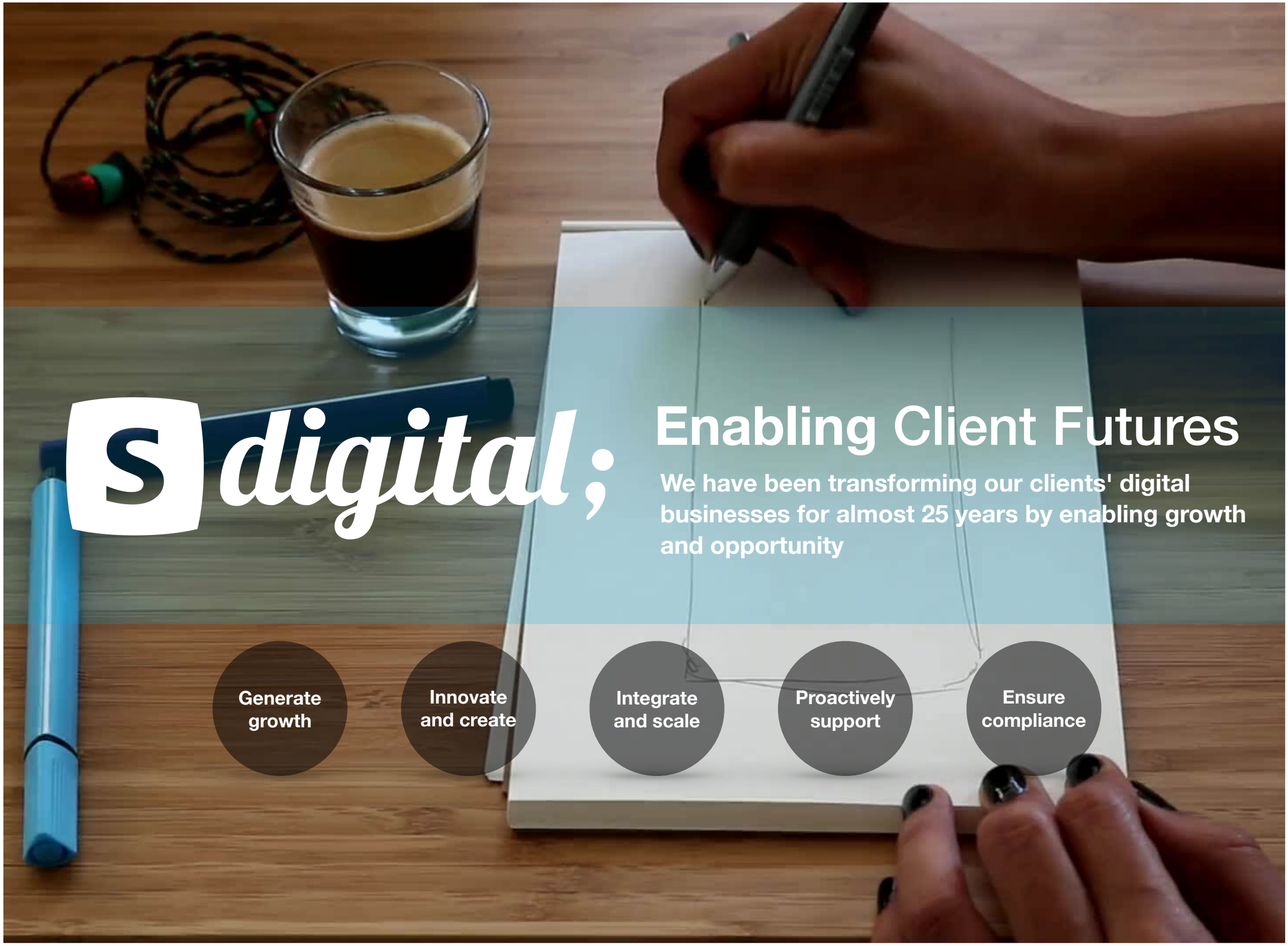

digital;
Enabling Client Futures
We have been transforming our clients' digital businesses for almost 25 years by enabling growth and opportunity
Generate growth
Innovate and create
Integrate and scale
Proactively support
Ensure compliance

Enabling Client Futures:

- S-Digital is a highly-respected, award-winning digital agency serving customers worldwide

- Over 24 years, we have delivered many thousands of innovative digital projects to global corporate organisations, private businesses/SMEs, charities and public sector bodies

