

# Open your mind to the possibilities



## RSM'S TECHNOLOGY EXPERIENCE CENTER

Artificial intelligence. The internet of things (IoT). Blockchain. Augmented reality. If you're confused about how these emerging technologies can affect your future business success, you're not alone.

Emerging technologies are a key factor in sustained growth and success for businesses. But many middle market companies often struggle to keep pace. Staying on top of new tools and solutions can be overwhelming, and it can be difficult to visualize the potential impact for your business.

### The RSM Technology Experience Center can help

To demystify emerging technologies and help your organization develop a clear and cohesive technology road map, RSM has established a technology center. The center creates a fully immersive technology environment, enabling you to see, feel and experience solutions that you would not typically be able to access—all in a real-world setting.

The RSM Technology Experience Center provides hands-on experience with a broad and diverse set of solutions, including enterprise resource planning (ERP), customer relationship management (CRM), business intelligence, application development, cloud computing, IoT, artificial intelligence and mixed reality. In addition to the benefits of experiencing innovation up close, RSM's experienced advisors collaborate directly with you and provide objective insights regarding which solutions align best with your unique business processes and goals.

### Get hands-on experience with cutting-edge tools and technology

Developing a centralized testing environment in your organization to assess available technology solutions would be complicated and costly. The RSM Technology Experience Center offers you access to a knowledgeable team, savvy in technology innovation, which lets you directly experience solutions that can benefit your business.

Instead of responding to a need for a specific upgrade or a single-point solution, the RSM Technology Experience Center enables RSM's advisors to work with you to evaluate and enhance your entire technology road map. Our professionals bring fresh perspectives to your digital transformation plan, helping you determine what is possible, capitalize on opportunities that address your business problems and bring the best possible solutions to life.



## Envision the possibilities

The RSM Technology Experience Center features a “technology bar” with dozens of hardware devices designed for several types of activities, including modern point-of-sale systems for retail organizations, touch screen technology for a variety of applications, and wearable technology and mixed reality headsets to enhance communication and collaboration.

Historically, companies often evaluated multiple technologies on a computer screen, but the technology bar allows you to physically interact with available tools to see potential benefits firsthand.

In addition, the RSM Technology Experience Center allows you to experience solutions from many different perspectives, including strategy sessions, solution architecture design sessions, demonstrations, proofs-of-concept, hackathons and training. This level of flexibility enables our advisors to tailor your experience based on your specific industry scenarios and envisioned uses. The center also has leading audio/video capabilities, which can be used to distribute content to any additional stakeholders for access remotely.

## Proactively address business and industry issues

The RSM Technology Experience Center provides more than 30 unique customer immersion experiences—interactive exercises that, with the support of RSM advisors, walk you through several business issues to show how available solutions can address potential challenges. These include scenarios such as efficiently addressing margin concerns, analyzing complex data, keeping information secure and identifying new sales opportunities.

Since markets and business models vary, the RSM Technology Experience Center also offers “vertical vignettes” with detailed depictions of workplaces and technologies associated with several industry sectors. For example, a produce company could participate in a field-to-fork food safety blockchain traceability scenario.

## Leverage advanced insights and innovation

RSM plans to continue to invest in and grow the RSM Technology Experience Center, researching and implementing new technologies on an ongoing basis. We review the innovation and experiences in the center regularly to provide your organization with timely insights to guide your digital transformation initiatives. This helps to ensure the most effective and advanced solutions are available to you at the center.

## Experience the power of being understood®

In today's fast-paced, digitally driven world, the RSM Technology Experience Center creates an environment of collaborative innovation to help middle market companies capture a competitive edge.

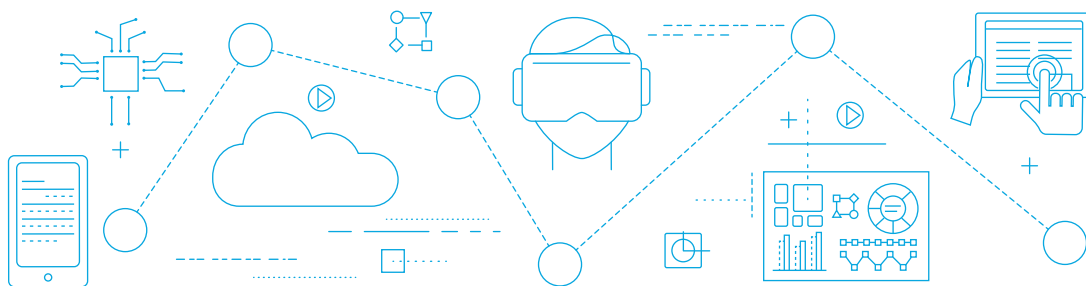
An experience at the RSM Technology Experience Center is just one part of a holistic RSM relationship that can help you improve your operations and drive your digital transformation efforts. Our knowledgeable advisors seek to understand your business on an ongoing basis and collaborate with you to leverage technology to support your growth.

The RSM Technology Experience Center offers you a variety of technologies beyond the theoretical. It provides you with the opportunity to see, touch and feel innovations while also having access to some of RSM's greatest technology minds.

The world is continuously changing. You need to, as well. The RSM Technology Experience Center can help.

“Innovation is part of our history at RSM, and the Technology Experience Center is one way we're continuing to build on that heritage.”

Jeff Johannesen, Chief Strategy and Innovation Officer



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