



Innovate faster with Digital Experience Foundation Accelerator from Avanade

Introducing Avanade's accelerator for Adobe Experience Manager



Exhilarating experiences at speed

Adobe Experience Manager is a comprehensive content management solution for building websites, mobile apps, and forms, making it easy to build, manage and deploy commercial websites and digital marketing content and assets. **What if you could do all that – but faster?** With Avanade's Digital Experience Foundation accelerator, you can enhance the speed, performance, and optimization of your connected and cloud-based customer experiences.

A great match with Microsoft

Smooth customer journeys are built on strong digital foundations. Avanade's accelerator provides an integrated and modern digital marketing foundation on top of Microsoft sales and back office technologies to rapidly engage consumers with seamless, personalized and high-quality digital experiences.

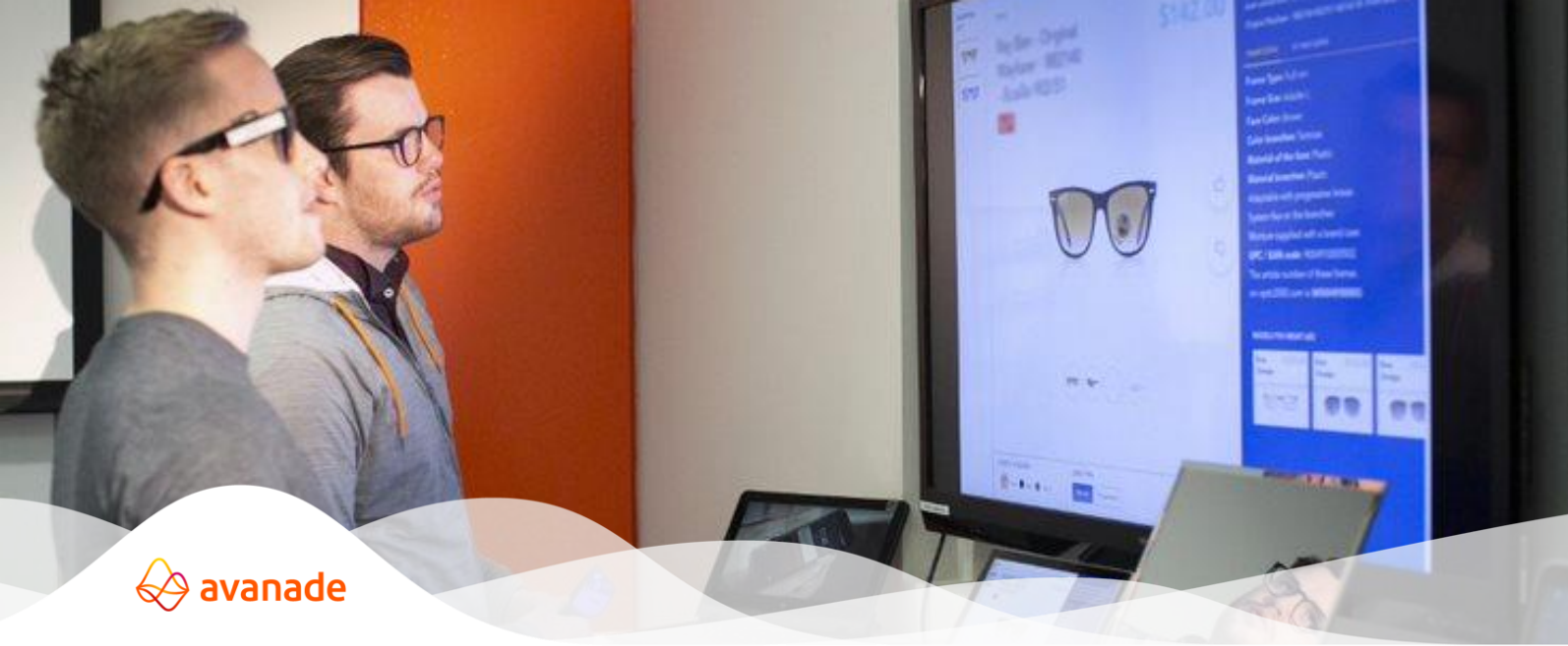
It also prepares organizations for a smoother transition to the cloud.

Get websites up and running with personalization and analytics in as fast as 8-12 weeks replacing legacy CMS applications.

Expedite your digital foundation

With the Avanade Digital Experience Foundation for Adobe Experience Manager solution, organizations can create customer-focused digital transformation, by **expediting the digital foundation of content, data, and AI** — to customize customer experiences at scale. It can help you:

- **Rapidly connect content and data** to deliver the experiences customers expect with powerful technology at the core.
- **Accelerate cloud value realization** by transitioning from Adobe Experience Manager on-prem to Adobe Experience Manager as a cloud service.



Avanade Digital Experience Foundation Accelerator for Adobe Experience Manager

Customized for speed

Every foundation requires a blueprint schematic of integrated components and how they are laid out. A digital foundation is no different. Whether just starting your digital transformation journey or ready to advance to the next level, Avanade's Digital Experience Foundation accelerator can help you progress quickly. Solution blueprints are fully customizable and based on foundations that have worked successfully for other clients.

