Architecting a Stellar Customer Experience

HP's Modernization Services for Oracle WebCenter help organizations with their transformation to a modern digital platform.

Customer experience is paramount to a company's success in today's global economy. The term is defined as how customers perceive their interactions with a company during every point in the process, from marketing to after-sales support. Getting it wrong can be disastrous: eighty-six percent of consumers quit doing business with a company because of a bad customer experience, according to a report from Harris Interactive. It's no surprise, therefore, that more and more companies are investing in improving the customer experience.

Team Members of HP Enterprise Services in the United Kingdom and Ireland: Barry Maybank (right), Director of Customer Experience; Annette Klimczak, Strategic Business Development Executive; and Martin Hess, Vice President of Sales

"Omni-channel engagement" is the new normal in reaching customers. Companies must be accessible and responsive through multiple channels, including a website, social media, mobile, stores and call centers. Consumers are demanding a consistent, personalized and excellent experience across all channels. In reality, however, channels are siloed and information is fragmented. Chief information officers are tasked with integrating technologies, delivering real-time customer service, and staying a step ahead of the competition.

Enabling omni-channel involvement

A transformation to a modern digital platform is fundamental to achieving these goals and more. A modern digital platform supports a consistent customer experience from a multi-device, multi-channel perspective. It enables a personalized and secure service through a portal or a website experience. Such a platform should be agile and flexible so that business changes can be made when necessary—in response, for example, to competitive demand—without being reliant on the IT change and release cycle.

"The world is changing," says Barry Maybank, director of Customer Experience at HP Enterprise Services in the United Kingdom. "We're moving into the realm of discerning customers who are evolving to 'me as a brand,' empowered through the digital transformation. These customers are not only savvy about price and competition, but expect to interact with a business through any device and channel at any time. They expect the basic processes to just work and in a joined up way, but they also want the differentiated personalized experience. Reaching and retaining such customers is the challenge, and the right digital platform is essential to success."

In addition, companies can no longer afford to undertake complex, lengthy IT projects in order to respond to a market opportunity or a product strategy change. Time to market is of essence, and an agile digital platform can cut response times and provide a competitive edge. The platform should be agile not only in the way it is delivered into operation, but in the way it enables rapid business changes.

Next-generation user engagement

Oracle WebCenter is a modern user engagement platform that can meet all of the needs of today's tech-savvy customers. The integrated product suite enables enterprises to improve customer satisfaction with targeted websites, intuitive portals, composite applications, and mash-ups. The solution offers a combination of enterprise content management, social networking and collaboration, and web experience management, which can be implemented individually or as a total solution to address customer needs.

Oracle WebCenter as part of Oracle Fusion Middleware and in conjunction with Oracle Fusion Applications helps deliver a next-generation user experience. This end-to-end product capability, including products such as Oracle Identity Management, gives customers a personalized experience and the confidence that they can engage the enterprise in a secure fashion. Oracle Application Integration Architecture and Oracle Business Process Management enable rich process-based integration with back-end systems to provide advanced data and transactional capabilities.

"Oracle has the most complete product portfolio and capabilities and roadmap around customer experience, and it's about more than just

the digital platform," says Maybank. "With Oracle Fusion Middleware and Oracle Fusion Applications, Oracle provides capabilities around other business-critical areas, such as customer relationship management and retail including web commerce and in-store systems, which are fundamental to the customer experience."

Maybank says the Oracle Fusion stack enables the core IT building blocks to be integrated, and allows the front end, such as the website, to be constructed quickly and independently. "The way the products have been architected lends itself to agility, not just in terms of build and deployment, but in terms of the ongoing business changes. In architecture terminology, we often talk about separation of concerns. Oracle products lend themselves to this approach. At HP, we can have development teams independently developing portal and web commerce features shielded from the back-end systems through integration capabilities, while business developers can change the look, feel, and content without necessarily the need for IT to get involved."

Transforming the digital domain

The technology landscape of an enterprise is typically complex, with legacy as well as modern platforms integrated in a variety of ways, and with considerations about what should be deployed on traditional infrastructure as well as cloud environments. How an enterprise moves from that landscape to a modernized architecture is a challenge, with many considerations and options around it. HP's Modernization Services for Oracle WebCenter help customers implement and deploy the modern digital Oracle platform. HP's consultancy and technology services enable businesses to create a stellar customer experience with the platform.

"With years of experience and expertise, HP can help customers transform their digital domain, and integrate with back-end and legacy systems," says Maybank. "We realize that change needs to be delivered through a sustainable and incremental approach. It's about delivering value back to the business in small, tangible steps, and building confidence all the way. This is as critical to HP as it is to the chief information officer delivering a service to the business. HP promotes an agile approach to engagement and delivery."

HP's services are personalized to the needs and environment of each customer based on the business need. A digital platform modernization would consider a number of strategies and options, for example when moving from a legacy landscape, including:

- **Mobile:** build capabilities once and expose through any device

- **Co-existing:** dual-running legacy services while bringing new services online, then turning off legacy and decommissioning technology

- **Inter-operability:** reusing existing legacy components, but within the Oracle WebCenter executable framework

- **Migration:** data; repackaging components such as portlets, or application programming interfaces (APIs) through Oracle WebCenter tools and frameworks

HP can help provide the best modernization strategy, options and roadmap, along with the right delivery model. HP's experts begin their advisory and transformation services by conducting an assessment of the organization's technology landscape, business drivers, and goals. Catalysts for change may also include specific technical drivers—for example, when a legacy technology is reaching end of life. Based on this information, they develop a roadmap and advise on the best routes available as well as providing the requisite build and run services. As an Oracle Specialized Partner, HP has deep expertise in Oracle technology and applications. Customers such as Vodafone UK laud HP's system integration services using best practices gleaned from years of experience. HP provides application development services and operational support to Vodafone UK using Oracle WebCenter technology.

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>
> — *MARK DEARNLEY, CHIEF INFORMATION OFFICER, VODAFONE UK*

"HP has been instrumental in the success to date of Vodafone UK's Online Channel," says Mark Dearnley, chief information officer at Vodafone UK. "That success can be attributed to the competencies and scale of HP agile delivery capabilities both on and offshore in the development of Oracle WebCenter technologies."

The next major wave

HP's capabilities in Oracle WebCenter, Oracle Fusion Middleware, and Oracle's web commerce solutions make up the foundation of its new focus on customer experience services. "We have over 400 skilled resources specializing in Oracle WebCenter and Oracle's web commerce solutions in addition to tens of thousands of resources worldwide covering all aspects of Oracle technology," says Martin Hess, vice president, HP Enterprise Services Sales, United Kingdom and Ireland. "We believe that customer experience is the next major wave of application investment."

Annette Klimczak, strategic business development executive at HP Enterprise Services, United Kingdom and Ireland, says the HP Oracle partnership helps customers grow their top line. "Customer experience with Oracle WebCenter is an exciting area of focus for HP. It allows us to engage with our clients' business and change the conversation to real business value," says Klimczak. "Oracle WebCenter transforms our clients' relationships with their customers, enabling them to retain existing customers and acquire new customers more effectively."

For more information on HP's Modernization Services for Oracle WebCenter, please **visit:oraclewebcentre@hp.com**