Why Revel?
We are over 200 thinkers, designers, storytellers, and builders inspired by the limitless opportunities each tomorrow brings.

With empathy as our guiding principle, we take a human-centered approach to ignite innovation, create powerful customer experiences, and drive business transformation in a shorter period of time.

Knowing every organization is in a different place with unique needs, future goals and expectations, we understand creativity and flexibility are as important as expertise.

Revel is ready to meet you wherever you are. Revel is ready to roll up our sleeves and make an impact. Revel is ready to partner with you to achieve more, together.

“The world’s most thrilling opportunities will be realized, and the most grinding challenges conquered by systems designed to unlock human creative potential.”

VIKAS KAMRAN
Chief Executive Officer
Trusted Partners to Industry Leaders

building credibility by delivering tangible value

Working regionally across high-tech, retail, and telecom industries, we bring an intentional mix of innovation and proven best practices to deliver meaningful results.
Three components inform our digital transformation capability

**Respect the Past**
Our sweat equity from on-the-ground experiences with customers like Microsoft, T-Mobile, F5 and more have provided countless opportunity to gain insights.

**Optimize the Present**
Leveraging the wisdom of the crowd, we aggregated and rationalized 6 best-in-class frameworks including Gartner, MIT Sloan, Microsoft, and Forrester.

**Project the Future**
We’ve crafted a vision of the future by understanding the mega-trends and customer / competitive forces driving long-term change.
The why, how, and what of a digital organization

**Why**
- Increased Productivity
- Continuous Engagement
- Shorter Time From Concept To Customer
- Peer Pressure

**How**
- Monetizing Trust
- Agile Everything
- Decentralized Operations

**What**
- Empathy
- Autonomy
- Empiricism
- Fail-fast
- Services-oriented

organizations are taking action
organizations are transforming
organizations are focusing on
Our methodology focuses on the five key functional imperatives for a digital organization:

- **Organizational Alignment**: Brand | Vision | Strategy | Metrics
- **Customer Engagement**: Personas | Channels | Experiences
- **Employee Empowerment**: Culture | Roles | Incentives | Environment
- **Product Development**: Intelligence | Innovation | Services
- **Operational Efficiency**: Technology | Information | Processes
How we take action on the key imperatives

**Dream**
- 3 days
- Sample Deliverables:
  - Solution storyboard
  - Value scorecard
  - Customer experience
  - Opportunity backlog
  - Capability maturity map

**Design**
- 6 weeks
- Sample Deliverables:
  - Transformation roadmap
  - Solution architecture
  - Economic impact model
  - Rollout & comms plan
  - Roles & responsibilities

**Deliver**
- 6 – 18 months
- Sample Deliverables:
  - Deployed solutions
  - Operational playbooks
  - Training & adoption
  - Impact reporting
  - Issue & risk tracking
Dream
Agile Strategy

Our proposed Dream Phase timeline

<table>
<thead>
<tr>
<th>T – 2 weeks</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>T + 1 week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prepare</strong></td>
<td><strong>Empathize</strong></td>
<td><strong>Diverge</strong></td>
<td><strong>Converge</strong></td>
<td><strong>Synthesis</strong></td>
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<tr>
<td>Client research</td>
<td>Mission, vision, values</td>
<td>Scenario development</td>
<td>Prioritization</td>
<td>Solution storyboard</td>
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<tr>
<td>Competitor research</td>
<td>Capabilities overview</td>
<td>Brainstorming</td>
<td>Sequencing</td>
<td>Value Scorecard</td>
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<tr>
<td>Audience engagement</td>
<td>Strategic imperatives</td>
<td>Envisioning</td>
<td>Further research list</td>
<td>Customer experience journey</td>
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</tbody>
</table>

**EMPATHIZE**

**WHY** ensuring a shared understanding of organizational core capabilities and goals, mission and vision, competitive landscape, culture and values, etc.

**WHO** Senior leadership

**WHAT** Half day workshop

**DIVERGE**

**WHY** empowering a larger audience, spanning teams, skills, and levels to generate a wide landscape of potential opportunities with a focus on quantity

**WHO** Breadth of levels, skills & areas

**WHAT** Full day workshop

**CONVERGE**

**WHY** bringing capability owners and SMEs together to co-create and unite behind a detailed plan of action to bring an innovative opportunity into reality

**WHO** Capability owners, SMEs & Doers

**WHAT** Full day workshop
Design
We approach the Design phase via a structured framework that engages & enables:

1. Assess each dimension
2. Determine level of maturity
3. Prioritize areas of focus
4. Develop roadmap
5. Execute on roadmap
We manage an ‘innovation pipeline’ to develop a prioritized roadmap, at speed.
Deliver
Our Delivery capabilities span the full program and product lifecycle to maximize agility.

