

Your roadmap to value realisation.

Maximise the potential of your Adobe applications — and drive incremental value.

In this era of delivering hyper-personalised digital experiences at scale, marketing technology and IT spending is at a record high. And so are questions around realising the full value of this investment.



\$215B

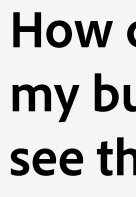
Expected total global MarTech spend by 2027.

Source: Forrester and Gartner reports.

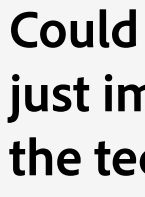
only 33%

MarTech stack fully utilised in 2023.

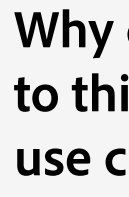
Top five questions organisations ask us.



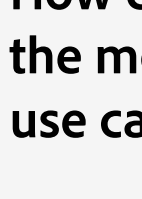
How can I ensure my business will see the ROI?



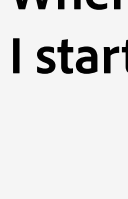
Could I just implement the technology?



Why do I need to think about use cases?



How do I identify the most valuable use cases?



Where do I start?

Let's start by creating a value map.

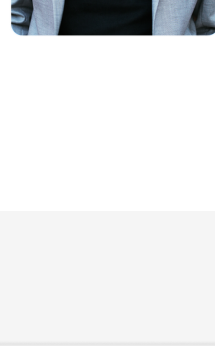
Value mapping is an iterative process of prioritising use cases based on business goals, execution, and determining post-implementation value.



Why

Business goals, KPIs, and as-is customer journey

- Develop and align on relevant business goals and KPIs
- Identify pain points and opportunities in the current customer journey



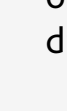
James Khan

Address: james@bodea.com Birth Date: 03/18/87

Read: Real Eco-Warriors

Search: Top 10 EV cars

Joined Group: EV cars



What

Future customer journey and use case ideation

- Identify consumer behaviours or business operations that can be influenced to drive value

Buying group summary

Top engaged members: Raymond Noel
Top product of interest: Payroll software

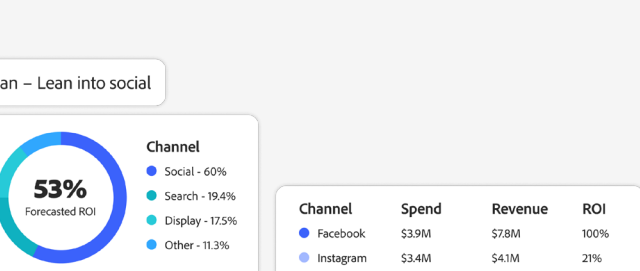
Send sales alert
Solution interest: Payroll software
Send email to: moel@altura.com



When

Value mapping, prioritisation, and roadmap

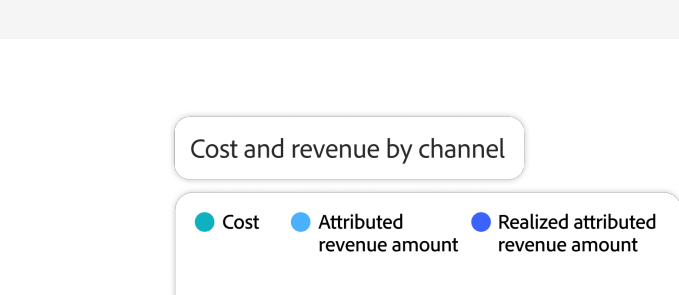
- Assess and illustrate the value of each use case
- Prioritise according to value and complexity



Plan and execute

Execution and operations

- Define architecture and implement technical capabilities
- Execute use cases



Value realisation

Value and performance reporting

- Assess value realisation from executed activities and performance

Five questions to ask while value mapping.

- Why does this programme exist?
- What specific strategies can be utilised to achieve these goals?
- What initiatives will drive these strategies?
- How can these initiatives be translated into tactics?
- How are we doing against stated objectives?

Best practices to follow.

1. Utilise prioritisation frameworks.

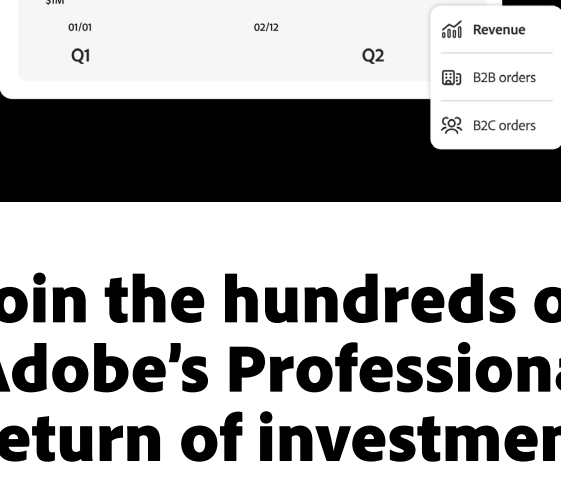
Prioritisation methodologies help to understand the expected value and effort of each use case.

These frameworks should be data-based and collaborative.

2. Build a value realisation roadmap.

Planning the rollout of prioritised short and long-term use cases puts the organisation's or programme's plans in a strategic, value-oriented context.

3. Tie use case value back to business goals.



4. Measure results at a use case and programme level.

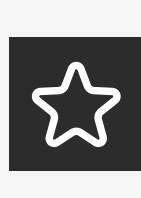
Value dashboards will help evangelise the success of the programme across your organisation.

Join the hundreds of companies who leverage Adobe's Professional Services to maximise their return of investment.

We're helping a UK-based retailer build innovative A/B tests and personalised experiences with our Innovate and Operate Services.



Increased annual revenue to **£202M** through optimised and personalised experiences.



Increased testing with **189** built and QA'd A/B tests over four years.



Personalised experiences across **22** markets with **188M** personalised website visits



Gained deeper insights with **197** analytics workspaces created.

Implement our value realisation framework and develop a blueprint to leverage the full potential of your Adobe suite of applications