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FOR IMMEDIATE RELEASE

**An Event in NYC:
Controlling Your Digital Brand in the Always-On, Everywhere,
Mobile and Social Universe**

NEW YORK CITY, July 20 – Content management isn't about the website anymore. We are app-dominated, mobile-dominated, and social media-dominated. Marketers who understand that their brands live socially, said Ed Van Siclen, Adobe Systems' VP of Technology and Partner Solutions, must unite code and content so they can update, monitor, and curate their brands as the customer conversation evolves.

Today they can.

Imagine pressing a single button to simultaneously update your retail catalog content on the Web, on your mobile apps, across a vast, multi-language partner network, and on thousands of multi-language in-store product kiosks. No more waiting for weeks to program the change or start a new campaign. No more lost opportunities – or lost customers.

Tuesday, July 26 at Andaz 5th Avenue, NY, from 8 a.m. to 11 a.m., the CIO of a top 5 luxury goods company will join Adobe Systems and Valtech at the [“Managing Brand Perception on a Global Stage”](#) seminar. There, they will discuss in detail how the company uses a digital platform to strategically and consistently manage the marketing of the brand on the fly over multiple channels.

In June, Adobe Systems announced its [Adobe Digital Enterprise Platform \(ADEP\)](#) for Customer Experience Management (CEM), a unified platform to make, manage and deliver multichannel digital experiences. Adobe also announced Customer Experience Solutions (CES) for acquisition, retention and brand advocacy. Adobe is taking a modular, open standards approach that allows for superior customer interactions and relationships.

(more)





Thomas Kruse, head of Digital Consultancy for [Valtech](#), knows ADEP well. He helps companies go from the pain of IT and process implementation to the success of operating on a digital marketing platform. He translates between IT, marketing, and the business functions and fuses art and science into offers, community, dialogue and more ways to engage the customer.

“Digital marketers need to lead the marketing agenda and be engaged where and how the customer conversation is happening,” Kruse said. “Long development cycles are dead, and only nimble companies that can create immersive customer experiences with simple, intuitive delivery will thrive in the social world.”

One of Kruse’s key customers may be further ahead than any other organization when it comes to using ADEP to manage its brand online. As one of the world’s top 5 luxury goods companies, it enjoys digital asset management and the ability to push new content and code out to multiple channels simultaneously, whether web, mobile or social. This power gives the company an unprecedented level of brand control and influence.

“Companies that understand that *the brand is the business*, know that the customer will have the conversation with or without them, however and whenever they choose to,” Adobe’s Van Siclen said. “They must be able to move quickly through cycles of content creation, delivery, monitoring, tracking and tuning—and do it for multiple segments.”

About Valtech

Valtech’s Digital Consultancy helps many top consumer-facing companies manage their online brands and create commerce through customer conversations. Valtech helps many of the world’s most-recognized brands use technology to improve business processes and grow closer to their customers. Valtech delivers value to its customers throughout digital projects—from strategic consulting to design, conception, development and optimization of business-critical digital platforms. Valtech leverages agile methodologies to drive organizations’ digital transformation, and helps global brands build business value and increase revenues through digital technologies, all while optimizing ROI and time to market.

Individuals who wish to attend the “**Managing Brand Perception on a Global Stage**” event should contact Valtech at <http://engage-your-customers.valtech.com>.

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