



@jenny_hooks
@lbetes

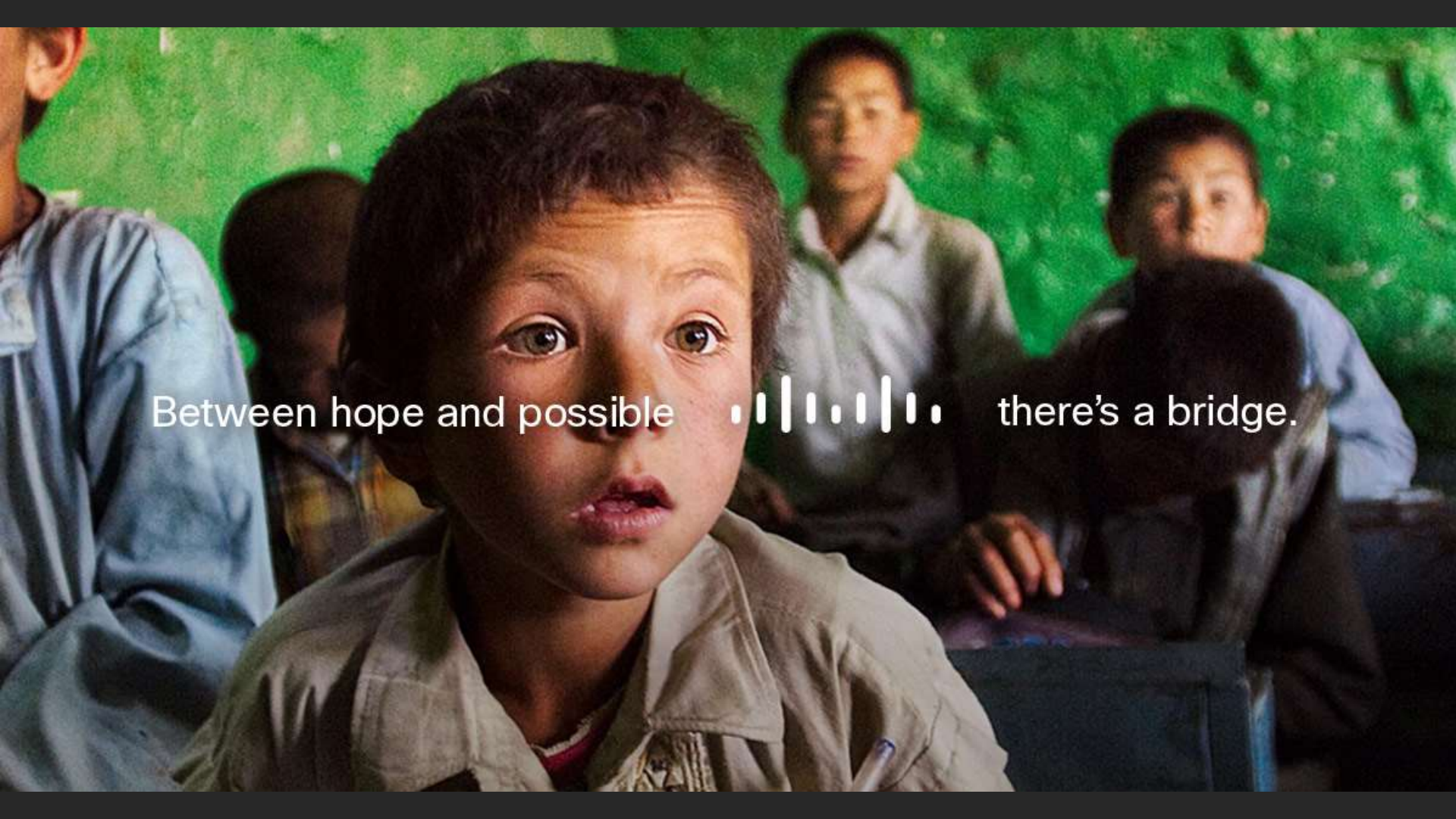
B2B Omnichannel: Delivering Personalized, Digital Experiences

Jenny Hooks

Omnichannel Marketing, AMER

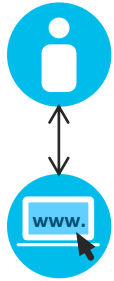
Lucas Betés

Omnichannel Marketing, EMEAR



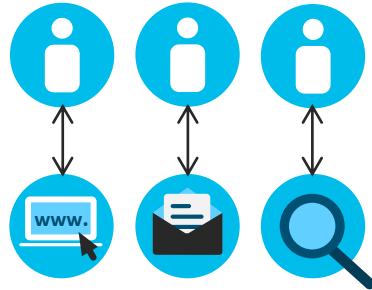
Between hope and possible  there's a bridge.

