This document and the information in it are provided in confidence, for the sole purpose of exploring business opportunities between the disclosing party and the receiving party concerning a potential project, and may not be disclosed to any third party or used for any other purpose without the express written permission of the disclosing party.
We have terrific Clients
dPrism has primarily worked with clients in the adjacent industries of B2B Media/Information Companies and Not-for-Profit Associations.
Execution doesn’t deliver on the strategy

- Lack of clarity
- Department & project silos
- Lack of transparency on project execution
- Shifting priorities
- Accountability
The dPrism Solution:

An ASE engagement with dPrism covers:

**People** — A senior team to guide your team

**Process** — Proven method and processes to improve strategic execution

**Technology** — dPrism proprietary platform ensures visibility for you and your team

**How it Works:**

1. We ingest your strategic plan into our platform, working with you and an assigned contact to ensure that goals and tasks all have clearly defined success metrics, owners, etc.

2. We meet individually with your exec team monthly to ensure that strategic executions are being updated in the platform.

3. We meet collectively with you and your exec team monthly to discuss what is working, and what isn’t.

4. Quarterly deep dive and re-prioritization with the team.
ASE Dashboard

Clear articulation of company vision, values, focus, and goals

Redefine position in the marketplace through innovative products and services

<table>
<thead>
<tr>
<th>VISION</th>
<th>VALUES</th>
<th>FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put customers needs first</td>
<td>Excellent content</td>
<td>Innovation</td>
</tr>
</tbody>
</table>

**FOCUS: Media**
- Implement Law.com by 4th Sep 2017 [Adriaan Bouten: On Track]
- Create/Adjust Technology platforms by 4th Sep 2017 [Adriaan Bouten: On Track]
- Develop GC product to attract audience for ABM by 31st Dec 2017 [Adriaan Bouten: On Track]
- Enable ABM (Account Based Marketing) by 4th Sep 2017 [On Track]
- Implement META data model by 4th Sep 2017 [Adriaan Bouten: On Track]
- Implement Subscription model by 4th Sep 2017 [Adriaan Bouten: On Track]

**FOCUS: Events**
- Expand Events by 4th Oct 2017 [On Track]
- Grow The flagship events by 6th Dec 2017 [On Track]
- Optimize Both revenue and cost for all events by 14th Aug 2017 [Adriaan Bouten: Behind]

**FOCUS: Intelligence**
- Deliver Intelligence goal #1 by 31st Dec 2017 [Adriaan Bouten: On Track]
- Produce Intelligence goal #2 by 31st Dec 2017 [Adriaan Bouten: On Track]
Transform marketing communications from ineffective and confusing ‘fire-hose’ to targeted, interest-focused omni-channel engagement

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Process</th>
<th>Solution</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several departments separately communicate and interact with members</td>
<td>Developed and prioritized use-cases to solve communication challenges and identify data needs</td>
<td>Designed a Customer-360 data connection between systems and activities to track and focus communications</td>
<td>Omni-channel, interest focused marketing and communication capability</td>
</tr>
</tbody>
</table>
Digital transformation at AIA

Before (2014)
- 155-year-old company
- Old website with 7,000 pages, poor search and navigation
- Legacy infrastructure
- Departmental Silos

After (2017)
- 158-year-old company
- New responsive site, 700 pages, recommendation engine
- Improved customer visibility
- User-centric, Personas-driven, content governance process
Digital transformation at AIA

Values:

• Executive leadership

• Strong bias to cloud-based options using proven platforms

• Cross-functional implementation groups in agile teams

• Objectives and tactics narrowly defined to produce outcomes

• Outside guidance and project management from experienced digital consultants
Digital transformation at AIA

2017 Goals

• Align all AIA strategic, operational and product development activities to Personas and Primary User Needs
• Achieve 360-degree customer awareness by leveraging best-in-class cloud services
• Enable digital targeting and recommendation-based delivery
Aligning strategy with execution

**ORGANIZATION**
- Mission/Vision
- Strategic Objectives
- Business Goals
- Programs, Services
- Analytics

**USER**
- Personas
- User Needs
- Customer Journeys
- Campaigns
## AIA Personas and Primary User Needs

<table>
<thead>
<tr>
<th>Primary User Need</th>
<th>Architect</th>
<th>Emerging Professional</th>
<th>Vendor, Consultant or Service Provider</th>
<th>Buyer of Architectural Services</th>
<th>Influencer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance my career in the arch. profession</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have business success for my firm</td>
<td>✔️</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Advance my standing in the industry</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advance the practice of architecture</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Advocate for or influence issues affecting architecture</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Become an architect</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Have an architect recommend my products</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Partner with an architect</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Hire an architect</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Appreciate great architecture</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Educate and inspire a new generation of architects</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
</tbody>
</table>
Conceptual data architecture: DATA Lake Initiative

1. Aggregate Data Sources
   - A) Batch Data Import-Export
   - B) Transactional Integration
   - C) Continuous Analytics Capture
   - D) Staging Database
   - Data Ingestion Workbench

2. Improve Data Quality
   - A) Staging Database
   - B) ETL Execution Cluster
   - C) Data Lake
   - Data Correlation Tool

3. Reify Data Relationships
   - A) Data Lake
   - B) In-Memory Processing
   - C) Data Frames
   - Data Lake Management Tool

4. Uncover Data Patterns
   - A) Data Frames
   - B) Algorithms
   - C) Prediction Tags
   - Predictive Modeling Tool

5. Make Data-Driven Decisions
   - A) Data Frames
   - B) Traditional BI Reports
   - C) Search-based Answers Tool
   - D) Ad-Hoc Query Tool
   - Reporting Dashboards

6. Make Data-Driven Recommendations
   - A) Document Creation Pipeline
   - B) JSON Document Database & Search Index
   - C) Run-time Ranking & Filters
   - Recommendations Tuning Tool
Partner solution – lessons learned

- Initial target – develop recommendations for courses, events and content using collaborative and content filtering algorithms (machine learning)
- Soon realized we didn’t have a large enough data set for collaborative filtering nor a finished taxonomy for content filtering
- We jumped into the partner solution a little too early – AIA infrastructure and data pipeline were not sufficiently implemented
- The partner experiment was helpful in understanding workflow processes
Lessons we learned

• The overall success of these kinds of programs is linked to a variety of factors including organization, management commitment and successful strategic planning

• Wade, don’t jump – start small, incremental, on a use-case basis
• Get senior leadership buy-in from the start
• An agile approach (3-week sprints) forces prioritization, continuous value delivery
• Train your staff on how to use, customize visualization tools (Tableau)
• Develop standards for your dashboards (layouts and color palette)
• Self-service as a goal: Make it easy for end-user stakeholders to find and use the data they need
• Change management – expect challenges when bringing people on board