



CONCORD

INTEGRATING, OPTIMIZING, AND ACTIVATING TECHNOLOGY
& DATA TO ACCELERATE BUSINESS VALUE

Customer Data Platform (CDP) Evaluation and Activation Accelerator

Overview

Your customers are demanding more relevant and personalized experiences, right now. Cx is quickly becoming a top brand differentiator. However, they also value their privacy. Increased regulations for 3rd-party data makes it hard to meet their expectations. A CDP can help by connecting data across the enterprise in real-time, then using 1st-party and behavioral data to deliver relevant content and experiences downstream.

The Top 5 Reasons to Invest in a CDP:

1. Comply with **data privacy** and security regulations
2. Activate data in real-time making you **more responsive**
3. **Maximize ROI** across your technology investments
4. Provide individual customers with **personalized content and messaging**
5. Create a **single source of customer data truth** across the enterprise

KEY CLIENTS

eHealth



VAIL RESORTS



CDP Activation Deliverables

Whether you're just getting started, or have already implemented a CDP, Concord's Data and Analytics team can provide full support for your team—from evaluating platforms, to implementation, and ultimately taking actions that make a positive difference for your business.

Our CDP services include:

- Evaluating CDP vendors with a proven process of collaboration, scoring, and recommendations
- Developing a Sandbox with your own data for testing and validation
- Creating an Architecture and Roadmap for implementation and connection to your full tech stack
- Implementing your chosen CDP from a platform agnostic partner with deep expertise and experience with all major CDPs
- Activating your CDP for full data lifecycle support including; Reporting, Segmentation, Personalization, Testing/CRO, Machine Learning/AI, and Team Training

FEATURED TECHNOLOGY PARTNERS



About Concord

We are a consultancy that combines technology and industry depth with a get-it-done culture to enable resiliency, efficiency, and innovation.

2003
Year Founded

200
Clients

950
Global Employees

8
Office Locations

What We Do

We have purpose-built the capability to do the challenging technical and engineering work that others don't in four key areas.

Digital & Product Experience

Designing and building Digital and Product Experiences that enable employees, customers and partners to access and leverage systems, products and data in an intuitive and effective way.

Data Management & Analytics

Building integrated Data Management and Analytics platforms that help activate data and unlock insights.

Cloud Engineering & Modernization

Modernizing and Optimizing Cloud Architecture and Applications to fuel resiliency, agility and efficiency.

Security & Quality Engineering

Leveraging leading edge Information Security capability and Quality Engineering to help manage risk, wow your customers, and lower costs.

Our Delivery Centers

We combine global reach with an agile, impact-focused culture to deliver solutions with our onshore, offshore, and nearshore teams.

Minneapolis | Kansas City | Richmond
Lima | Sofia | Bangalore | Pune | Gurugram



Concord's Timeline // Concord is purpose-built to do the challenging technical and engineering work that others don't.

