netcentric
A Cognizant Digital Business

Connect to Shape the Future.

Advance experiences from email to an integrated, scalable cloud platform and benefit from its exceptional advantages.

Brands need to seamlessly connect data, touchpoints, content and people to create personalized experiences for their customers. Yet many organizations still rely on single communication tools, like the email, to collaborate. Using email to do this is not highly effective especially when you need to connect at scale in increasingly complex environments. Moreover, each person's email activity and the large attachments that go with them, can emit up to 1 tonne of carbon dioxide per year.

Companies need to rethink how they collaborate. The cloud-first approach offers a scalable solution that enables you to consolidate data and content, reduce costs through automation, and innovate with the integration of cutting-edge technologies like Adobe Experience Cloud and Microsoft Azure Cognitive Services in an ecosystem.

Nature to Culture: our (r)evolution

Natural language is pure. Since the beginning of life on Earth, people - along with all creation - have been speaking their language. And language alone has never hurt the environment. Until now.

REVOLUTION I: ANALOGUE WRITING.
Being able to convey ideas beyond time, space, and one's mortality exceeds natural language. The invention and propagation of writing among people made us language super-users. It also separated us from nature.

REVOLUTION II: DIGITAL WRITING.
We are witnessing and living a new language revolution. For the first time in several millennia of human civilization many of us would rather text than speak.

Email: the Truth is in the Detail

Since its inception in the early 1970's, email has reigned supreme as the preferred means of communication for private and business purposes. Email is a precise illustration of the "first in time, first in right" principle, applied to the digital world.
Almost 50 years on, email has become our ID & passport to the Internet. So much so, that:
- no email, no social media
- no email, no IM or Mobile Chat access
- no email, no Android™ or iOS services
- no email, no LinkedIn®
- no email, no online shopping
- no email, no nothing

By becoming our digital ID & passport, email has exceeded its primary function (communication), while increasingly failing to perform that function. The promise of email was ubiquity, near-instant delivery, speech emulation (via threads), and free access.

Nowadays, as free as it might be, email communication is costing us our attention, our productivity, our job satisfaction, and ultimately our quality of life.

What is more, by sheer volume combined, the cost of email is increasingly taxing on the environment.

The Carbon Footprint of Email

According to carbon footprint expert Mike Berners-Lee's book "How Bad are Bananas: The Carbon Footprint of Everything", the numbers are sobering:
- A normal email has a footprint of 4g of carbon dioxide equivalent* (CO2e), which takes into account the energy that the power data centres and computers spend sending, filtering and reading messages.
- An email with a long attachment can have a carbon footprint of 50g CO2.

Note: To put things into perspective, assuming all email received in one working year (252 days) has lengthy attachments, with an average of 80 emails a day, that email alone emits 1 tonne of CO2e per annum. That is the CO2 equivalent of an 8-hour flight from London (Heathrow) to New York (JFK).

* CO2e (carbon dioxide equivalent) is a measure devised to take into account the emission of other greenhouse gases (besides CO2) when calculating the level of greenhouse gas emissions.

3.8billion
email users worldwide 2018

4.2billion
email users by year-end 2022

281billion
emails sent/received per day (est. end 2018)

333billion
emails sent/received per day (est. end 2022)

121billion
emails received each and every day by the average person

14hours
per week spent by the average employee dedicated to dealing with email

The World of WWW

Digitalisation has added a new layer of reality over our world. As it says on the label, the World Wide Web has become a world in itself. It may have started as a complement to reality, but nowadays increasingly more people live digitally. And NO, that is not a figure of speech!

For the first time in our evolution, the singular pronoun "I" denotes several personae instead of a single individual. Besides the real individual, there are at least a couple of other avatars, such as:
- a social media I
- a professional network I
- a multimedia messaging app I
- the I who shops online
- the I who learns online
- the I who loves online

And the list can go on. Our digital life is growing and consolidating, eating away at our offline existence. And the numbers speak for themselves.