- The agency consists of all permanent staff covering every aspect of creative design, digital transformation and marketing automation, software design/development, strategic consultation and account/project management

- We have significant expertise in all aspects of web solution design, mobile apps and integration with third-party systems, including CRM, ERP, other diverse back-office and social media systems, including Salesforce and Microsoft Dynamics

A highly respected **digital marketing and technology agency**

Based in Bletchley Park (the home of computing innovation)

We deliver beautiful and effective digital web solutions

Using advanced digital marketing tools and techniques to ensure performance, security, GDPR compliance, high levels of users' experience and ease of use

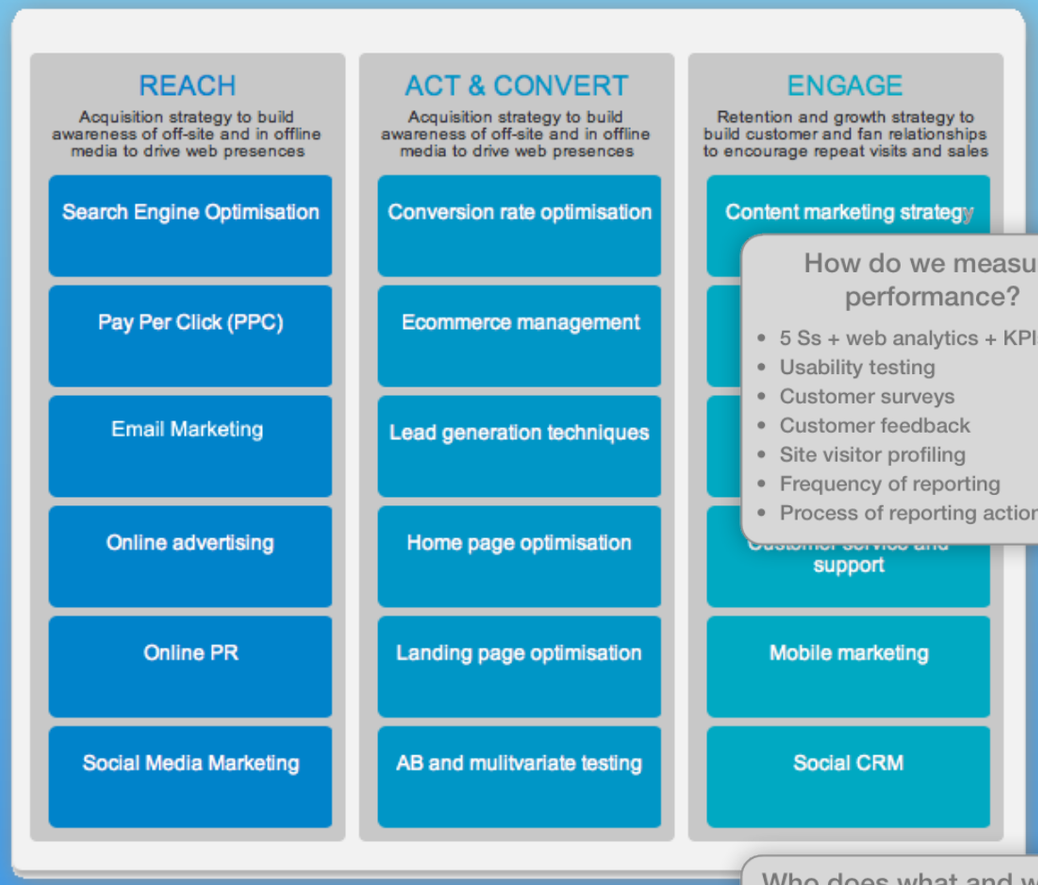
Our five key pillars:

1. **Growth** - Our passion is delivering improvements that positively impact our customers; whether by driving additional revenue, increasing productivity, improving customers' satisfaction or making a real difference to peoples' lives
2. **Innovate** - When grounded by a considered technical architecture and delivered through best practice, innovation opens up opportunities to deliver exemplary user experiences and a step-forward for your organisation
3. **Integrate** - Represents the assurance that your solution will be built on a scalable and extensible framework, ensuring ongoing performance and flexibility. It also reflects our ongoing passion for leveraging appropriate new technologies that add significant benefits
4. **Compliance** - Our deliverables comply with the GDPR and other privacy regulations, web standards, security requirements and your internal procedures. This provides peace of mind and long term assurance. It also ensures that your site's build is optimised for the best search engine results and processes
5. **Support** - Our projects go way beyond delivering your initial solution by also focussing on building a long-term, mutually beneficial and collaborative partnership. We support many customers' mission-critical solutions on a daily basis by using our advanced tools and ISO 9001 processes

