



reality
INTERACTIVE

THE 5-STEP Digital Transformation CHECKLIST

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What is Digital Transformation?

Digital transformation is the holistic process by which an organization evolves using digital technologies.

This is not a one-time, single solution– it's a state of being. It's building your business on an adaptive foundation that can change the way you work in an instant.

Here, we'll explore five factors to consider for your digital transformation journey. These guiding principles have driven the success of our client's digital transformations successful for 17+ years.

Now, they can guide yours.



Success Metrics

Before you begin your digital transformation journey (or any major investment in your business), it's important to define what success looks like to you.

First, you need to answer two questions:

1. **What are you trying to achieve?**
2. **How will you measure it?**

Success is different for everyone - it could be a multitude of factors including:

- Brand awareness
- Increased customer engagement
- Decreased abandonment rates
- Reduced return rates
- Increased lead generation
- Increase conversion rates

Or a combination of the above.

Ask yourself:

What does success look like to you?
How will you measure it?

You may want to achieve:

- Brand awareness
- Increased customer engagement
- Decreased bounce rates
- Increased lead generation
- Increased conversion rates

Or something else.



Experiential

Now that you have defined success, take a step back and look at your organization from every angle. What technology do you currently use? How do your customers shop with you now? Are your experiences interactive? Do they get customers excited about your brand/product?

In a world of fierce competition, broken supply chains, and easy access to all brands, standing out has never been so important.

Give your customers a full path-to-purchase journey that's exciting and engaging enough to share with friends and family.



Ask yourself:

How do your customers shop your brand now?

- In-person
- Online
- Via an app

Are your experiences interactive?

- Yes
- No

Do they get your customers excited about your brand?

- Yes
- No

Personalization & Engagement

Ask yourself, are you:

- Offering your customer real value?
- Building a community?
- Inspiring people?
- Providing entertainment?
- Keeping the conversation going?
- Using customer data to grow your loyalty and provide customers the content they want to see?



Digital transformations are not one-size-fits-all solutions. Every business has different needs, products, and customers. Successful solutions are driven by those unique differentiators.

But not all digital solutions provide the level of customization and adaptability you need in 2022. That's not evolving your business. That's just the same challenges on a new medium.

Real talk: 49% of senior marketers have no plan for personalization, or a plan lacking specificity and budget.

With new customers costing 5x more to acquire, you can't afford to lose loyal ones. Keep your customers engaged and reengaged throughout a cyclical buyer's journey.

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Implementation

Implementation is easily the number one way digital transformations go wrong. Great ideas are great, but only if you can successfully implement them (without losing business).

Ask yourself:

- Have you done risk modelling to identify critical breaks?
- Have you designed graceful error handling?
- Have you written or discussed your testing scenarios and conducted software user testing?
- Have you determined your distribution model in order to track logistics progress as you roll out?

Talk to us about our **Retail-Rugged®** certification, through a comprehensive 106 item checklist across hardware, software, manufacturers, and device IP ratings.

Retail-Rugged® retail deployments have an uptime of over 93% which ensures your locations will not suffer from black screens when you need them the most.

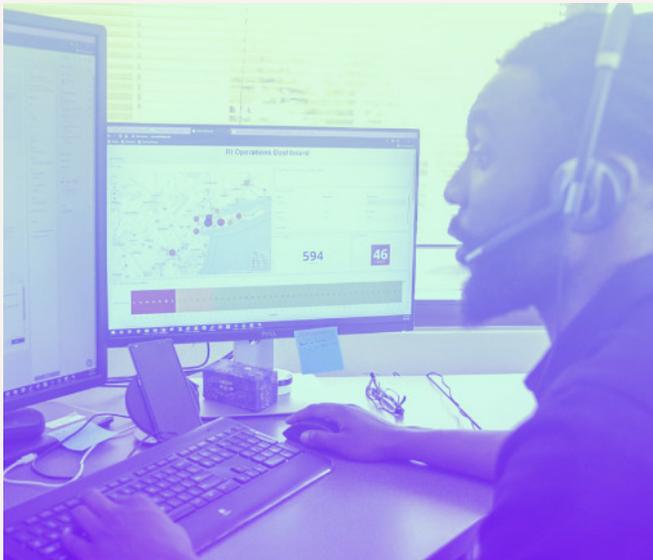


Ongoing Support

Ongoing support is the most important factor of reliable digital experiences. When your buyers interact with your brand digitally, you want to make sure the lights are always on.

