BACKGROUND & OVERVIEW.

A DIGITAL STRATEGY & EXECUTION COMPANY FOR MODERN BRANDS.

HELIUM'S ORIGINS.

We come from a digital pedigree — having worked for some of the industry's leading consulting, creative agency, and technology companies.

| MULTI DISCIPLINE | SEATTLE HQ | NATIONAL PRESENCE |

slalom

SAPIENT RAZORFISH_

VERTIC

accenture

avanade

SMITH

HELIUM

STRATEGY CONSULTING
-
Speaks to CEO

Measurement Based
Process Oriented
Organizational Mgmt
Change Mgmt

CREATIVE AGENCY
-
Speaks to CMO

Innovative Thinking
Human-Centered
Aesthetically Pleasing

Ideas without execution

We live here

Lacks creative thinking

Lacks strategic direction

TECHNOLOGY EXECUTION
-
Speaks to CTO/CIO

Build for Scale
Platform – Dependent
Cutting-Edge

We are a collection of experienced Digital Strategists who've built experiences for the largest and most respected brands in the world.

As digital natives, we uniquely understand the way the world wants to connect, and we make it happen.

4

COACH

AMERICAN EXPRESS

at&t

amazon

TARGET

Microsoft

TOYOTA

STUART WEITZMAN

THE Herschel SUPPLY CO. BRAND

gettyimages®

REI

ATHLETA

LIFETIME FITNESS

RALPH LAUREN

vmware

BUFFALO WILD WINGS
WINGS. BEER. SPORTS.

WE PARTNER WITH THE INDUSTRY'S BEST.

Our growing list of partnerships allow us to bring the right tools to our clients to transform their business.

We work across a myriad of different technology platforms, this list represents where we have the strongest relationships.

Adobe

EXPERIENCE
Targeted and tracked omni-channel personalized experience

salesforce

CUSTOMER
Customer data, sales, service, marketing clouds

RAMPCATALYST

EMERGING TECHNOLOGY
Advanced development across emerging tech like AI, ML, VR, and Geospatial

OUR THINKING.

"**DIGITAL TRANSFORMATION**" **IS BUZZWORTHY FOR A REASON.**

NOW OR NEVER

- Pressure from the Competition
- Competitive Advantage...But Not For Long
- Brand Is So Closely Tied To Experiences

CUSTOMER EXPECTATIONS

- Customers Have More Choice Than Ever
- Expectations Rise With Each Experience
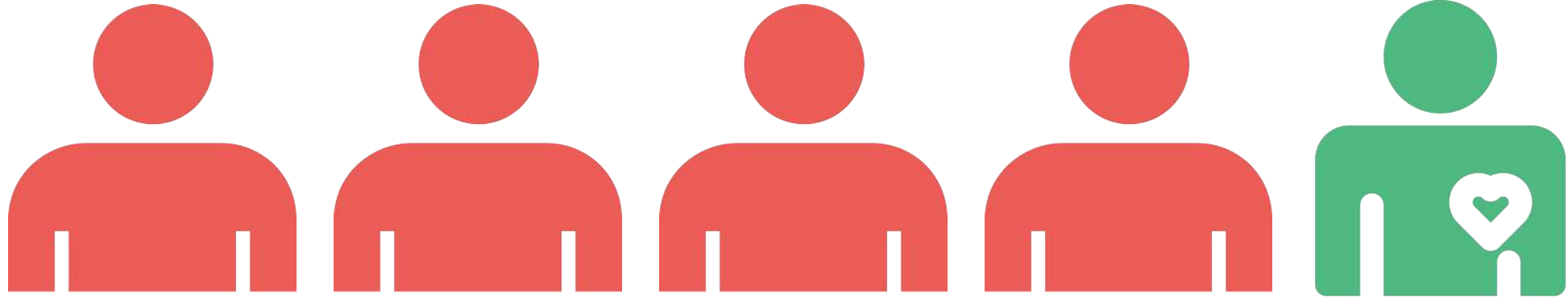- Customer's Voice Is Always Heard

CONTINUALLY INNOVATE

- Barriers To Entry Are Greatly Reduced
- Disruption is the New Norm
- The Innovator's Dilemma

$2 TRILLION

ANNUAL DIGITAL TRANSFORMATION SPENDING BY 2020.

