



269 Mount Hermon Road
Scotts Valley, California 95066
(831) 439-9550
www.ddni.com

Your Customer, Daily

By Geoffrey Martin, CMO

DDNi

Introduction

Reaching a customer in today's market represents more opportunity than ever before. Technology has delivered unprecedented access to an increasingly connected population of potential customers. Moving closer to customers allows companies to hear and listen to individual customer voices for the first time.

Companies are investing in new "reach" tools to capture superior business intelligence. With these tools they can analyze where customers live digitally on the web, what browser they use, how they connect various devices, what their interests are, and what devices they connect for which content sites.

Customers deposit small traces of their identity daily, on each site they travel to, that becomes part of a puzzle for site analysts to piece together. Why do those visitors come to the site, what do they interact with, and what influences their behaviors?

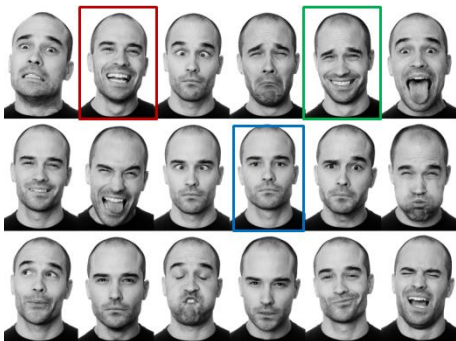
All of this information is now streaming and aggregated by various middlemen and information brokers to the business market. Companies know who visits them and what visitors are looking for.

Customers are consistently learning and doing more with their digital lifestyle than they were even a few short months ago. Ten years ago users were focused on email, search, security, and instant messaging. Five years ago people were focused on acquiring and reconnecting with content. Music, pictures, and videos were the principle fare for consumers across the board. Today we are emerging from a social revolution where

Contents

Introduction	2
Problem Statement	3
Previous Options	4
DDNi Solution	5
Implementation	6
Summary	7

How many of the customer's identities do you know?



DDN

customers are focused on building their community of friends. Cycles are increasing and change has become the constant.

Engaging with and maintaining a relationship with your customer across the digital world – while it should be easier - is now more challenging than ever.

A Fragmented Customer Is The New Challenge

The more time the customer spends surfing the web the more their profile is split between different environments. Trying to effectively communicate with a user who continues to fracture their identity by placing their profile on more sites has become extremely difficult.

The Application Store approach to the market has served to further exacerbate the situation as the customer is now spending more time driving direct activity from their various devices to the service destinations. This contrasts with a user that might “search” for information.

This solves a problem for the consumer at one level but creates problems for the solution providers at a different level. Customer profiles now are split and fractured across many different sites and properties. It is extremely difficult to build a single relevant profile of a user that enables a fruitful dialogue over a

device’s digital lifecycle. It is difficult to get a complete picture of your customer when you understand little about them or when their activities and preferences are dispersed across numerous places.



As much as companies like to talk about their cloud solution they are only addressing a small part of the customer’s needs.

Customers don’t spend all their time on one web site so relying on the cloud to deliver a reliable target is challenging. The cloud solution addresses a centralization of services availability but does little to move the customer forward in their quest for an intelligent, connected, easy-to-navigate experience. To a large degree that is what customers expect from solution providers but the more they think they are becoming “unified” they often are becoming more fractured. ***The desire to connect and share is the principle driver in their effort to make their intelligent connected experience a reality.*** However, any investment that they have made in customizing their unique experiences and preferences cannot be shared or transferred.

DDN



The direction that smart phones and tablets have shown is that users want a more local, relevant, contextual, personal, and enabled environment than anyone has delivered. HP's focus to personalize the computing experience has moved them from a solid number five in the market to become a market leader in the last few years. Customers want to be the "center of their own universe" but Solution Providers are having a difficult time finding and providing that place.

What Does The Customer Want? Previous Options

Companies options, historically, have been to purchase expensive research from industry consultants and researchers to glean insights into what customers are looking for. The information is dated and the results are delivered in a limited data set. The people queried aren't always your target customer and so the results aren't necessarily reflective of the true market potential.

A second option is customer testing that can be limited in its effectiveness because you are paying someone for an answer. They can be biased with giving you an answer

that you are looking for. You then have to rely on your process to discount and rationalize the results to minimize biases.

A popular option that companies engage in are web surveys that can be efficient in their formation, but restricted in the delivery of useful information. They often require an incentive for completion and only glean surface detail. Meaningful results require insightful responses usually from a targeted population which, most often, is not generally found in general web traffic.

Information received from second-hand research, indirect sources, or free providers on the web requires time to harvest, interpret, and digest. This means that results are often used and presented months, maybe more, after the research took place. In today's market that could represent a lot of work for minimal insight.

Web traffic analysis constitutes a major component of the business intelligence most companies typically rely upon. While web tracking explains "pathways" as to where people go on the site, it can be more challenging in providing insight as to their motivation. Once the customer has arrived at a destination page it is tough to interpret why a customer did or did not convert on a particular offer. ***The challenge with living in the cloud is it is nearly impossible to understand life outside of it; never mind trying to extend, enhance, or enrich the experience.***

Gathering adjacent information from many different sources is often the only option as there may not be any research available specific to your needs. Trying to bridge the gaps between the research results could lead

DDNi

to erroneous conclusions and incomplete assessments.

After an incomplete engagement on their part has resulted, companies pay others to deliver back to them information about their own customers from information brokers and exchanges.