What is Omnichannel marketing?



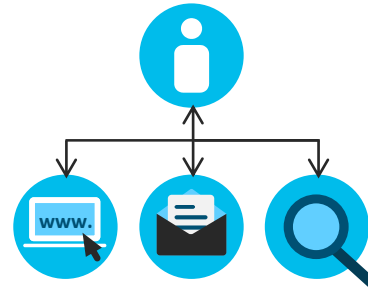
Single Channel

Customer needs are identified and met by one channel of communications



Multi Channel

Customer needs are identified and met by different channels of communications



Cross Channel

Customer needs are identified and met by connecting communication channels into one



Omni Channel

Customer needs are identified and met by multiple channels of communications simultaneously

This is what we speak to them about ...all at once

This is how we speak to them



Email



Display Ads



Social



Paid Search



Cisco.com



NEWS



The is an IT person
(we don't even know their name)



What we do now...

To create experiences that understand **how humans work, that they are in fact human**, and by understanding this, ensuring that **the right content is in the right place, at the right time** across **physical and digital** locations.

But what does that
mean for a customer?



Why Focus on Omnichannel?

Simple. Customers have changed.



Behavior

- Digital lives
- Connected 24/7



Expectations

- Immediacy is expected
- Relevancy is rewarded



Experience Matters

- 2020: Experience overtakes product and price



cybersecurity X 🔍

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The New York Times



Wednesday, August 1, 2018

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Bree Bennett Strong and Kelli Dimond Liley commented on this. ...

 Kelli Dimond Liley was  looking for recommendations with John Bud Liley.
Sunday at 11:26 AM · 

John and I have family moving to Utah in a couple weeks and they need to board their dogs for a couple days after they arrive. Anyone have a goo... [See More](#)



Looking for recommendations in
Cottonwood Heights, Utah
5 people recommended 4 places

 3 12 Comments

 Like  Comment

 Cisco
May 3 ·  ...

New techniques are giving defenders greater visibility into



You're on your way to getting the latest cybersecurity news.

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Sprint Wi-Fi 8:13 PM 20%

< 87%



Cisco

To: Michael Jones

Details



How fast can you detect a threat?

Yesterday at 9:35 PM



Contact

Most organizations take more than 100 days to detect a threat inside their network.

It takes Cisco only 3.5 hours. Learn how you can accelerate threat response by unlocking the security capabilities of your network. Gain enhanced visibility, awareness of users and devices, and more effective access control.

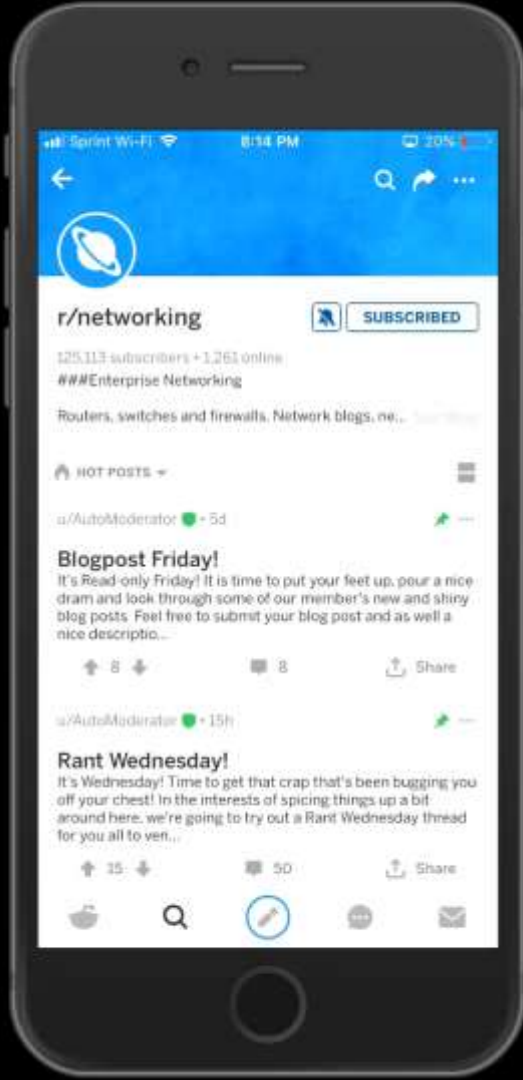


Are you ready to unlock the power of your network and respond to threats faster?

