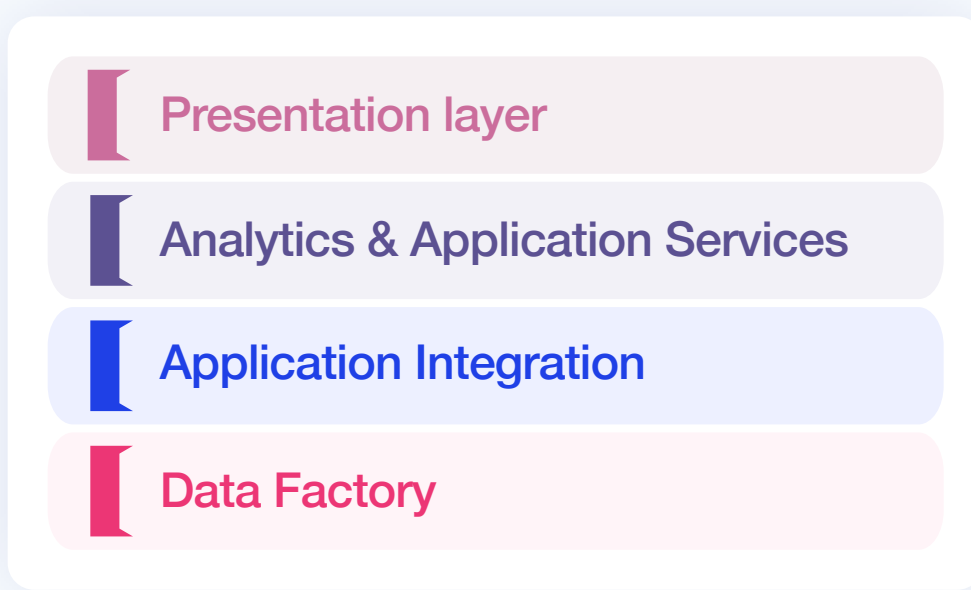


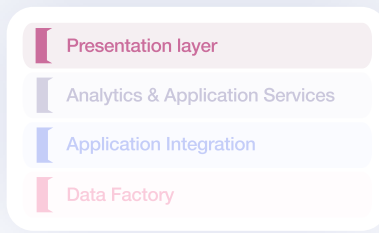
Architecting your digital foundation

When building your tech stack...



...consider 8 best practices.

