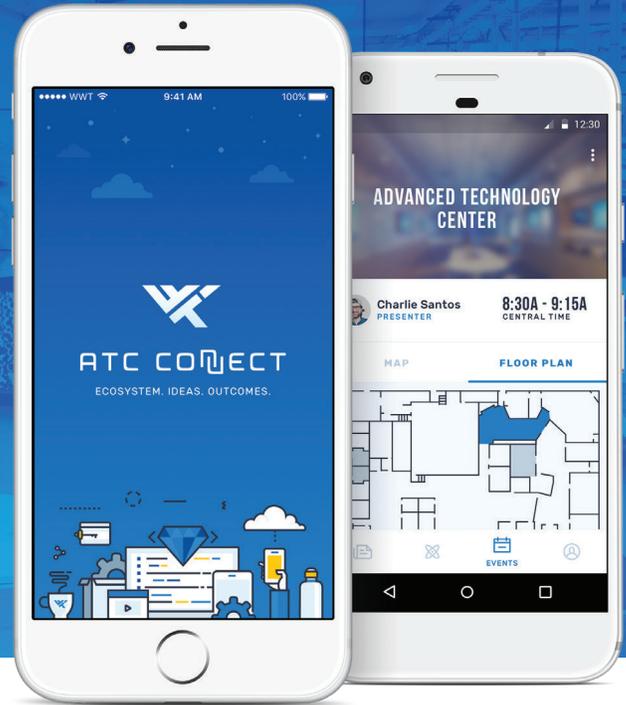




# ATC CONNECT



## WEAVING DIGITAL AND IN-PERSON INTERACTIONS TO DEEPEN THE CUSTOMER EXPERIENCE

Download ATC Connect to view our lab capabilities.



## ATC CONNECT

When we created our ATC Connect mobile app, we wanted to increase customer and partner engagement with the WWT Advanced Technology Center (ATC) ecosystem. Specifically, we wanted customers and partners to regularly interact with the ATC Portal, the technology center's virtual gateway that allows users to access more than 1,000 ATC capabilities on demand from anywhere in the world.

As we began envisioning the app, we kept returning to our most engaging in-person customer experience, our executive briefings, or EBCs. We determined EBCs would be the perfect entry point for adoption of ATC Connect.

### DIGITIZE THE BUSINESS PROCESS

To digitize the EBC experience, we first had to digitize backend manual business processes. EBC planners were coordinating with account managers via email and phone, managing paper agendas and updating key systems like Salesforce.com. A custom application could allow us to scale and optimize this process as well as open the door to gather analytics related to the interests of our customers and partners.

### INITIATED THROUGH IDEATION; DELIVERED THROUGH AGILE

We began by facilitating interactive brainstorming sessions that included members of WWT's executive, marketing and technology teams and developers from WWT Asynchrony Labs. Having these perspectives in one room allowed us to uncover new ways to improve the customer experience while maintaining an understanding of what was possible in the given timeframe.

A team across lines of business and technology domains organized to deliver value through short development iterations focused on items identified as having the highest priority while multiple product teams worked toward a shared vision.

### ENABLING A SIMPLE USER EXPERIENCE THROUGH COMPLEX INTEGRATIONS

Achieving a simple, engaging mobile experience required significant back-end system integration and development of a complementary EBC planning application. Integrations included Salesforce.com APIs for accounts, contacts and campaigns, corporate security architecture, identity management, and WordPress. Unifying the data sets across these systems allowed for secure yet simple registration, login and content personalization. We worked seamlessly with each of these systems and collaborated with required teams to create a scalable, reliable, highly integrated and automated process that met line-of-business demands.