



# When Technology Alone is Not Enough

You need a partner who can help you increase your enterprise's speed and agility to meet the rapidly changing expectations of today's consumer.



## Consider it Solved.

Information technology pervades nearly every aspect of business today and is the critical ingredient in your ability to compete. Your customers expect you to incorporate technology into your products and services in a way that improves their lives – technology that is simple, relevant, timely and reliable. They have no tolerance for a poor experience and will quickly move on to other options.

On top of these expectations, existing and emerging competitors are quickly redefining business models and go-to-market strategies. They are using cognitive tools to understand and predict consumer behavior and digital platforms to engage with their customers. Today, nearly every customer transaction leaves a digital trail of data that can be “mined” for customer insights.

Unfortunately, these same digital trails of data can also be used for nefarious purposes. Protecting corporate and customer data from those who would exploit it for financial gain or retribution has become a cost of doing business. In fact, cybersecurity is very much in the lexicon of most corporations today and certainly on the agenda for boards of directors. Customers also expect their data to be protected.

Finally, CEOs and senior business leaders are feeling competitive pressure to move faster. In the past, “economies of scale” was usually a winning strategy. “Bigger is better” was the thinking. But, this is not the case today. Companies that are able to sense and respond to market-place trends quickly will be the winners. “Speed and agility” is the next competitive differentiator.

Addressing these challenges can be daunting. We can help. Let us show you how.

# Our Services



## BUSINESS TRANSFORMATION

The pace of business transformation is accelerating as technology is a catalyst for new business models and new ways of provisioning solutions and services to customers. As corporate executives face a mix of competitive pressures, changing customer expectations and digital disruption, they recognize that help is needed from experts who are as business savvy as they are technically capable. We can help your company with:

- Agile Enterprise Program Leadership
- Business Process Automation & Optimization
- IT Performance Transformation
- Interim CIO, CTO & CDO Leadership



## INTELLIGENT ENTERPRISE

Over the next decade, the difference between good and great companies will be how they use insights from data to improve business performance. The evolution from Analog to Digital to Cognitive enterprises using machine learning and data-driven insights on customers, products, services and solutions will fundamentally alter how business is done. We can help you increase your company's insights with:

- Business Intelligence Strategy & Roadmap
- Operational & Custom Analytics
- Cognitive Computing & Machine Learning
- Industrial IoT & Smart Manufacturing



## CYBERSECURITY & RISK COMPLIANCE

Hackers and cyber criminals are like dragons at the castle wall, waiting for an opportunity to disrupt your business. This has already impacted commerce and damaged the brands of great companies. We can assess your current cybersecurity posture and implement a program to mitigate these threats with:

- Risk Prevention Program
- Risk Assessment & Mitigation
- Cybersecurity Assessments
- Cybersecurity Program Leadership (CISO)



## CUSTOMER EXPERIENCE

Today's consumers demand that your company provides a seamless experience across all customer interaction channels. Consumers also expect you to develop insights regarding their preferences and then engage them in ways that are relevant, timely, contextual and simple. We offer:

- CX Strategy, Roadmap & Program Leadership
- Customer Journey Mapping & Measurement
- Customer Analytics & Insights
- Operational Process, Tools & Technology Analysis

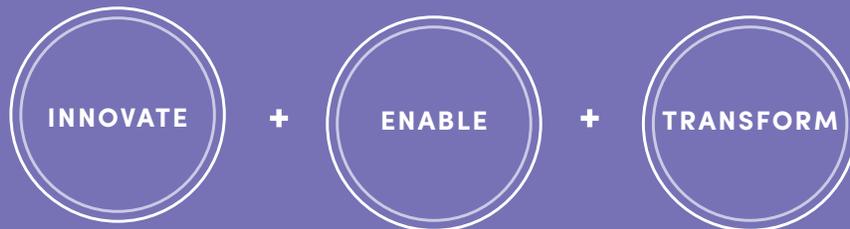
## About Cimphoni

Cimphoni is built on the premise that technology, when properly applied and led, can deliver innovative solutions that transform businesses, enrich the products we use daily and improve the quality of our lives. The Cimphoni team is comprised of highly experienced technology and business leaders with a thirst for innovation and a passion for solving problems. Founded in 2012, we serve customers throughout the United States from our offices in suburban Milwaukee.

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We start with experienced "operators" that bring a hands-on approach to improving business and IT performance.

We challenge the status quo through innovative approaches that continually improve the business value delivered by IT.

We deliver practical, technology-enabled solutions to address our clients' critical business needs while delivering successful outcomes.