

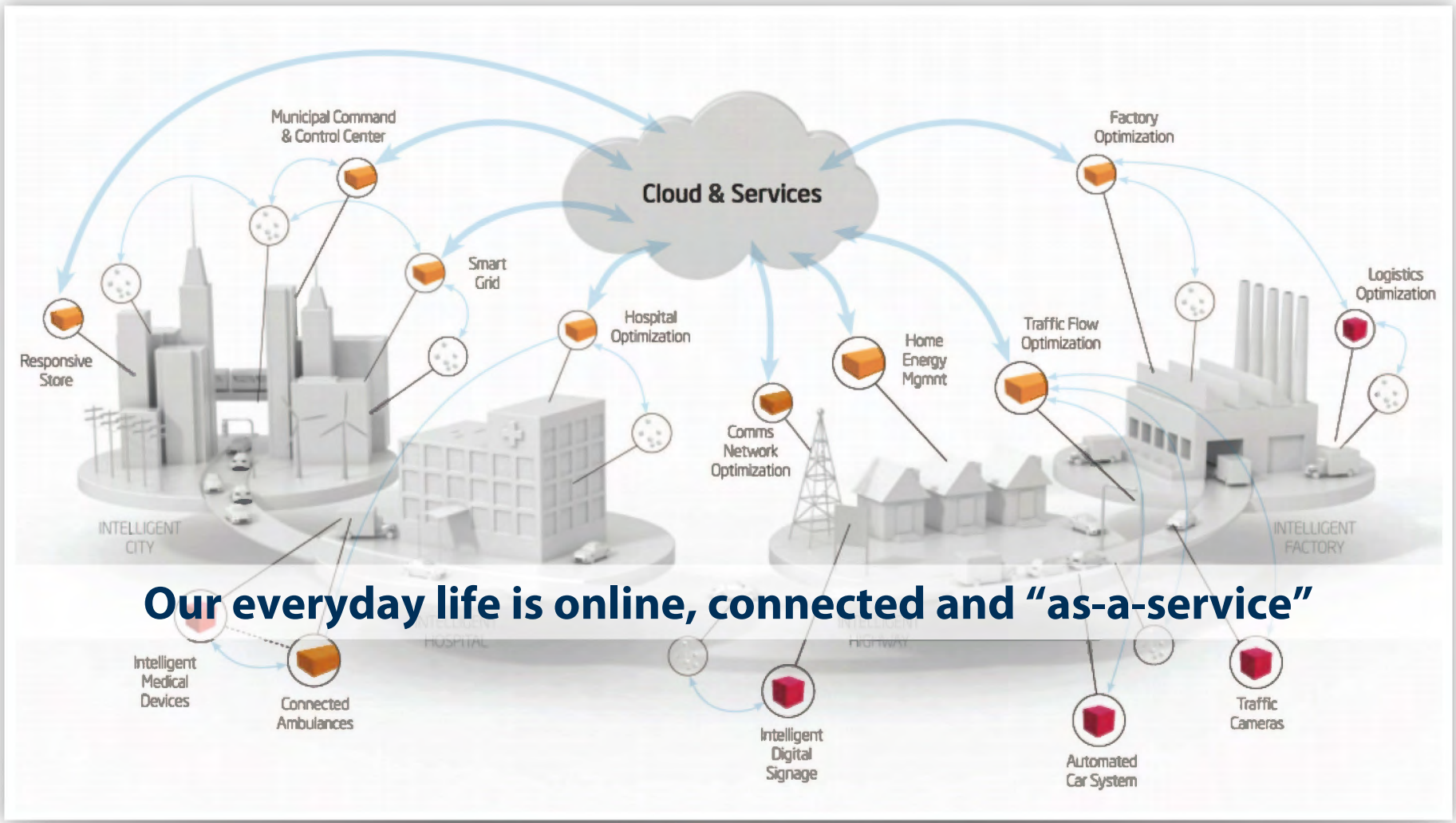


Omnichannel : a Human-2-Human experience

Yannis P. Triantafyllou, CEO @ ToATOMO



We live in digital times...

