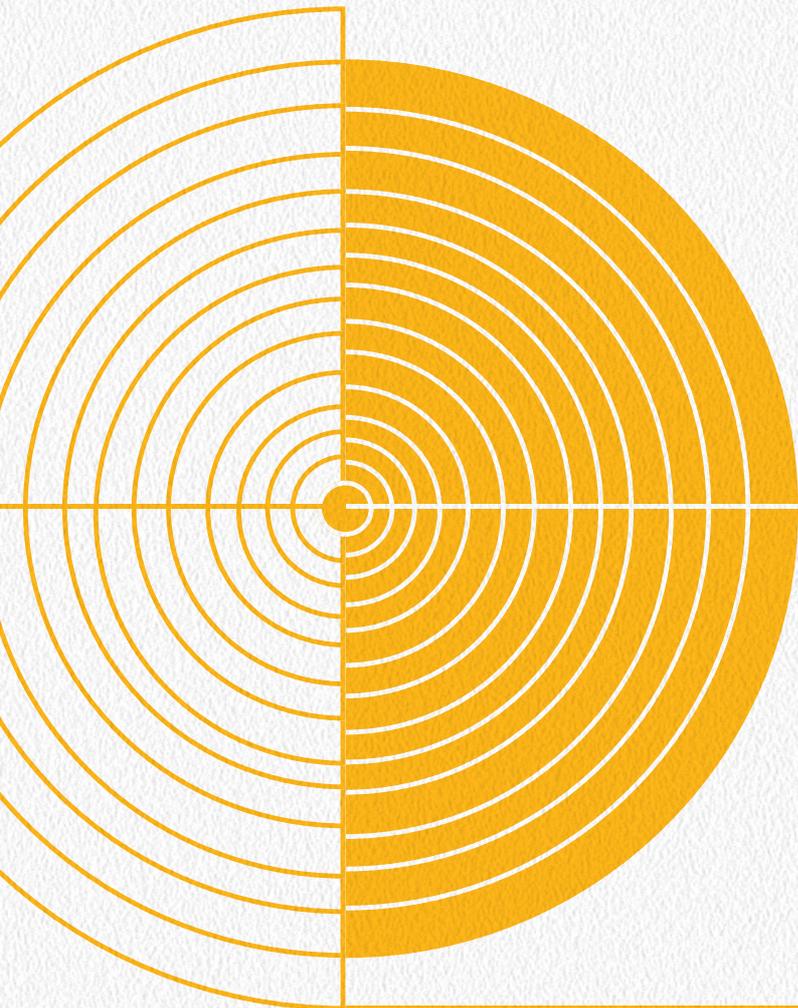


Pivotree

Experience Strategy Group

Five Keys to Frictionless Commerce

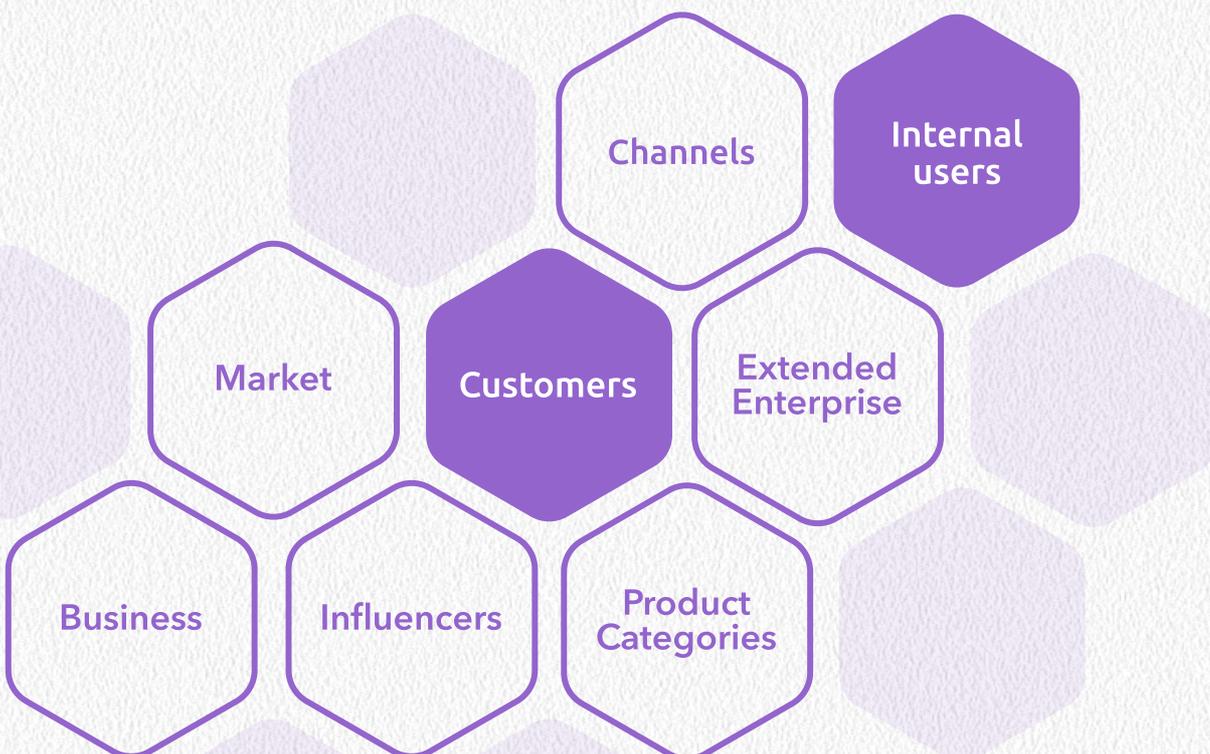




1

Companies need to do things faster, more accurately, and in measurably impactful increments across a complex ecosystem of platforms, processes, and partners.

All enterprises are under constant pressure to be quantifiably responsive to the needs of their customers, to competitive and market influences, and to their own strategic vision. Resource management effectiveness is always top-of-mind, even more so given the post-pandemic realities. Executives often lack the critical insight needed to determine how, where, and why their traditional strategies aren't working and may even negatively influence their ability to bring new capabilities to market quickly enough and with the greatest market reach and impact.

