



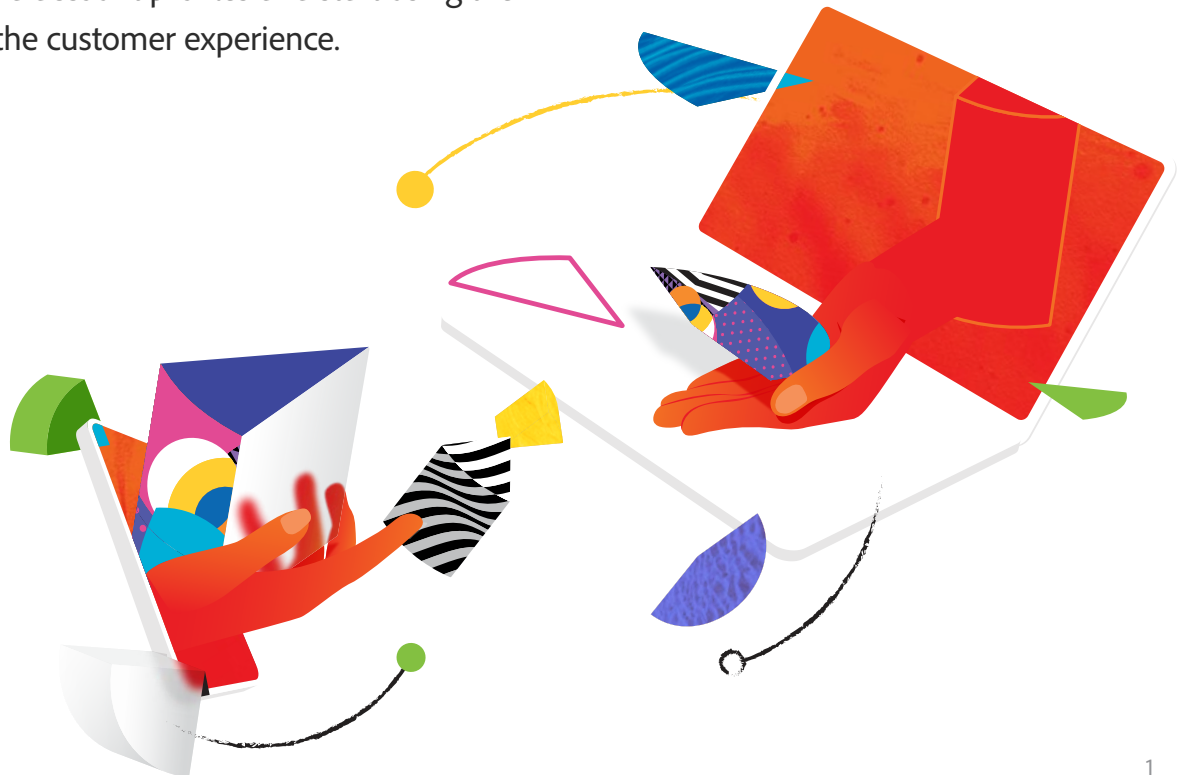
QUICK GUIDE

Take the fastest path to real-time customer data profiles.

Five steps to a smooth deployment of Adobe Real-Time Customer Data Platform.

According to research from Gladly, one of the biggest frustrations for more than 70% of customers is repeating themselves multiple times when interacting with brands. Brands are frustrated, too—their customer data is often so fragmented that many brands can't use it to provide personalized experiences.

Whether your use cases are B2B, B2C, or both, implementing Adobe Real-Time Customer Data Platform is surprisingly simple, and Adobe can provide all the support you need along the way. It's a fast, efficient way to create customer and account profiles and start using them to improve the customer experience.



The implementation process is straightforward.

1. Choose your partner.

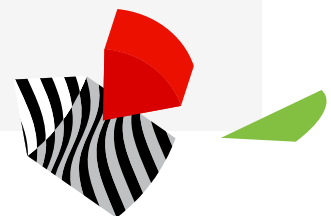
Your first task is to make sure your deployment partner can effectively use Real-Time CDP to build unified customer and account profiles, integrate them with critical data sources and destinations for activation, and utilize the patented governance and consent tools included. You'll review your potential partner's documentation, get a demo, and have a detailed conversation with their customer references to understand what your partnership will look like.

You'll make sure the vendor's governance and consent tools are equally robust, avoiding any vendor that only supports opt-out requests or relies on forwarding data to critical systems. Then you'll ask the vendor to demonstrate that the solution won't become a data silo or be quickly outgrown—you're looking for a partner that also values data governance and the ability to continuously analyze, connect, and activate your data at scale.