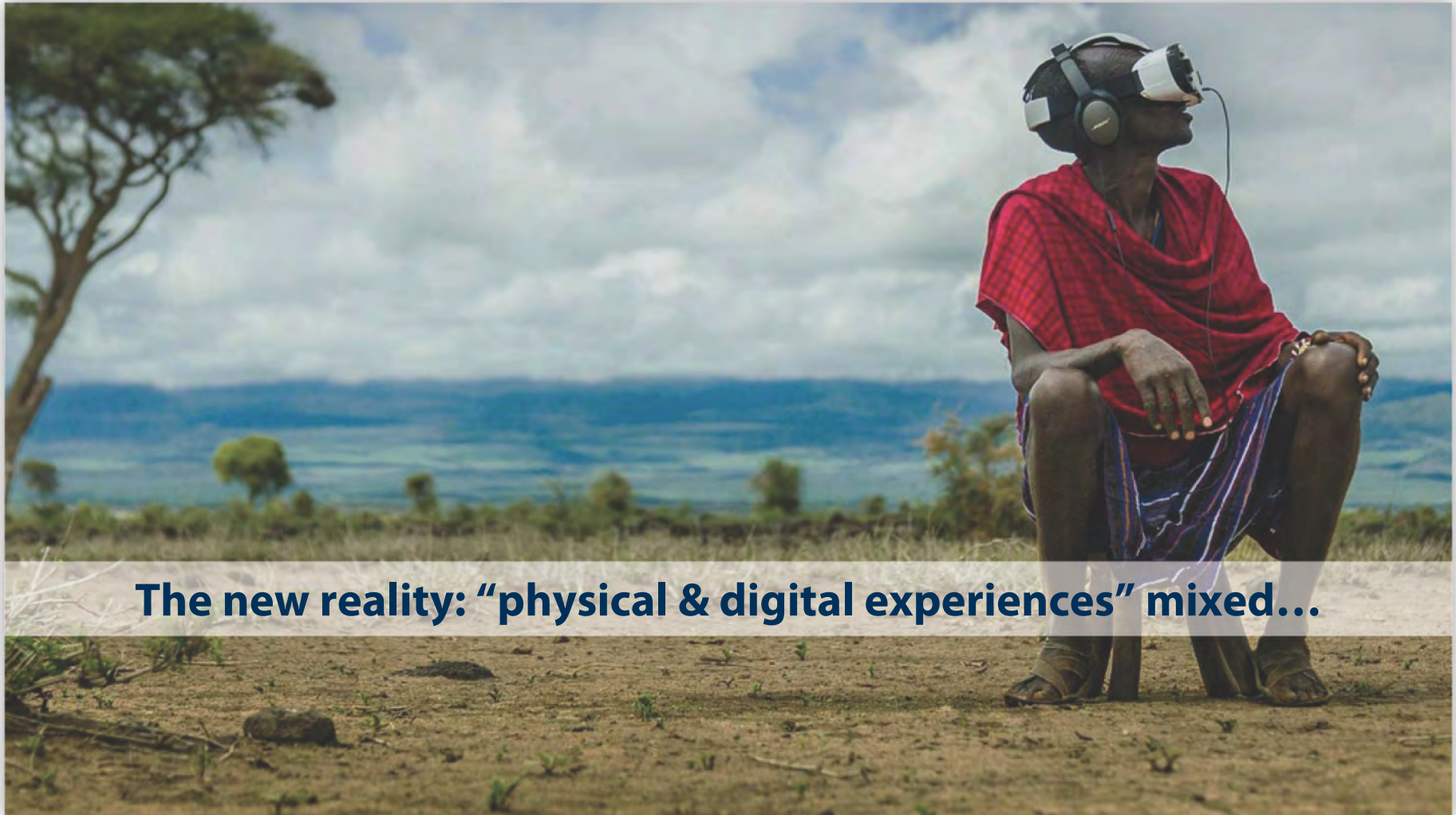


Our everyday life is online, connected and "as-a-service"

Generation Z (Born: 1995-2012, Coming of Age: 2013-2020) – Tomorrow's Leaders

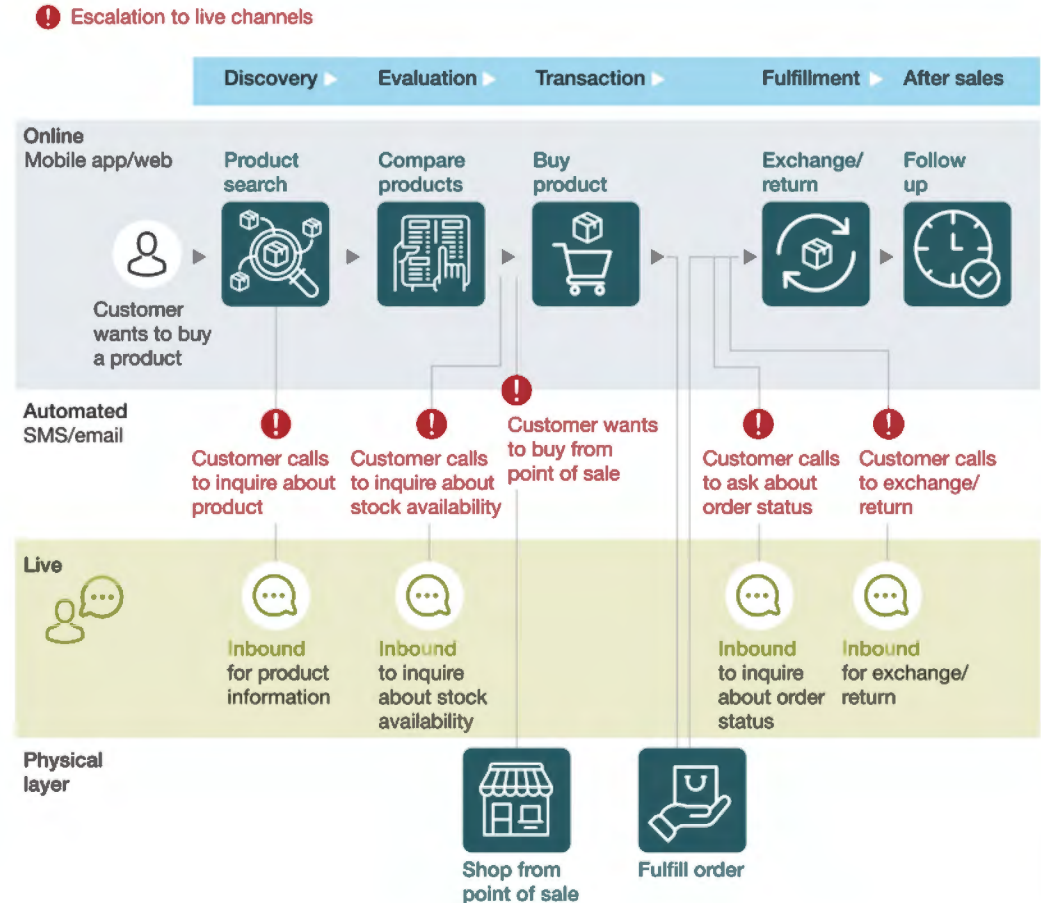


**Mobile devices are their external brains.
Connectivity is their new religion.**



The new reality: "physical & digital experiences" mixed...

Look at a typical e-commerce journey...



McKinsey&Company | Source: Disguised client example

MINIMIZE NAVIGATION

ITEMS IN ROOM

REQUEST ASSISTANCE

SEND TO MOBILE

5

PINK PONY WAFFLE-KNIT TOP

Select Size (5 Available)

Select color (4 Available)

COMPLETE THE LOOK

ITEMS IN ROOM

CHANGE LIGHTING

CHANGE LANGUAGE

English

Português

Italiano

BRILLIANT LIME

Request this

Experiences become now more important than Products!

