

Are you looking for a more
complete digital vision
and strategy?

Avanade can help align stakeholders in
this highly-interactive workshop



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How can you harness digital technologies to compete smarter—creating better products, services and customer experiences?

First, you need a comprehensive digital strategy, supported by a digital vision that is shared by the stakeholders in your business. Sound challenging? It is. That's why Avanade has developed our **KickStart** and **Ignition Workshops**. We bring together your core stakeholders with Avanade digital experts at one of two *collaborative, highly-interactive planning sessions*, depending on the state of your business and your objectives. The workshops help align your stakeholders on a digital vision and set a foundation for a customer-centric digital strategy.



These workshops promote a thorough understanding and put you on a path to a strong digital ecosystem. They also help you understand how a connected platform will affect your business operations and enable data-driven decisions to measure and optimize your digital marketing efforts.

How will these workshops change the way we do business? What to expect — the three pillars for success.



1: Align and energize your stakeholders on a digital vision

- Integrate stakeholders and enable your organization's groups, departments or global locations to more effectively collaborate and make decisions
- All parties gain a shared understanding of the digital maturity, key business strategies and how they work with the customer needs and perspectives
- The investigation into your marketing state, systems being used, current processes, as well as what's working and what's not; will jumpstart initiatives and lead to a faster discovery or plan/analyze phase
- Align stakeholders earlier in the process to reduce weeks trying to get a project kicked off the ground

2: Set a foundation for your customer-centric digital strategy

- Gain a shared understanding of your business needs, user needs and future goals
- Identify opportunities, challenges and set priorities
- Take the first step in developing a digital vision and roadmap necessary for you to create compelling customer experiences
- Define competitive advantages to be gained
- Align your strategic objectives with your marketing activities
- Develop a vision for your business that will last for years and support evolving systems and sites across various devices down the road

3: Understand how to become a truly digital business

- Learn how to create effective, personalized customer experiences across devices, channels and lifecycles
- Understand how a truly connected digital platform with effective publishing tools can create compelling, customer experiences focused on awareness, engagement and personalization
- Avanade's experience with Sitecore gives us a unique perspective for leveraging Sitecore as a powerful tool for doing dynamic personalized marketing
- Analyze existing business processes, pain points and goals to begin discussions on the redesign of processes and tools to maximize your efficiency
- Understand how to measure and optimize performance using data and analytics tools to boost customer engagement and conversion rates, cross-channel insights and analytics

Two workshops — one vision.

We offer two workshops: **KickStart** and **Ignition**.

Both workshops are customized to focus on your goals and objectives, and depend on the state of your business.

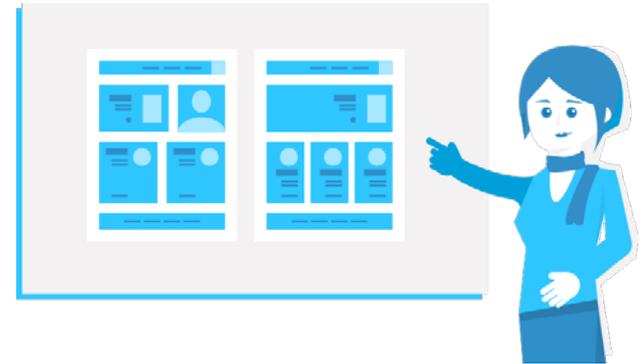
KickStart is a 4-hour workshop that may be expanded with custom 30- to 50-minute blocks. Avanade deliverables are created only within the KickStart workshop experience.

Ignition workshops are up to 3 days, and are more comprehensive to develop a deep understanding of your current digital landscape and future vision.

The following are some examples of **Ignition** deliverables:

- Digital vision & roadmap
- High-level digital marketing goals
- Documented set of key priorities
- Digital Marketing and customer channel recommendations and opportunities
- Customer maps
- Competitive snapshot with market trends
- Recommended actions and estimates

Contact Avanade today for more information about scheduling a workshop.
workshops@avanade.com.



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About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 20,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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