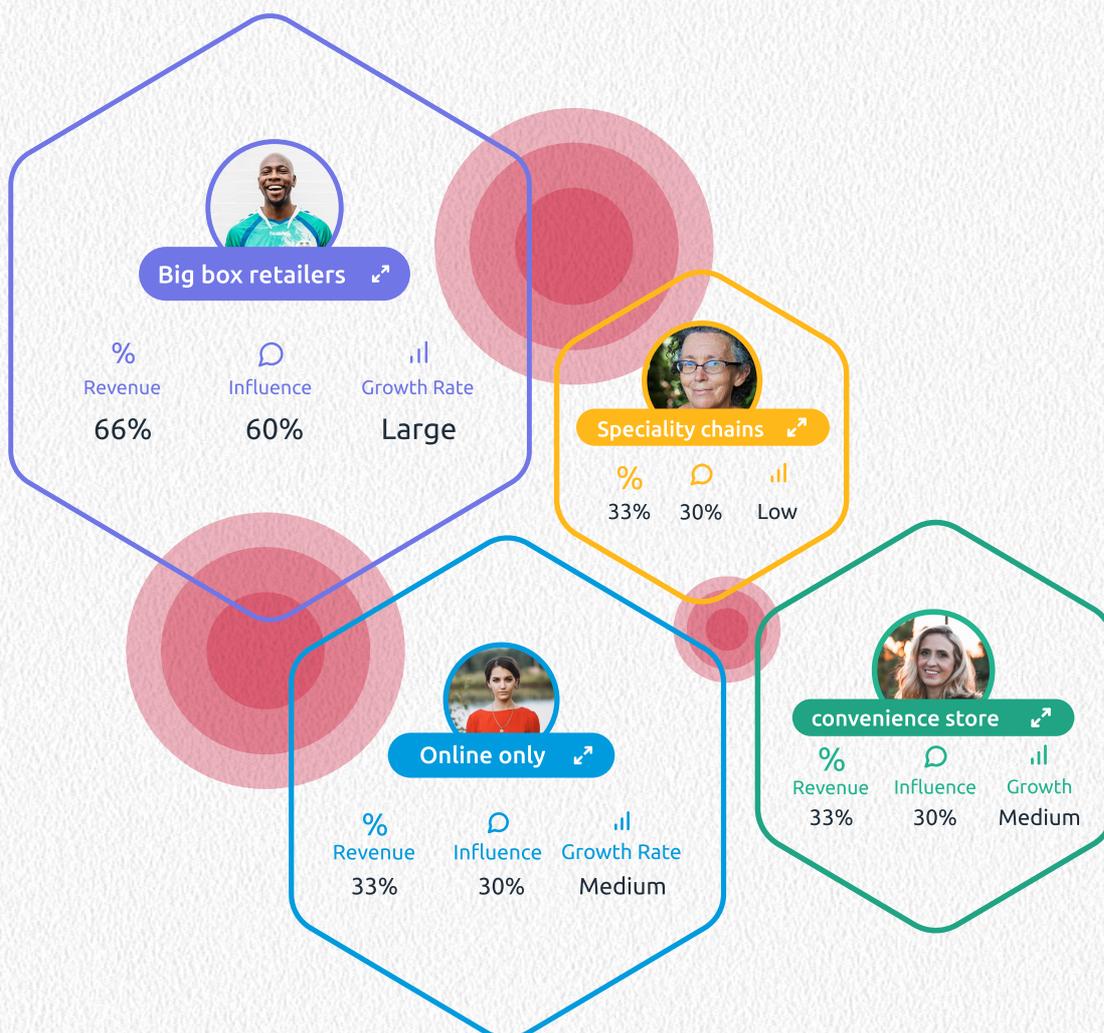




2

Mapping and indexing “friction dynamics” provides a constant and reliable metric for capital-effective return on investment in digital transformation.

With a breadth of cross-industry technology experience and a depth of skills in data analytics, empathy mapping, UX design, multi-constituent journey mapping, and complex change management - the Pivotree Experience Strategy Group is able to move quickly through the process of modeling the business ecosystem all the way through to recommending the technology required to drive transformational change, and allow for user experiences that have the greatest overall impact and reach.