Experiences, not just Deliverables!

From “how we want to sell” to “how they want to buy”!

New business models: “As-a-Service”, “BYOD” ...

Work \neq Money, People + Planet = Profit

Sustainable or Not?

Will GPI & GNH replace GDP?

GPI=Genuine Progress Indicator,

GNH=Gross National Happiness



Times They Are A Changin'...



Shift #1

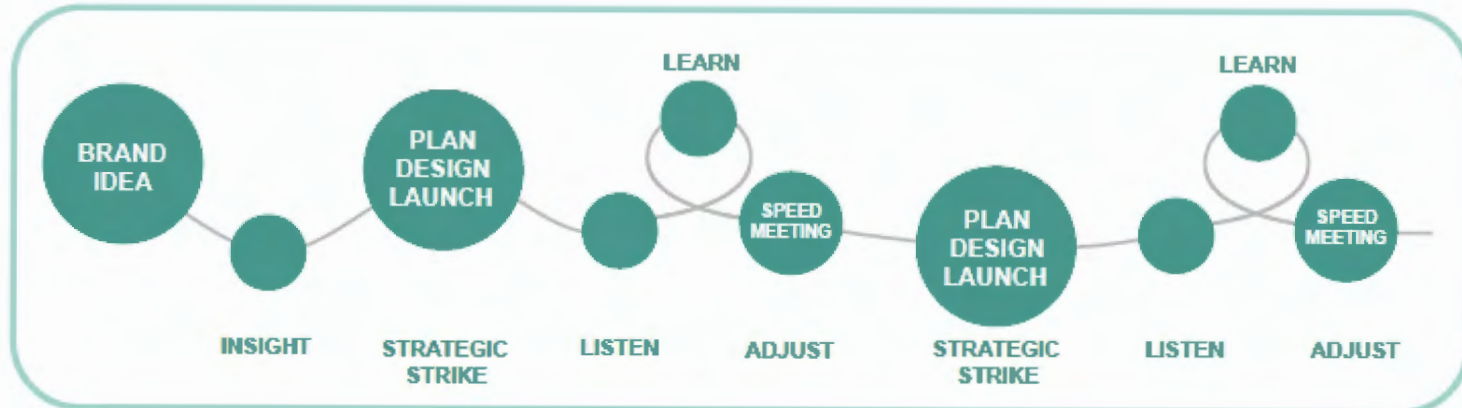
One Big Thing > Relevant Smaller Things



Real-time marketing for a real-time world.
Goodbye 360° campaigns! Hello 365 days marketing!

Shift #2

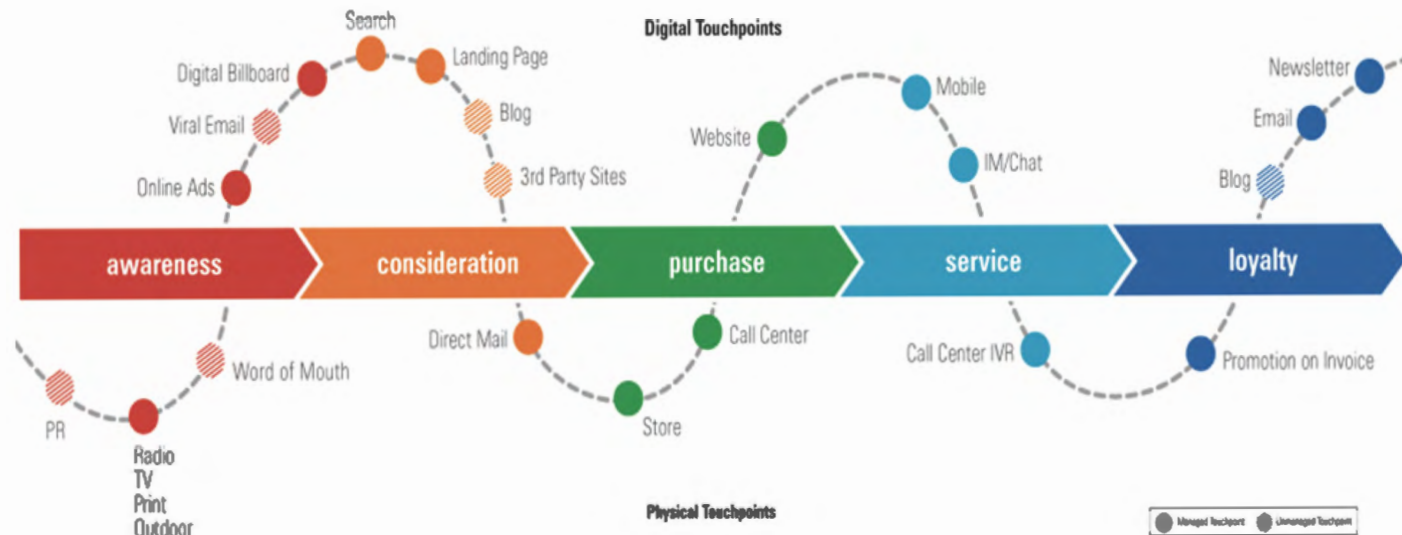
Rigid Strategy > Agile Planning



Instead of strictly following a plan, plan for change.

Shift #3

Marketing as Department > Marketing as Behavior



Break down silos, inject digital thinking throughout.

