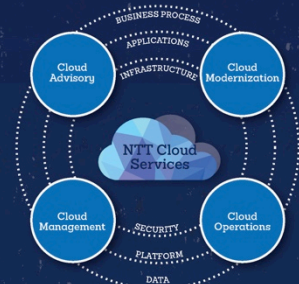
Network coverage in
160
countries
& regions

80% OF THE
Global Fortune 100
choose NTT Group

CORPORATE STRUCTURE



ONE STOP ACROSS THE
ENTIRE ENTERPRISE LIFECYCLE



NEXT GENERATION SECURITY PROVIDER

Providing comprehensive security and risk management services

15 Security
OPERATION CENTERS
worldwide

1,300
SECURITY EXPERTS
AND RESEARCHERS

6,000
CUSTOMERS
worldwide

OUR MISSION
is to deliver technology solutions
and services that empower our
clients' business ambition.

We are a trusted adviser and solutions
provider across communications,
cloud transformation, next-generation
security, systems integration,
technology infrastructure management,
mobility and IT operating.

WORLD LEADERSHIP

REVENUES
UP 6X
since MARCH 31, 2008
OUTSIDE OF JAPAN

LARGEST
ICT
COMPANY

NO. 2
IN DATA
CENTERS

NO. 2
IN GLOBAL
BACKBONE

TOP 6
IN SYSTEMS
INTEGRATION

A MAJOR COMMITMENT TO R&D

RESEARCH & DEVELOPMENT

\$2.5 BILLION
annual investment
— in R&D —

6,000 GLOBAL
— R&D Staff —

SILICON VALLEY OPEN INNOVATION CENTER—NTT[®]



R&D to help customers
**THINK SMARTER. ACT FASTER
AND FLEX THEIR BUSINESS**

ADDRESSING THE
INNOVATION IMPERATIVE

IT USES **HUMAN**
CENTERED DESIGN
TO **IMAGINE**
THE FUTURE

REALIZED THROUGH
IMMERSIVE
EXPERIENCES IN THE
CUSTOMER EXPERIENCE CENTER (CXC)

CXC SHOWCASES TECHNOLOGIES IN:

CLOUD
MODERNIZATION

ANALYTICS

ADVANCED
SECURITY

INTERNET
OF THINGS

BRAND GUIDELINES

Copyright NTT Group 2014

COLORS

PRIMARY COLORS

RED C0000000
C0000000
Pantone 300C
4000000

BLUE 0000FF00
0000FF00
Pantone 285C
4000000

SECONDARY COLORS

YELLOW FFFF0000
FFFF0000
Pantone 100C
4000000

PURPLE 80008000
80008000
Pantone 286C
4000000

GRAY 80808080
80808080
Pantone 420C
4000000

WHITE FFFFFFFF
FFFFFFF
Pantone 3141C
4000000

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WHITE PAPER

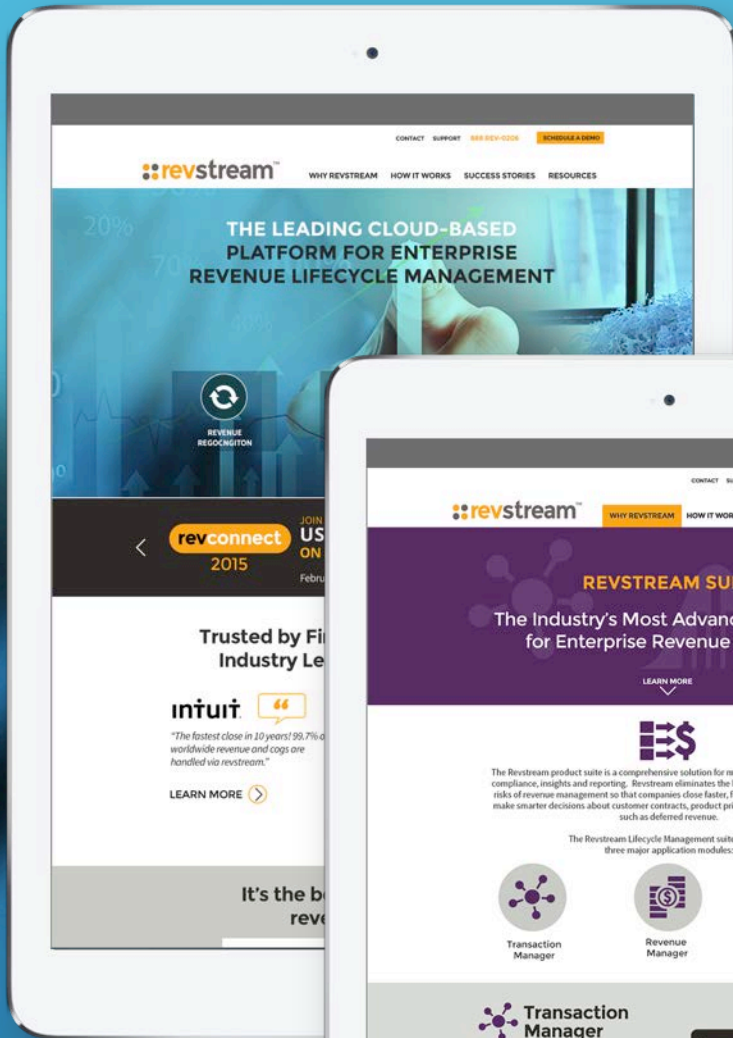
General version

The content of the NTT Group White Paper template should be used for most white papers.
The white paper layout uses a three-column grid with 120 margins and 12 point fonts.
The back cover page uses the right two columns with the left column used for gold points.
Text should begin 120 from the top of the page and end 120 from the bottom of the page.
Text should begin 120 from the left margin. The back cover page should be 120 from the left margin.
The table of contents has been located at the bottom of the page and should be 120 from the left margin.
The table of contents should be 120 from the left margin and 120 from the bottom of the page.

Copyright NTT Group 2014



Revenue Recognition Management software startup, RevStream, was looking to elevate its brand and more effectively communicate its value proposition, technology leadership and customer successes through its corporate web site. GlobalFluency worked with the company to more effectively message its technology and market story. We built a new, content-rich corporate web site from the ground up on the WordPress content management platform, integrating customer videos, how-it-works animations, case studies, corporate, product and technology descriptions, and more.



LOGO USAGE

Revstream Logo

The Revstream logo is a vital component of the company identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the identity of Revstream.

In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the symbol to the logotype should never be altered. The logo should be treated as an image and should not be recreated in any way.

The following guidelines should be followed whenever creating original printed or on-screen pieces for Revstream.

LOGOTYPE

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo.

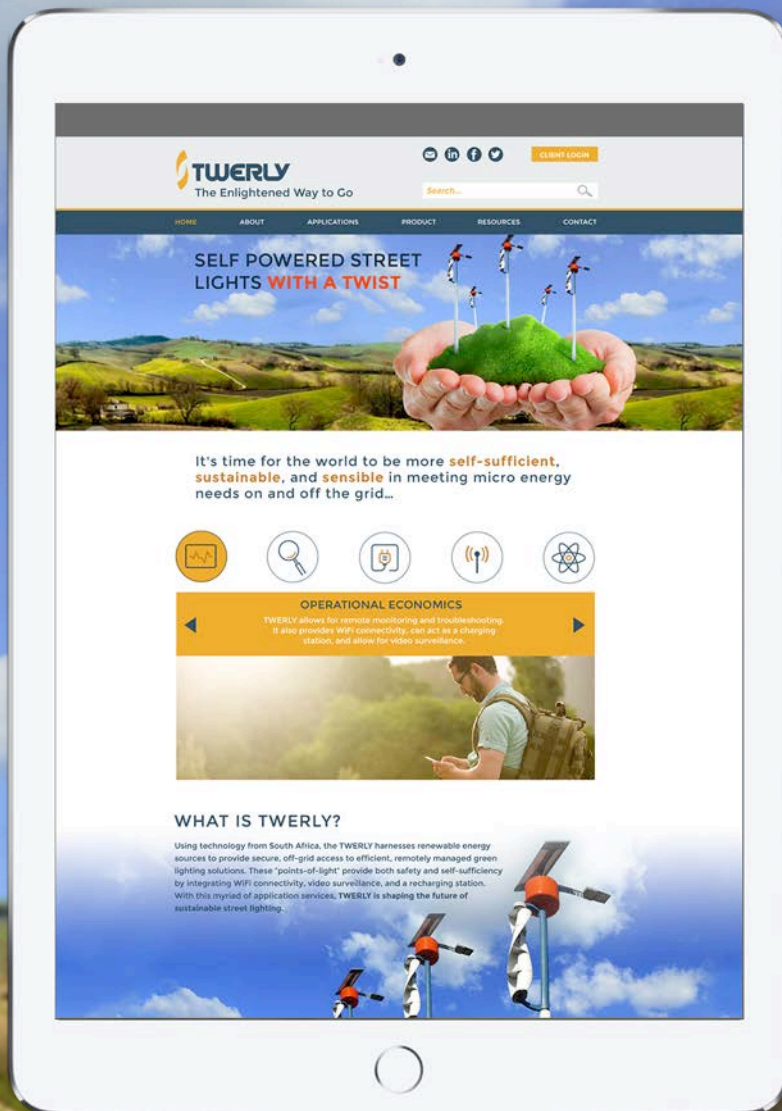
revstream™

SYMBOL

The symbol consists of four dots of the same size. The dots should always remain in this configuration. The top left and bottom right dots should be orange.