4 out of 5

DIGITAL TRANSFORMATION INITIATIVES FAIL.

SOURCE: *Worldwide Semiannual Digital Transformation Spending Guide* from International Data Corporation (IDC)

WHY ARE THEY FAILING?

THE ABSENT CUSTOMER

Intuition is a thing of the past.

Understanding your employees & customers inside and out is how modern organizations are making the tough decisions on where to place their bets. Decisions through meaningful insights reveals where the strongest connections are.

LACK OF MEASUREMENT

You have to know where you've been to know where you're going.

Done right, digital transformation will uplevel your customer satisfaction, conversion, engagement, and brand image. Benchmark first and track your progress along these metrics.

PEOPLE ARE AN AFTERTHOUGHT

It's not enough to uplevel technology.

True digital transformation means that your entire organization thinks digitally. Employees are aligned to the customer's best interests and go out of their way to ensure the customer expectations are exceeded.

CART BEFORE THE HORSE

Don't jump right into the deep end.

Everyone wants to build differentiated and personalized experiences. You need to put the foundational blocks in place before you try to set yourself apart from the competition.

SUCCESS IS A **FOUR** PART RECIPE.

Successful digital transformation initiatives all have a common formula, and they all center around enabling a rich customer experience.

HELIUM

ORGANIZATION

INNOVATION

CUSTOMER EXPERIENCE
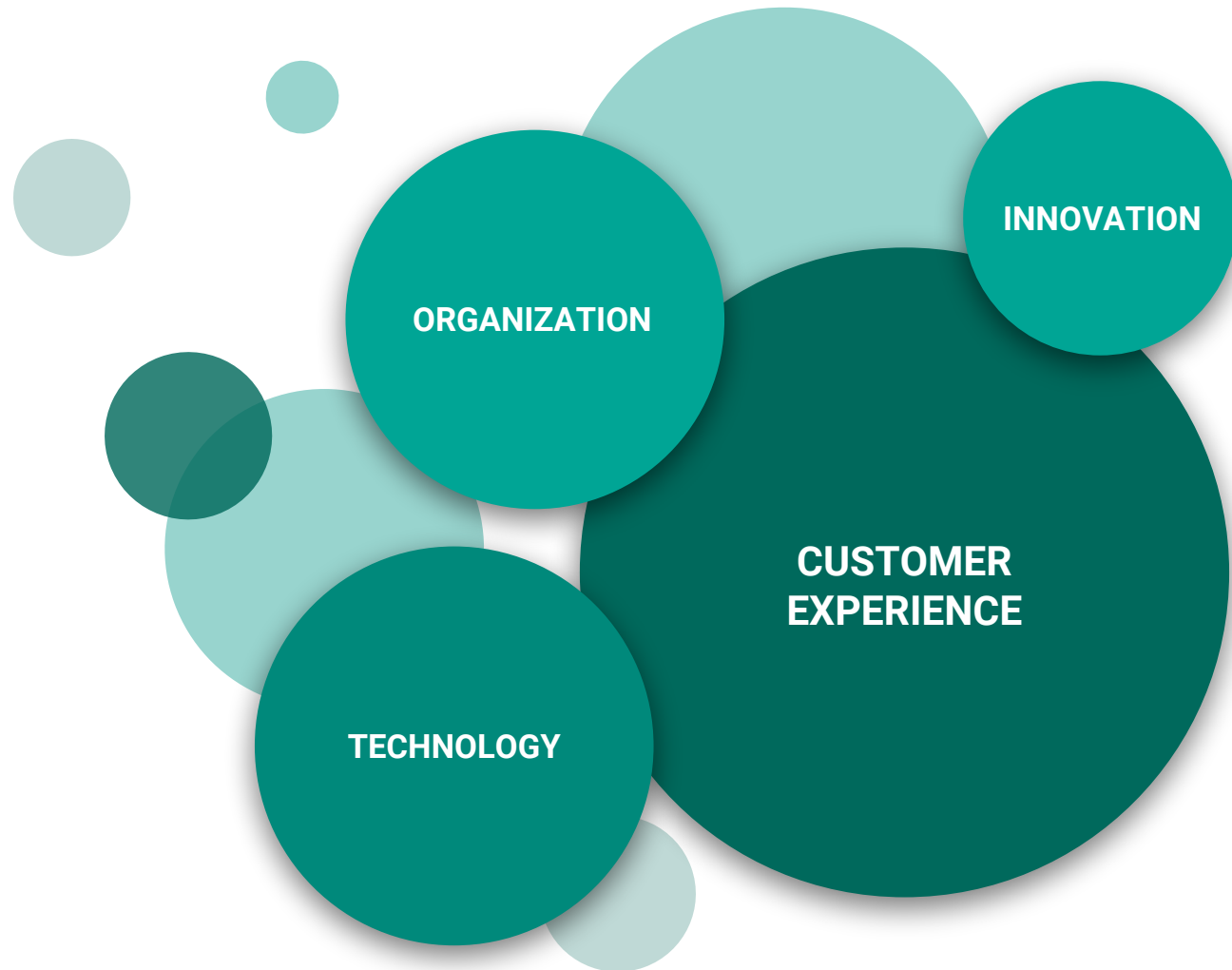
TECHNOLOGY

DIGITAL TRANSFORMATION LANDSCAPE.

HELIUM

	Customer Experience	Technology	Organization	Innovation	
Run	DIFFERENTIATE	PERSONALIZED END-USER EXPERIENCES /APPLICATIONS	ALIGNMENT	RAPID	Customer Experiences differentiate the organization from competitors. Organization ties key initiatives back to customer. Organization culture revolves around customer.