Shift #4

Transactional Relationship > Meaningful Experience



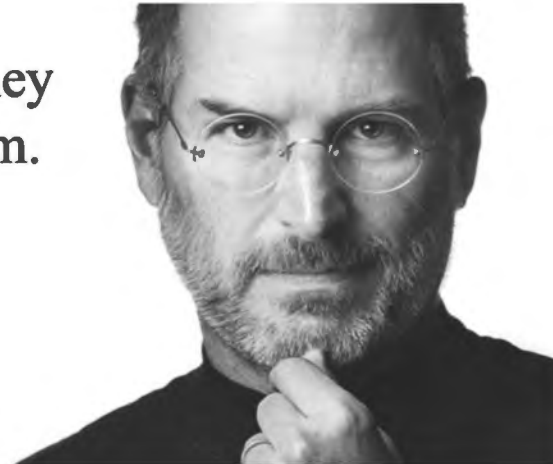
Plan for a full consumer experience, not just a purchase.

Play a bigger role in people's lives,
adding value beyond a self-serving purpose.

Shift #5

Make People Want Things > Make Things People Want

You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.

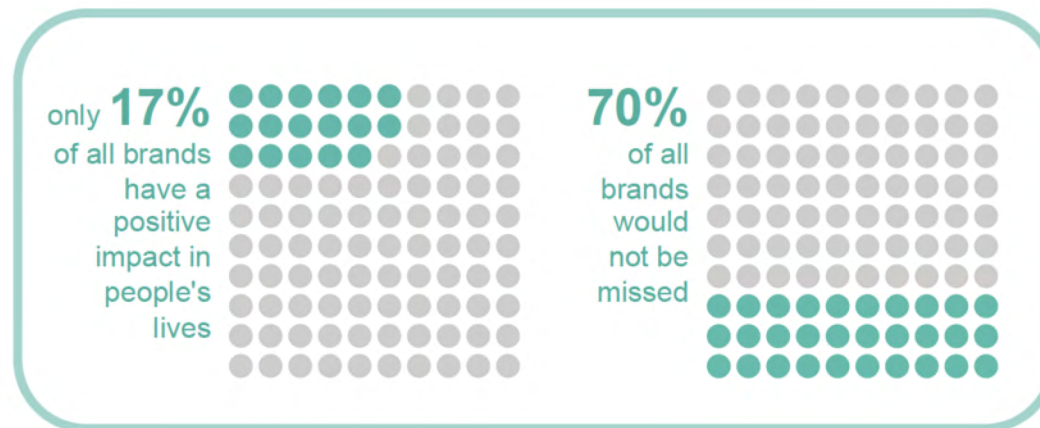


Steve Jobs

Solve brand problems by solving consumer problems.
Don't compete the old way, create a need that only you can fill.
Keep-it-Simple!

Shift #6

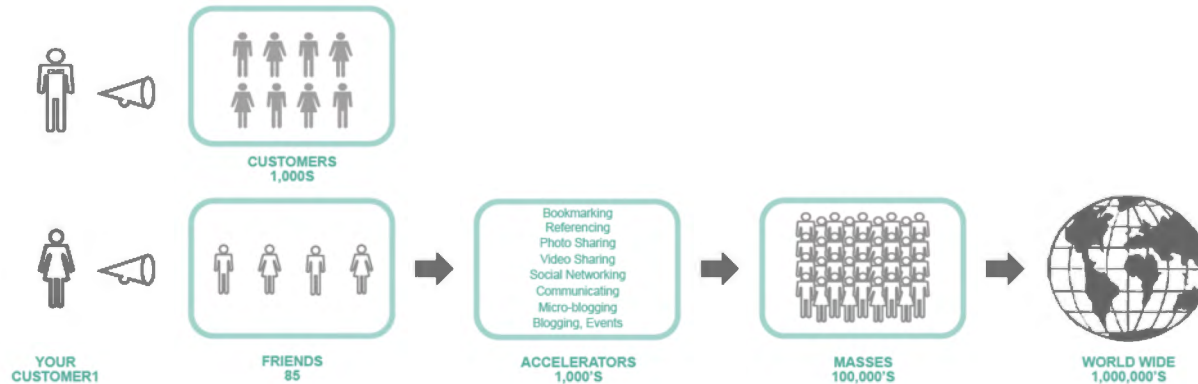
Selling to the world > Improving the world



Be guided by a brand purpose, not just a commercial interest.

Shift #7

Talking to the world > Making the world talk



It's not what you say that matters, it's what people say about you.
 Flipping the funnel: retention and advocacy is the new acquisition.

Shift #8

Consistent Brand Image > Coherent Brand Actions



Actions speak louder than words.

Omnichannel means Transformation!



“Digital @ Customer” - “Digital @ Company”