[View infographic](#)








r/networking 

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 HOT POSTS 

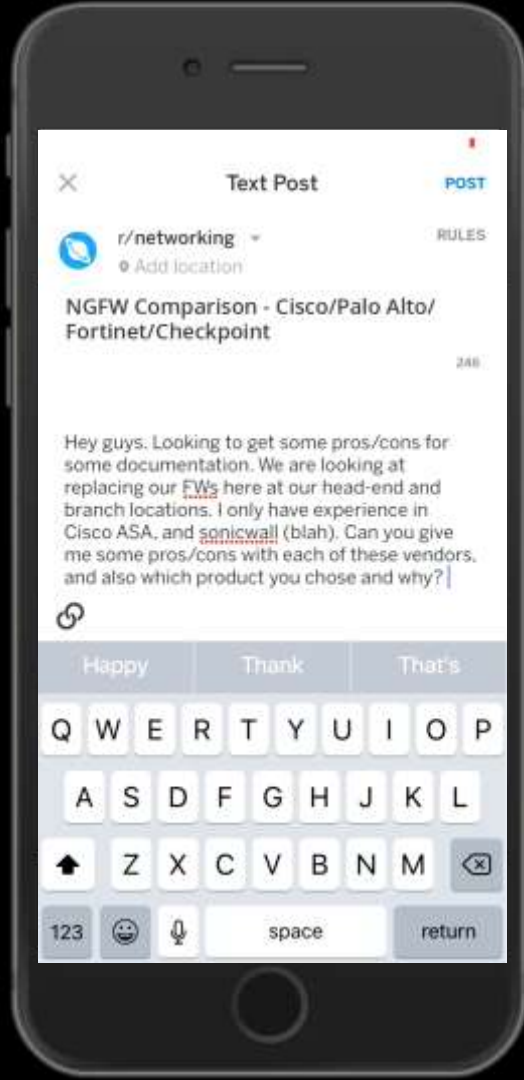
u/AutoModerator  • 5d 

Blogpost Friday!
It's Read-only Friday! It is time to put your feet up, pour a nice dram and look through some of our member's new and shiny blog posts. Feel free to submit your blog post and as well a nice descriptio...
 8   8  Share

u/AutoModerator  • 15h 

Rant Wednesday!
It's Wednesday! Time to get that crap that's been bugging you off your chest! In the interests of spicing things up a bit around here, we're going to try out a Rant Wednesday thread for you all to ven...
 15   50  Share





Text Post

POST



r/networking

RULES

Add location

NGFW Comparison - Cisco/Palo Alto/ Fortinet/Checkpoint

248

Hey guys. Looking to get some pros/cons for some documentation. We are looking at replacing our FWs here at our head-end and branch locations. I only have experience in Cisco ASA, and sonicwall (blah). Can you give me some pros/cons with each of these vendors, and also which product you chose and why?



Happy

Thank

That's

Q W E R T Y U I O P

A S D F G H J K L

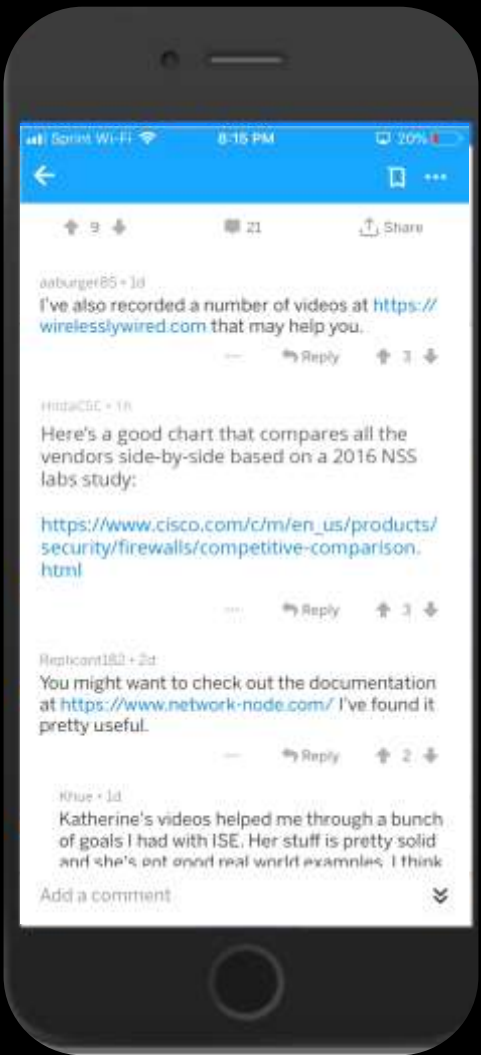
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123