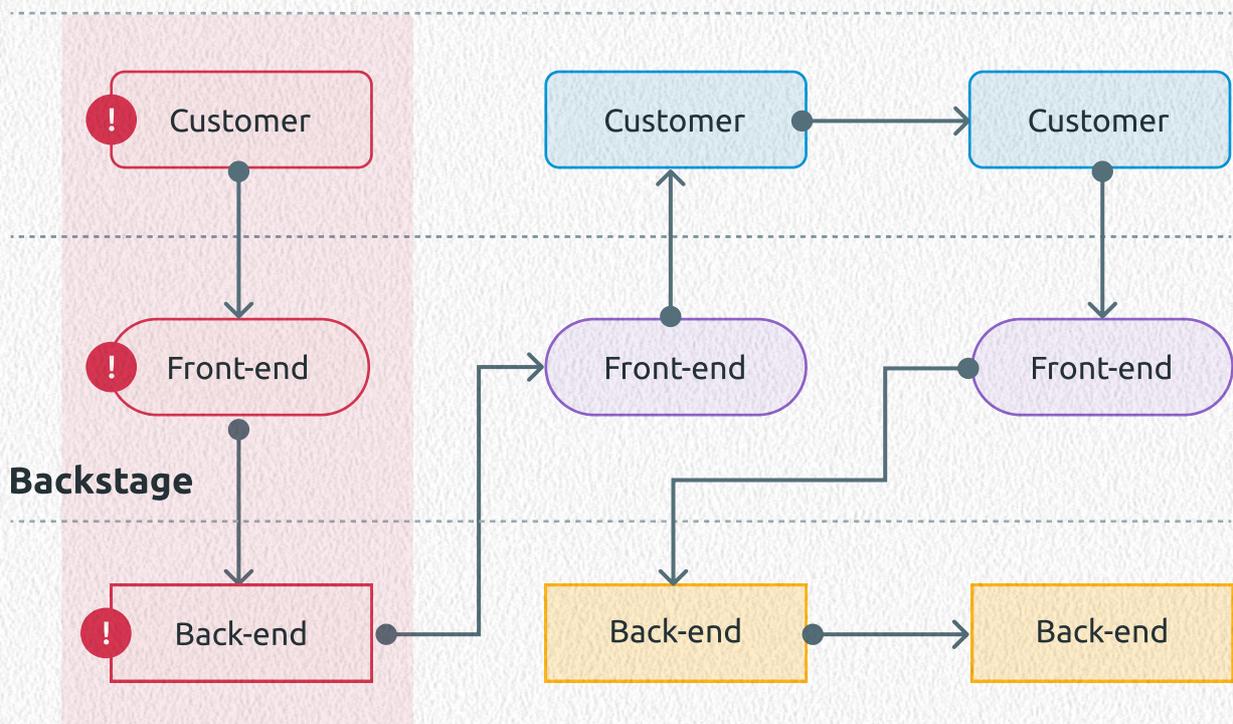


3

Accelerated decision making through friction dynamics mapping will ensure new capabilities are delivered to the market faster, more efficiently, and with less risk.

Our customers need insight and quantifiable metrics across sales, capex/opex, and brand value to outmaneuver their competitors and increase responsiveness to business opportunities. Through our proprietary mapping and friction indexing, Experience Strategy