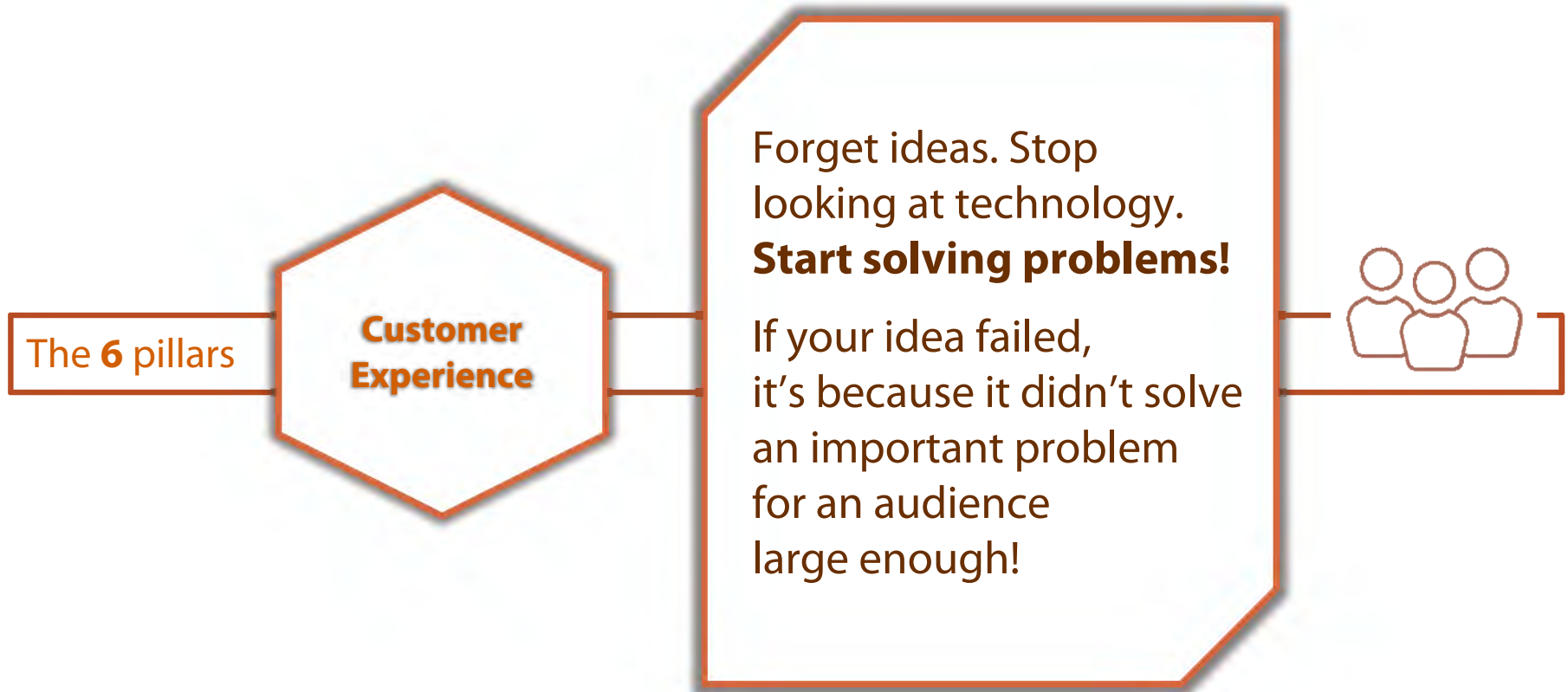


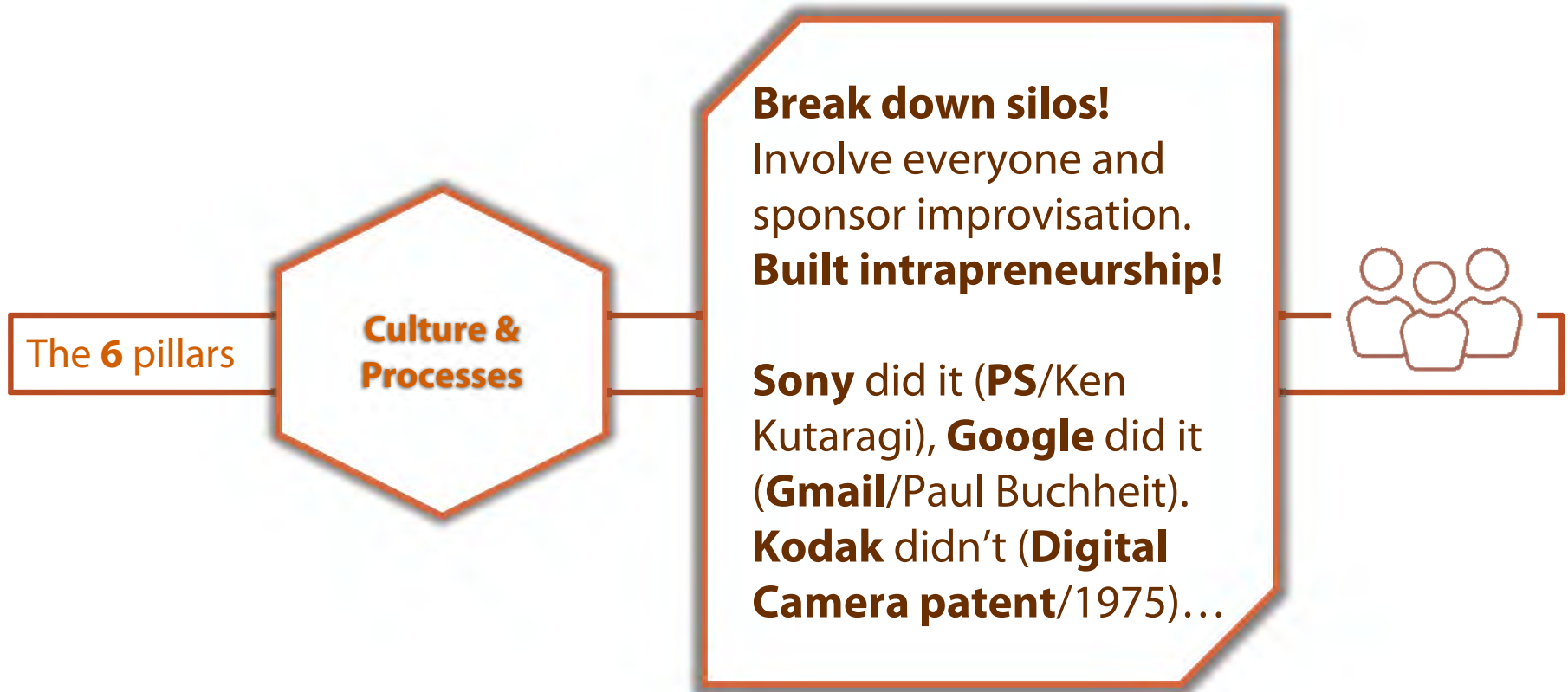


“You’ve got to start
with the customer
experience and
work backwards
to the technology”

