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VELUX Group brightens up customer experience with new digital marketing platform

At a glance

In the premium window installation business, an engaging and beautiful experience is key for letting customers explore your products and be inspired online. Which is exactly what VELUX Group had in mind when it started a wide-scale transformation of its online channels by a migration of its aging international websites to the next-generation Sitecore Experience Platform.

Hosted on the Microsoft Azure cloud, not only would the solution help the company deliver a more delightful personalized user experience, but it would also pave the way for modern digital marketing strategies and more efficiencies in the backend.



Company Background

VELUX Group is a Danish company that specializes in roof windows and skylights. For 75 years, VELUX Groups products have helped create bright, healthy, energy-efficient

places in which to live, work, learn and play. The company has been steadily growing, with operations in 40+ countries with approximately 10,000 employees worldwide.

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"Avanade and Accenture often went above and beyond what was expected," said Steven Bloom, Director, Digital Innovation, VELUX IT. "With their knowledge of our IT landscape, applications and platforms, they understand our business requirement deeply, and they are great at bringing us new innovative ideas leveraging the possibilities new technologies enable."

Situation

While building an online presence across the globe, VELUX Group had amassed a jumble of different visual styles, platforms and applications. It supported a mix of Wordpress, SharePoint and Joomla websites, as well as a stand-alone mobile application for its smartphone visitors. As a result, the company wanted to:

- Streamline and simplify the management of its 40+ international websites
- Improve user experience for nearly 15 million visitors a year
- Empower and enable marketing and communication teams worldwide to push out new content sites and updates at speed, as needed

Andreas Pettersson, Senior Director for eBusiness, explained the move wasn't just intended to improve the overall design, but to also add more value to and connect closer with their end-user customers, as well.

"Our goal was to build a solid scalable web presence, yes, but also to act more as an advisor – providing inspiration and product information easily online for our end-user customers," he said. In addition, Andreas Pettersson said the company wanted to provide insights to its network of dealers about online visitors.

Solution

Working in tandem with a design agency, Avanade, a joint venture between Accenture and Microsoft, moved forward to develop and realize new visual identity that would scale across all 40+ updated country sites.

"We wanted to move quickly and we knew based on the previous many years of partnership with Avanade and Accenture, we could scale up easily with both local resources and their global delivery network," said Steven Bloom, Director, Digital Innovation, VELUX IT.

"Avanade helped us throughout the whole process," added Bloom. "From setting everything up on premises and in the cloud, to developing content delivery processes, governance documents and helping us deploy new sites."

Hosted on the Microsoft cloud, the Sitecore platform arms over 220 marketing and communication team users in 40+ countries with tools to quickly and easily, update site content and customize their local website for relevant, regional customer needs enabling a faster time-to-market for new products and/or product updates.



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Results

Now VELUX Group's customers encounter a fresh, unified look and feel user experience as they visit their websites, across any devices. Customers can easily search and find the relevant product information by entering requirements in an online product configurator where prices are calculated instantly.

Sales offices in all regions are now empowered to swiftly update as well as generate new local relevant online content such as campaigns, press news and so on. One feature that has been much appreciated is the ability to pull from pre-created templates and components, so marketing and communication teams can leverage what their colleagues have done, without starting from scratch.

Today the company is planning on even further online improvements, including the seamless integration of a new ecommerce platform, and a strategic roll out of their new Corporate Social Responsibility site, all of which wouldn't have been possible without the firm foundation of their modern digital platform powered by the Sitecore Experience platform on Microsoft Azure.

- **Digital Customer Experience:** Users are given a far more engaging, personalized, visual and functional online experience, no matter what device or country they are in.
- **Digital Workplace:** Marketers and communication employees are empowered to change and customize sites

on the fly, using predefined corporate templates with Sitecore's intuitive, user-friendly features. They save time improving time-to-market and reduce headaches.

- **Digital Business:** Leveraging Microsoft Azure in scaling their online business, cutting infrastructure costs and headaches, ability to scale to meet changing demand. Marketing and communication teams are less dependent on internal and outside IT development.

Now with plans to further investigate and apply digital marketing tools and functionalities in the Sitecore Experience platform, the company couldn't be happier with the results.

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About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 384,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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.

About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.

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