Companies that have a big research budget and sophisticated web analytics teams and researchers can spend the time and money to conduct their studies; however, for the large majority there is precious little reliable information to support critical decisions.

How DDNi is Providing a New Solution

The DDNi LASR Platform (Locally Acquired Strategic Reporting) approach to the market and customer insight is unique. DDNi LASR consists of a Local Cloud that connects the customer's experience to a broader base of information from their connected devices. This means that the standard clickstream that companies have relied upon is no longer the baseline. There is a combined data model that delivers new levels and dimensions of information about your customers

that has not been seen in the industry.

This data model is active and reports daily, providing an ever-evolving understanding of your customer's interests and activities. The ability to target dialogues with particular offers to those specific customer makes this platform your best bet to establish and build a complete relationship. ***The result has been take rates that are 10 times the industry standard as a "new norm."***

The Connected Customer

The DDNi LASR solution delivers a superior understanding of the customer that combines data from many different connected locations and activities. A more complete daily view of the customer is now available and the ability to service and engage with that customer in a meaningful way moves into reach. This data, generated from the combined platform modules, creates a digital model of events, preferences and actions of the customer. The functional profile of the customer enables a relationship where exchanges are valued and welcomed while being respectful of data privacy concerns.



Target Relevancy

Understanding the broader picture of the customer's activities means that you can talk

DDNi

to more of their interests and perspectives. This includes providing help, guidance, suggestions, and links to potential solutions that builds trust and reliance upon your relationship.

The platform's ability to target a broad set of events and data points means there are many more potential circumstances where you can service that customer. The ability to be proactive in the relationship becomes clear: You now understand your customer AND can quickly respond to that target with an offer that makes you timely, valued, and relevant.

Most importantly, the LASR Platform returns accurate information about your customers, what they are looking for now and considering for the future. Data harvesting occurs several times daily across your installed base and is incorporated into the data model.



Quick Engagement with Snap Surveys

The DDNi LASR platform delivers the ability for you to talk with and relate to your customers beyond email, websites, and SMS messaging. LASR enables a

dedicated channel right to the customer's desktop. Surveys and queries can be asked and presented in a polite respectful manner that finds customers opting in to participate at rates in excess of 80%. Your end-user customers are available for feedback and surveys can be completed quickly to meet your market research objectives.

The range of topics includes product feedback, service needs, customer support issues, promotional preferences and other areas where direct communications are desired. Customers feel involved and valued, understanding that they are making meaningful statements to you who is concerned with their success, not just a random web interaction.

Surveys can also be delivered as part of an interactive video experience with customers providing immediate feedback. These can be a simple question looking for a specific result to a connected series of engagements over a longer period of time returning a considered response. New communication channels and nimble responses with your installed base becomes a competitive advantage.

How to Implement

Companies distributing hardware platforms such as PCs, slates, tablets, or smart phones can become enabled and reporting within a quarter. You will be able to ship a branded and integrated solution that delivers that last digital mile connecting your customers to new opportunities.

There are two ways that DDNi works with your team. The light touch integration model means minimal impact to your



engineering resources. The dynamic engagement model means a net/net near zero to even cost savings impact within your organization.

Additionally, selected product providers can quickly become part of the integrated, secure eCommerce motion from the desktop to the cloud. Shopping cart options on the desktop or in the cloud are available depending on the product offering and the level of desired integration.

Approved software providers gain instant access to the local application store or a presence within the product setup sequence. This gives them priority offers in context at the most likely moments for consideration. Services can be positioned for acceptance with the desktop interface placing them close to OS level integration and lending a stronger persistence to their placement.

The LASR platform also allows for promotion of the software providers' offerings and an increased awareness over the lifecycle of the device. Placements becomes more valuable with persistence and help drive higher adoption rates.

Data and information about your customer begins to flow back to your organization to help you build a smarter, more intelligent, and agile business motion. Customers are happier because your product now is in better context to what they are doing, interested in, and the

adoption of any offers are simple and easy to navigate.

Summary

Understanding your customer doesn't have to mean big research bills, invasive data captures, or frustrating harvesting efforts on the web. It is as easy as engaging with them where they live and work digitally- on their respective devices - and into their online experiences.

DDNi has built a complete digital ecosystem where your product, software, or service offerings may be optimally positioned to yield a level of business intelligence, insights and optimized customer targeting precision not seen in the industry. The ramp to deploy either the platform on your systems; or your product within the platform, is quick, flexible and affordable.

At a time when there is more concern over user privacy and security relative to digital activities, LASR delivers a safe, secure, polite environment in which the customers learn, use, and grow with your solutions. The platform enables a more collaborative relationship between the customer and their objectives with their digital life. Whether the customer lives on one device or more, one cloud or more, and has affinities to one portal or more, LASR bring it all together to form one experience the user can personalize, evolve within, and trust.

For more information about LASR platform or DDNi please contact:
Geoffrey Martin
Chief Marketing Officer
gmartin@ddni.com



For software, hard-goods, and web services distribution with our existing Partner distributions

Michael O'Connor
VP Business Development
moconnor@ddni.com

For questions regarding distributing the OASIS platform including bundling LASR Platform on devices

David Sawin
VP Distribution
dsawin@ddni.com

This document and the information given are for the convenience of DDNi's customer base, prospective customers, and business partners and are provided "AS IS" WITH NO WARRANTIES WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS. Receipt or possession of this document does not grant any license to any of the intellectual property described, displayed, or contained herein.