What does the gold standard look like?

We proactively mirror and monitor devices from our in-house laboratory, connected to what your customers are seeing 24/7.



Have you considered:

- How responsive is your support program?
- What is your communication / escalation plan?
- Setting up advanced replacement planning?
- End-of-life hardware planning?
- Regular Issue Trend Reviewing?

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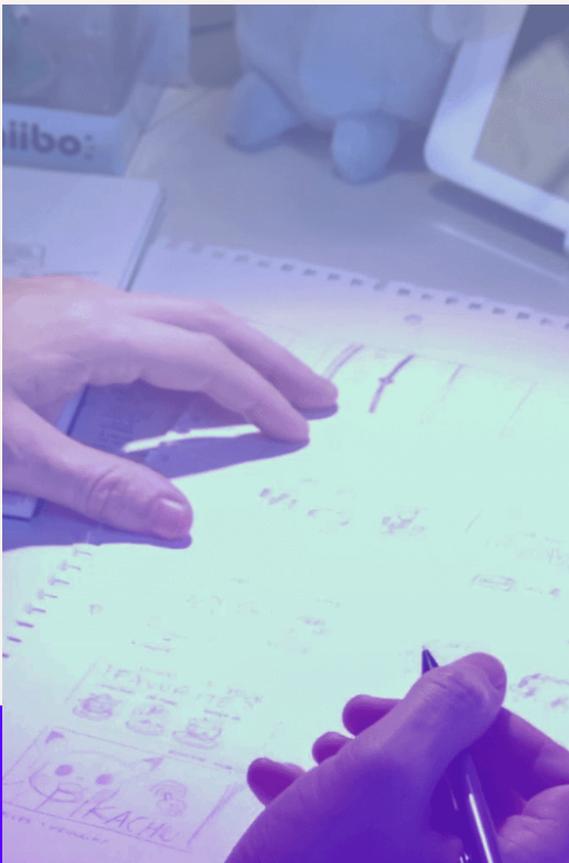
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Futureproof

Have you considered:

- How scalable your solution is?
- Taking a forward thinking approach
- Conducting end-of-life evaluations to understand trends



How are you building your digital foundation for the future, with the ability to pivot, adapt for continuous improvement and grow?

What's relevant technology today will be different in five years. Don't invest in anything that's not up for the challenge.

Our non-linear process allows for iteration and agility, making the solutions we provide adaptive for as long as you're still doing business.

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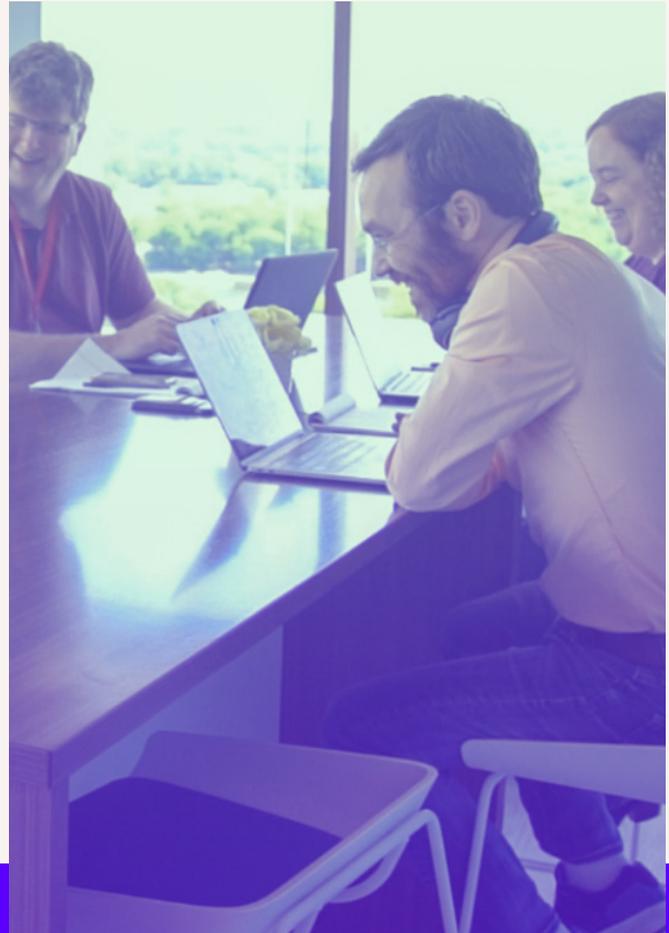
And That's Reality.

