Digital Disruption and Empowered End-Users: Facilitating Digitization

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Traditional business models
Are threatened, fading or obsolete.

Digital disrupters
Are winning market share and growing.

Customers want three things:
Fast, reliable and secure transactions.

Disintermediation is ubiquitous.
Can your business be rewritten by software?
Experience is everything.

In business and in life, we choose the things we like, seeking them out over and over again. The things we don’t enjoy we avoid like the plague.

Experience drives our decisions. Of course, that’s never been more true than in the application economy. Today’s customers are empowered and have more choices than ever.

Providing a superior customer experience is a simple concept, yet deceptively difficult to execute.

The Bottom Line: Customer Experience is THE prime differentiator in business today.
The journey to digital transformation. Where are you?

From sneaker company to data enabled athletic brand.

From book seller to insight driven delivery service, cloud servicer and entertainment hub.

From UK Grocer to global consumer retailer leveraging data and technology that reframes the shopper experience.

From appliance manufacturer to Industrial Internet provider with 10,000 software professionals.

78% of enterprises believe that the shift to becoming a software-driven business will be a critical driver of competitive advantage. Over 40% say it is already affecting new product and service development. ¹

¹ Global Study: The Battle for Competitive Advantage in the Application Economy®, Oxford Economics and CA Technologies, June 2015

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How do you bridge the market opportunity with your expertise?

Create a bridge between the market opportunity, customer needs and your expertise.

**Customer Imperatives**

- “How do I deliver an amazing customer experience across all touchpoints?”
- “How do I make resources available for digital transformation?”
- “How can I leverage security to grow my business?”

**Digital Transformation**

- “How do I bring new apps and services to market faster?”
- “How can I safely share data to capture new market opportunities?”
- “How do I deliver robust applications that are engineered for growth?”

**Your Expertise**

?  ?  ?
Buyer’s are dealing with a more complex environment...

- **Too much information**
  - Triggers search for yet more information
  - Magnifies the perceived risks, stakes, and importance of the decision

- **Too many people**
  - Raises need for and difficulty of consensus
  - Encourages “lowest common denominator” decision making

- **Too many options**
  - Raises opportunity cost of making a decision
  - Heightens expectations for finding an ideal solution

Source: Corporate Executive Board
The buyer’s journey has evolved...

Before: Buyers Engaged with Sales to “Learn” and “Define Needs”

Now: Buyers Engage with Sales After Research

57% Shift to self-guided customer learning

Source: Corporate Executive Board
The buyer’s journey is digital...

**Awareness**
- Digital Ad
- Rewrite.ca.com
- Google Search
- CA.com product page

**Consideration**
- Rewrite article
- Social Post
- Demand Banner Ad
- Demand Campaign Landing Page

**Qualified Opportunity**
- Gated Content
- CA Trial
- Social Outreach
- Demos
- 1:1 Support
- SAO

**Prospect/Customer**
The digital buyer’s journey is non-linear...

Example: $1m deal with leading apparel company – 20+ touchpoints
The digital buyer’s journey by the numbers...

72% say quality content is what makes them go back to a website

81% of respondents are likely to share content from conferences or events

74% prefer to click on organic search results

5% paid search results

20% no preference

92% are more likely to click on a search result with a link from a source they know

Source: IDG 2014 Customer Engagement Study
Demand models need to evolve...

**Advertising**
- Airport/Out-of-Home
- Thought Leadership via Social Media
- Retargeting (Follow-me Online Advertising)
- Digital Content Hubs at Expertise Level

**Retargeted Social, Digital Ads**
- Content Syndication
- On-Demand Webcasts
- Personalized Content Offered via Website
- Video Demos and Customer Stories

**101 Demos & Webcasts**
- Trials
- Analyst Reports & Papers
- Customer Case Studies
- Automated, Targeted Nurture

**Account Based Marketing**
- High-Touch Events
- Customer Reference Marketing
- Customer Marketing

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**Create Awareness**

**Generate Demand**

**Qualify**

**Sell**
How CA is powering digital transformation...

AGILE MANAGEMENT
Scalable, enterprise-class SaaS agile platform
Most experienced agile coaching and consulting staff in the industry

DEVOPS
Speed and quality across all stages of application lifecycle
Solutions that enable collaboration across both dev and ops

BUSINESS INITIATIVE
PLAN

MEASURE

Apps ↔ APIs

DEV & TEST

OPERATE

DEPLOY

SECURITY
End-to-end security covering apps, data and APIs
Identity management based on analytics delivers a frictionless user experience

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