Slalom is a modern consulting firm focused on strategy, technology, and business transformation.

STRATEGY

Redefine what's possible

Go beyond the expected. We help you move confidently through ambiguity and risk, focus on your customer needs, and deliver sustainable business value.

TECHNOLOGY

We analyze, architect, and co-create

Learn from your data, create incredible digital experiences, or make the most of new tech. We blend design, engineering, and analytics expertise to help you build the future.

TRANSFORMATION

Enact lasting change

New technologies. Shifting customers. Industry disruption. Business moves fast, and we specialize in working through change with you.

Why focus on Customer Data?

Why CDPs?

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Consumers and users expect more from brands than ever before

Personalized Experiences

It's quickly becoming the norm – while it's still challenging for most brands, "the Amazon effect" is driving consumer expectations

Easy and Seamless Experiences

"It just works" is a common accolade of top brands like Apple and Tesla, and consumers demand it of others

Relevant and Timely Comms.

Tailored communications that account for past behavior, context, and declarative preferences set brands apart

"Infinite" Choice

Consumers demand choice, but they can't always handle it – they want free reign, but require guidance

Why is this difficult today?

01

Data is siloed

02

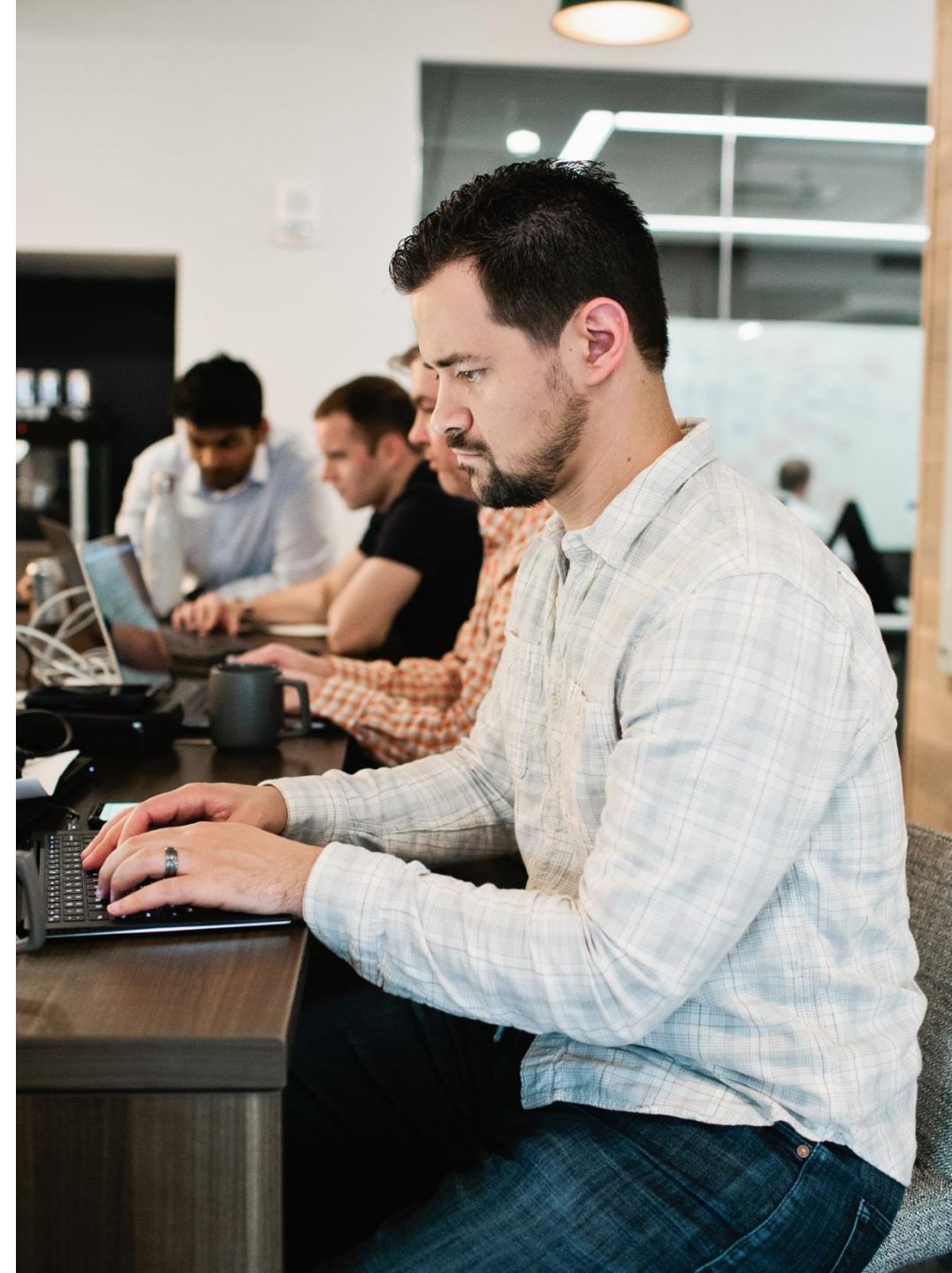**Lack of governance**

03

Incomplete insights

04

3rd-party data is going away

05

Clear business case

06

Marketplace ambiguity

Delivering on these expectations requires that we *know* our customers – this means we understand their *behavior and context*

Behavior

Past behavior is the best predictor of what consumers will do next, but **behavioral data (activity, events, transactions, user interactions, etc.)** has been siloed in activation and campaign platforms.

Context

By understanding someone's context - the circumstances that surround the consumer's engagement – better predictions, recommendations, and personalization can be made – but this data has been difficult to unify and act on in the moment.

