

# ONE BRAND, ONE PLATFORM, ONE JOURNEY

## THE CHALLENGE

### Digital transformation to meet growing customer expectations

Export Development Canada (EDC) is a state-owned enterprise dedicated to supporting and developing global trade with Canada. The company recognized that to achieve its ambitious customer acquisition goals it needed to extend its digital capabilities. EDC implemented Adobe Experience Manager to address mobile responsiveness, then partnered with us as their digital partner to move from incremental improvement to transformation.

## HOW WE HELPED

### Rapidly achieving an ambitious vision

To deliver large-scale transformation for EDC, we started with the foundations: the revitalization of its website and migration of legacy sites. Combining our customer-centric approach with Fjord's customer research, we developed a project approach to help EDC expand its digital ecosystem and make the most of new technology, including Adobe Analytics and Adobe Target for customer insights and targeting. Another key aspect of driving transformation was embedding an Agile mindset, ensuring we could rapidly achieve results for EDC and support a unified platform and improved customer experience.

## THE RESULTS

### Delivering more value

With the powerful new capabilities of one platform for one brand, EDC has embraced digital ubiquity and a culture of change. The business is now positioned to serve customers with an enhanced experience, with impressive results:

- All legacy platforms have been consolidated into one mobile responsive site on Adobe Experience Manager
- EDC has 35% organic growth in traffic and lead generation
- EDC is on-target to reach its goals by 2020
- Significant cultural shifts leading to a digital-first, agile business
- EDC can now tackle optimization, experimentation, and personalization at scale

## TO LEARN MORE VISIT

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