**STRATEGY**
Explore & Ideate

Revel Strategy provides creativity, confidence, and direction in the face of uncertainty and disruptive change.

Our approach trades annual planning cycles for agile sprints that align to the speed of technology and customer demands so you can subtract the noise and add the meaningful.

**EXPERIENCE DESIGN**
Prototype & Test

Revel Experience Design improves agility while reducing risk when developing new experiences.

Our co-creation approach empowers you to take ownership of the design process and solution, so you can minimize time to market without sacrificing quality or confidence.

**ORG ENGAGEMENT**
Communicate & Prepare

Revel Org Engagement liberates employees from their silos to inspire them in more purposeful and personal ways.

Whether it’s a new technology or structural reorg, we empower you to illuminate “the why” behind a change – and motivate your people to contribute to its success.

**TRANSFORMATION**
Commercialize

Revel Transformation creates an agile org that can swiftly and continually adapt to customer needs and market forces.

We put information and human systems in place to power your innovation flywheel, so you can perpetually, dynamically, and competitively deliver value to customers, at scale.

**ANALYTICS**
Learn & Optimize

Revel Analytics unlocks the latent potential of data to provide the actionable insights needed to make better decisions.

With equal parts expertise, intuition and creativity, we help you acquire the “right” data, find the “right” signal, and set a long-term course toward an enlightened, mature analytics capability.
Our methodology in action

Landing a digital transformation is highly unique—here is how we ensure the right people at the right time.

In an agile approach there is no one roadmap that covers all situations.

We remain flexible to the specific initiatives and customer needs across all of our resources and communities and dynamically allocate the right resource at the right time.
Appendix
Recently supported non-profit projects:

- Development and launch of a comprehensive social media engagement and fundraising strategy
- Designed and deployed infographic-based content marketing strategy
- Designed and deployed a balanced scorecard for the board and leadership team
- Development of a SROI data model to explore alternative funding sources (i.e. Social Impact Bonds)
- Developed and mobilized strategies for employee engagement and retention
- Participated in Technology Taskforce and Growth & Scale Taskforce to support expansion plans
- Conducted existing mobile-enabled website audit and made recommendations / developed requirements for a new mobile app
- Designed and facilitated Annual Board Retreat

Evidence

One testimonial from Janis Avery (CEO), Treehouse:

“You are making a great difference at Treehouse, adding tremendous value across the organization in terms of the way we use data to inform our work and demonstrate our impact, in developing our social media strategy and presence, in guiding the Board’s strategic vision for the future, and strategies for employee engagement and retention. I am so grateful for your leadership and am honored to nominate you for this award!”

Revel was Awarded the Wendy Walters Truitt Champions for Foster Kids Volunteer Excellence Award
The Team
What you get

The Revel Iceberg: What’s above and below the water line

\| ENGAGEMENT LEAD MINI KIM
\| MANAGING DIRECTOR VIKAS KAMRAN
\| PERSONAS
\| CEO VIKAS KAMRAN
\| TRANSFORMATION DIRECTOR LASZLO KISMARON
\| REVEL COMMUNITIES
\| REVEL PEOPLE PLATFORM

DELIVERY RESOURCES
BELOW THE WATERLINE SUPPORT

<table>
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<tr>
<th>STRATEGY</th>
<th>EXPERIENCE DESIGN</th>
<th>ORGANIZATIONAL ENGAGEMENT</th>
<th>TRANSFORMATION</th>
<th>ANALYTICS</th>
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<tbody>
<tr>
<td>GENERAL ASSEMBLY PARTNERSHIP</td>
<td>HUMAN-CENTERED DESIGN THINKING WORKSHOPS</td>
<td>REVEL ENTREPRENEURIAL CHALLENGE</td>
<td>MY REVEL JOURNEY CAREER PLANNING SUPPORT</td>
<td>MENTORSHIP SHERPAS</td>
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As a strategy and innovation consultant, Minji spends her time obsessing over the intersection of business, design and technology. She has experience in agile product management, design thinking, and organizational change, and has won multiple innovation and invention awards during her time serving as the design lead at a large innovation center where she helped clients design and rapidly prototype new services and products.

In her free time, Minji enjoys exploring new places and has traveled and volunteered in 27 countries. She currently sits on the board of advisors for a Cambodia-based education and professional development organization called Anjali House.

Vikas understands that in an increasingly digital world, executives today are challenged to adapt to new market realities in order to survive and thrive. For more than a decade, Vikas has led Revel to develop strategic initiatives and business opportunities to position the company as a leader in digital transformation. From cloud innovation to infrastructure to customer experience, Vikas continually anticipates and executes new and better ways to accelerate business.

Outside of Revel, Vikas is committed to giving back to his community. He serves on the Board of Directors at City Year Seattle/King County, which supports education and opens opportunities for tomorrow’s leaders.