Group is able to identify measurable insights and quantify the value of increments of change. Our approach consistently allows for outcomes across multiple concurrent initiatives to be assessed against each other.

Frontstage

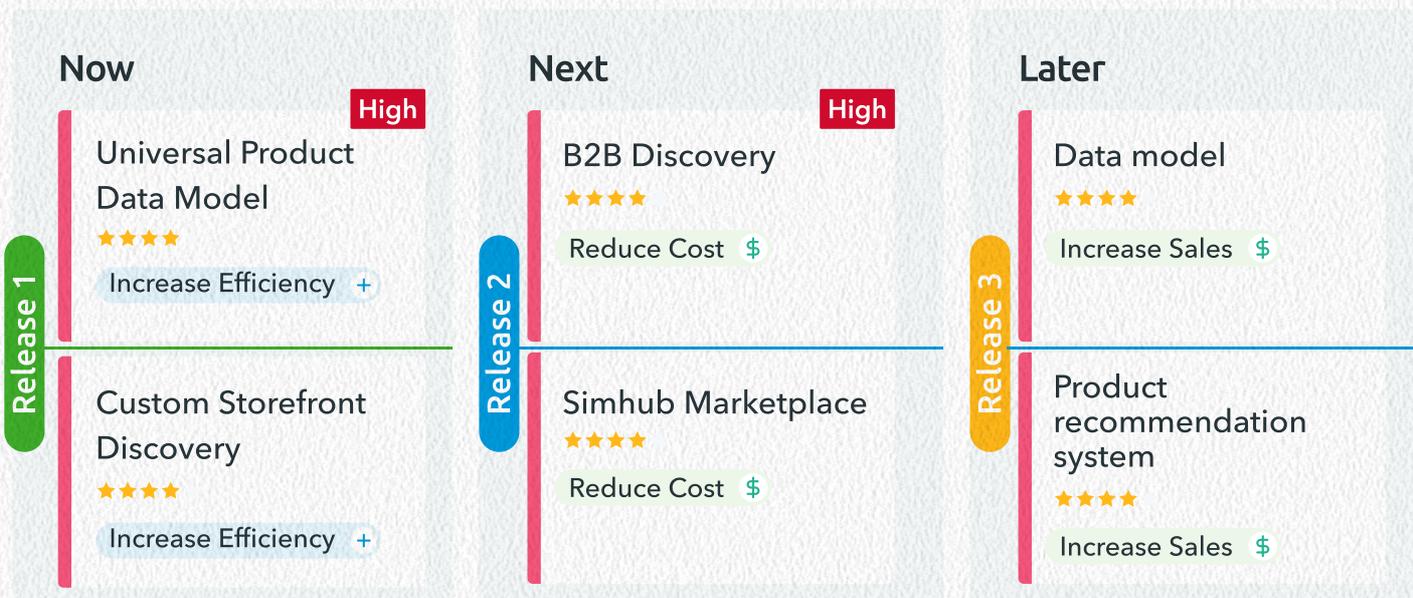




4

Friction dynamics uses proprietary processes and toolsets which modernize and eclipse traditional discovery methods to deliver immediate and direct return on investment and lasting value.