Surveying the Digital Future

Now in its 15th edition, The University of Southern California's annual study on the impact of digital technology on Americans revealed these findings. The results are relative to 2017:
23.6 hours online is 14% of the total hours we have available each week.
One thing is certain: people love (or cannot help) being online, and the number of those who want to get online is greater than those who are going offline.
And this is a good thing.

Brands: Digital Worlds for an Audience to Experience

Your brand is a world proposition to a growing digital population. With an integrated and complete digital presence, you have the potential to turn passers-by into frequent visitors.

It may look like a contradiction in terms but people experience brands directly ... online. Online is the generator of further convers(at)ions.
In this context, what does your brand need to generate digital worlds and still communicate with audiences who've been exposed to years (maybe decades) of unidirectional marketing?

Adobe Experience Cloud: a Configurable Toolset to Design your Design

Essentially, Adobe Experience Cloud is the equivalent of the Big Bang machine for the creation of digital worlds. The Experience Cloud is an ecosystem of cloud services that can be assembled modularly into dedicated solutions. It consists of the following components:

- Adobe Marketing Cloud: includes Adobe Experience Manager, Adobe Target, Adobe Campaign, Adobe Social and Adobe Primetime.
- Adobe Advertising Cloud: combines capabilities from Adobe Media Optimizer and TubeMogul to simplify the delivery of video, display and search advertising across channels and screens.
- Adobe Analytics Cloud: brings together Adobe Audience Manager and Adobe Analytics. It is built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework.

23.6
Average hours per week online
(vs. to 9.4 in 2000)

17.6
Average hours per week online
at home (vs. 3.4 in 2000)

14.3
Hours online at work (weekly)

10.1
Hours actively using the
internet at work (weekly)

82%
Internet users who go online
on a mobile phone (vs. 23% in 2010)

Netcentric Specialisation

At Netcentric, we specialise in the implementation of the Adobe Experience Cloud across industries. We believe that the Adobe Experience Cloud is the best all-round solution that supports businesses in delivering relevant experiences to digital audiences for the following main reasons:

- It is an integrated open platform that will accommodate heterogeneous data sources and help achieve consistency as the implementation progresses
- It is modular and scalable, allowing the solution to be implemented over several stages, thus optimizing cost. E.g. implementing Adobe Experience Manager as the foundation for your digital content, then expanding it with Analytics and Campaign capabilities
- It is underlain by Adobe Sensei, Adobe's expanding artificial intelligence and machine learning engine, which can automate processes (e.g. tagging assets, auto-cropping, adding metadata) and identify trends (or anomalies) from an early stage, giving the organisation time to respond appropriately.

Connect to Shape the Future Setup

As trusted partner in Adobe Experience Cloud implementations, we at Netcentric walk the talk. So much so that during the entire development and implementation of the Netcentric showcase, no internal emails were exchanged among our 14 cross-functional team members.

The graphic provides a high-level overview of the application system, which was built specifically for the Adobe Summit EMEA 2018.

Adobe Experience Manager
- backend and frontend of the integration
- provides content
- pushes data to Microsoft Azure Cognitive Services

Microsoft Azure Cognitive Services
- Face API
- Bing Speech API
- Language Understanding (LUIS)
- used for face recognition and language understanding

