

Avanade and Sitecore

Working together to help you light up the Sitecore Experience Platform



Great customer experiences don't happen by accident

Your customers are changing. Your channels are changing. And your competition is changing. Your customers want great personalized experiences, across multiple channels, and your competitors are vying to deliver it better and faster. To win in this environment, you must be ahead of the game.

Building these great customer experiences extends far beyond a single website or campaign. It connects across your customer experience strategy, creates interest through design, iterates with data and insights, and scales across channels, creating excitement for customers and employees alike.

Only

14%

of companies believe they are one step ahead of customer expectations¹

Triple your return by investing in a customer experience strategy

It should come as no surprise that companies that have a digital customer experience strategy, tend to outperform those who don't, but by how much? Avanade and Sitecore® teamed up with third party research team, Vanson Bourne, to survey over 800 decision makers, across industries world-wide to find out. Organizations are seeing ~19% growth across key metrics like sales and revenue growth while increasing customer satisfaction as high as 58%. All of this combines to a 3X return for your marketing dollar spend and as high as 5x in some industries.

Make it happen with Avanade and the Sitecore Experience Platform

Avanade works with you to build bottom line impact with your customer experience using the Sitecore Experience Platform. We can help you think end-to-end across your strategy, technology, change enablement, commerce, analytics and more, and delivered your way. With our Digital Marketing Managed Services solution, we can even run it for you, too.



Content Management

Using Sitecore's Web Experience Platform, we help you to consolidate your content management, shift to the cloud and build your customer experience strategy, roadmap and business case. We also provide creative UX design connected to your strategy, brand and long-term goals.



Customer Intelligence

Using Sitecore's Experience Database (xDB), we help you deliver experiences by connecting existing customer and back-end data, plus more in Microsoft Azure. Accelerate your understanding of your customers and predict behavior with advanced analytics capabilities.



Cross-Channel Delivery

Using a combination of the functionality within Sitecore's Email, Social and Federated Experience Management tools, we help you to integrate Sitecore with your existing tools to give a full picture of your marketing to customers across your online and offline experiences, to deliver a connected customer journey.



Commerce Tools

Using Sitecore Commerce and Microsoft Dynamics together, we help you to realize commerce opportunities within your current web experience and monetize your web channel and connect your marketing, sales and service experiences. All whilst continuing to build your brand awareness.

We can run it for you too

With our Digital Marketing Managed Services solution, you can get back to managing your brand.

These services help accelerate the initialization, deployment and ongoing management of digital marketing platforms like Sitecore. We harness the work of hundreds of clients to help you get going on a new customer experience platform while providing tips and tricks without you having to pay for extensive consulting hours. It's a pay-as-you-go, managed offering for marketers, enabling you to get to market fast, at scale and with speed.

In Action: Williams wanted its new website fast—racing fast. Avanade delivered

Williams Martini Racing is one of the world's leading Formula One race teams. For more than 40 years, it has excited fans and built a reputation for excellence and achievement. It is known for its slick designs, high-performance, fast cars and exuberant fans and it wanted the same for its website. It needed a digital platform to reflect the same characteristics as its brand so that it can support and respond to fan excitement.

Avanade deployed the new site using Sitecore on Microsoft Azure to make site updates fast and easy for non-technical marketing staff to implement. A simple Sitecore CMS solution satisfied Williams's ambitions. It enabled the team to streamline workflow to regularly manage content. It also offered a slick new design to match its cars. Over the next year, Williams has continued to optimise the site, adding new features such as a social media wall, videos, partner sections and more. By the end of 2016, the site had doubled in size.



Our expertise on Sitecore

Combining creative and technology expertise at global scale, Avanade helps businesses improve the digital customer experience and win their digital future. And Sitecore is the global leader in customer experience management. Together, we're hard to beat.

With more Sitecore-certified professionals than any other partner and as Sitecore's first and only Global Platinum Implementation Partner, we know how to get the most from the customer experience management platform.

 **1st** and only Sitecore Global Platinum Implementation Partner

250+ Sitecore customers with projects delivered in 20+ countries

1300 Sitecore trained consultants (more than any other firm in the world)

 **17** Sitecore Experience Awards

Contact us today to learn how Avanade can help delight your customers



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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