

# intevity

PEOPLE. PROCESS. TECHNOLOGY

SELECT  
CLIENTS:



Who we are:

Intevity is a  
boutique digital  
transformation  
consultancy.

# We specialize in *next-gen customer experiences* powered by the latest technologies

## WE'VE BUILT AN EXCELLENT DIGITAL CONSULTANCY:

**[ 3X ]** success rate to industry average **[ \$21B ]** in enterprise value created

## OUR FOCUS:

Were obsessed with driving results for our customers by making our customers' customers successful. We leverage the latest technologies to deliver next-gen customer experiences across digital commerce, digital experience, and digital products.

## OUR CUSTOMERS:

We've delivered more than 250 projects to 50+ clients. We serve growth-oriented enterprises (100M to 3B) and private equity backed companies (Growth Capital) with concentrations in CPG, FSI, HealthCare, and Fed Civ/DoD.

B2B & DTC  
Commerce

Omni-Channel  
Customer  
Engagement

Data & AI

Product  
Development



AS A BOUTIQUE DIGITAL TRANSFORMATION CONSULTANCY,

# We have two obsessions:

one.

## OUR CUSTOMERS

We start by listening. Our customers invest in digital transformation to deliver business results. We tailor everything we do to drive measurable business outcomes.

two.

## OUR CUSTOMERS' CUSTOMERS

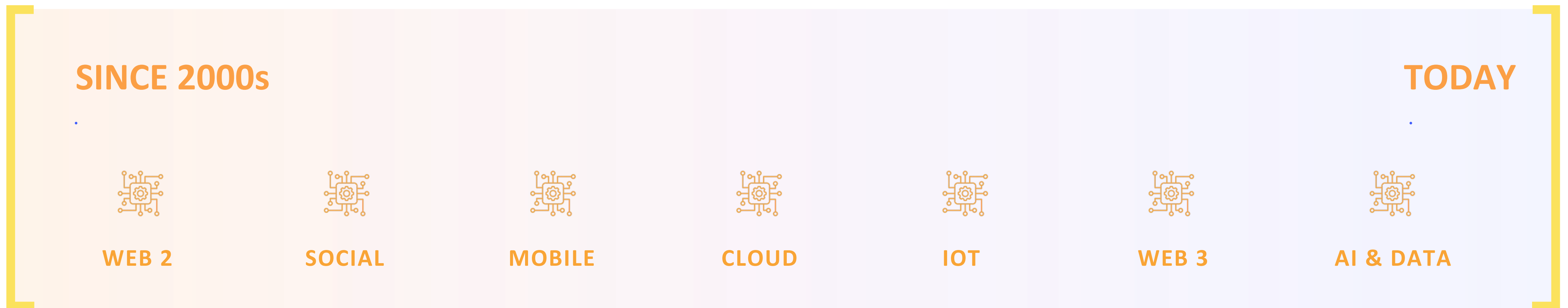
Understanding the customer value created enables us to deliver powerful customer experiences driven by the latest disruptive technologies that deepen and expand the relationship.

THIS ENABLES US TO DELIVER ON THE ONLY THING THAT MATTERS: **RESULTS**



# Since our inception, we've designed and built next-gen customer experiences

INCORPORATING THE LATEST TECHNOLOGY



**THE TECH IS ALWAYS CHANGING. OUR FOCUS STAYS THE SAME.**

# Everyone wants to grow.

Executives invest time and money (and blood, sweat, and tears) to stay on the cutting edge and build a winning company.

