

Digital Transformation Consulting

Big Data and the data revolution are a reality

Digital transformation is a big challenge brands face if they want to manage the enormous volume of data they have available. In the hopes of offering customized experience, brands must foresee the needs of their clients or prospects and take advantage of each touch point with users. At Rebold, we help our clients during this entire process, from making the decision to embark on this change through implementation and assessment.

How do we do it?

- › Work with data-driven technologies.
- › Analyza, activate and optimize data management.
- › Link infrastructural services with ad hoc solutions for clients.
- › Provide a global vision of the business and the entire value chain: analysis, strategy, development, creation of advanced models and activation.
- › Implement this at all levels of the firm, thanks to specialists in every area.
- › Generate insights we can then apply to data: advanced prospection models and clustering (audience management).
- › Demonstrated experience in data projects with first-order brands:
 - Customization.
 - Customer data platform.
 - Smart CRM.
 - Internal/external monetization.
 - Audience segments.
- › Implement technology.
- › Integrate different data sources from our own business experience.
- › In-depth knowledge of the data market (purchase/sale).

Our methodology

With our work methodology, we answer the fundamental questions companies have to ask themselves about the digital transformation process: **What?; Why?; How?; Where?;** and, especially, **Who?**

- › Design the strategic plan.
 - › Define requirements.
 - › Benchmark tools.
 - › Impact on the organization, process and areas.
 - › Potential use cases.
 - › Identify the current situation.
 - › Open Book sessions.
 - › Current use cases.
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