space

return



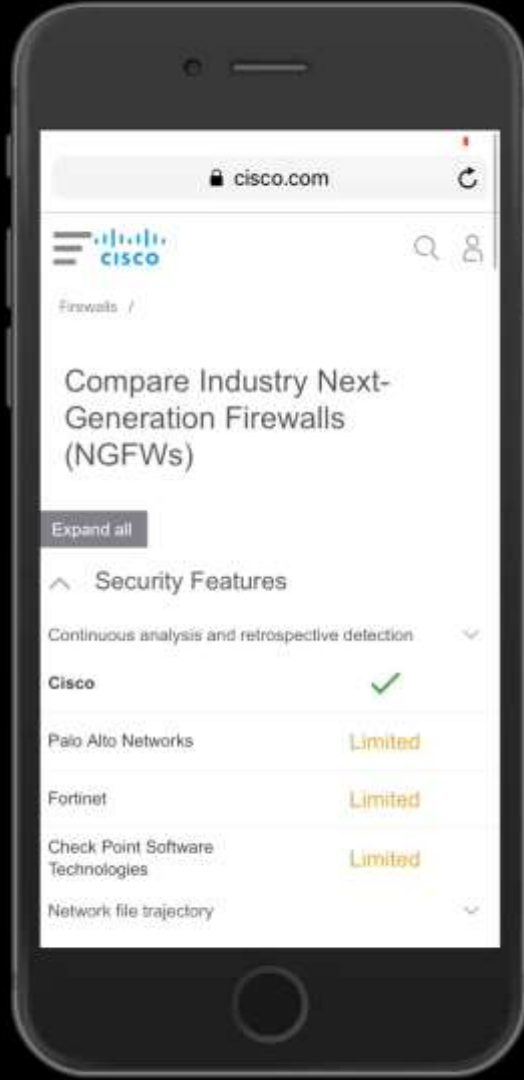
anburger85 • 1d
I've also recorded a number of videos at <https://wirelesslywired.com> that may help you.
— Reply 3

HrizaCSC • 1h
Here's a good chart that compares all the vendors side-by-side based on a 2016 NSS labs study:
https://www.cisco.com/c/m/en_us/products/security/firewalls/competitive-comparison.html
— Reply 3

Replcant182 • 2d
You might want to check out the documentation at <https://www.network-node.com/> I've found it pretty useful.
— Reply 2

Khue • 1d
Katherine's videos helped me through a bunch of goals I had with ISE. Her stuff is pretty solid and she's got some real world examples. I think

Add a comment [Submit icon]



Sprint Wi-Fi 8:18 PM 20%

< All Inboxes



More than just a firewall

Today at 4:04 PM



Contact

IDC Reveals How the Firewall Market has Evolved

Effective defense must provide advanced threat protection. It must be easy to scale, deploy and integrate with the rest of your stack.



Watch as experts from IDC and Cisco explain how the NGFW market continues to evolve to address the latest threats while delivering business resiliency.

