

Win your digital future

Executive Summary

Digital changes everything about how you market. Your customers are more connected, more informed, and more empowered to engage – on their terms – than ever before. Successful marketing organizations must reinvent their role in their customers' digital world, create memorable, engaging experiences and use modern digital marketing platforms to scale and respond quickly, to lead the marketplace

What is Avanade's Digital Marketing Offering?

Avanade's Digital Marketing offerings include a full spectrum of services across digital marketing strategy, creative and technology services. Avanade provides a portfolio of Digital Marketing solutions and managed services for a range of industries and verticals in areas such as multi-channel experiences, campaign, information, ecommerce, customer self-service and loyalty sites.

"We turned to Avanade to help us execute our vision, partially because they were an existing partner with a strong track record of delivery, but also because we knew that Avanade could be relied on not just on technical expertise but the ability to focus on a workable business solution."

— Paul Gilbert, Global Applications Director, GroupM



It's time to get personal

The digital revolution has changed the game. Customers expect more and they want it now. To retain customers and drive new growth, enterprises must establish digital strategies supported by the necessary people, platforms and processes to deliver integrated, multi-channel customer experiences that use data as a competitive advantage. The businesses that win customers in the digital space will be the businesses of tomorrow.

Be Innovative without being inundated

Enterprises are under increased pressure to innovate, but oftentimes disparate, outdated digital marketing technologies leave marketers without the features needed to respond fast enough or to scale their efforts. It is more important than ever to have integrated, relevant, and personalized experiences across the multitude of digital channels otherwise organizations risk inconsistent digital experiences and ultimately confused, unsatisfied customers.

Reimagine your digital future with Avanade

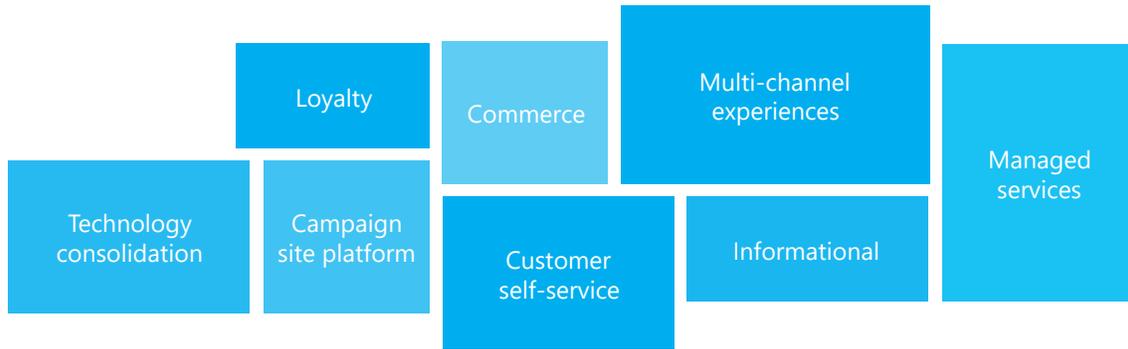
Avanade is uniquely positioned to help you deliver digital customer experiences that build loyalty and enhance your brand. With creative skills and deep roots in technology, we can help you design, deliver and manage end-to-end digital strategies that make sense to customers – and your bottom line. ©2014 Avanade Inc. All rights reserved.

Benefits of Digital Marketing Services:

- Combine Accenture's foremost industry expertise with Avanade's full service capabilities to translate insights into digital solutions that realize results.
- World-class, global experience design capabilities deliver breakthrough creative through research, strategy, and design at economies of scale.
- Avanade provides a consolidated end-to-end platform solution by being able to design, build, and manage digital marketing platforms for customers.
- Sitecore's first and only Global Platinum Partner, Avanade has a complete set of capabilities to help enterprises get the most from their Sitecore and connected platforms to deliver better ROI.
- Leading Microsoft partner for CRM, Data and Analytics, ERP, and Mobility solutions lets customers think holistically about customer engagement, data-driven experiences, digital supply chains, and emerging mobile-enabled experiences.
- Avanade's managed services and cloud expertise gives businesses increased speed, agility and scale to keep pace with customer needs and focus on business outcomes.

Digital Marketing Service Offerings

We provide a range of digital solutions and managed services to help enterprises deliver innovative customer experience solutions to meet business critical needs:



Our solutions draw upon our comprehensive services:

Define		Design		Deliver		Manage	
User Research	User Experience Strategy	Personas & Scenarios	Visual Design	Touch Applications	Web Development	Localization	Application Monitoring
Usability Assessments	Content Strategy	Information Architecture	Production Design	HTML/CSS/ Javascript	WCM & Digital Platforms	Site Support	Testing and QA
Brand Audits	Multi-channel Strategy	Interaction Design	Data Visualization	Adaptive Design	Systems Integration	Site Management	Continuous Enhancements
Analytics	Social Strategy	Prototyping	Motion Design	Security		Technology Infrastructure	Service Level Agreements
	Technology Infrastructure	Usability Testing	Social Integration			Cloud Delivery	
	Cloud Strategy						

Why Digital Marketing Services from Avanade?



**MICROSOFT
MOBILITY
PARTNER
OF THE YEAR
2012 AND 2013**



**MICROSOFT
AZURE
PREFERRED
PARTNER**



**21
MICROSOFT
GOLD
COMPETENCIES**



**1000+
MANAGED
SERVICES
CUSTOMERS
in 50 COUNTRIES**



**FIRST
SITECORE
PLATINUM
PARTNER**

What Digital Marketing can do for our customers?

Unlock New Value

Drive new business growth and stay ahead of the marketplace, by crafting and implementing effective end-to-end digital strategies informed through deep industry insight and digital marketing expertise. Avanade helped a leading beer manufacturer create a new digital channel for an innovative new beer category enabling customers to connect in new ways and leading to new revenue opportunities.

Elevate Customer Engagement

Attract new customers and create loyal customer advocates by delivering more personal, customer-centric experiences. Our experience design skills and user-centric approach combined with our deep expertise in the underlying digital marketing platforms allow your most innovative ideas to be fully experienced. Avanade helped Australia's leading renewable energy company create a more engaging, personalized web experience giving customers new ways to make energy decisions, take action, and save money

Respond Faster to Market Needs

With a streamlined, integrated digital marketing platform, both marketing and IT will be able to respond quickly and efficiently to marketplace disruptions and emerging customer needs. Avanade helped evolve the web presence of one of the world's leading health organizations enabling multiple groups to share, track, and manage information more effectively and ultimately make better decisions.

For more information:

To learn more about Avanade Digital Marketing Services, contact an Avanade expert or visit: <http://www.avanade.com/en-us/offerings/pages/digital-marketing-solutions.aspx>



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 29,000 professionals in 23 countries. Visit us at www.avanade.com.

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