Twerly, an off-grid street lighting solution based in South Africa, sought a full-service, global market penetration strategy and brand execution. Twerly streetlights offer a sustainable lighting solution with ancillary features including WiFi access, home appliance battery charging, video surveillance, and remote monitoring capabilities. GlobalFluency developed both a South Africa-specific and a global market penetration strategy, including competitive analysis, highlights of top differentiators, identification of key market access points, and go-to-market channel and partner targets. GlobalFluency made multiple partner introductions, some of which led to new market solutions and ventures. GlobalFluency also designed and developed a full brand identity and customer-facing website including key content, market applications and product breakdown. This scalable website allows for future purchasing and for customers to monitor their Twerlys directly from the website portal.



Nikolas
Jankovich



Job Title Here

O: 27 83 251 1622
M: 12 12 123 1234
F: 12 12 123 1234

East London Industrial
Development Zone
East London, Eastern Cape

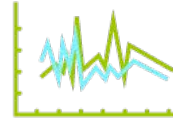
email@emailaddy.com

www.twerly.co.za

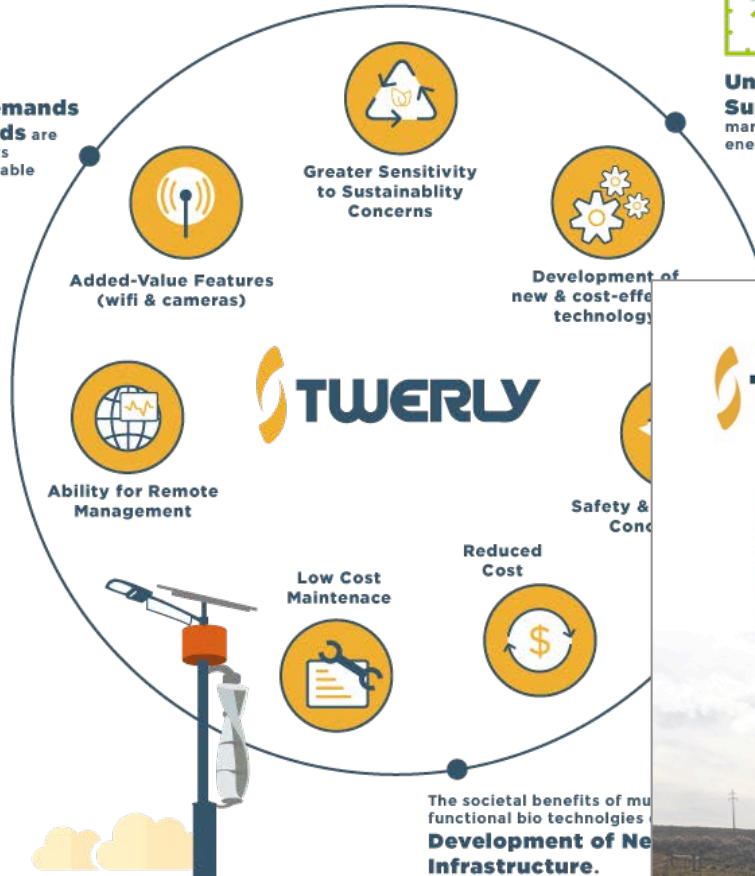




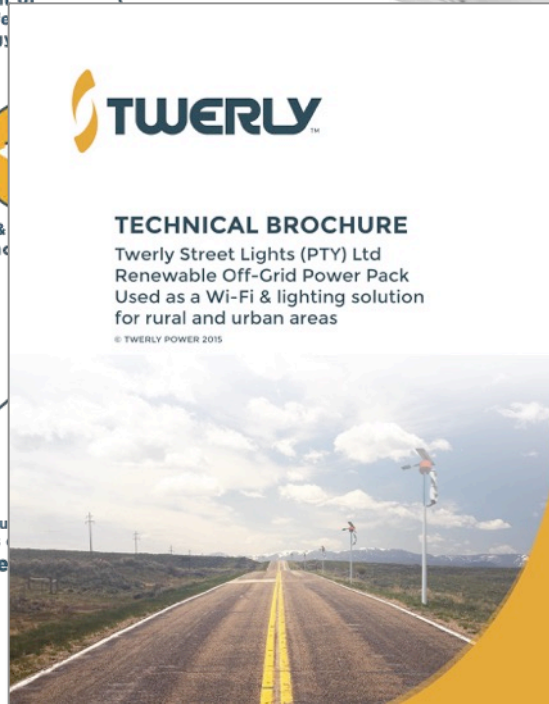
Increased Demands on Power Grids are pushing consumers to look for sustainable power options.



