WIPFLI | DIGITAL
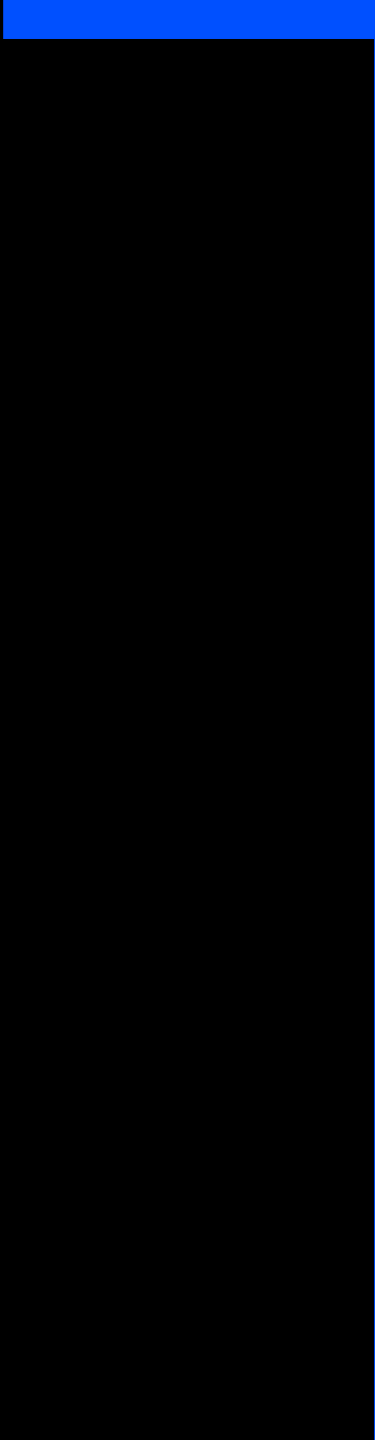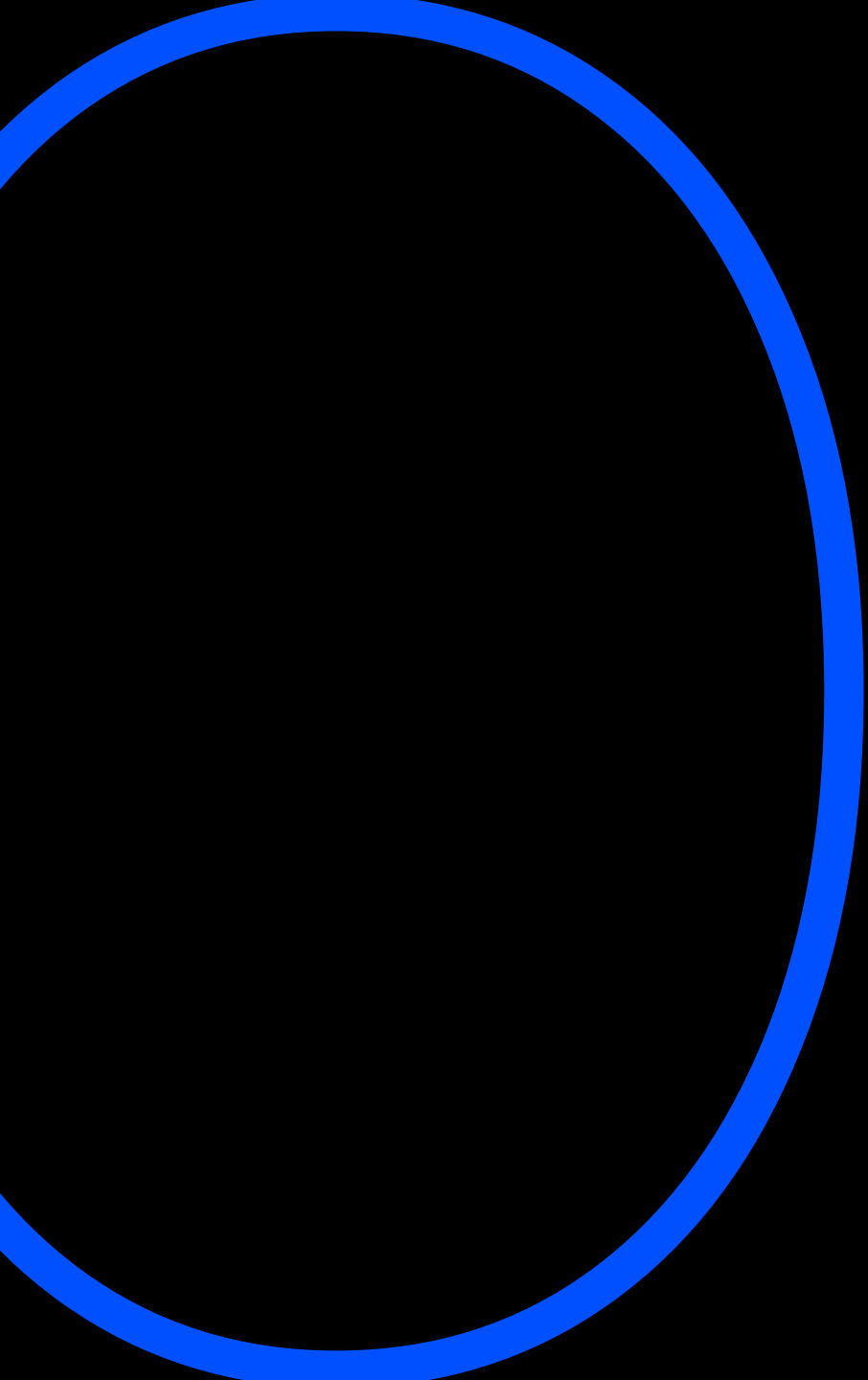
YOUR DIGITAL CAN DO MORE.