The Benefits of working with us:

- Expert, innovative, friendly and highly experienced team
- Trust - We operate transparently, deliver innovation, insight, quality, value, timeliness and exemplary ongoing service
- Leverage some of the most advanced content management solutions and digital marketing and marketing automation technologies available
- Quality-orientated - ISO 9001 BSI-accredited processes
- Small enough to bypass the overheads/costs of larger agencies
- Large enough to continuously meet the needs of some of the most demanding corporate clients worldwide

We utilise proven models to assist in achieving your business objectives



How do we measure performance?

- 5 Ss + web analytics + KPIs
- Usability testing
- Customer surveys
- Customer feedback
- Site visitor profiling
- Frequency of reporting
- Process of reporting actions

Who does what and when?

- Responsibilities and structures
- Internal resources and skills
- External agencies
- Internal forum
- Consultation touch points

Where are we now?

- Goal performance (5 Ss)
- Customer insight
- e-Marketplace SWOT
- Brand perception
- Internal capabilities and resources

Where do we want to be?

- **5 Ss Objectives:**
- **Sell** - customer acquisition and retention
- **Serve** - customer satisfaction targets
- **Sizzle** - site stickiness; visit duration
- **Speak** - dialogue; number of engaged customers
- **Save** - quantified efficiency gains

How exactly do we get there?

- E-marketing mix, including communications mix, social networking, journey management
- Details of contact strategy
- E-campaign initiative schedule

How do we get there?

- Segmentation, targeting and positioning
- OVP - Online Value Proposition
- Sequence (credibility before visibility)
- Integration (consistent OVP) and database
- Tools (CMS, e-mail marketing, measurement systems)

S-Digital Case Example:

Secure Payment System

Sodexo is the worldwide leader in Quality of Life services, now operating for over 50 years and backed by nearly 425,000 employees in 80 countries across the globe. With our over 75 million customers each and every day enable us to reinforce the well-being of individuals, improving their effectiveness and helping companies and organisations to improve performance.

The Brief

Sodexo required a CMS supporting central management of multiple 'client organisations', including full branding control to enable customer payments for catering services. Each managed site presents an intuitive and responsive design; the audience would mainly be mobile users. Required multi-currency support, including Sterling and Euros for top-ups, payment history and account details. Securely integrates with Global Payment's 'Pay Page 2.0' payment gateway, ClarityLive and Verifone back-end APIs.

The Solution

The solution was based on our absolutely*interactive* CMS solution, taking advantage of its open architecture, especially in regard to design flexibility and third-party integration. Existing customer details held by the outgoing Omnico system were migrated into the new absolutely*interactive* content managed website by means of a one-off import. Authentication was achieved against existing customer and options were added to support new customer registrations, logins and forgotten passwords.

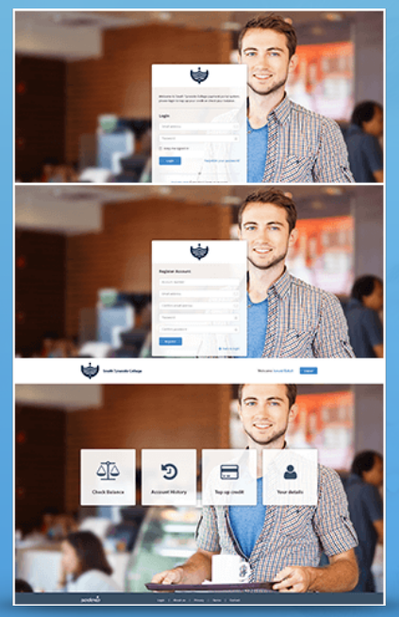
The website integrated with the ClarityLive API in order to manage customer account information, e.g. adding new customer card details, updating balances (based on top-up amount), retrieving statement history, etc. In addition, the system integrated with Pay Page 2.0 in order to process secure customer top-ups and confirming the status of each transaction accordingly.