Steve Jobs (1955-2011)
May 1997 @ WWDC

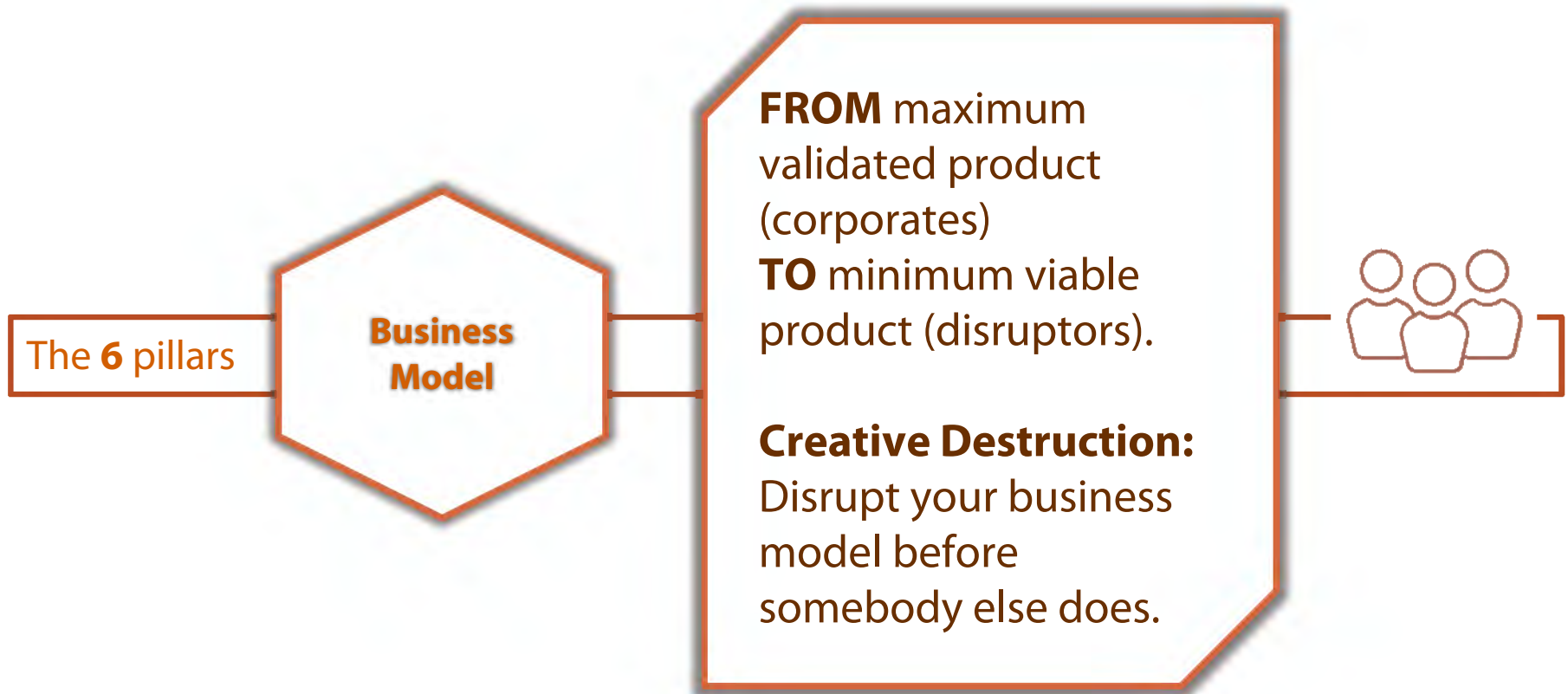
© Charis Tsevis

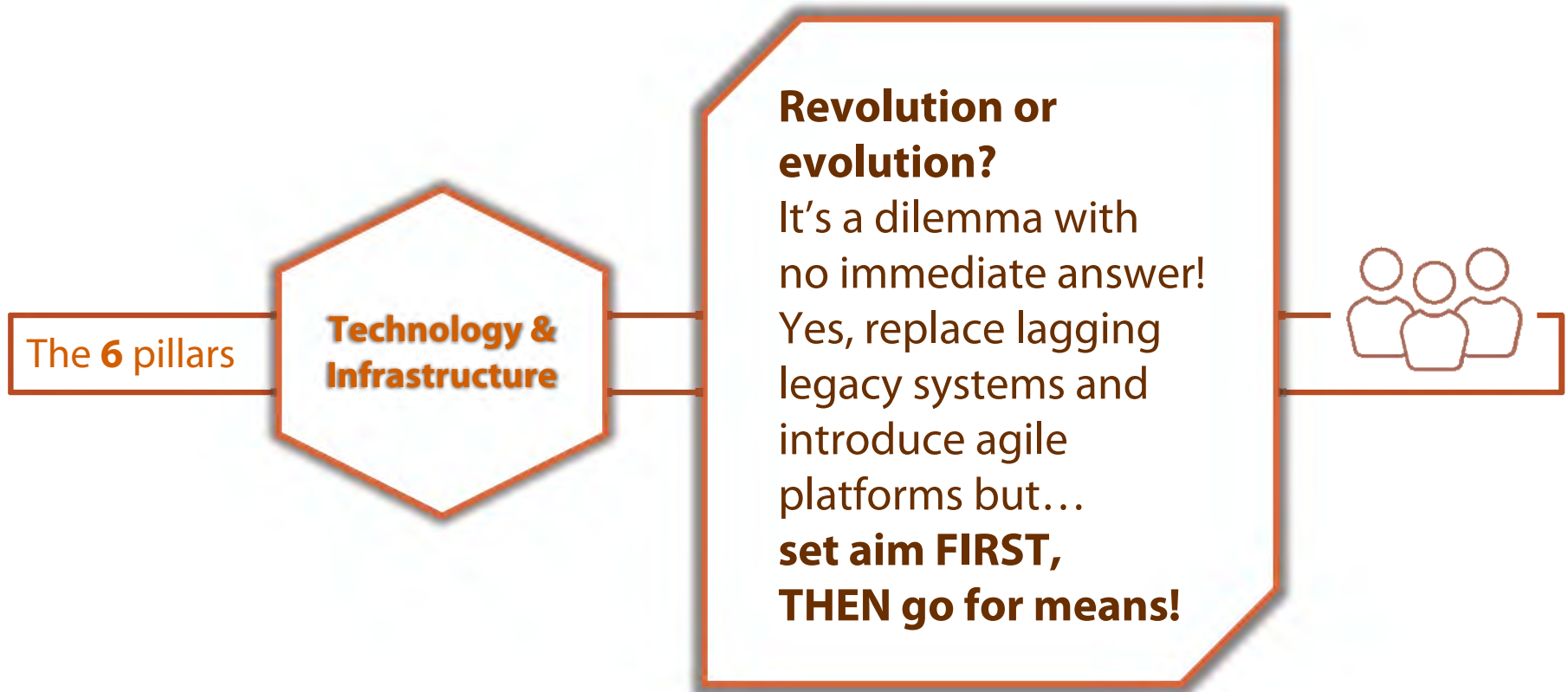












Community: an incredible asset, connecting networks & managing relationships and knowledge.



Bill Johnston, Director of Global Online Community @DELL

Strategy: Let people form **communities** and **be part of them!**



**Mindset: How people want to live their lives;
and how our business will connect emotionally with them.**





Creating Value in a Globalized World



experiences
Creating Value in a Globalized World



[Experiences]

are

[Perceptions]