Jog	OPTIMIZE	BI / ANALYTICS	AGREEMENT	DESIGN	Repeatable processes for experience design, consistent measurement, leverage data to create actionable insights. Customer experiences are a strength.
Walk	ELEVATE	CRM / ERP / CORE INFRASTRUCTURE	AWARENESS	TEST/PROVE	Show value. Measure customer experience and build awareness of results. Customers and system users should see increased value from customer data.
Crawl	REPAIR	MASTER DATA MANAGEMENT	ADVOCATE	INITIATION	Begin the conversation and create a foundation. Bring together key people in the organization to join the dialogue. Agree to address key customer issues.

WHAT WE DO.

HELIUM'S OFFERINGS.

We support our clients across a range of offerings from strategy through to technology execution, and everywhere in between.

STRATEGY

Envisioning the future of your digital experiences and providing the steps required to realize that vision. Making technology human.

- Digital Transformation Strategy
- Customer, Employee Experience Strategy
- Data Strategy
- Emerging Technology & Innovation Strategy
- Humanistic Technology Strategy
- Content Strategy

DIGITAL

Bring your brand to life throughout the customer journey and meet your customers where they are.

- Omni-Channel Experience Design
- Content Management
- Commerce
- Personalization
- Digital Analytics

CUSTOMER

Build deeper customer understanding and design solutions which will inspire your customers.

- CRM & Data Management
- Customer Segmentation
- Customer Loyalty
- Clienteling

INNOVATION

Understand and define what's coming next - navigate the future of your business.

- Chatbots
- AI/ML
- Virtual and Augmented Reality
- Internet of Things
- Marketplace Disruption Analysis

EXECUTION

Our team has built some of the most complex software on earth and rolled out systems to some of the world's largest enterprises.

- Technical architecture & solution design
- Advanced coding & development
- Solution Configuration, Implementation & Integration
- Any-scale deployments
- Managed service & maintenance

OUR PROMISES.

