



BUSINESS TRANSFORMATION STARTS WITH A SOLID FOUNDATION.

Five steps to a successful cloud implementation.

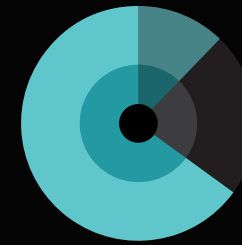
EXECUTIVE SUMMARY

Delivering experiences that customers love has emerged as the most pivotal goal for marketers and business leaders. Research by American Express found that 70% of Americans are willing to spend more with companies that provide better customer experience¹. According to a recent Gartner survey, 89% of businesses now expect to compete mostly on the basis of customer experience—up from 36% just four years ago².

As you look for innovative ways to drive better experiences for your customers, your business needs and use cases might suddenly begin to appear more complex. While there are many barriers that organizations must overcome to transform into an Experience Business, one in four companies say complexity is their greatest challenge. The complexity comes from orchestrating a wide variety of functional disciplines—channels, content, audiences, campaigns, contexts and data.

At this stage, many companies lean on implementing technology solutions, believing that the mere act of implementation itself will lead to digital transformation. But establishing the foundation of an Experience Business involves more than putting a technology toolset into place; it involves close attention to organizational readiness and a true understanding of the resulting business transformation³. Also, market dynamics and technology landscape often push companies to rapidly evolve and review their business needs and goals.

Challenges abound, your real measure of success lies in your ability to drive business outcomes from the start of your cloud implementation and its integration with other data sources and software tools.



While the percentage of enterprises with advanced digital transformation strategies and implementations will double over the next three to five years, industry experts estimate that **66% to **84%** of digital business strategies will fail⁴.**

~ IDC



Jumpstart your journey to business transformation with these five steps to a successful cloud foundation.



ACTIONABLE INSIGHTS TO ACCELERATE TIME-TO-VALUE FOR YOUR CLOUD IMPLEMENTATION.

In order to turn new tools into new capabilities that drive your digital success, the team leading the implementation project must adequately prepare and plan. These five steps to successful cloud implementation offer expert tips and proven industry best practices to help you drive significant business outcomes from the start of your enterprise deployment while accelerating time-to-value.





DISCOVER

Clearly define your objectives as if your success depends on it—because it does.



DISCOVER

ASSESS

VALIDATE

COLLABORATE

DRIVE ADOPTION

QUESTIONS TO ASK

How can I get the right advice to develop a well-planned program of work?

Am I collaborating well with my service provider to understand my business context and use cases?



The critical aspect of discovery is technical architecture planning based on your unique business requirements, especially if you are implementing multiple software applications in the cloud, concurrently.

Successful projects require a detailed discovery process to identify business requirements and the solution that is best suited to address these requirements. The results achieved are great when these initiatives are driven from the top with participation and buy-in of executive sponsors and key stakeholders.

During the discovery process, it's best to review all digital goals, priorities and objectives through interviews and exploratory sessions with key users and stakeholders. The critical aspect of discovery is technical architecture planning based on your unique business requirements—especially if you are implementing multiple software applications in the cloud, concurrently. This is also the time when you should conduct a thorough analysis of all other technologies that will be integrated with the new solution.

Here, aspects such as data integration, workflows and performance KPIs come into play. Without this analysis, you may end up implementing tools that don't match your organization's needs. The people side of the equation is also important as you'd need to identify who will use and support the new solution and how staffing needs or responsibilities might correspondingly change.



ASSESS

Gather the project requirements meticulously so there are no surprises.



DISCOVER

ASSESS

VALIDATE

COLLABORATE

DRIVE ADOPTION

QUESTIONS TO ASK

How can I make an accurate assessment of my organization's degree of maturity and capabilities for a successful cloud implementation?

•••••
Since the impact of an implementation project is deep and multifold, it is important to make a safe and sound start by finding a vendor who can offer the solution as well as the expertise necessary to get things done right the first time.

Inadequate requirements gathering is the leading cause of cloud implementation failures. Based on the project's vision and deployment roadmap, you need to assess critical gaps and identify resources and skills required to set the ball rolling. These recommendations are always helpful to ensure a successful go-live.

Early, proactive design and architecture sessions with your in-house experts or partners routinely help identify issues that would be difficult and expensive to fix post-development and are likely to derail your go-live.

As a best practice, based on the discovery checklist, you should continue to closely analyze, document and manage your unique requirements and complexity so you can mitigate the risks throughout the duration of the implementation. It helps to list out "must-haves" and "nice-to-haves." The more detailed you are at this stage, the better the end solution will match the original vision; this helps limit rework and scope creep.

In some cases, organizations have very niche business requirements that an "out-of-the-box" solution cannot

address. In such cases, organizations should work with their vendor's engineering teams to determine if new product enhancements or customizations can be created.

Pitfalls to avoid:



Project scope not well defined or agreed on



Omissions and inadequate details related to business requirements



Communication breakdowns



Not the right people (or right partners) involved



Out of control changes or new requirements



- **VALIDATE**

Validate the architecture and integration plan to ensure it is scalable and adaptive.



DISCOVER

ASSESS

VALIDATE

COLLABORATE

DRIVE ADOPTION

QUESTIONS TO ASK

Do I have a scalable and reliable architecture to deploy the new-age cloud solutions?

Do I need an expert advisory to review and provide best practices on architecture?



What to expect from your foundational services expert?

- Assures accuracy and validity of the proposed solution integration
- Delivers testing practices and assesses go-live readiness prior to launch
- Supports post-launch transition period and provides recommendations for full value realization of the solution

Organizations often start with one solution to achieve their digital objectives. But down the line, to keep pace with the forces of digital change and competition, they often realize the need to add on additional technology solutions.

