

Case Study

Company website load time goes from 25 to 5 seconds

A China conglomerate revamped
digital platform delivers improved
customer and employee experiences

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Situation

This multinational corporation produces commercial and consumer products, engineering services and aerospace systems for a wide variety of customers, from private consumers to major corporations and governments. For its China operations, the company wanted to deliver a world-class digital experience to its customers – both online and on mobile devices. But, years of built up complexities and platform issues presented an enormous undertaking for this initiative.

The company faced increasing challenges with its web assets – such as extremely slow site performance due to remote server locations and poor search engine optimization. It hoped to transform into a more agile and digital business for its China operations.

Solution

Our client searched for a global partner with a deep knowledge of Microsoft technologies and experience with the Sitecore platform. Avanade was selected as the right provider for the project, as they understood the company's business strategy and future plans – and also offered the most suitable solution to help support the client's competitive needs.

Avanade helped with a massive migration to China-based networks, re-hosting over 20 computing and network sites from the U.S. to China, leveraging Microsoft Azure cloud and local Asian networks. The move greatly reduced lag time for Chinese customers and improved overall performance of image and video loading time. Moreover, Avanade deployed four new sites on the Sitecore 8.1 platform, revamping web properties to be as elegant as they are useful.

Avanade successfully completed all of these tasks with only five professionals working full-time for two months. This helped save time and IT investments.

Client Results

The company realizes just how valuable it is to focus on the customer experience when going digital. Some key results include:

- **Faster websites, happier customers:** With 16 Azure content development network sites, Avanade helped drastically reduce website load times to an average of five seconds – a significant improvement compared to a previous, painful average of 25 seconds.
- **Anywhere, any device access:** Responsive design was delivered to all sites, making them easily accessible and visible to customers on the web and on any mobile device.
- **Improved collaboration:** Mobile capabilities now allow employees to access key work-related sites from anywhere, at any time, increasing opportunities for collaboration.



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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