Customers should never have to invest substantial time and money educating new vendors/partners on their business model, technology platforms, and ecosystems only to receive "findings" (often a shopping cart of the vendor's wares) in a report that, once reviewed, are never looked at again. Our process and tools expedite the journey to translate insights into impactful outcomes, while also allowing continuous improvements to reveal new insights, all this as the output of our initial engagement. Stakeholders appreciate Experience Strategy Group for our ability to quickly demonstrate value right away and to illustrate complex issues, showing 2nd and 3rd level impacts of decisions, as changes happen.

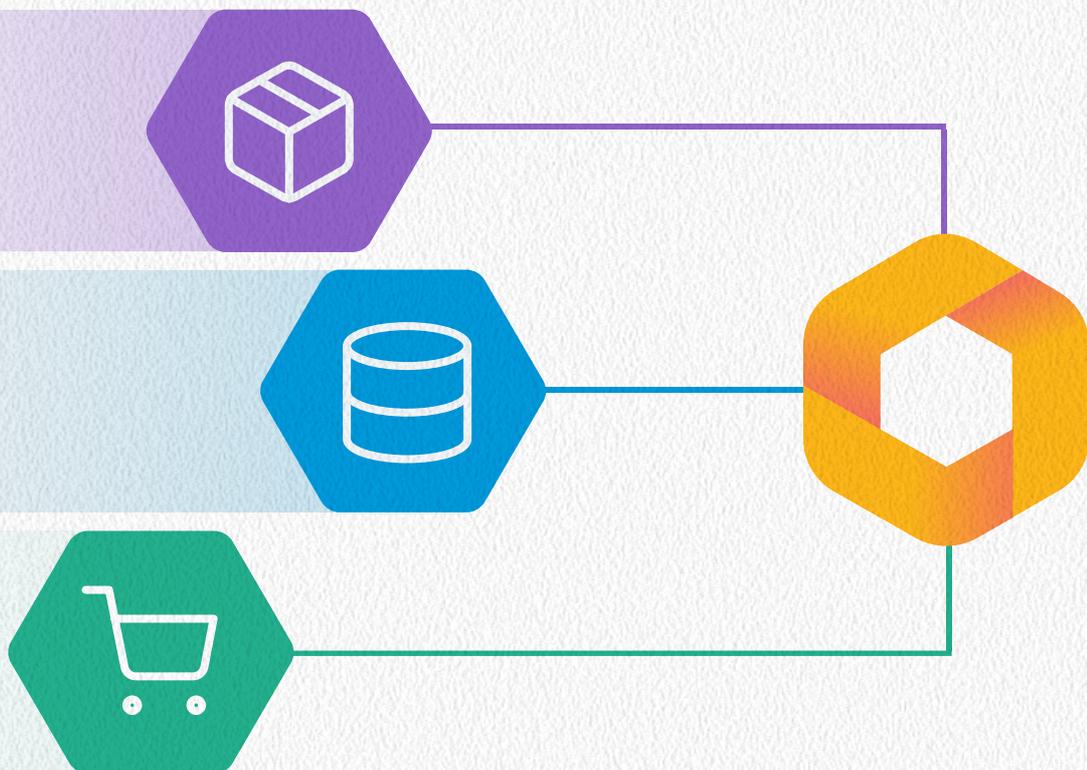




5

Experience Strategy Group combined with Pivotree Commerce, Supply Chain, and Data Management business units is a complete composable offering in Frictionless Commerce. We offer experience strategy and technology design through ecosystem build and continuous improvement.

Pivotree has designed, built, and operated some of the most complex and large scale commerce systems in use today. With deep and extensive experience across critical-systems in commerce, supply chain, and data management platforms our ability to offer end-to-end Experience Strategy is a unique market offering.





Take action today to gain clarity into the 2nd and 3rd level impacts of your experience decisions before your competitors and customers do. Don't wait for lagging indicators of revenue loss, brand degradation, or lost market share to drive internal action.

Pivotree's Experience Strategy Group is a unique combination of experience design, business strategy consulting & technology solution architecture. We are focused on converting friction into value while considering how best to bring new capabilities to market through the most efficient and financially impactful program.

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