



Benchmark your business maturity and create a blueprint for transformation

Prepare to evolve with Avanade

Digital transformation is complex and difficult to deliver. In recent McKinsey research, only 16% of respondents said their organisations' digital transformations improved performance and equipped them to sustain changes in the long-term.¹

Digital transformation will create competitive advantages through increased business agility, whilst allowing creativity and innovation to flourish and also unlocking data from silos. At Avanade, we devise strategies that inspire seamless business change; we'll help you reap the rewards of transformation, ensuring you progress quickly and see demonstrable results, without making expensive mistakes.

A customer first approach to strategy

First, we'll complete a detailed piece of research to understand your clients and how your current digital environment meets their needs. Then, we'll help you determine the goals of the transformation project, before defining realistic timelines, assigning performance indicators, and aligning these with your business strategy.

Our multi-skilled team will gain a deep understanding of how ready you are for transformation.

Their duties will include:



Customer journey and experience mapping



Technical platform assessments and audits, where relevant



Strategy reviews and workshops



Capability reviews and the creation of a capability matrix



Analysing the strategic and marketing aims of the transformation program



Assessment of your business culture

The support you need

Afterwards, we'll give you a clear set of steps to take – so you'll be ready to start your transformation.

The benefits



The outcomes

- 1 An organisation-wide customer journey map showing pain points and areas to focus efforts
- 2 A clear plan on how to reach your transformational goals
- 3 A detailed technical application and infrastructure assessment
- 4 A summary of your business' ability to change around the program of work

Why Avanade?

Avanade helps companies create game-changing customer experiences.

Experienced at delivering the biggest transformation projects.

Our data, AI and emerging tech expertise can future-proof your business.

Global network of transformation, advisory and consultancy teams working locally with you.

A strong track record with major global brands, such as Volvo Cars, United Airlines, Subway and Merck & Co.

Delivered more Sitecore implementations on Microsoft Azure than any other provider.

A combination of design thinking and tech depth, giving us agency creativity and the technical heritage of a global innovator.

The original Global Sitecore partner, with more staff, MVPs, clients and experience than any Digital Agency.

21 Sitecore Site of the Year and Experience Awards in the last 5 years.

For more information contact:

Chris Horton

Digital Marketing Lead, UK

E: c.horton@avanade.com

M: +44 7798 522 403



Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 38,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

© 2019 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the U.S. and other countries. Other brand and product names are trademarks of their respective owners.

¹ www.mckinsey.com/business-functions/organization/our-insights/unlocking-success-in-digital-transformations