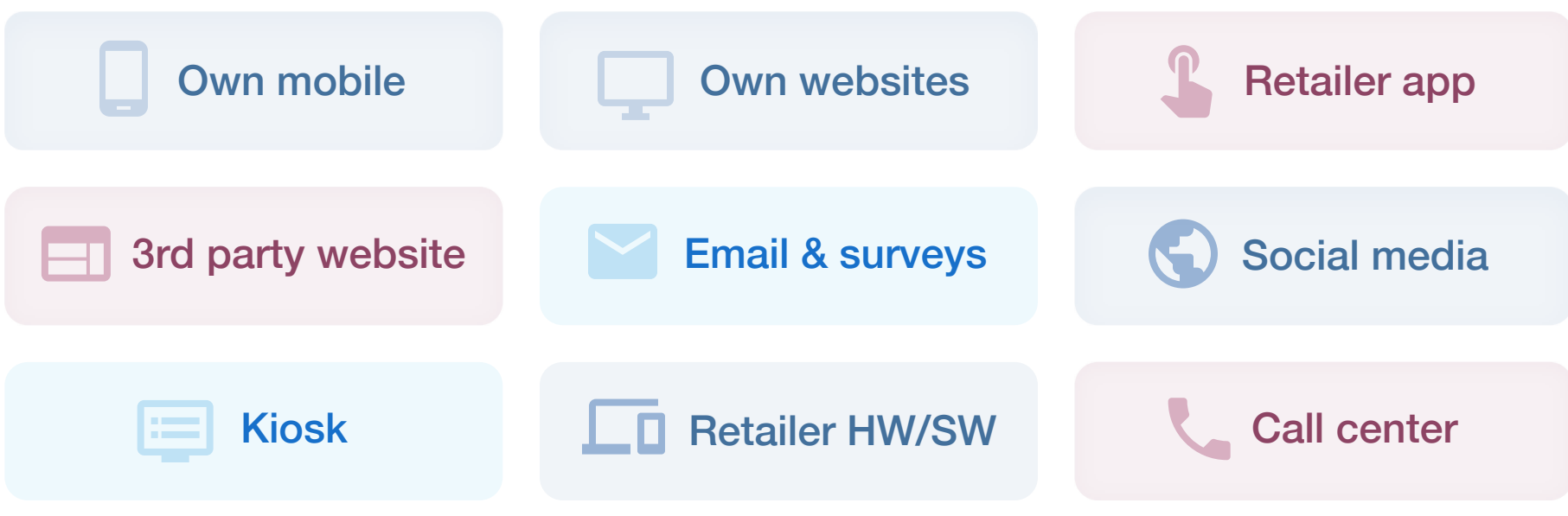
Presentation layer



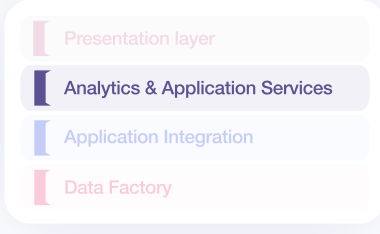
1 Deliver seamless cross-channel experiences through integrated marketing technologies

Business intelligence **2**

Track program health through accessible, real-time, self-serve reports and data visualization



Analytics & Application Services



3 Content Services



eComm, DAM, Website portals, Social media

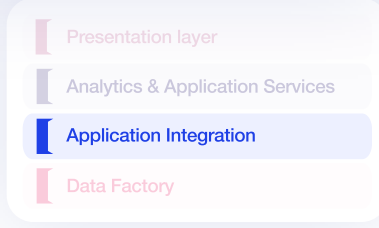
Store and manage digital content for streamlined access and consistent brand messaging

4 Analytics Services



Personalization engine, Web, social & mobile analytics

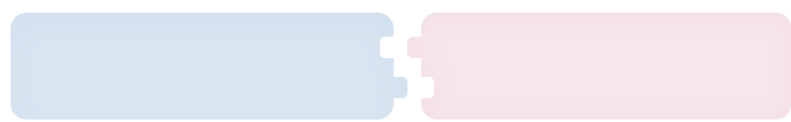
Personalize consumer engagement through analytics foundation and consumer insights



Application integration

ESB, API, Cache, HSSI

5



Invest in simple, flexible integration architecture to link to retailers & third parties

6



Maximize performance & reliability through a middleware & queuing solution to achieve transaction throughputs without single points of failure

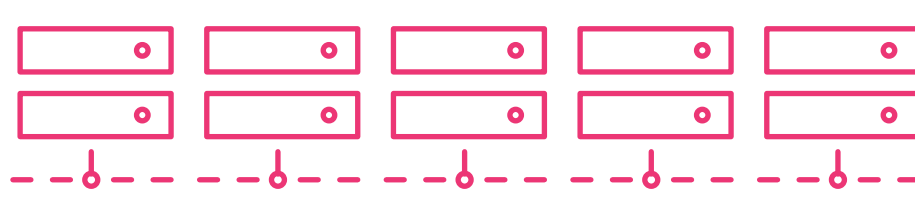
Data factory



7 Setup data foundation to manage both structured and unstructured data in real time or batch, and maintain high quality data

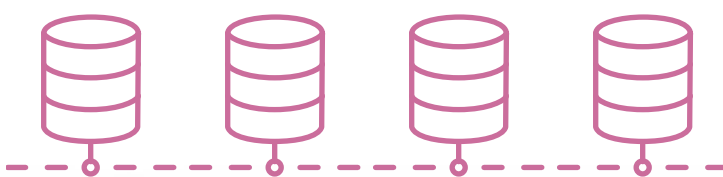
Data storage

Reference data, Data Lake, In-memory, Graph DB, View Store



Data integration

ETL, EAI, Batch, Data Stream



 Operational data

 External data

8 Support the full stack with robust infrastructure

Hosting, DevOps, Security

Mitigate internal and external risk through hosting and security