For over 17 years, Reality has worked with Fortune 500 companies to seamlessly integrate cross-channel digital experiences for our clients.

We use Design Thinking to understand your brand, your needs, and to create custom digital solutions for your business. We're industry leaders in digital transformation experiences (AR, 3D customizers, Ecommerce, Digital Signage, Endless Aisle Solutions). And it shows in our customer's success.

Our Retail-Rugged® technology keeps your content running with 24/7 monitoring and support. We are always just a call away. (But we'll probably spot problems before you do.)

Most importantly, we know that digital transformations are a journey. When you need a reliable partner for yours, no matter where you're beginning, we can help. Talk to us today.



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About Us

Who we are

With over 17 years of experience, we are preferred by Fortune 500 brands to rapidly implement and provide ongoing world-class support for their innovative, scalable, customer-driven, digital transformation strategies.

Our client relationships last an average of more than 218% longer than other agencies, and the majority of them remain long-term.

Brands we work with



Spectrum▶



Titleist



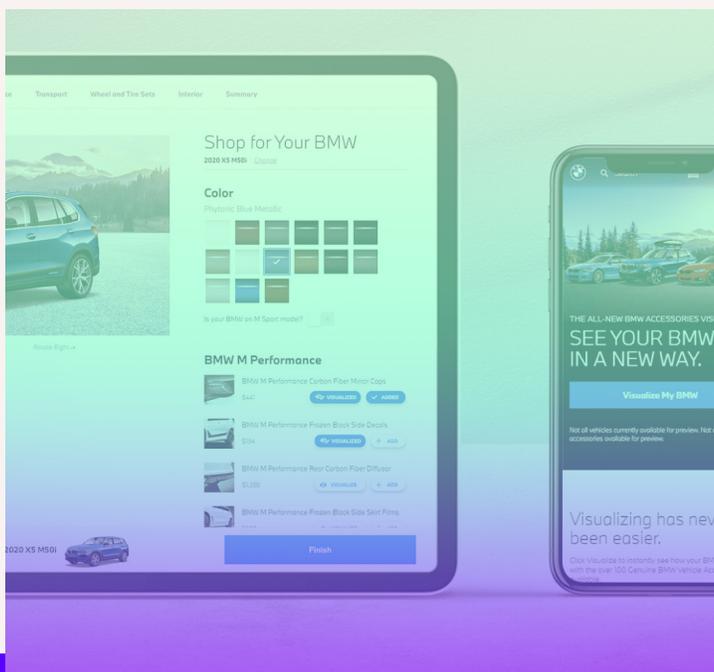
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Digital Transformations & Results

The most innovative digital transformation strategy is only as strong as the implementation strategy and ongoing support. Reality Interactive is the only digital transformation technology company that provides the gold standard in implementation and support from day one.

- Revenue: +83.03%, transactions: +67.41%, bounce rate: -30.74%.
- Increased leads by 40%
- 6K screens 2500 Locations – 8 weeks
- 10,498 Number of screens currently deployed
- 24/7 support



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