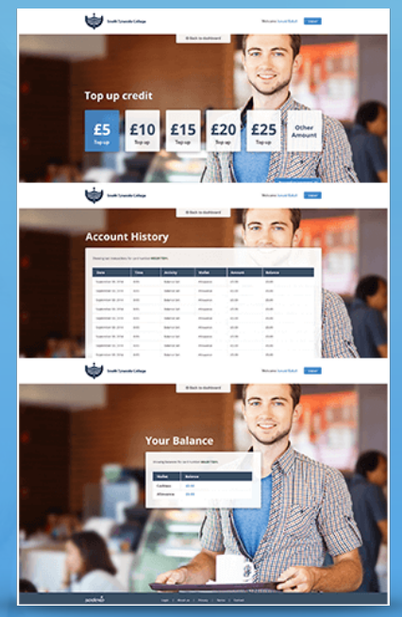
absolutely*interactive* provided Sodexo staff with the ability to content manage brand options for each of their client organisations. This included header, footer, logo, font, colourways and background images. Within absolutely*interactive*, roles were defined to control access privileges, such as whether an administrator was allowed to create new brands or just manage one or more specific brands.

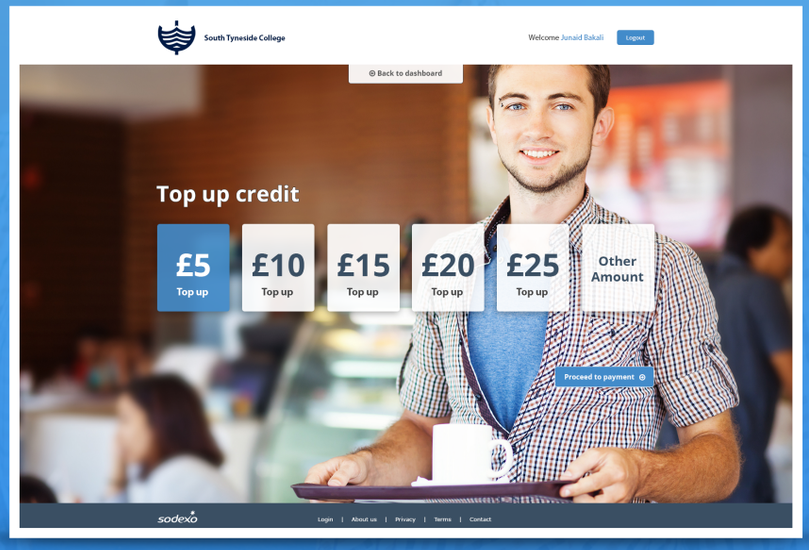
The Outcome

This highly complex solution went live in early 2016 and delivered against all technical and design requirements including budgetary and timeframe targets following extensive smoke and user acceptance testing. We worked very closely with various parts of Sodexo to ensure its success, including their planning, networking, IT, marketing and sales teams.

Since its launch, it has been setup for many Sodexo clients including a number of universities and corporate organisations in the UK, please see more relating to the Sodexo Services.







See more of our work

S digital;

S-Digital Case Example:

Empire Bespoke Foods

Empire Bespoke Foods (EBF) are a leading importer, distributor and brand builder of products sourced worldwide and offered to UK and Europe. EBF have a shared passion and knowledge of the grocery and speciality food sector, with over 50 years combined expertise in sourcing brands from the USA, Europe and Asia.

The Brief

Build a new site to deliver EBF's first foray into secure online ordering from EBF's large food catalogue. Product data and promotions are regularly updated, so an easy means to synchronise all product data, promotions and pricing from EBF's back-office Sage solution was required.

The Solution

Our absolutely*interactive* solution provides core CMS, Blog, Email Marketing and most importantly advanced Marketing Automation (MA) capabilities. The MA function not only provides full customer journey automation but also massively important insights as to how the site is being used and the effectiveness of all promotions. The example (lower-right) shows the analysis of one user's activities - this level of insight is available for all known users and provides essential information for optimisation of content and improving conversion ratios.

