Deloitte Digital and MuleSoft

Accelerating business outcomes with application networks
The roles for CIOs and technology leaders – regardless of the industry or company size – are changing dramatically as businesses need ways to innovate faster and gain a competitive advantage. Supporting the transition to an API-led enterprise requires IT organizations to understand how connections to applications, data, and devices affect the everyday life of our customers, employees, and suppliers. Getting the job done right means giving your customers the information they need at their fingertips, so they can offer better service and a more satisfying experience through every touch point at any time.

To become an intuitive API-led enterprise requires a systematic, holistic re-orchestration of people, processes, and technology in a way that addresses new threats and opportunities found in the many disruptors of our day. Together MuleSoft and Deloitte Digital help empower our clients to reimagine how they connect and engage with their customers, and start thinking about their digital strategy through the lens of their corporate strategy.

As the MuleSoft Partner of the Year, Deloitte Digital has teamed with MuleSoft to change the way IT organizations across industries such as Healthcare, Financial Services, Government, and Retail address the problem of data disaggregation and accessibility. The combination of Deloitte Digital’s deep industry experience, business advisory, and change management services, coupled with MuleSoft’s unified, low friction, and future-proof connectivity platform can deliver a solution that solves the pressing IT challenges for today, and allows you to scale to greater heights.
Running a connected business has never been more complicated. Mobile devices, fractured channels, exploding numbers of data sources and the massive growth of cloud applications have cluttered the landscape. Together MuleSoft and Deloitte Digital are delivering transformational outcomes for our clients. By making any data or device pluggable and reusable in an application network our customers are able to unlock new revenue channels, create better customer and employee experiences and drive operational efficiencies.”

- Ross Mason, Founder & VP Product Strategy, MuleSoft

Deloitte Digital and MuleSoft help customers across a number of strategic IT and business initiatives.

**IT INITIATIVES**
- Mobile applications delivery
- Customer-centric initiatives
- Reimagining IT systems
- Cloud migration
- Merger & acquisition

**BUSINESS OUTCOMES**
- New revenue channels
- Better customer, employee, partner experiences
- Operational effectiveness

We offer solutions that enable businesses to transform themselves and take advantage of the opportunities for attracting, engaging, and securing customers in new ways. Deloitte Digital and MuleSoft are working together to make it easier for IT organizations to connect any application, data source, or API – whether in the cloud, on-premises, or hybrid – to resolve their business and integration issues and address the overwhelming demand to increase productivity.

The strength of this alliance is helping CIOs meet the continuously evolving demand to connect to data that can be used to take advantage of disruptors and create transformation opportunities for the business. For example:

**HEALTHCARE**
- Transforming the patient engagement experience

**Retail**
- Offering a consistent consumer experience across mobile, web, and retail stores

**Government**
- Providing government agencies with a real-time platform to engage

**Banking**
- Driving a complete digital banking experience without branches and tellers
MuleSoft Anypoint Platform™ solves the most challenging connectivity problems across SOA, SaaS, and APIs.

It's a unified, highly productive, hybrid integration platform that creates a seamless application network of apps, data, and devices with API-led connectivity:

- Turn IT assets into reusable, self-service building blocks to automate business processes
- Rapidly build new products and services
- Reuse connectivity assets as your consumer or market demands change

Deloitte Digital and MuleSoft offer thought leadership and enterprise-grade connectivity to extend opportunities for commerce and speed.
Deloitte Digital’s MemberConnect is a health plan accelerator that allows our clients to connect with consumers in new ways due to shifts in healthcare regulations and business landscapes. This industry-focused accelerator puts an emphasis on providing an intuitive approach to the customer journey by focusing on omni-channel interactions with a holistic view of the customer.

The solution is designed to address the specific challenges and shortcomings of the health plan customer engagement, while maintaining the security and governance needed when interacting within compliance requirements. MuleSoft is the chosen technology to provide industry leading API and connectivity capabilities for the MemberConnect accelerator. With the MuleSoft Anypoint Platform, our solution enables providers to address specific challenges and support end-to-end interactions across the customer journey, allowing us to more effectively attract, acquire, serve, and engage customers to increase sales and improve experience and customer retention.

Alliances are critical to the exponential connection.

1. ATTRACT
   - Core & Social Marketing
   - Information Capture
   - Customer Segmentation
   - Complex Campaign
   - Management

2. ACQUIRE
   Guide shoppers through a personalized sales process by reusing information in all interactions regardless of channel

3. SERVE
   - Omni-channel Support
   - Cross-sell/Upsell
   - 360 Degree Customer View

4. ENGAGE
   - Wellness Programs
   - Ecosystem Orchestration
   - Adoption Measurement
Reimagine, deliver, and run the future of your business.

Deloitte Digital is creating a new model for a new age. We're an agency, a consultancy, and a technology development group. Rather than just implementing the MuleSoft platform, we combine it with leading digital creativity and deep industry knowledge to help resolve our clients’ business issues.

Deloitte Digital has helped some of the world’s largest companies redefine their business strategy and implement organizational change. As we work with you to create a well-defined and innovative customer experience strategy, we can draw on our experience in human capital management and business transformation to help you implement the business changes that may be needed to become more customer-centric.

Our strategic process is also backed by the broad range of Deloitte Consulting LLP’s experience and skills that we can tap into through our global network of member firms. From change management to UX design and technology implementation, our teams bring the right skills needed to work towards making your project a success.
Deloitte Consulting LLP recognized industry accolades:

Deloitte named a global leader in Business Transformation Consulting by Forrester Research, Inc.

Deloitte ranked #1 in Consulting in North America based on revenue by Kennedy
Source: Kennedy Consulting Research & Advisory; Geographic Consulting Market Outlook 2014: North America; Kennedy Consulting Research & Advisory estimates ©2014 Kennedy Information, LLC. Reproduced under license

Deloitte ranked #1 globally in Management Consulting based on revenue and market share by Kennedy
Source: Kennedy Consulting Research & Advisory; Global Consulting market Index 2013; Kennedy Consulting Research & Advisory estimates ©2014 Kennedy Information, LLC. Reproduced under license

Deloitte ranked #1 globally in Consulting based on revenue by Gartner

Deloitte ranked #1 globally in Consulting based on revenue and market share by Kennedy
Source: Kennedy Consulting Research & Advisory; Global Consulting Market Index 2013; Kennedy Consulting Research & Advisory estimates ©2014 Kennedy Information, LLC. Reproduced under license

Deloitte named a leader in the Americas in Business Consulting Services based on capability and strategy by IDC

Deloitte named a worldwide leader in Business Consulting Services based on capability and strategy by IDC

Deloitte named the sole worldwide leader, ranked #1 for Enterprise Performance Management Business Consulting based on capability and strategy by IDC

Deloitte named a global leader in Business Analytics Services based on capabilities by Gartner
MuleSoft is positioned as a recognized and leading provider of on-premises integration technology and iPaaS. Its track record, credibility, and leadership in those markets are a springboard for success in the application services governance market too, given that integration technology is fundamental at implementation stage.”

- Gartner, Magic Quadrant for Applications Services Governance, April 2015
Learn More

To learn more about how the Deloitte Digital and MuleSoft alliance can help you connect and create new possibilities, please visit www.deloittedigital.com or contact one of the following team members:

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