Executives hire us  
to deliver this growth  
and get s\*\*\* done



We do this by specializing in  
next-gen customer experiences  
powered by the latest technology

SERVICES

WHAT WE DO

HOW WE DO IT

Digital  
Commerce

Build solutions that create  
consumer and business sales

- VOC and Market Research
- B2B, B2B2C, and B2C Commerce
- OMS & PIMS Integration
- Personalization and Data (AI & ML)

Digital  
Experiences

Build digital touch-points that  
engage, transact, and service  
your customers

- VOC and Market Research
- Omnichannel Customer Engagement
- DXP, WCM, and CRM Implementations
- Service Service Portals
- Bespoke Web and Mobile Application
- Data Aggregation and AI Implementations

Digital  
Products

Build Digital Services, Consumer  
Apps, SaaS Platforms, and  
Digital Infrastructure to take  
to market

- Product Innovation
- Product Research and Design
- Product Engineering and Deployment
- Platform Scalability

# We deliver outsized returns within accelerated timelines

## DIGITAL COMMERCE

### UNDER ARMOUR

E-comm experience and infrastructure

**111x** Online sales growth

### MEIER'S SUPPLY COMPANY

E-comm experience and infrastructure

**200%** Online sales growth, at a 2.5x higher margin than existing channels

## DIGITAL EXPERIENCES

### SAZERAC

Online web experience for 300 brands

**202%** D2C sales growth

### FOUNDATION MEDICINE

Secure intranet design and buildout

**1** Award-winning intranet for 2000+ employees

## DIGITAL PRODUCTS

### DRIZLY

GTM, product mgmt and innovation

**500%** Increase in supplier driven revenue

### SHIFT4PAYMENTS

Payment processing infrastructure

**138%** Increase in throughput performance driving millions in revenue

# SELECT CLIENTS:

## Who we serve

### GROWTH-ORIENTED ENTERPRISES (100M TO 3B)

Looking to innovate, transform, or scale

### PRIVATE EQUITY BACKED COMPANIES (GROWTH CAPITAL)

At critical inflection points and on tight timeframes

### CONCENTRATIONS

CPG , FSI, HealthCare, Fed Civ/DoD.







# Engineering a pioneering platform to catalyze billion-dollar growth

With a vision for a premium digital engagement platform, Under Armour turned to Intevity to identify the right enterprise tools to support growth. We gave them an unexpected piece of advice: invest in building your own platform and get the most from out-of-the-box solutions. The result was an 18-year partnership building upon that foundation.

“Intevity has always been our ‘go to’ partner.”  
– BRIAN JOHNSTON, DIRECTOR OF E-COMMERCE & ENGINEERING, UNDER ARMOUR

## WHAT WE DELIVERED

- B2B and DTC Ecommerce Strategy
- 7 Bespoke and Platform Re-platform Efforts
- Integrated CMS & Merchandising Tooling
- Order management system
- Digital Shelf
- PWA development
- 360 View of the Customer

## THE RESULTS

111X

Online Sales Boost

\$1B

Annual Revenue Breakthrough

18

Years of Go-To Partnership

# SAZERAC

## Building **people-focused** systems to accelerate growth

Intevity empowered Sazerac to look towards a future where they could support a new D2C model and scale for huge growth. By looking beyond short-term efficiencies, we reoriented Sazerac to capitalize on the untapped D2C market – just in time for one of the most unexpected upswings in customer demand.

[ “Intevity has delivered every step of the way from planning and strategy to technology and program management.” ]

– LEWIS BROADNAX, SAZERAC

### WHAT WE DELIVERED

- A digital transformation center of excellence
- Built direct-to-consumer line
- Built enterprise - wide platforms to standardize the customer experience
- Content syndication via a Digital Shelf