Microsoft Dynamics Customer Insights

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Empower every organization to **unify** and understand its **customer data** to deliver **insights** that power **personalized experiences** and processes.
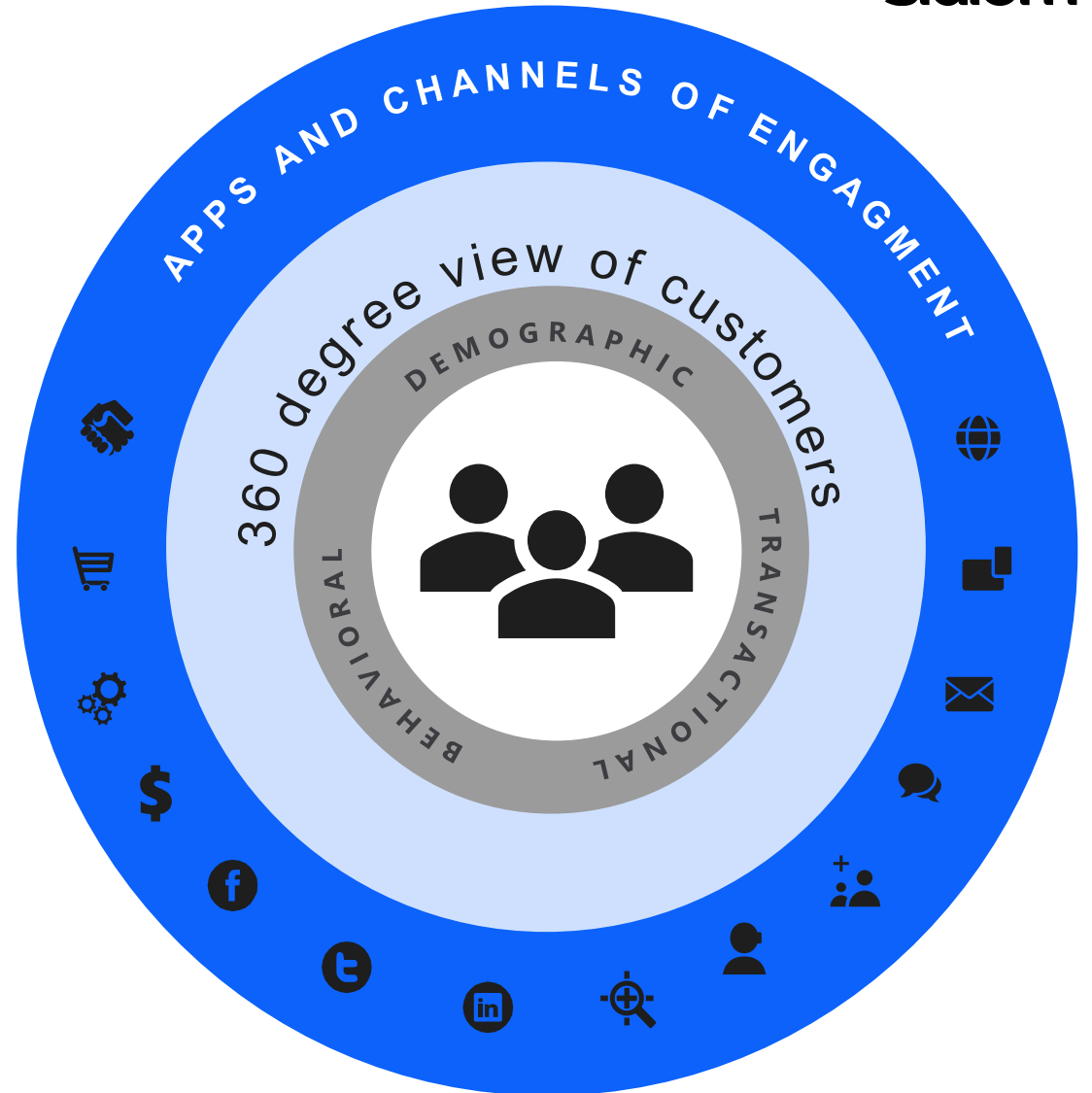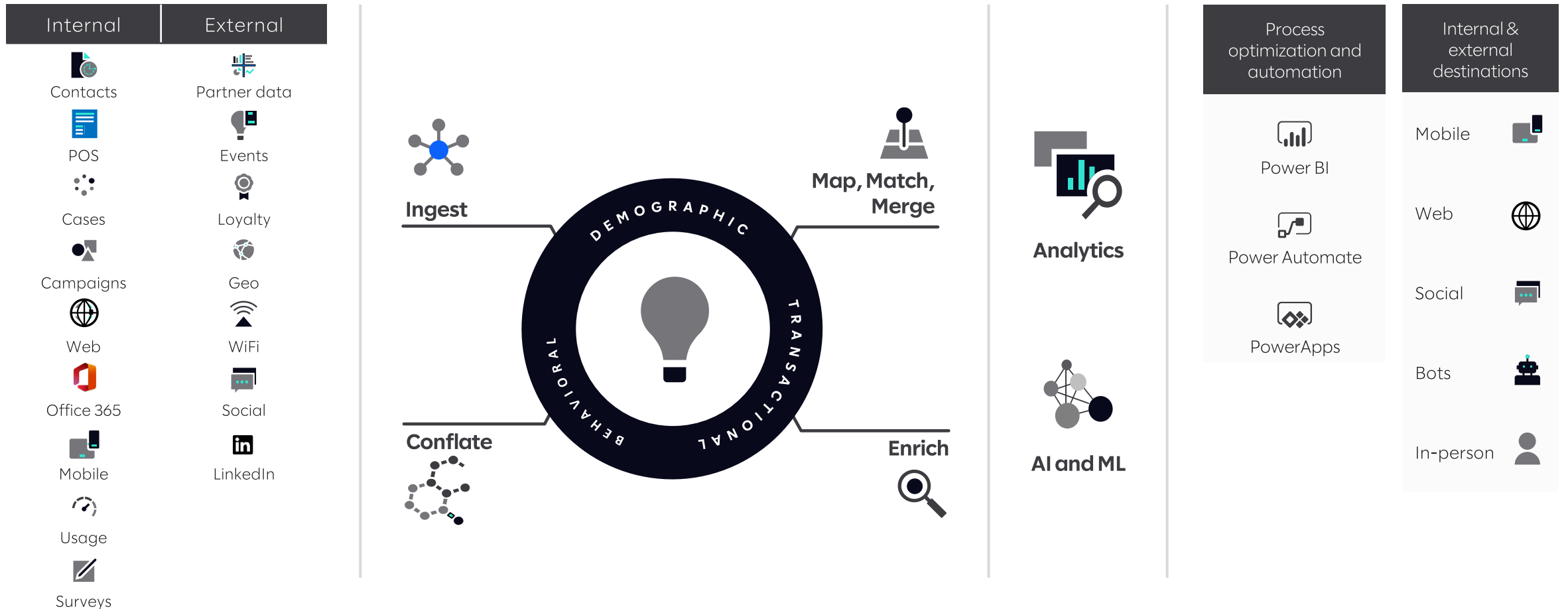
Get a holistic view of your customer

Unlock insights and take action

Adapt and extend

APPS AND CHANNELS OF ENGAGMENT

360 degree view of customers

DEMOGRAPHIC

BEHAVIORAL

TRANSACTIONAL

From raw data to actions, CI puts new capabilities in the hands of marketers

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Internal	External
Contacts	Partner data
POS	Events
Cases	Loyalty
Campaigns	Geo
Web	WiFi
Office 365	Social
Mobile	LinkedIn
Usage	
Surveys	

