



WHITE PAPER

//// HOW STRATEGISTS CAN USE THE CLOUD TO DELIGHT CUSTOMERS

Strategists are always looking for an edge in the marketplace. Cloud-based software can give them one. In this article, we share examples of companies using cloud innovation to their competitive advantage and lay out a road map on how strategists can transform their software into a consumer-centric experience.

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The business winners of the future will have one thing in common: exceptional cloud-based software. And the successful strategists will be the ones who help organizations transform their digital software into a consumer-centric experience.

The upside to maximizing your cloud capabilities is limitless. Just look at Uber and Amazon. Both of these companies transformed their consumer software into an asset, to the point where many customers view the accelerated-feedback experience as their differentiated product. Domino's is another example. For many years it self-identified, and was seen in the marketplace, as a pizza-delivery company. Not anymore.

"We are as much a tech company as we are a pizza company," said Patrick Doyle, CEO of Domino's, in [an article](#) in the Harvard Business Review, pointing out that half of the staff at its headquarters work in software and analytics. Not long ago, the company was stagnating. Its solution: upgrade its consumer-centric software. The result: **30 straight quarters of sales growth.**

An easy-to-manage digital solution with remarkable capabilities

The old way of thinking about the cloud was that it exists to run your applications and keep your assets safe. But now that's just scratching the surface. Savvy strategists and companies today are following a new path: using the cloud to infuse the organization with the benefits of agile development. The speed gained by cloud-enabled software is a four-legged stool that serves stakeholders in product development, product management, customer analytics, and customer experience. When employed skillfully, cloud solutions can support everything.

The potential for cloud-based software to do remarkable things is endless. Consider Deloitte's Innovation Group, a team dedicated to accelerating innovation-enabled transformation. In 2015, it migrated a web-based document review application to a private cloud, according to [an article](#) in the Wall Street Journal. The impact on its business has been remarkable. Today, according to the piece, the cloud-based application has processed millions of documents, and its compute-intensive analysis processes perform up to 20 times faster than they used to. The application has reduced the effort required to review documents by as much as 95 percent. Hosting costs have been reduced by 45 percent. The base footprint of 100 virtual machines has been cut to under 30, with the flexibility to increase to as many as 500 when needs peak. Using cloud-native services means systems administrators now spend 60 percent less time managing the platform, and new instances of the application can be spun up within hours. The application has been leveraged by practitioners across Deloitte's businesses on projects that have yielded more than \$100 million in revenue, according to the article.

Building invaluable customer-centric loyalty

Your cloud applications should be able to absorb and analyze data instantly, arming your leaders with instant consumer insights. The most effective brands achieve “distinctive ubiquity” through these methods, **according to Mark Schaefer**, executive director of Schaefer Marketing Solutions. “You need to surprise and delight your customers in a relevant and consistent way wherever they are.” The cloud can help you.

Cloud software can help an organization build consumer loyalty through digital performance monitoring and continuous feedback. Rob Mee understands this. He is the CEO of Pivotal, a platform-as-a-service provider, and Magenic partner. His company provides customer-focused integrated software that feeds insights directly into development divisions, which results in improved releases. “The goal is to create an environment of continuous change, which opens tons of new doors you never knew were there,” he said at **an appearance at Perform 2018**. “That kind of rapid evolution can seem intimidating but once you're in that flow of listening to customers and building off of feedback, you unlock new worlds.”

There's also Fiserv, a global technology provider serving the financial services industry. Fiserv teamed with Magenic and Pivotal to transform its digital capacity, primarily by migrating its .NET applications to the Pivotal Cloud Foundry platform, which reduces operational costs and achieves efficiencies. The result was a faster data process and a shift in organizational thinking from a **project to product mentality**.

Investing in the future

There should never be any confusion as to how cloud software functions in your organization. This may require investment in systems and staff education, but the benefits are worth it. The challenge as a strategist is to coach your organization into thinking holistically in terms of cloud-software integration, emphasizing the cloud's flexibility, scalability, and resiliency. These are valuable proof points to share with your organization.

“Say you have an IT staff of 20 to 30 people,” explains Ric Telford, vice president of cloud services at IBM, in **an article** on the company's website, “and half the time they're tied up in rebooting servers and backing up disks and diagnosing failures and applying patches to software. What if they didn't have to do that anymore? Now you have 10 people freed up to redesign your website, to develop an analytics engine, to do predictive analysis of sales, to create a website for a new marketing campaign. That's what the cloud's really about. It's taking the previous dollars you spent on having IT staff and making sure you get those folks working on the things that are differentiating to your company.”



Taking the next step

As a strategist, it's necessary, and sometimes challenging, to justify a new approach to your stakeholders. Let us help. A Magenic cloud-readiness assessment is a good place to start. We can give you our best recommendation on what's right for your organization and develop a roadmap for getting you there quickly. Visit us at magenic.com or call us at **877-277-1044**.



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