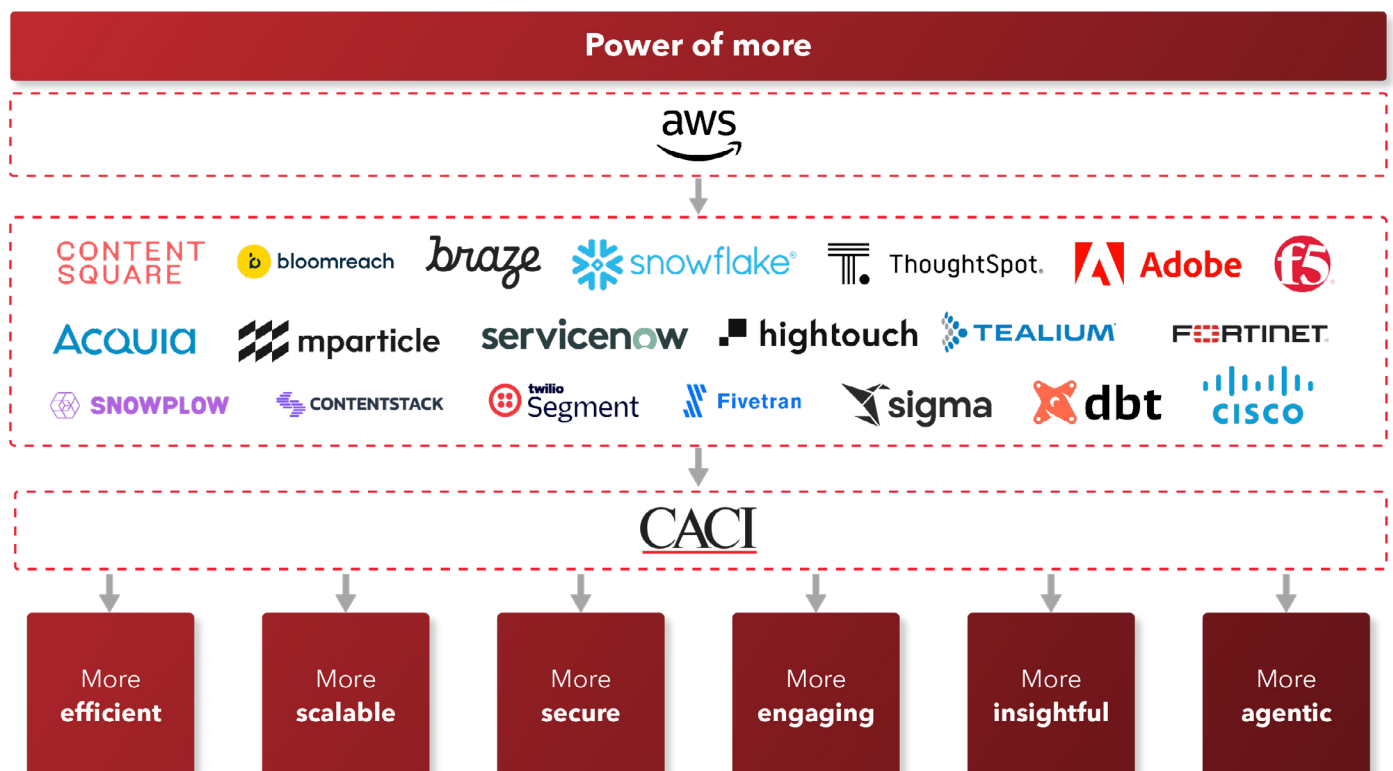


# POWER OF MORE

## Leveraging the power of your data and technology partners to drive efficiency, conversions and ROI

In a world constantly striving for greater efficiency, increased business value and enhanced ROI, working with the right combination of data and technology partners is essential. At CACI, we call this the **power of more**.

Bringing disparate data, systems and solutions together, CACI delivers customer projects alongside our trusted partners. Together, we have successfully delivered projects with leading organisations such as BT, easyJet, DFS and L&G.



### With the strength of CACI’s partner network, we can work with you to be:

**1. More efficient:** supporting organisations to enhance operational processes, reduce business latency and accelerate decision-making. Achieved by simplifying and consolidating technologies and strengthening strategic alignment.

**2. More scalable:** ensuring teams, channels and capabilities can scale with confidence. From zero-copy data sharing to architectural alignment with central IT, CACI helps organisations to build a future-ready stack.

**3. More secure:** adopting a security first approach to data and technology has always been standard procedure. With the right partners and architecture, CACI makes security seamless so you can innovate without compromise.

**4. More engaging:** by harnessing data and tech to better understand consumers, CACI unlocks more personalised communication, smarter targeting, and tailored customer journeys – all driving higher conversions and revenue.

**5. More insightful:** helping organisations to unlock faster, deeper and more accurate consumer insights by democratising data access across teams. Whether it's customer behaviour, campaign performance or operational trends, CACI helps to build a holistic view of your customers.

**6. More agentic:** AI is playing an increasingly prominent role in how organisations gather, report on and interpret their data. With a modern, AI-ready stack and a unified approach to architecture, CACI helps you build systems that support independent, informed decision-making at every level.

## How does CACI fit into all of this?

As a systems integrator trusted by leading brands, CACI acts as the glue that ties together independent software vendors and essential cloud solutions like Amazon Web Services (AWS). CACI's work is underpinned by the customer's strategy.

As an AWS Premier Partner, CACI simplifies the procurement process when it comes working with multiple vendors.

## What CACI's customers have achieved through the power of more



- 15% uplift in conversions
- 37% increase in progression
- Improved open rates



- Significant improvements in easyJet's marketing and customer engagement
- Engagement rates, conversion rates and customer lifetime value saw substantial growth
- Strengthened customer relationships, positioning easyJet to thrive in a competitive market



- Implemented predictive models to identify purchasing behaviour and intent
- 47% conversion increase
- 9% average order value increase



- Unification of data to provide insights to commercial teams
- Enhanced understanding of customer usage
- Refine and tailor tariffs to maximise profitability and reduce churn

**"We needed a data and technology partner that could help us think our data strategy through and work with us to define the practices, processes and technology solutions to make it happen."**

**James O'Keefe, Commercial Director and Transformation Lead at L&G**

**Contact us to learn more about the power of more**

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