Toolkit

- Flexible and editable templates
- Over 30 Adobe Experience Manager components, pre-built to the highest standard and industry best practices
- Seamless API integrations
- Pre-configured tag management solution for seamless integration with Analytics and Optimization tools
- A de-coupled front-end layer and Design System compatibility out of the box to manage brand and UX outside the CMS

Automation features

- Code initialization
- Launch environment & property creation
- Low-cost future upgrades

Guidance and documentation

- UX style guide templates and samples
- Instructional guides for executing each phase (Discovery, Implementation & Optimization)
- Optimization, Analytics reporting, and Target testing templates

Key design features

- Design System integration
- Adobe Marketing Cloud integration
- Headless content as default
- Component reusability
- API data security and authoring
- Simple and flexible authoring

Seize the benefits

Business value

Fast time to launch – websites up and running with analytics and personalization in under 90 days*
More rapid innovation
Lower total cost of ownership (TCO)
Content accessibility at scale

IT value

Lower migration risk to Adobe Experience Manager at speed
Lower production costs
Reduce technical debt with low code development

Lower costs. Reduce effort. Go faster.

See anticipated ROI up to:

30% reduction in Adobe Experience Manager development effort

45% reduction on OpEx

80% reduction in Adobe Experience Manager upgrades

Launch in as little as 8-12 weeks to MVP (minimum viable product)



Elevate your experiences now

Avanade is here to help

Evolve from marketer to experience maker

Improve customer experiences across websites, apps, mobile, email, offers and more with optimization that helps you test and hone experiences for higher conversion rates.

Be the catalyst to bring marketing and IT teams together to create a powerful digital foundation of content, data and AI that meets and serves your customers needs.

Get started

Engage Avanade to learn more about how our Digital Experience Foundation accelerator can help you rapidly deliver the best experiences for your customers with cloud-based architecture, personalization for any channel, and automatic testing and targeting at scale. [Contact us today.](#)

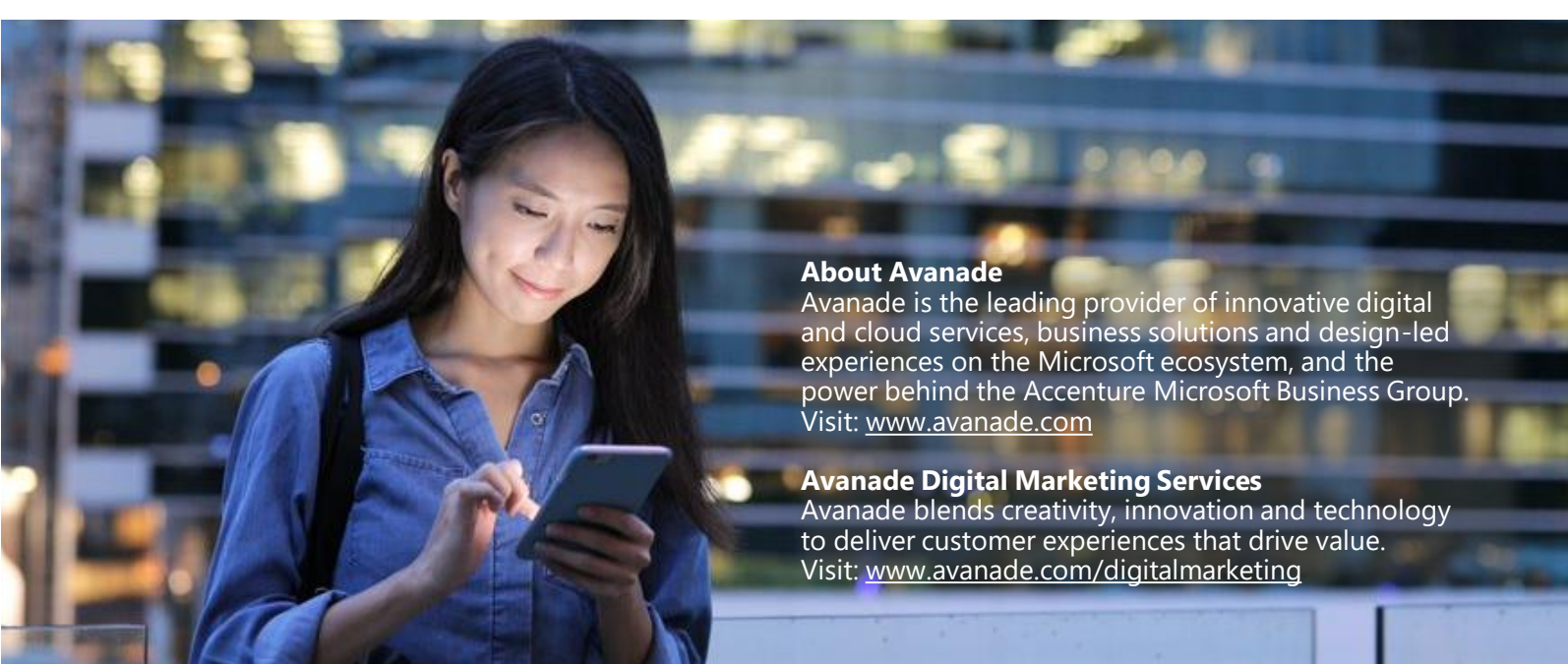
Together with Accenture, **Avanade is a premier global partner for Adobe and Microsoft**, recognized as Adobe 2020 Global Digital Experience Solution Partner of the Year and Microsoft 2020 Global Alliance SI Partner of the Year.



- SPECIALIZED** Adobe Analytics
- SPECIALIZED** Adobe Campaign
- SPECIALIZED** Adobe Experience Manager
- SPECIALIZED** Marketo Engage



- 2020 Partner of the Year Winner
- Alliance Global SI Award
- AI and Machine Learning Award
- Connected Field Service Award
- DevOps Award
- Healthcare Award
- Modern Workplace for Firstline Workers Award
- Australia
- France



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group. Visit: www.avanade.com

Avanade Digital Marketing Services

Avanade blends creativity, innovation and technology to deliver customer experiences that drive value. Visit: www.avanade.com/digitalmarketing