Who is Wipfli?

Full Service Offerings

Tax and audit
We go beyond numbers to deliver strategy and tactics to mitigate liabilities and meet compliance regulations.

Digital Transformation
From strategy and custom software solutions to data, analytics, ERPs, CRMs, we help you connect, transform and grow.

Strategy & optimization
Build the organization you envision with a compelling vision, operational excellence and tech optimization.

Compliance and risk
Our team proactively manages compliance and risk across your organization.

ESG
Build a strategy and produce results that will increase revenue and draw investors and recruits.

People and talent
Navigate people-centered change and optimize talent with the right team, rewards and roles.

Outsourcing
Optimize your day-to-day operations when our team handles your accounting, controller, payroll, technology and cybersecurity needs.

Business transition
Be confident in your future with support in transition, succession planning, M&A and valuations.

Organizational development
Build the team you need to lead today and tomorrow to scale your growth and increase your value.

THERE AT EVERY TURN.

From Fortune 500 to growing mid-market leaders, we've earned the trust of thousands of organizations through the strength of our commitment, craft and connection. We're your proven partner, and our team is always available to provide perspective, answer questions and support implementation.

500+

team members in more

than 20 digital disciplines

25+

years working in

digital innovation

1,600+ clients served

in the past year

Allstate.

intuit

Microsoft

Operation Smile

TEAM RUBICON

USA

Wipfli Digital supports your digital evolution at every step along the journey.

digital.wipfli.com

Digital Strategy

Research | Customer Journey | Design Alignment | Digital Roadmap

Enterprise Solutions

CRM | Marketing Automation | ERP | DCS | iPaaS

Cyber Security

Threat Assessment | Data Recovery | Managed Security | Cloud | Compliance

Custom Software & Apps

iOS & Android Apps | Responsive Web | Portals

Data & Analytics

CDP | Automation & Visualization | ML & AI | Warehouse | Governance | Data Strategy

Managed Services

24/7 Support Desk | IT Health Checks | Network Monitoring | vCIO

WIPFLI | DIGITAL

Built to take you beyond.