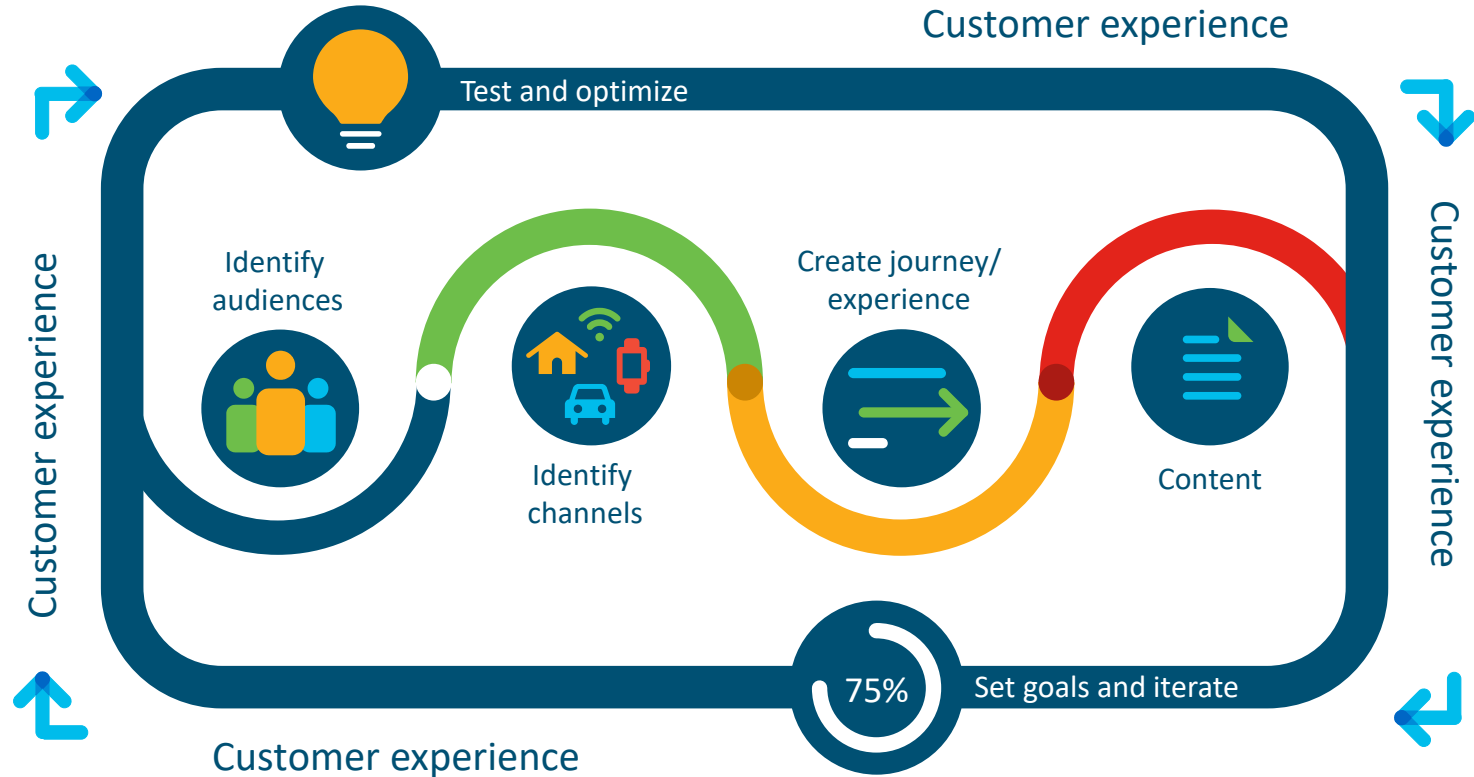
Watch the Video





The Omnichannel process

@jenny_hooks
@lbetes



Capabilities-based Technology Management

Shifting the tech stack conversation...

FROM: Tools & Platforms



TO: Business Capabilities



Omnichannel Publishing
Channel Orchestration
Personalization
Audience Targeting
Attribution & Reporting
Partner With/Through
Omnichannel Events
Etc...

Aligned w/Business Outcomes

- Investments aligned with business outcomes vs. systems and tools
- Speak in the language of the business: Impact on the customer experience + what marketers can now do
- Addresses the expansion of vendor capabilities across categories
- Enables simplification and consolidation of tech stack platforms and systems

Cisco Marketing Cloud Connected Ecosystem

Innovation Layer : Plug & Play integration fabric for point capabilities / solutions.
(Data Providers, Interactive Content, Predictive Analytics, Attribution Modeling, Experience Management)



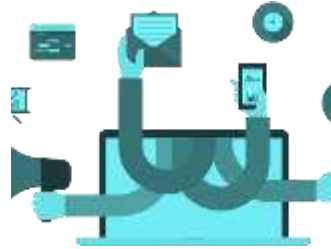
Where are we going?

@jenny_hooks
@lbetes



Red Carpet Experience

- Recognize and personalize for our most valuable audiences
- Managed and governed customer touchpoints



Omnichannel On & Offline

- Integrated approach including offline customer interactions
- Shared intelligence across digital, sales, partners



Everything on Purpose

- All touchpoints informed by data
- Complete alignment and orchestration across channels