We're here to help.

If you need additional assistance deploying Real-Time CDP, reach out. Our Consulting Services team has:

- Earned a 5 out of 5 from [Forrester Consulting in Adobe implementation services](#)
- Delivered over 100 Experience Platform engagements around the world
- Deployed more engagements in Real-Time CDP than any other partner



2. Design a phased implementation.

Planning implementation in phases helps you realize value more quickly, refine as you go, and adapt to changing business needs. With your tech team and deployment partner, you'll identify a phase one project, which could be creating profiles for customers in a specific region or for those who have purchased a particular product. At this stage, you'll think about the teams that need to be involved and the data you'll be working with.

3. Coordinate usage and activation.

Large organizations can collect a dizzying array of data types, but not all data is equally useful. Spending time on inadequate or irrelevant data can delay your time to value, so you might ask your teams these questions:

- What kinds of customer data do you need to support your business goals?
- Where can we source this data in real time?
- How often do we need this data? What format is most useful?
- How will we stay compliant with regulatory and privacy requirements?
- Who will use the customer data platform regularly? Who will support those users?
- Should we outsource support or maintenance?

As you talk to your broader team (IT, customer service, operations, fulfillment, and maybe others), you'll discover their concerns and find ways to resolve them. You'll also bring in your business units to help define requirements, test features, and measure performance.

4. Align internal teams.

Your next task will be to generate enthusiasm about the benefits of using Real-Time CDP. Teams need to understand how their work will be easier or their process more efficient, so you'll discuss how the platform will deliver benefits like increasing customer retention or decreasing time needed for routine tasks.

You'll also allocate budget and personnel to help ensure you have the people you need for success despite any future job changes, organizational shifts, or market upheavals.

5. Deploy Real-Time CDP.

As you move forward, you'll allow time to adjust to challenges as they arise, such as adding data from new sources to customer profiles. You'll give the first phase enough time and resources to drive meaningful results (approximately 18 weeks). During this time, you'll also produce the data you'll use to set strategy for phase two. For phase two and beyond, you'll continue to enhance the tech stack as your data matures—it's an ongoing process with continual assistance.

Discuss your team's concerns and how the platform will deliver benefits. Allocate budget and personnel to help ensure you have the people you need for success. Allow time to adjust to challenges as they arise.

Why Real-Time CDP?

We built this extensible platform from the ground up for customer experience management, so it provides unified, real-time customer and account profiles that are actionable for both internal teams and external partners.

- **Integrate data in customer and account profiles** with internal and external systems used across departments.
- **Power relevant personalization** with simplified customer data ingestion and up-to-date audience segmentation.
- **Market responsibly** and honor customer consent with a patented data governance framework.
- **Support great customer experiences** with event forwarding, instant personalization across channels, and one-to-one journey orchestration.
- **Easily expand customer experience management use cases** with native integrations to other [Adobe Experience Cloud applications](#).



[Learn more](#)

[Three tips for avoiding common deployment pitfalls](#)

[Request a demo](#)

How Real-Time CDP works for Adobe.

Adobe uses Real-Time CDP to stay connected with hundreds of millions of customers. It took us just 18 weeks to deploy the solution. Here are the results:

Up to
7 trillion

data segments processed daily

Up to
970 million

customer profiles managed

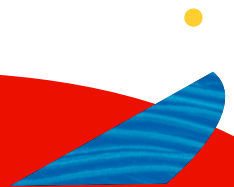
14 seconds

data refresh time—down from **72 hours**

40%

improvement in personalization and marketing

Read our [customer success stories](#).



Adobe Real-Time Customer Data Platform

Powered by Adobe Experience Cloud, Adobe Real-Time CDP collects, normalizes, and unifies known and unknown individual and company data into robust customer and account profiles that automatically update in real time. Marketers use these profiles to deliver timely, relevant, and personalized experiences to any channel, at scale. And with best-in-class usage governance, brands can use data more responsibly and transparently, so consumers have greater control over their information.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed specifically to create customer experiences. Each product is built on a foundation of artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Sources

["2020 Customer Expectations Report," Gladly, 2020.](#)

["The Forrester Wave™: Adobe Implementation Services," Forrester Consulting, 2020.](#)

["Turning Real-Time Customer Experiences into Reality," Adobe, 2022.](#)



Adobe, the Adobe logo, Adobe Experience Cloud, and Real-Time Customer Data Platform are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2022 Adobe. All rights reserved.