WIPFLI DIGITAL IS MADE UP OF PASSIONATE, HIGH-PERFORMING TECHNOLOGY SPECIALISTS WHO USE THEIR TALENTS TO CREATE UNPARALLELED SOLUTIONS THAT ELEVATE YOUR ORGANIZATION.

We offer the imagination and knowledge of a digital agency backed by the resources of a global advisory firm. Our team possesses the perspective and skills needed to help you scale with speed, work smarter and increase profitability.

DIGITAL STRATEGY

Technology can be a force that creates momentum for your organization year after year. Together, we'll evaluate your tools, discover opportunities, establish goals and execute strategies that lay the foundation for your future.
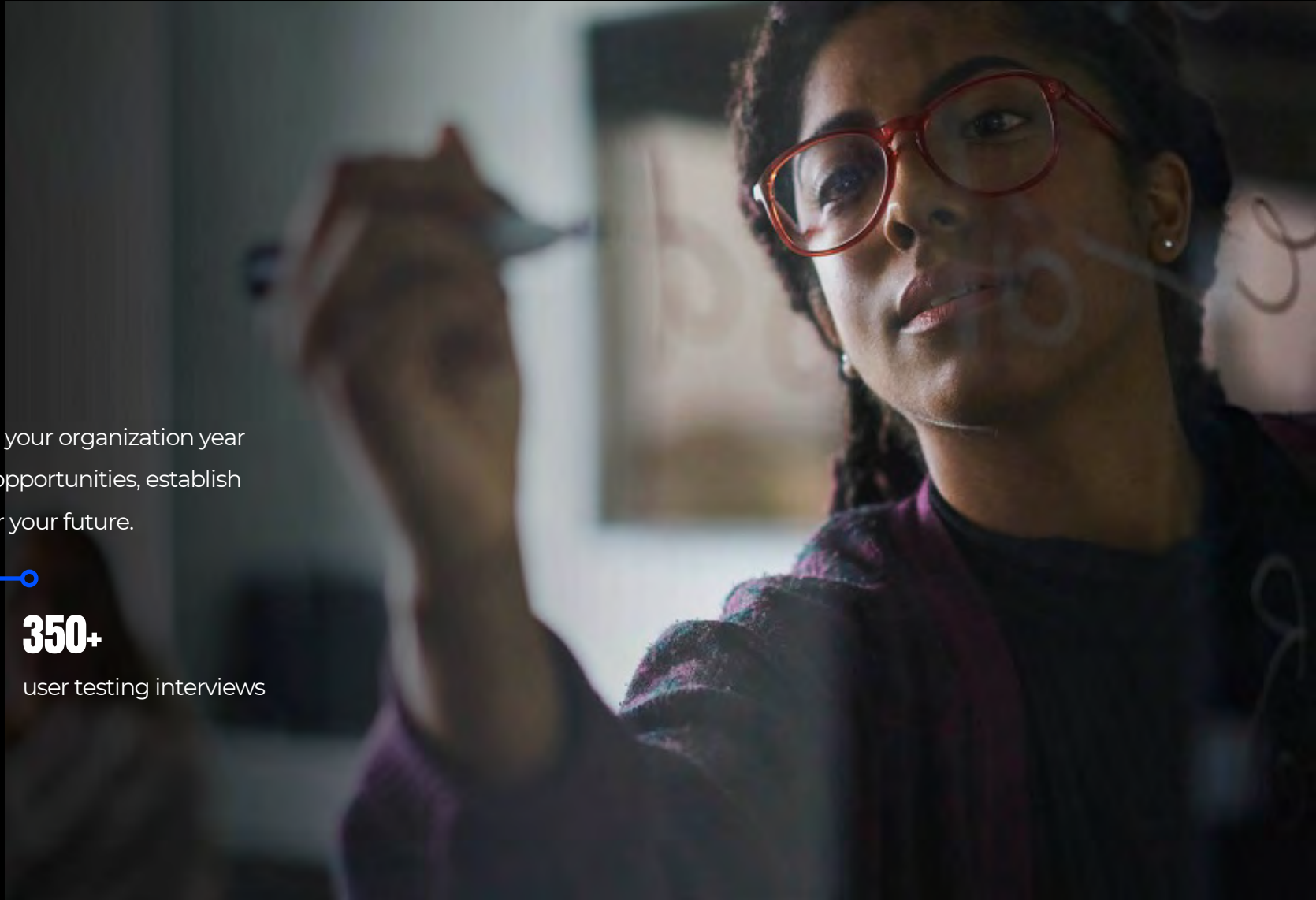
What we do