Unreliable Power Supply especially in emerging markets makes renewable energy sources more desirable.



The societal benefits of multifunctional bio technologies
Development of New Infrastructure.



Global Fluency™



A world leader in data-driven, performance-based marketing solutions and digital media for the Consumer Packaged Goods and Retail industries, Catalina has worked with GlobalFluency for the past eight years. The agency was originally hired to help Catalina reposition its brand from an in-store coupon company to a leader in purchase-based targeted advertising. During the ensuing years we have developed corporate and campaign web sites, numerous marketing collateral, print and digital advertising, thought leadership content, infographics, video and more. The agency has written and promoted more than a dozen major reports based on insights from Catalina's data and successfully positioned its executives as industry thought leaders, speaking at virtually every major industry conference and appearing in the nation's top business, ad/marketing and industry publications on a regular basis.



CATALINA REACHES

CATALINA

Catalina can help manufacturer and retail brands deliver unprecedented performance and healthier outcomes. Only Catalina sees the evolving purchase histories of 76 percent of US shoppers and 130 million health consumers, with an in-store network of 50,000 food, drug and mass merchant locations worldwide.



CONSUMER BRANDS
AND RETAIL

Select Country ▼

HEALTHCARE
AND WELLNESS
SOLUTIONS ▶

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Acquire
Maximize
Retain

InStore
Digital

About Catalina
Global Offices
Investor Relations

WHAT WE KNOW
Case Studies
White Papers & Reports
Events (Where We Are Presenting)

GlobalFluency™





Say Hello TO YOUR MOST VALUABLE CONSUMER

1 OUT OF 40
Shoppers Buys
80% of the Average
Brand's Volume*



Knowing and reaching your most valuable consumer is more important than ever. Only Catalina finds your most important consumers so you can grow your brand for less. That's because we see the precise purchasing patterns of more than 75 percent of US shoppers, and engage just the right ones to meet your brand objectives.

Even third party studies confirm we outperform other vehicles in driving profitable brand growth.

Want to connect more efficiently with your consumers? Just call us at 1-877-210-1917.



Scan this QR code to access a short video about Catalina, or visit our web site at www.catalinamarketing.com.
*According to the Ponemon Research, a Catalina study examining the nationwide US direct purchasing behavior of all but national US consumers.

CATALINA
precision brand marketing

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CATALINA
precision brand marketing

WHO DRIVES NEW PRODUCT SUCCESS?

WINNERS ARE RARE

1,561 NEW CPG PRODUCTS LAUNCHED IN 2011

1.3% Reached revenues of \$100 million

20% Reached \$10 million in one year

80% More than 80% failed to achieve revenues of just \$10 million in year one

Source: SymphonyIRI Group 2011 New Product Recollections

JUST A FEW BUYERS DRIVE SALES



of American shoppers account for 90% of year-on sales for the average new CPG product

Source: Catalina New Products and the Retail Consumer (May 2012)

EVEN TOP SELLERS RELY ON SMALL BUYER GROUPS



#1 New product of 2010

#2 New product of 2010

Source: Catalina New Products and the Retail Consumer (May 2012)

Every Shopper is DIFFERENT

Among **32 million** shoppers, no two bought the same assortment of products over 12 months.



Brand Choices Are Getting More TARGETED

68% of new CPG products in 2011-12 generated less than \$7.5 million*

And average first-year sales are declining year over year.

*2012 IR Product Recollections Report



Shoppers Buy Just A TINY FRACTION of Available Products

Just **0.7%** of products in a grocery store are purchased by the average shopper each year.

Top shoppers who account for **80%** of store sales, buy only 1%.



Shoppers Are Highly SELECTIVE In Every Aisle



Traditional Promotions DON'T ENGAGE These Consumers

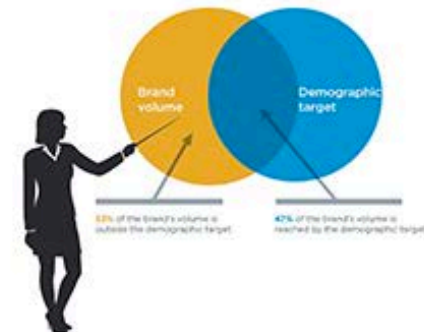
2/3rds of shopping baskets didn't include a single product from the 1,172 promoted in a major retailer's Memorial Day circular.

Demographics DON'T MATTER

Neighborhood demographics don't change the selectivity of shoppers. Using convenience neighborhood.

Deconstructing Demographics

How Demo-based TV Media Plans Perform Within Key CPG Buyer Groups



HEAVY BUYERS ARE UNDERSERVED BY DEMO-BASED TARGETING

Heavy category buyers are worth almost five times more, but they receive TV ad exposures at virtually the same rate as the average household.

