Digital Diagnostics

accenture

High performance. Delivered.

• Consulting • Technology • Outsourcing
Introducing your digital immune system.

- Help diagnose and fix issues that weaken websites and digital properties.
- Unique, market-leading proprietary software.
- Better user experience = stronger performance.
- Fewer maintenance and compliance issues = less cost and risk.

We already deliver success for some of the world’s leading clients in financial services, communication and mobile technology, consumer goods and retail.

Coming soon: social media reports that provide metrics on your brand’s presence and reach through social media channels. This new feature will help you understand where your company stands in its social journey.
It seems that almost every day, there are problems somewhere in your digital property portfolio.

Broken links, search issues, slow loading pages, un-encrypted forms, inaccessible content — these all can erode trust in your brand. Customers click away taking their money with them.

Not only that, but issues like patchy tagging, poor metadata and redundant content all make your property harder to find and use, as well as more complicated and time-consuming to manage.

Digital Diagnostics is the answer. It runs regular scans across every inch of your portfolio, from websites and widgets to social and mobile.

It identifies, prioritizes and reports on problems. Nearly as easily as a spell-check. The web is only getting more complex and more dynamic. If you’re not watching for bugs in your system, they could get worse — and so will your results.

Are bugs in your digital properties infecting your brand?

Improve your digital health.

<table>
<thead>
<tr>
<th>Representative Year-Over-Year Impact</th>
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<tbody>
<tr>
<td>Abandonment/Bounce rate</td>
</tr>
<tr>
<td>Initial load time</td>
</tr>
<tr>
<td>Traffic (total visits)</td>
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<tr>
<td>Search ranking</td>
</tr>
<tr>
<td>Analytics accuracy</td>
</tr>
<tr>
<td>Productivity</td>
</tr>
<tr>
<td>Workload</td>
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These are year-over-year results from select customers who use Digital Diagnostics to check their websites.

Not only does this help improve your digital ROI, it also helps to increase the return on the portion of your media aimed at driving traffic online.
Your digital fitness regime starts here.

First, you need to define the minimum number of standards with the maximum potential impact for improving performance, and/or reducing risk and cost. These are different for each business. We’ll help you pin down the ones that matter most to your market, your business model, and your objectives.

Before any content meets the outside world, it should be automatically checked for quality and compliance. An ounce of prevention is worth a pound of cure. Digital Diagnostics systematically checks new content against established standards, identifying and fixing issues ahead of production. Creatives, editors and publishers can all be trained to do this proactively.

Issues will always crop up over time, especially as content increasingly comes from sources beyond your control, such as users themselves. Intuitive dashboards (example below) show you the state of play across any digital property, including websites, widgets, social media and mobile. So you can see exactly how you’re doing, and whether anything needs fixing.

<table>
<thead>
<tr>
<th>Group/Site</th>
<th>Performance Drivers</th>
<th>Experience Drivers</th>
<th>Compliance &amp; Risk Factors</th>
<th>Development Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>75</td>
<td>10</td>
<td>22</td>
<td>65</td>
</tr>
<tr>
<td>Unit/Brand 1</td>
<td>87</td>
<td>55</td>
<td>85</td>
<td>72</td>
</tr>
<tr>
<td>Unit/Brand 2</td>
<td>56</td>
<td>46</td>
<td>59</td>
<td>91</td>
</tr>
<tr>
<td>Unit/Brand 3</td>
<td>34</td>
<td>32</td>
<td>20</td>
<td>57</td>
</tr>
<tr>
<td>Unit/Brand 4</td>
<td>83</td>
<td>66</td>
<td>15</td>
<td>89</td>
</tr>
</tbody>
</table>

Legend: ![>80%](clipart/80%), ![>50%](clipart/50%), ![0-49%](clipart/49%)
Our prescription: scan, analyze, diagnose, fix. Repeat regularly.

Scan website and collect data

Digital Diagnostics
Continuous Process

Diagnose & Fix elements and processes affecting performance

Store scanned data in spatial data architecture

makes checking and fixing every aspect of your content almost as simple as running a spell-check.

Review standard, search and custom reports

Report on data using clear, customizable desktop tools
We'll take good care of you.

Traditional quality and compliance disciplines, which make offline business so efficient and effective, have been largely left behind online.

And it shows.

'Invisible' issues with elements like tags, links, page weights and metadata infect and weaken your system.

They can frustrate customers, damage your brand and lose you business.

They can also make your digital property increasingly time-consuming and costly to manage.

When it comes to some types of online compliance, they could even get you in trouble with the law.

Digital Diagnostics automatically checks every single asset and process in your digital property, and alerts you to detected problems through clear, interactive dashboards. It has over 100 reports available right out of the box.

As the web gets more complex and dynamic, your content changes more quickly than ever. You can't watch all the time. But Digital Diagnostics can.
Let's talk.

Get in touch now to start the journey toward better-performing, less costly digital experiences.

Accenture Digital Diagnostics is part of Accenture Interactive. Accenture Interactive offers a comprehensive suite of contemporary marketing services and software to CMOs and brand leaders to drive up marketing performance, drive down the cost per interaction and create relevant consumer experiences on a massive scale. By fusing consumer analytics, technology platforms, and world-class marketing talent, we help the world’s leading brands understand the big picture and the fine detail, and enable campaigns targeted at the most profitable segments.

About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with approximately 236,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com