becoming

[Intentions]

provoking

[Emotions]

determining

[Behaviors]



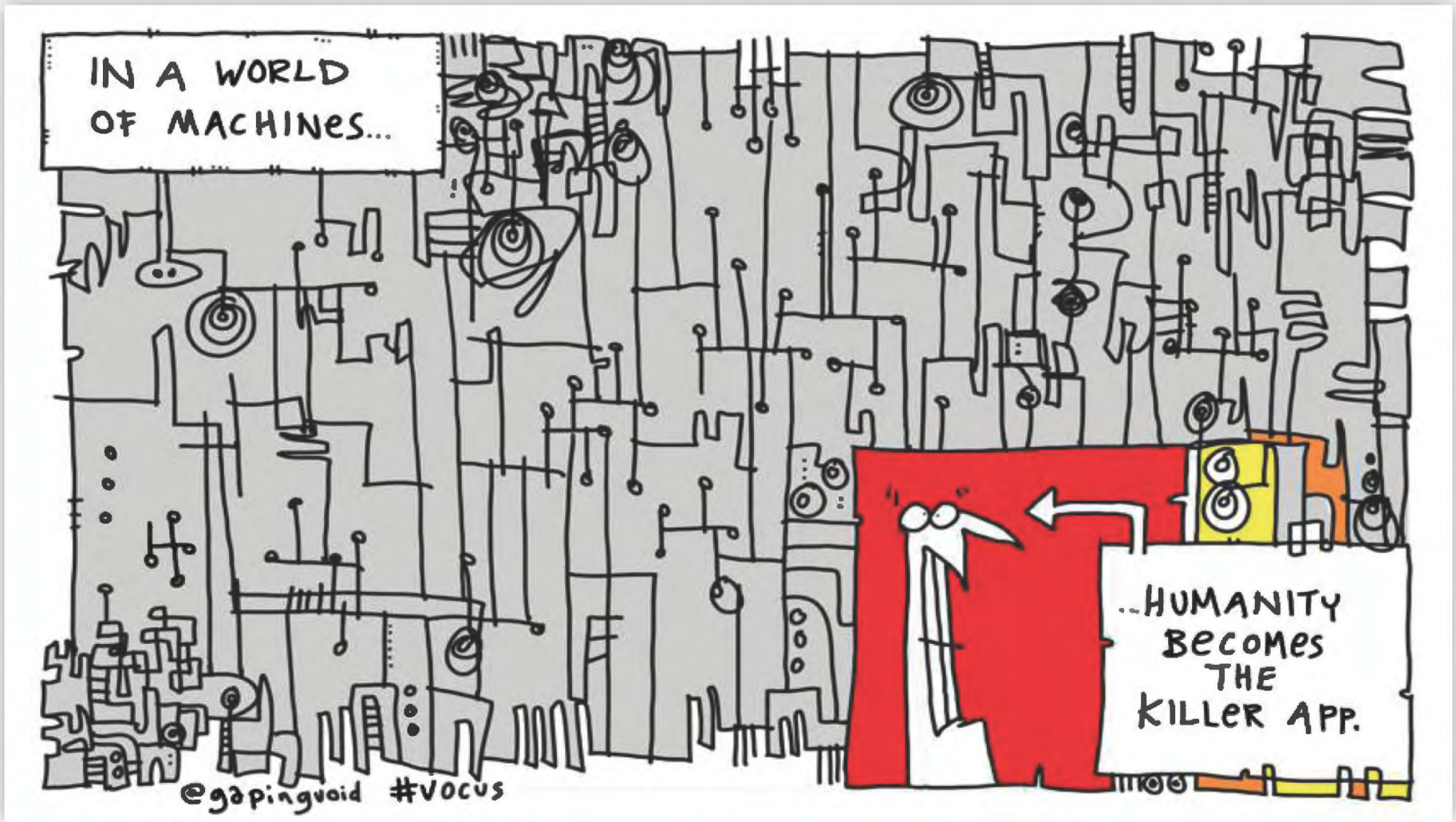
**Experience is something purely human!
And all this technology is making it more human-2-human!**

This is a magical time. Future is unwritten and in need of people who can see possibilities beyond complacency and uncertainty.

We need this different perspective.

It's more than just technology.

We can learn more about people than ever before, who they are, what's important to them, who they want to be, and use the technology to make businesses more human.





To ATOMO in brief...