It is important to put in place an architectural foundation that will accommodate future technology upgrades and align with the strategic business roadmap. Also, it's important that you get it validated by experts. When you assess and validate the design and architecture, it helps document any risks or challenges to the implementation and long-term ownership of the solution. The defined risks and challenges should be categorized based on urgency. You must get expert advice on key recommendations to resolve the issues beforehand. This ensures your company is ready for the go-live with a clear strategy focused on achieving accelerated time-to-value.

Foundational services during the implementation can help ensure that you are set up successfully to drive business

outcomes from the start of your cloud deployment and your software is poised for future integrations down the line.

Architecture validation activities typically include:



Planning workshops



Customer-readiness strategy



Sharing best practices



Design and architecture reviews



• **COLLABORATE**

Ensure internal and external implementation and integration teams tune up well.



DISCOVER

ASSESS

VALIDATE

COLLABORATE

DRIVE ADOPTION

QUESTIONS TO ASK

How do I break silos to focus on the successful delivery of the solution?

What should be the staffing model to ensure expectations are met across different stages of project execution?



It is important to have a project leader to make sure everyone on board is looking at, and working toward achieving the same business outcomes.

A typical cloud implementation can involve multiple vendor-partners with different areas of application- or capability-specific expertise. It is important to have a project leader to make sure everyone on board is looking at, and working toward achieving the same business outcomes. In scenarios where a partner or vendor only roots for the success of their respective technology, it gets harder to find a common ground of agreement. This can jeopardize your project's success. Good leadership and a solid project plan can help manage this heterogeneity, concurrently driving faster time-to-value.

Benefits of team collaboration:



Better ideas, better strategy, better outcome



Improved efficiency



Lower cost



Faster implementation





- **DRIVE ADOPTION**

Get ready for the impact. Have a post-implementation adoption plan in place.



DISCOVER

ASSESS

VALIDATE

COLLABORATE

DRIVE ADOPTION

QUESTIONS TO ASK

Do I need training to enable organization-wide adoption?

How do I measure if the company is getting value from the deployment?



"Change is not made without inconvenience, even from worse to better⁵."

~ Richard Hooker

Post implementation planning is one of the most underestimated areas of cloud implementation success. It is what you do *after* that counts. Having a comprehensive post-implementation plan, primarily focused on managing the change, helps channelize the technology, people and processes to your digital goals.

After implementation, it is important to ensure the following:



New processes are identified, implemented and improved



New features and requirements are identified for future releases



Users are using the functionality the way they are supposed to



A product roadmap is in place



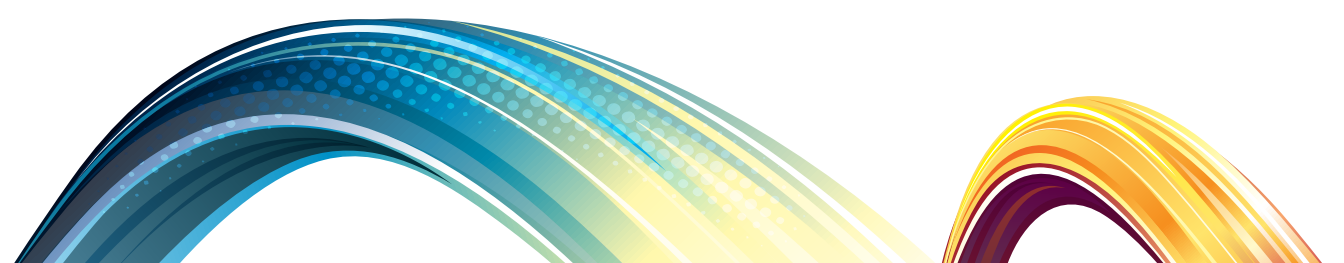
Users are supported with training and assistance



Users have communication and feedback mechanisms for the new enhancements



Technical resources are available



IN A NUTSHELL

Achieving digital success hinges on the successful implementation of software tools, their integration with other technologies and in driving user adoption around them. From choosing the right vendor and ensuring the selected software has the right mix of features and capabilities aligned to your business requirements, to building a successful cloud implementation and solution adoption roadmap—every step is an important milestone on the journey to achieving greatness with your new technology solution.

Since the impact of a cloud implementation project is deep and multifold, it is important to make a safe and sound start by finding a vendor who can offer the solution as well as the expertise necessary to get things done right the first time.

● ● ● ● ●
Measure the implementation outcome against these key success metrics.



The scale, relevance and readiness of experiences that the new solution enables you to deliver to your customers



How the new solution equips you to keep up with the rapid pace of change in the digital arena



[Adobe Experience Cloud](#) makes it easier than ever to gain momentum on your path to digital transformation by helping you create and deliver great customer experiences that will keep your customers coming back again and again.

Coupled with Adobe's Launch Foundation Services, you can drive business outcomes from the start of your enterprise deployment and integration of Adobe Experience Cloud solutions. With right level of Adobe oversight and expertise at key project milestones, you and your teams can realize value with efficient, on-time and predictable deployments.

References

1. [American Express Survey](#)

2. [Gartner Surveys Confirm Customer Experience Is the New Battlefield](#)

3. [Five Tips Before Starting a Digital Marketing Transformation](#)

4. [Frameworks For Transforming Business Vision Into Digital Reality](#)

5. https://www.brainyquote.com/quotes/richard_hooker_166260



Copyright © 2018 Adobe Systems Incorporated. All rights reserved.
Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.