- Customer research
- Solution design
- Ideation
- System analysis

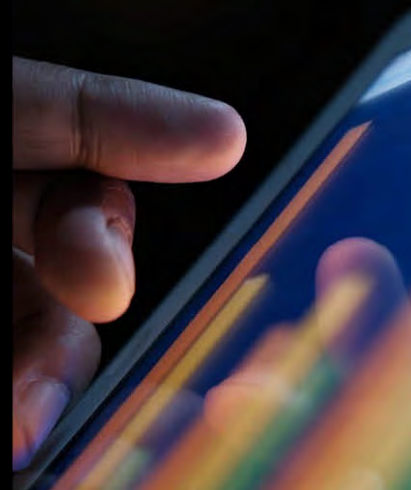### Benefits to your business

- Receive a digital roadmap
- Understand how much budget to allocate
- Implement continuous improvement strategies

350+

user testing interviews

DATA MANAGEMENT

Understand what's happening, move quickly and gain greater insight into your organization by leveraging our partnerships with the premier data visualization and analytics platforms. Our ability to customize these products allows you to provide your team with custom dashboards, uncover new opportunities and work smarter. We'll handle everything from implementation to ongoing support.

Planful

Improve your reporting by utilizing the cloud to view dashboards of financial activities throughout your organization.

Microsoft Azure

Uncover new data across multiple clouds, then see how it all comes to life to bring new opportunities to your company.

Qlik

Simplify your data visualization and make operational insights easier to interpret, then act upon them for your employees.

Snowflake

Combine cloud-based data with analytics as a service to discover information capable of transforming your business.

Microsoft Power BI

Collect, analyze and assess big data to help drive decision-making for your team.

MuleSoft

Turn your organization's assets into reusable building blocks that can be used to help you scale, increase efficiency and drive success.

DATA & ANALYTICS

Your productivity and profitability will benefit from a deeper look at data. Let us collect the information, then distill it into insights that will boost your performance, productivity and profitability.

What we do
- Dashboards
- Data warehousing
- Data integration
- Predictive analytics
- AI
- Machine learning

Benefits to
your business
- Find opportunities
  to save
- Maximize profitability
- Use employees' time
  more effectively

200+
implementations

10+
industries

1,000+
scenario forecasts

02

AI is HERE

The changes we're experiencing right now as a result of technology aren't planning to slow down anytime soon.

100M

In the past year, two brand new apps have set records for reaching 100 million total users.