Adobe Target
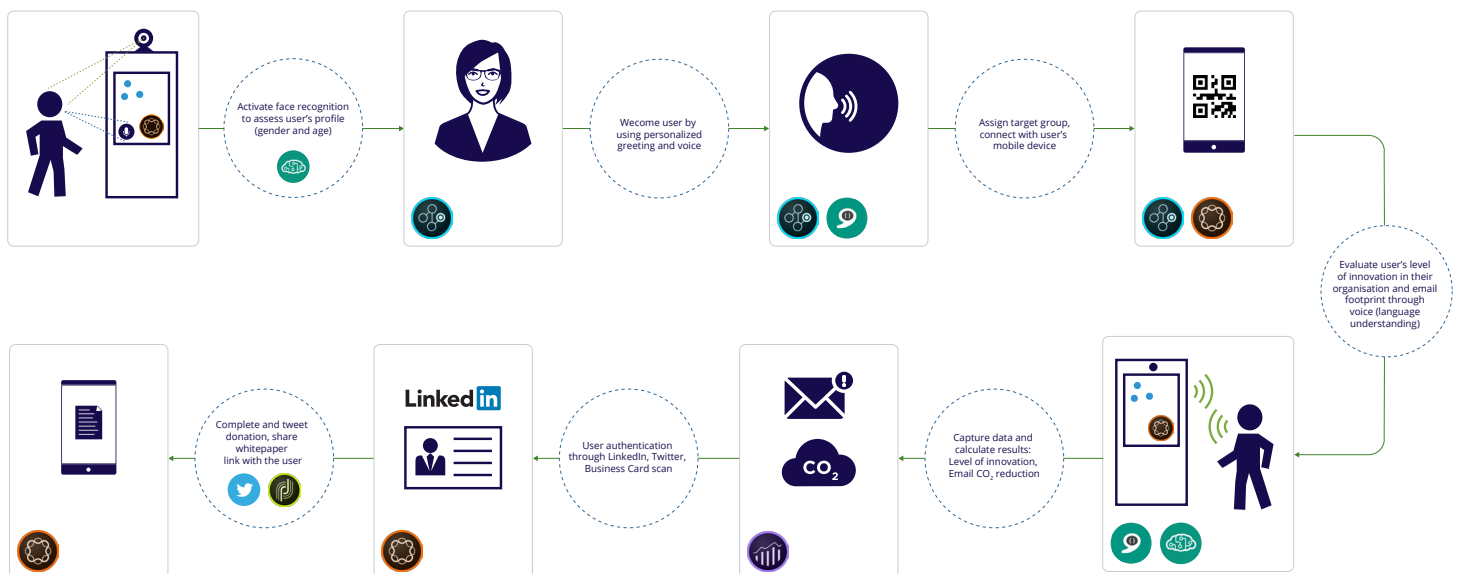- identifying the generation the user is part of
- create personalised greeting

Adobe Analytics
- computing the number of reduced emails

Adobe Campaign
- tweeting and direct messaging
- sharing the whitepaper

Adobe Experience Cloud: Key Findings

Proven benefits of a cloud-first approach:

- savings (reduction in hosting costs, equipment, licensing, labor costs, human errors)
- employee satisfaction (automate tedious tasks & processes, assist employees with automated in-platform notifications, overcome segregation of knowledge in the organisation by connecting people with data)
- scalability (modular tools, no additional infrastructure needed)
- collaborative (consolidation of data & content, leveraging data science, native common functional tools, real-time collection and decisioning)
- ecosystem with open API's and common "data language" (connects platforms, integration of technology with speech and face recognition services)
- smart (automated workflows, innovative features such as auto cropping (Adobe Sensei), machine learning)
- secure (minimizes likelihood of data breaches)

Will you Connect to Shape the Future?

We're all trying to patch up with email the fragmentation we live in. Although it is reassuring to have a semblance of dialogue, email communication is superficial and, today more than ever, it is hurting our environment. As disparity deepens (data silos, disconnected stakeholders, insular channels) email will unlikely hold it all together. Even if it is made up initially of incongruent systems, we believe that a connected integrated platform is the way forward, where communication is fluid and does not leapfrog back and forth between secluded structures. The following scenarios illustrate our vision:

- getting updates in real-time from personalised dashboards
- being notified about relevant activities via a platform-integrated newsfeed
- having all relevant stakeholders in the same war room by setting up a company-wide cloud-based analytics account
- fostering collaboration by assembling ad-hoc micro-teams on an as-needed basis
- integrating workflows in one common platform based on the same data-language

We extend an invitation to you to reflect on the advantages of connecting to an integrated platform such as the Adobe Experience Cloud. We would love to hear back from you anytime, offline and online, depending on the topography of the world you live in. We're hoping you will take this opportunity to start an honest and constructive dialogue. Preferably, not via email.

Resources
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Gerald C. (Jerry) Kane, *Are You Part of the Email Problem?*, MITSloan Management Review, Massachusetts Institute of Technology, 2015