Ingest

Conflate

DEMOGRAPHIC · TRANSACTIONAL · BEHAVIORAL

Map, Match, Merge

Enrich

Analytics

AI and ML

Process optimization and automation
Power BI
Power Automate
PowerApps

Internal & external destinations
Mobile
Web
Social
Bots
In-person

Source Data ···· **Unification** ···· **Insights** ···· **Action**

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Multiple ways to try out Customer Insights

01

1 use case, 3 data sets

Quick Customer Insights proof of concept realized with a subset of data sets (no more than 1 year) proving out use case

2 – 4 weeks in duration*

02

MVP assessment + lite CI

Assess MVP across key business stakeholders to address and identify key data sets (subset of production) to align to a Customer Insights pilot

5 – 8 weeks in duration

*assumes Customer Insights instance is already setup and data is accessible within first week (trial or sandbox)

Solution Areas

slalom | **Microsoft**

Our Microsoft Center Of Excellence (MCOE) expertise combined with our local markets and Slalom Build aligns as follows.

Modern Work

Microsoft 365
O365, Teams, SharePoint Online, Exchange Online, Viva, Mobile and Win 10, Workspace Analytics

☑ **What We Do**

- Transition to cloud/consolidate M365 tenants
- Modernize endpoint management
- Enable frontline workers
- Modernize communications
- Cultivate employee experience
- Knowledge management

☒ **Not Considering**

- Surface
- Teams Voice

Security

Azure Security
Intune MEM, Azure AD, Adv Threat Protection, Compliance Manager, Sentinel, Purview, IAM, BYOD
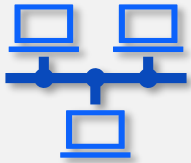
☑ **What We Do**

- Build Zero Trust foundations
- Modernize security/defend against threats
- Secure Azure, hybrid & multi-cloud
- Protect and govern sensitive data
- Manage and investigate risks
- Governance and COE models

☒ **Not Considering**

- Active Directory assessments and consolidation
- Incident response, penetration tests, attest
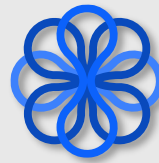
Infrastructure

Azure Infrastructure
Blueprints, Enterprise Scale, CAF, Azure Migrate, Infra as Code (TF / Bicep)

☑ **What We Do**

- Deploy cloud adoption framework
- Establish infrastructure as code practices
- Migrate servers to IaaS and/or PaaS
- Deploy enterprise scale architectures
- Modernize to Azure Virtual Desktop

Digital & Application Innovation

Development Framework
.NET, DevOps, Custom Apps, Kubernetes, Serverless, Web Services, GitHub, Azure Functions

☑ **What We Do**

- Modernize .NET and Java apps with PaaS, low code and managed databases
- Build cloud native apps with Kubernetes, Serverless and managed databases
- Drive DevOps adoption with GitHub and Visual Studio
- Standardize development tools and practices
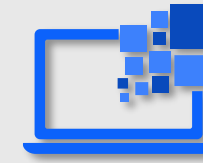- Execute well-architected reviews

Data & AI

Azure Services
Synapse, Data Lake, Data Factory, Databricks, Machine Learning, Logic Apps, Cosmos DB

☑ **What We Do**

- Analytics roadmaps
- Intelligent platforms for Data + AI
- Data analytics cloud governance
- Ingestion frameworks
- IoT architecture design patterns

Business Applications

D365 & Power Platform
Customer Engagement (CE), Customer Insights, Power BI, Power Apps, Power Automate, Power Virtual Agents

☑ **What We Do**

- Personalize customer experience
- Implement all Dynamics CE modules
- Rapidly build apps
- Automate business processes
- Discover business insights
- Low-code development & analytics COEs

Personal connection at global scale

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NORTH AMERICA

United States

- Atlanta
- Austin
- Boston
- Charlotte
- Chicago
- Columbus
- Dallas
- Denver
- Detroit

- East Bay
- Fort Worth
- Hartford
- Houston
- Los Angeles
- Minneapolis
- New York
- New Jersey

- Orange County
- Philadelphia
- Phoenix
- Portland
- Salt Lake City
- San Diego
- San Francisco
- Seattle

- Silicon Valley
- South Florida
- St. Louis
- Washington DC
- Westchester/ Southern CT

NORTH AMERICA

Canada

- Montréal
- Toronto
- Vancouver

ASIA PACIFIC

Australia

- Melbourne
- Sydney

Japan

Tokyo

EUROPE

United Kingdom

- London
- Manchester

● = Build Center