- ChatGPT: 2 months
- Threads: 5 days

Time to Reach 100M Users
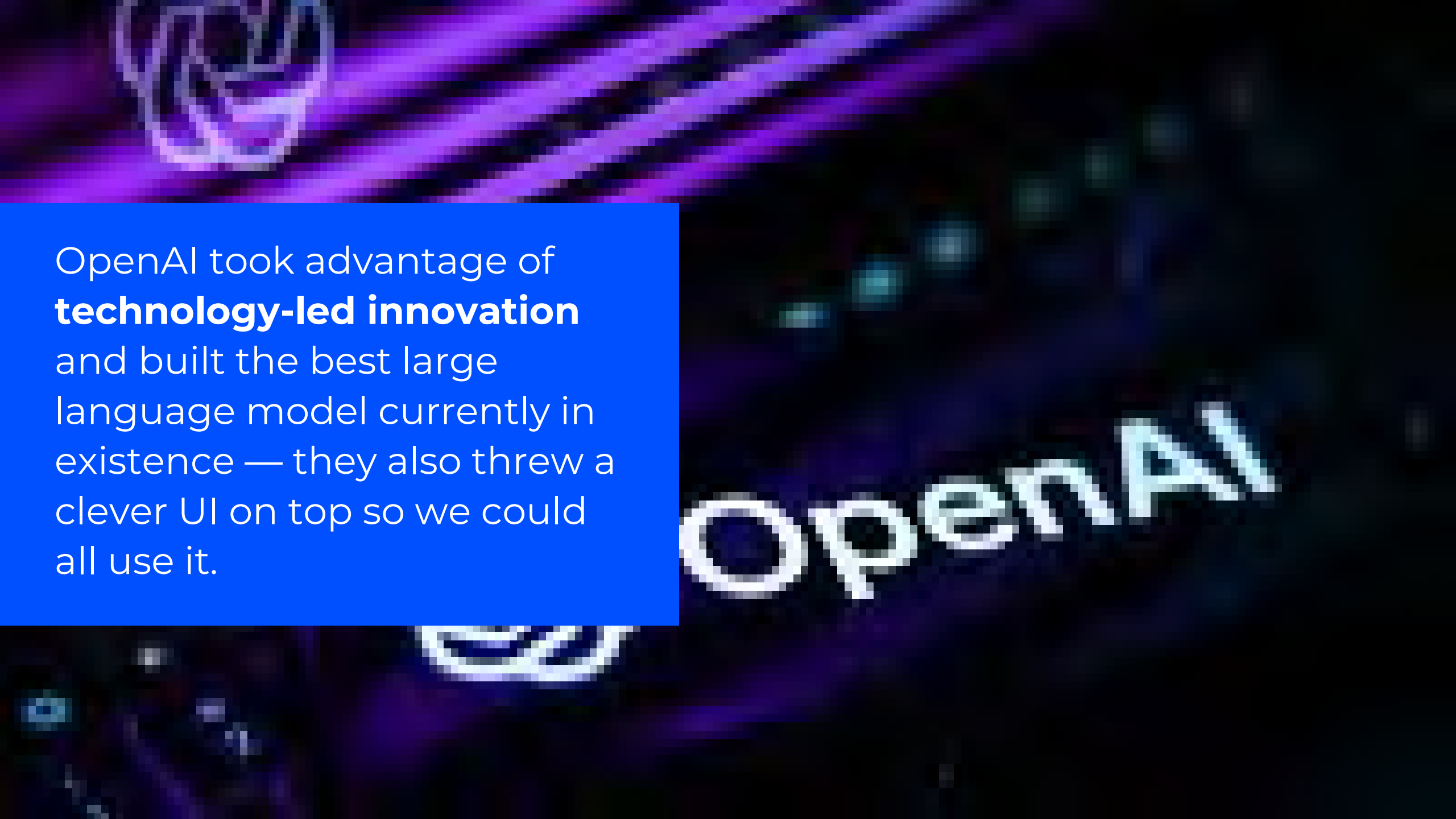
Months to get to 100 million global Monthly Active Users