The other keys to the success of our solution:

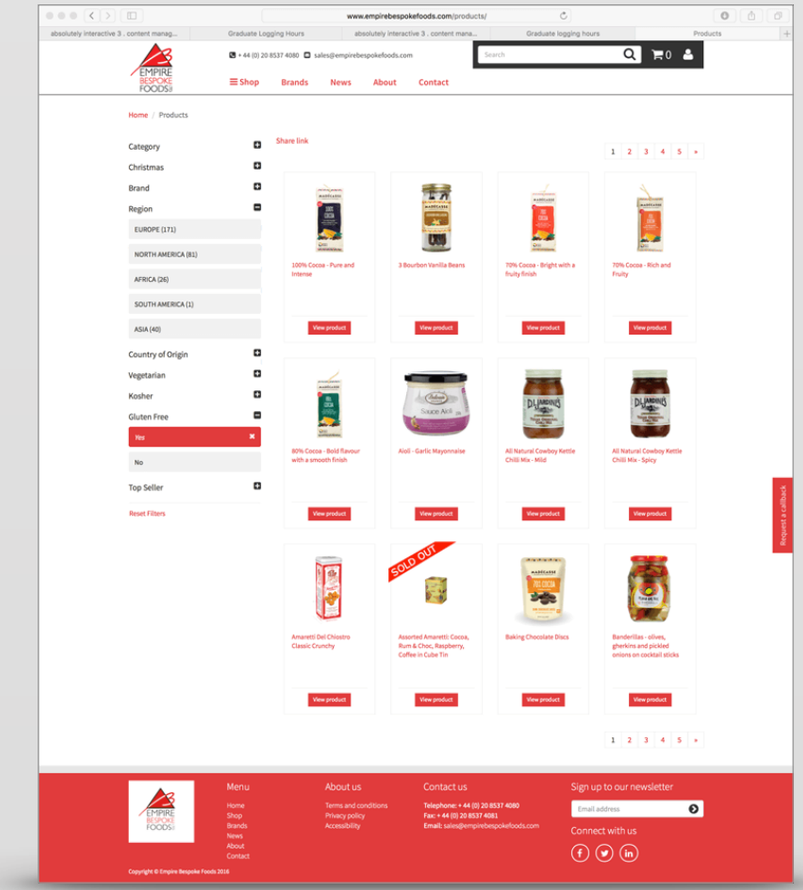
- Producing a highly detailed *Statement of Work* following consultation with key EBF stakeholders
- Formalising EBF's product data (over 20,000 lines) from Sage and importing these data into the CMS
- EBF had recently undertaken an acquisition of another business so we designed the new site by combining two existing brands
- Delivering a full email marketing and marketing automation solution that allows customer journeys to handle welcome and on-boarding campaigns, abandoned basket, lead scoring and seasonal promotions
- Designing and building:
  - Highly configurable landing pages
  - Advanced blog, social integration and automated e-newsletters

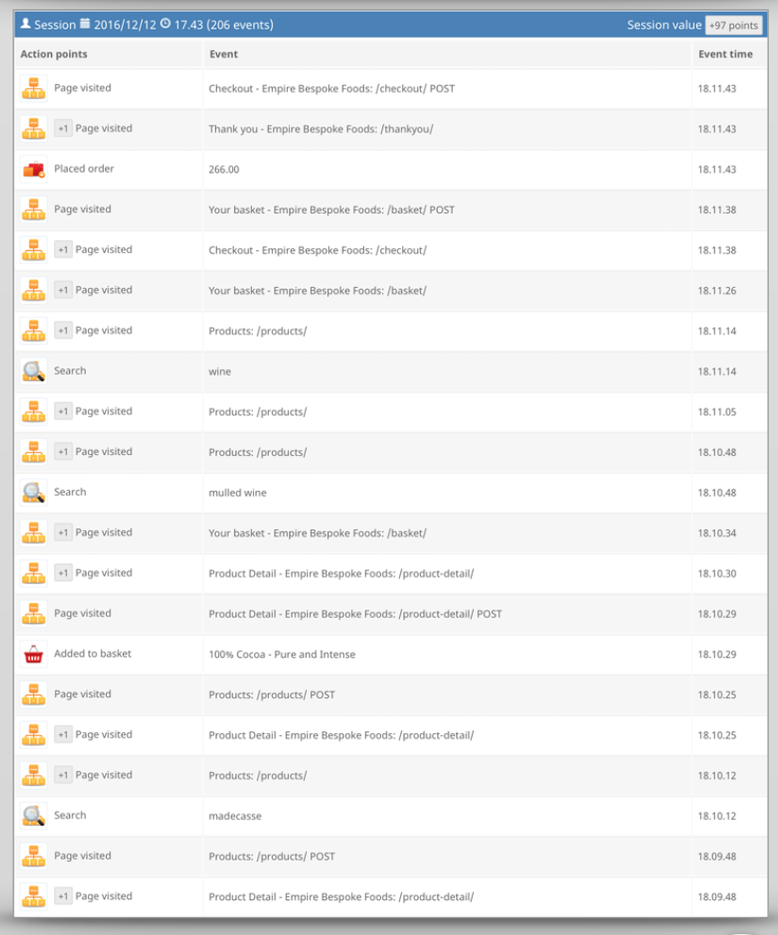
Being able to manage promotions within our CMS is one of our solutions greatest assets, allowing EBF to setup:

- Fixed price production reductions for any time period on any brand, product range and/or individual SKUs
- Percentage reduction for any time period across any brand, product range and/or individual SKUs
- Overlay their own images on products to show product promotions, out of stock items, etc
- Add Calls to Action (CTA) across the home page or manufacturers page to encourage sales
- Relate any promotional product to any other in the same or different promotion using simple dropdowns within the CMS - to increase basket sizes and revenue

The Outcome

Less than one year later, with 90% of all customers signed-up to order online, reduced call rates and increased revenues, we're discussing the next phase of the project to cover additional territories and functionality.





See more of our work

S digital;

S-Digital Case Example:

Meridian Global Services

Meridian Global Services assist over 15,000 businesses across their 22 offices worldwide with the complexity of global indirect tax compliance and expenses management. It's a very specific marketplace, new business suffers long lead times but can be worth six figure revenues. Marketing and selling to over 50% of the CAC 40, DAX, FTSE 100, Nikkei 225 and Fortune 500 companies, including Google and Amazon, demands a highly strategic, personalised and dynamic approach.

The Brief

Redesign Meridian's suite of seven language-specific web sites, extend the absolutely*interactive* content management system (CMS) to incorporate a new container-based layout paradigm and retain and extend the previous solution's advanced email marketing and marketing automation technologies.

Background

When S-Digital first started working with Meridian in 2005, the same emails were being sent to every one of their 35,000 contacts from manually managed data sources. Very little analytical data were available to marketers to determine what was working online and what was not. It was proving almost impossible to leverage the potential leads from the noise.

The Solution

We were able to express our understanding of Meridian's business and challenges by proposing a series of strategic deliverables, including new, multi-lingual web sites supported by an integrated email marketing and marketing automation solution. Our in-depth proposal covered all aspects of the improvements required, including milestones, fixed costs, risk analysis and ongoing service levels.

The Outcome

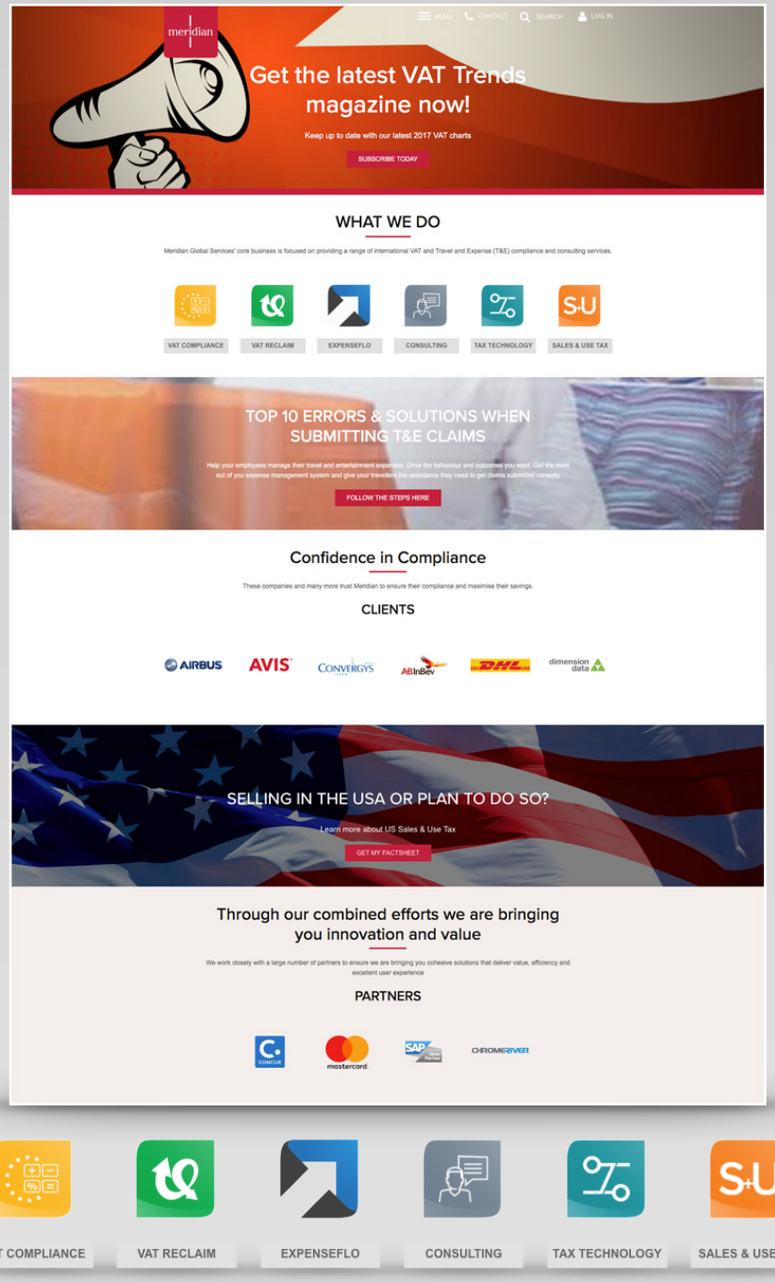
Now, two major site redesigns since our initial site in 2005, we are happy that the new language sites have been launched and proving a great success, most notably generating a 1000% increase in qualified leads generated due to the MA innovations delivered by absolutely*interactive*. Other benefits of the new solution include:

- **Significant insights generated by detailed behavioural analytics of known users to improve conversions**
- **Automation of all key customer journeys**
- **Dynamic and detailed segmentation for campaigns including personalisation**
- **Fully responsive redesign of multi-lingual web sites based on the container-model**
- **Integrated Blog platform that auto-generates monthly personalised email newsletters and XML feeds**
- **iOS and Android apps linked to the blog's tagged and topical content and unified customer profiles**

More than a decade on from those first days we've been in a process of continuous improvement, please visit the site to see for yourself...

Derek O'Brien
Group Marketing Manager

It has been a pleasure to work with the team at S-Digital for the past number of years; they are quick to respond and provide support and solutions. Since implementing the MA platform we have seen a massive 1,000% increase in the quantity of relevant and profitable engagements being initiated through our inbound digital activities. Some of our lines of business have not only seen huge increases in engagements but also seen the time to close deals drop from months to weeks.



See more of our work

S digital;

S-Digital Case Example:

Your Sodexo

Sodexo is the 15th largest employer in the world and because its 52,000+ UK frontline employees don't work in an office, they can't access Sodexo's intranet. It's therefore hard for them to seek their employer's advice and guidance, share stories and social connections with other staff, keep up to date with Sodexo news and, of course, enjoy all of benefits that working for Sodexo offer... So what's the solution?

An Extranet Tour de Force

With 52,000+ frontline employees operating in very disparate parts of Sodexo's business, how do you deliver great content that is relevant for all of them? The answer was the deployment of our world-class absolutely *interactive* CMS solution. In addition, we made it easy for a wide variety of content authors to tag their content in a number of meaningful ways to ensure that employees see the right content and can also prioritise their preferences. Thus, each logged-in employee sees exactly what they want, alongside the corporate messaging that crosses all departmental boundaries.

It's also all been done in such a fun way! Full metro and responsive styling ensures that the employee experience is just as good on a mobile phone as it is on their PC at home.

Ensuring Success and Clarity of Purpose

How do you successfully manage and specify such a large and complex project? Well, it's down to experience, project management know how, staff expertise and excellent relations with customer departments from marketing to comms to IT. Our specification process lasted for four months and culminated in a 45-page detailed specification covering all elements of the site's visual design, information architecture, personalisation capabilities, security, hosting, integration needs and support/service levels. It became a clear *Statement of Work* that everyone could sign-up to.

Our initial success measures at the outset of the project were:

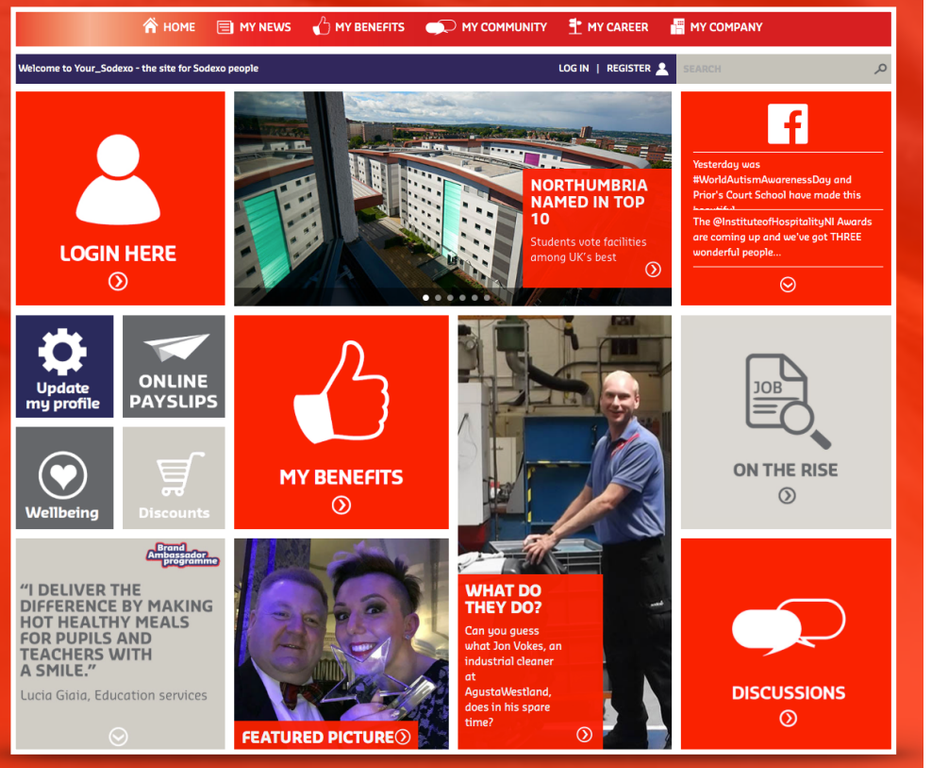
- Achieving 25% of visitors (around 14,000 employees)
- Achieving 12.5% signed up registered users (around 6,500 employees)
- 50% repeat usage

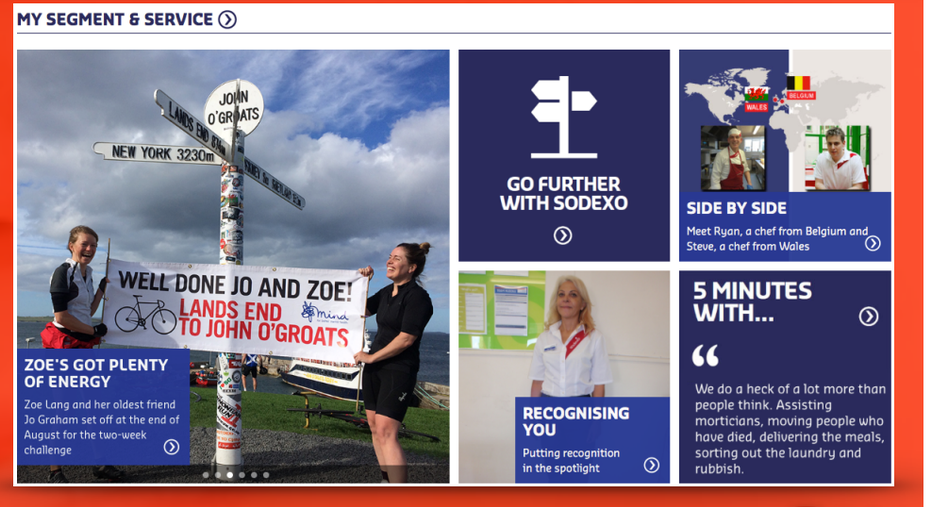
The results far exceeded this:

- 30,745 visitors which shows numbers have significantly increased by 7958 since the previous report
- 8,873 registered users, which is an increase from 7,660 registered in the last report
- 54.8% of all visitors returning to the site - over half of all visitors revisit Your_Sodexo
- 5,426 customer facing/frontline employees registered in total (now over 10% of the UK workforce)
- 25% increase in mobile access (14,441 visits), reflecting a quarter of all visits are now via smartphones
- 2,583 visits from our Sodexo Employee Facebook site to Your_Sodexo reflecting the attraction of engaging stories

STEPHEN MARSHALL
E-Communications Manager

We've sent the link out and we're live to all Sodexo employees now. Just wanted to say a massive thank you for the brilliant job done by all the guys at S-Digital for coming out with some great new whizzy features and solutions! The site looks and works great, our whole office were on it immediately, we should all be very proud!





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