### THE RESULTS

202%

D2C sales growth

69%

Online sales growth

30+

Optimized marketing and e-commerce campaigns across 65 brands



**We've built an engine to consistently deliver**  
**next-generation customer experiences:**

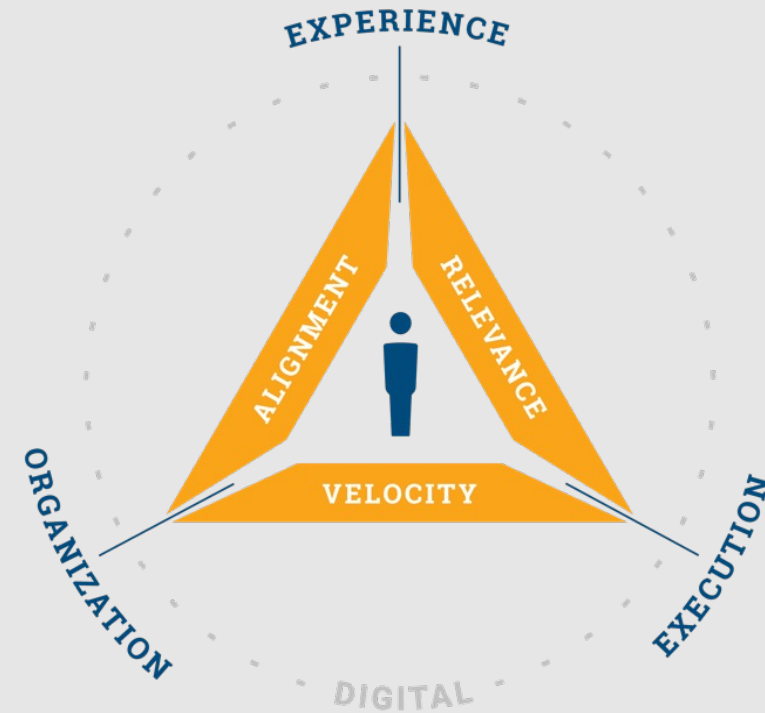
APPROACH

CULTURE

LEADERSHIP

As operators, we’ve developed a differentiated approach that continually recalibrates and drives results

1 UNDERSTAND YOUR CUSTOMER AND IDENTIFY THE RIGHT STRATEGY AT THE START



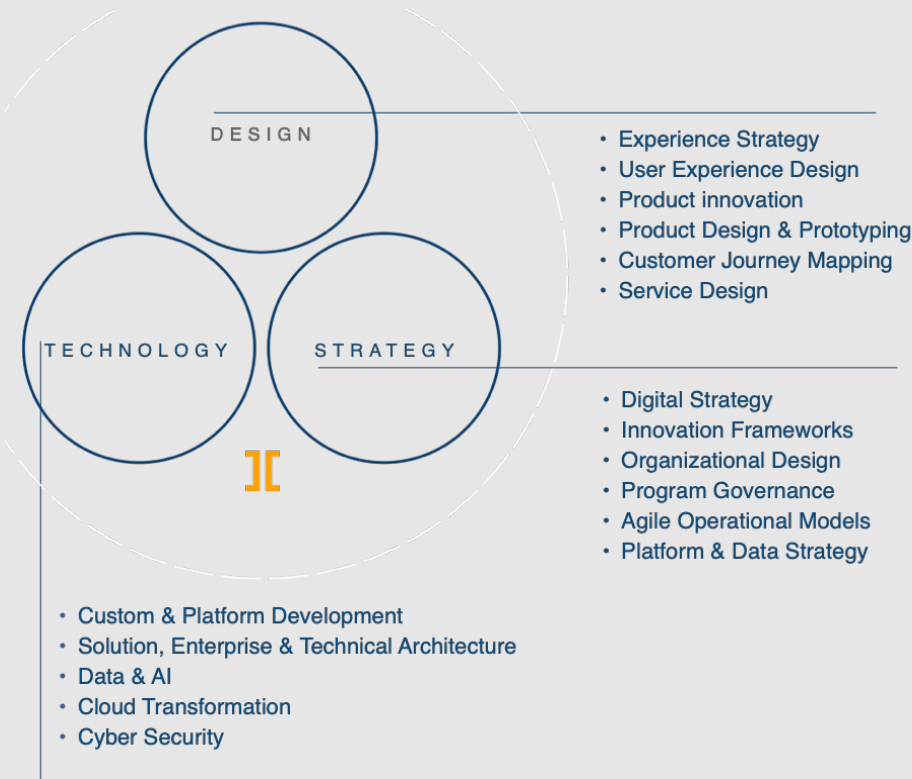
We ensure companies get the most from their technology by understanding this customer and the opportunities that matter.

