

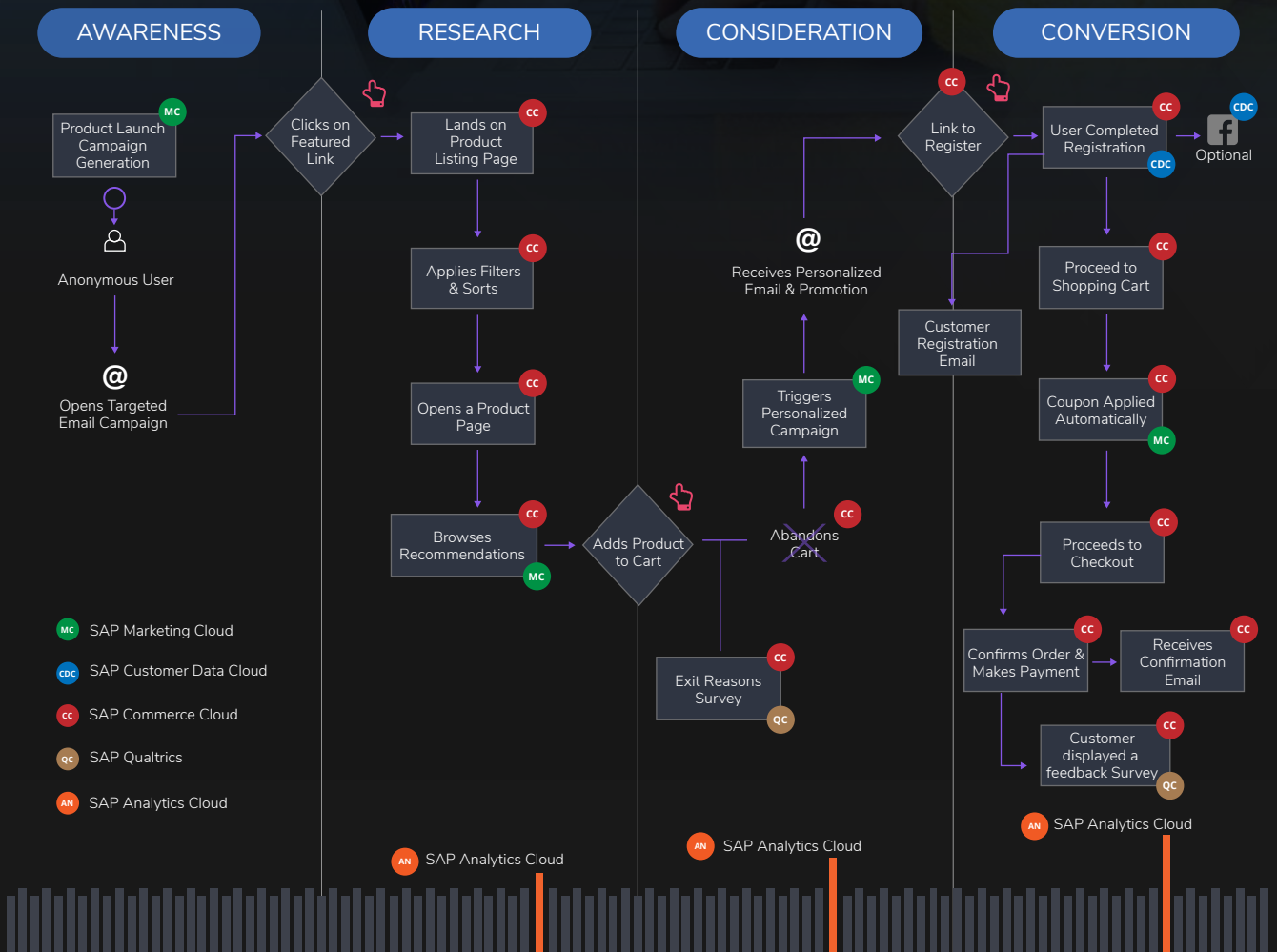
TA DIGITAL NEXUS CUSTOMER USER JOURNEY

The only Digital Partner that provides the foundation to close more multi-cloud deals by unifying **SAP Commerce Cloud, Marketing Cloud, Customer Data Cloud, Analytics Cloud and Qualtrics**

Nexus is a powerful sales tool and CX solution that allows our SME's to walk clients through a fully functional B2C user journey, leveraging all five cloud technologies and demonstrating their power and synergy while working together to create differentiated, personalized and flexible customer experiences across all channels.

The NEXUS sales tool is created for SAP sales teams to enable them to close more multi-cloud deals, with larger ACV's and offer their clients a more holistic and complete transformational solution.

TA DIGITAL - SAP UNIFIED CUSTOMER JOURNEY



TA DIGITAL

Intelligent Transformation

TA Digital is the only global boutique agency that delivers the “best of both worlds” to clients seeking to achieve organizational success through digital transformation. Unlike smaller, regional agencies that lack the ability to scale or large organizations that succumb to a quantity-over-quality approach, we offer resource diversity while also providing meticulous attention to the details that enable strategic success.

Over the past 20 years, TA Digital has positioned clients to achieve digital maturity by focusing on data, customer-centricity and exponential return on investment; by melding exceptional user experience and data-driven methodologies with artificial intelligence and machine learning, we enable digital transformations that intelligently build upon the strategies we set into motion. We are known as a global leader that assists marketing and technology executives in understanding the digital ecosystem while identifying cultural and operational gaps within their business - ultimately ushering organizations toward a more mature model and profitable digital landscape.

Recognized in 2013, 2014, 2015, and 2019 Inc. 5000 list as one of the most successful technology companies in the United States, TA Digital is pleased also to share high-level strategic partnerships with world class digital experience platform companies like Adobe, SAP and Salesforce and possess global partnerships with industry leaders such as Sitecore, Episerver, Elastic Path, BigCommerce, AWS, Azure and Coveo.



www.tadigital.com

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