Your International Advisors' Team

We are an **agile group** of advisors, with **considerable knowledge and experience** in business strategy & organization, go-to-market tactics, international marketing, trade & finance at various industries & markets, **passionate** about helping leaders **transform** their organisations into more customer-centric and humanly-faced businesses.

We advise **established SMEs but also start-ups, entrepreneurs and multinationals**, active in **a variety of industries like** Printing & Publishing, Packaging, Software, High Tech, Industrial & Manufacturing, Supply Chain, Circular Economy, Hospitality, Cultural Economy and Services.

Though a significant number of our **clients** come from Greece, Cyprus, Turkey and Bulgaria, our client base **is expanding** in various EU countries, India and Africa.



Transformation, Marketing & Global Business

Working within a Strategic Marketing, Operations & General Management context, we offer Management Advisors' Services under the following distinct business concepts:

"Business Transformation"

(business strategy & model, technology, people & processes reorganization, customer experience),

"Outsourced Marketing Department"

(marketing strategy, corporate & product marketing, marketing technology, online communities),

"Business Beyond Borders"

(local/global market research, go-to-market strategies, business & feasibility plans, interim/senior management, management mentors & advisors).

Key Performance Data (as of 12.2018)

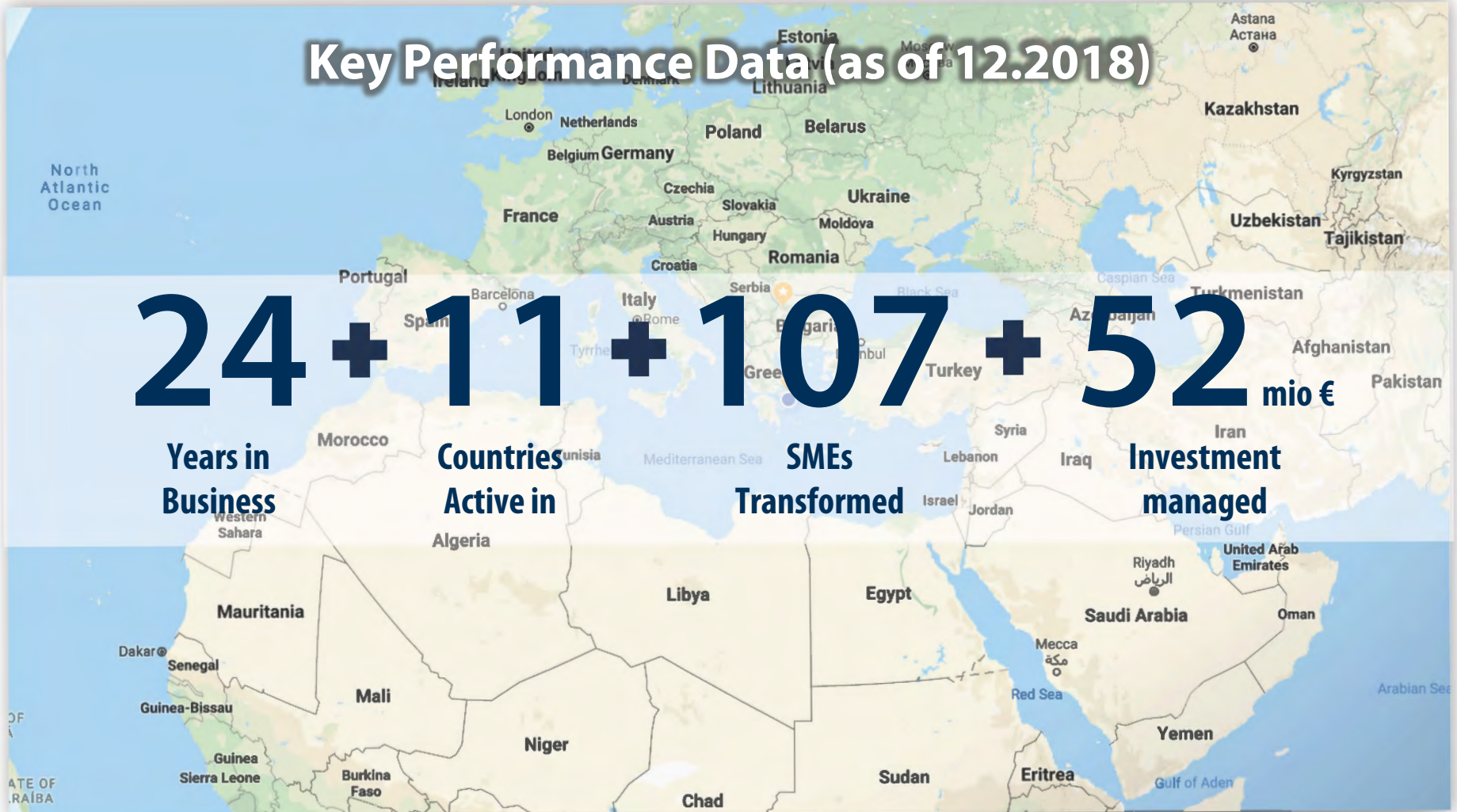
24 + 11 + 107 + 52 mio €

Years in Business

Countries Active in

SMEs Transformed

Investment managed



Yannis P. Triantafyllou

CEO & Founder @ ToATOMO



A passionate storyteller, change provocateur and futurist.

A **seasoned marketer & entrepreneur**, with over 20 years at senior & marketing management positions for technology, manufacturing & hospitality European firms.

His **key industry experience** extends from Digital Publishing (Print & Web) and Packaging to IT (HW & SW), High Tech & Electronics, Business Services & Public Affairs.

Yannis also serves as **Non-Executive Advisor** in global tech startups, NGOs and business associations and is **Chapter President - Greece & Europe** for **MarketNext**, an international business network aiming to support entrepreneurs develop and expand their business globally.



Now, let's make your business unique...

Yannis P. Triantafyllou, CEO @ ToATOMO