2 LOCK INTO SOLUTIONS FAST WITH 6-WEEK ACCELERATOR



We drive change quickly with our proven 6-week accelerators, accelerating alignment and locking onto the right solutions to drive forward.

3 RELENTLESSLY EXECUTE WITH SEASONED CROSS DISCIPLINED TEAMS



We gain a deep, holistic understanding of the problems and deploy senior cross-discipline teams to deliver solutions.

We have a

**HUMAN FIRST**

company culture

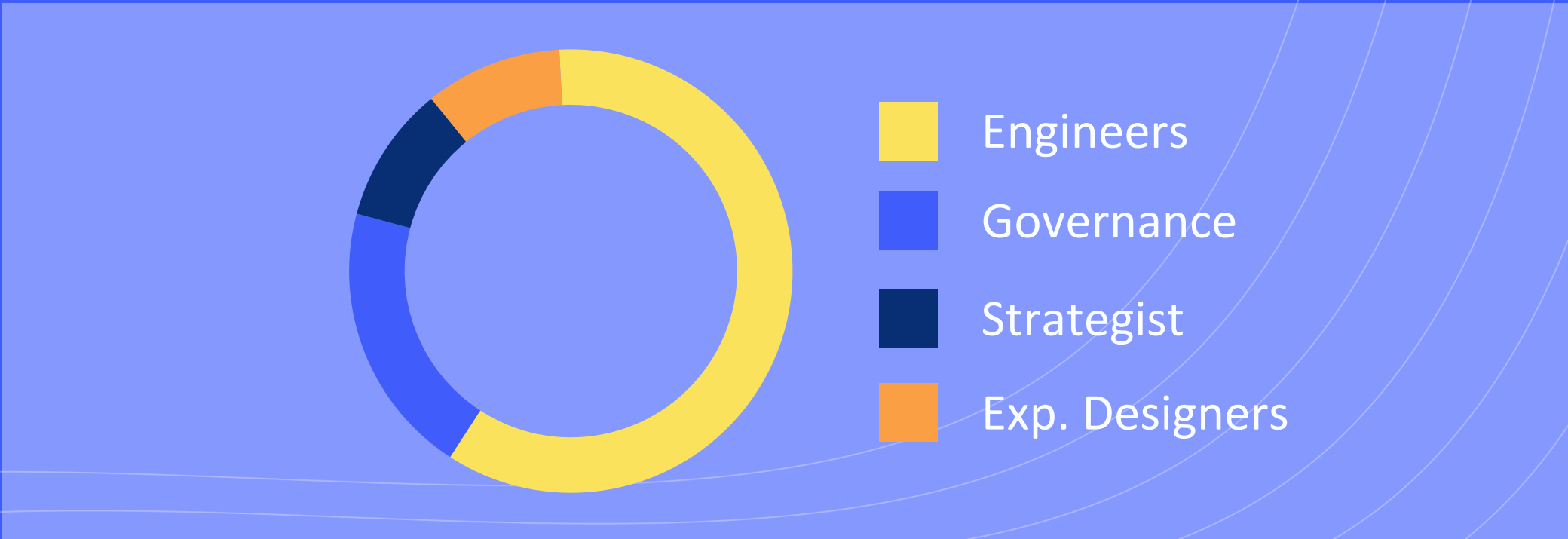
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We care deeply about people and the potential for technology to enrich the human experience. This belief has permeated our culture and informs all we do.

That’s why you’ll love working with us: everything we do is anchored in an empathic, human-first philosophy to ensure that we’ll win together.

Our culture attracts and retains top talent

AND IT DRIVES RESULTS:





It all starts with having the **RIGHT PEOPLE**



**George Jagodzinski**  
CEO



**Steve Adams**  
VP, Consulting Services



**Kevin Okragly**  
VP, Commercial



**Emily Doucette**  
Director, Delivery



**Vanessa Adelman**  
Senior Director, Public Sector



**Eric Webster**  
Director, Digital Solutions



**Andrew Uzzo**  
Senior Manager, Public sector



**Jeannine LeBeau**  
Director, People & Ops





**Thank You.**