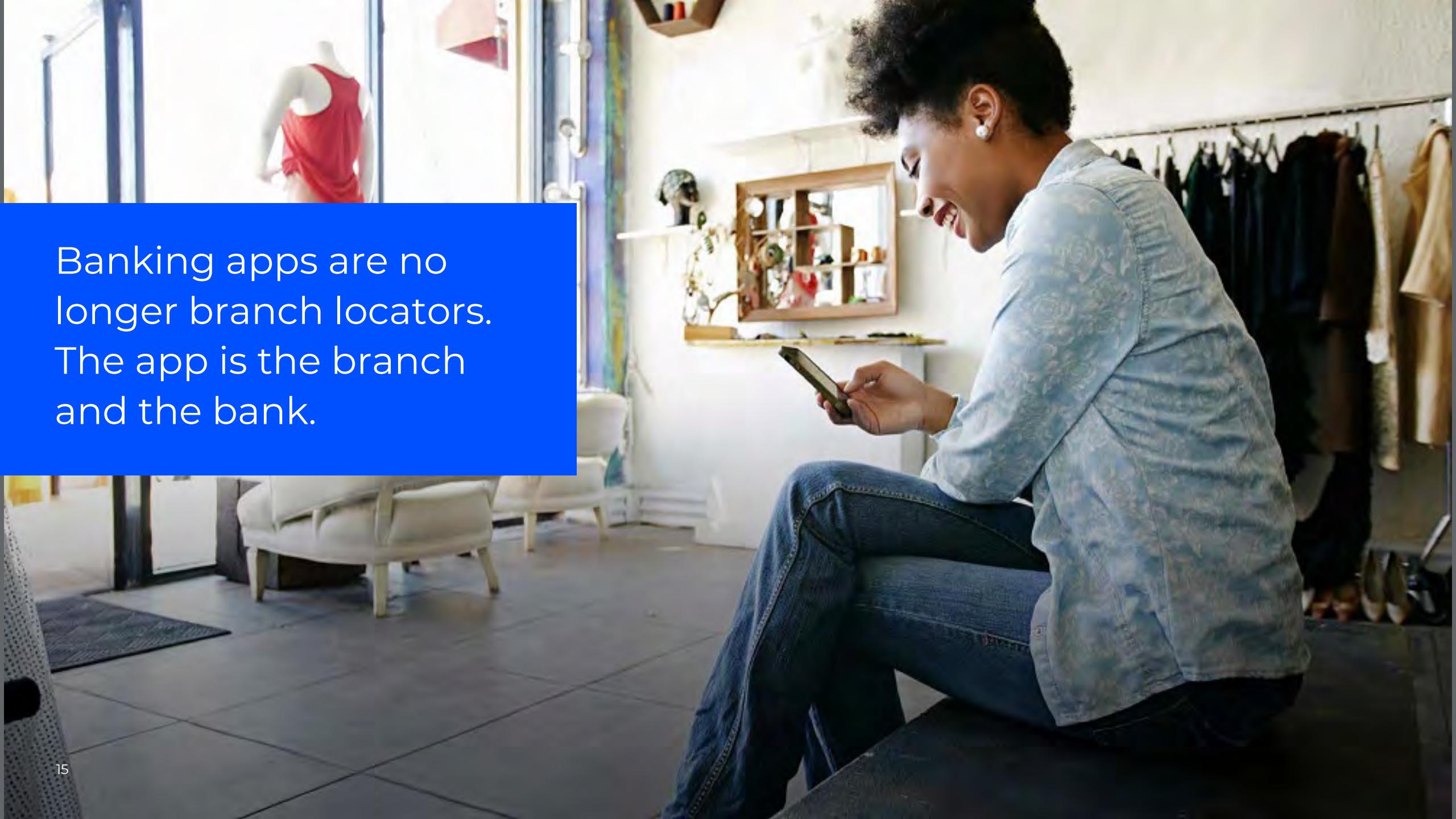| Google Translate	Uber	Telegram	Spotify	Pinterest	Instagram	TikTok	ChatGPT
78	70	61	55	41	30	9	2
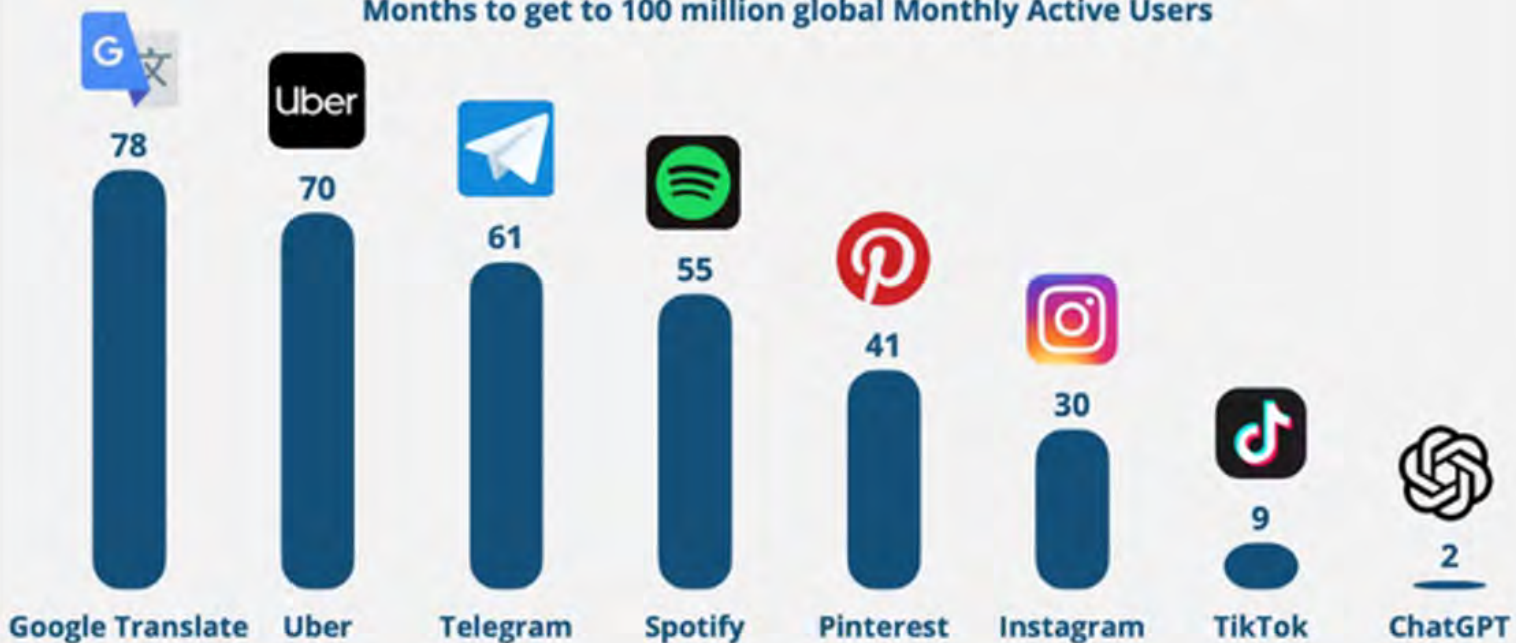
Source: UBS / Yahoo Finance

@EconomyApp

APP ECONOMY INSIGHTS

"iPhone Moment"

OpenAI took advantage of **technology-led innovation** and built the best large language model currently in existence — they also threw a clever UI on top so we could all use it.

Banking apps are no longer branch locators. The app is the branch and the bank.

Wealth managers are no longer financial co-pilots. Data and analytics are.

Insurance agents are no longer policy and claims experts. Chatbots are.

This is not an accident. OpenAI, Meta, and others changing the game for every industry have designed their platforms to encourage mass adoption and consistent engagement.

Only companies that are poised to lead through change will be the ones surviving in 10-20 years.

Cloud computing has enabled every business to rapidly build and scale new businesses in spaces where businesses didn't exist before.

Cloud computing and, increasingly, open banking, are changing how consumers think about finance. 47% of new checking accounts opened in 2023 have gone to digital banks or Fintechs.

Source: Cornerstone Advisors

Artificial Intelligence is the most recent seismic shift in on we approach technological innovation. No industry or customer group is immune to AI.