ALIGN THE RIGHT TALENT
We promise to help our employees and clients find the passion in the work we do, every time.

LEAVE ROOM FOR JAZZ
Equal parts art and science. We bring creativity, excitement, and personality. We bring the jazz.

LOOK OUT FOR EACH OTHER
We align on desired outcomes at the onset of every project and our team is fully dedicated to finding mutual success.

BRING THE HUMANITY
As technology becomes more human it's increasingly important that we bring the human element to every technical solution.

THANK YOU.

YOUR LANDSCAPE.

	Customer Experience	Technology	Organization	Innovation
Run	DIFFERENTIATE	You have stolen market share from your competitors in and out of your industry. Your competitors are scrambling to meet the customer expectations you helped develop.		
Jog	OPTIMIZE	Your customers rave about their interactions with your brand. Your organization is measuring customer satisfaction across all customer touchpoints and your employees are trained and incented to deliver memorable customer moments.		
Walk	ELEVATE	Your customers are not upset, but they aren't delighted either. When there is customer experience success, stories of that success are being shared throughout the organization and the people delivering outstanding experiences are being rewarded.		
Crawl	REPAIR	Your customers complain about poor experiences. There is no internal team setup to collect/consider the negative customer feedback and evaluate the entire customer journey.		

YOUR LANDSCAPE.

HELIUM

	Customer Experience	Technology	Organization	Innovation
Run		PERSONALIZED END-USER EXPERIENCES /APPLICATIONS	Your customers seamlessly interact with your brand across channels without missing a beat. Each interaction is specifically designed for their expectations. Employees are empowered with tools which allow them to proactively serve the customer.	
Jog		BI / ANALYTICS	Your company has clear reporting and insights that help leadership to navigate critical decisions. Data is considered a competitive advantage. Sales, customer service and marketing have the data when they need it and are being recommended by the systems how to deliver a great experience for the customer.	
Walk		CRM / ERP / CORE INFRASTRUCTURE	Core Customer data is reaching the customer touchpoints in a timely manner enabling sales, customer service, and marketing to deliver seamless experiences for the customer regardless of channel.	
Crawl		MASTER DATA MANAGEMENT	Your core data is not centralized. Data is wildly inconsistent and lacks integrity. Leaders in your organization do not trust the reports they receive and any analysis being done is ad-hoc. Customer data is incomplete and duplicate records are the norm.	

YOUR LANDSCAPE.

	Customer Experience	Technology	Organization	Innovation
Run			ALIGNMENT	There is a Senior Executive with dedicated responsibility to promote the customer experience. Organizational goals are tightly aligned to customer experience measurement. Teams work collaboratively to design customer experiences.
Jog			AGREEMENT	Your leadership is bought in. An executive sponsor works with the cross-functional customer experience team. Customer Experience metrics have been defined and the organization is measuring itself on it's ability to deliver a great customer experience.
Walk			AWARENESS	You have a cross-functional team which meets to discuss customer experience. You have a customer experience strategy and business case. Leadership has been made aware of the need to focus on customer experience.
Crawl			ADVOCATE	You do not have anyone tasked to be accountable for the customer experience. The organization is siloed. Departments are not aligned. Teams rarely consider the customer as solutions are being conceived.

HELIUM

YOUR LANDSCAPE.

	Customer Experience	Technology	Organization	Innovation	
Run				RAPID	Your organization is continually practicing innovative design practices. Your employees are trained on design thinking. The culture accepts failing fast, and encourages it.
Jog				DESIGN	A team is responsible for innovation. The team prioritizes needs of your organization, anticipating changing customer expectations. Innovation projects are supported by the organization and resources are prioritized for the projects.
Walk				TEST/PROVE	Innovative projects have occurred within your organization but it is not a regular practice. Results of those projects are being shared within the organization.
Crawl				INITIATION	Your organization is not looking to change. Ideas occur in a vacuum and gaining momentum for new initiatives is near impossible.