



CASE STUDY

Williams wanted its new website fast—racing fast. Avanade delivered.

"In a matter of weeks, Avanade helped us to realize results by enhancing our digital capabilities internally and our engagement with fans externally."

-Claire Williams, Deputy Team Principal and Commercial Director, Williams

Situation

Williams is known the world over for the speed and performance of its Formula One race cars. But its website was another story. To take full control of its web estate, and to decrease the time and expense to implement site updates, Williams wanted to move that process in-house, from an outside vendor to its own marketing department. It also wanted a complete web redesign, to present a brand image reflective of its contemporary look and feel, and to make its content easier for visitors to find and use. It needed the site to be highly scalable, to support the traffic surges that inevitably accompany races. And with the annual race season just weeks away, Williams wanted all of this accomplished at a speed that even its drivers would envy.

Solution

Avanade took on the website project as part of its broad, strategic commitment to provide technology enhancements throughout the company. To make site updates fast and easy for non-technical marketing staff to implement, Avanade deployed the new site on Sitecore on Microsoft Azure, the Microsoft cloud computing platform, using its certified Sitecore and Azure consultants. The use of Sitecore enables Williams to streamline workflow for managing content. To provide a revamped site design that is as elegant as it is useful, Avanade deployed resources from its dedicated User Experience design team. The overall Avanade team for the website project consisted of three consultants working full time for a month, augmented by another three consultants as needed.

Benefits

- More dynamic content from around the world. This gives fans up-to-date information directly from Williams—and more reasons to visit the site more frequently.
- Cost savings reinvested to enhance site. By moving the site to Azure and migrating the update functions in-house, gives Williams a cost saving benefit which it has to produce the additional content and more frequent updates that will be among the more visible enhancements to the site.
- Fresh, elegant design communicates the Williams brand. The company's race cars are an ideal blend of form and function. Now, so is its website, with airy, modern design elements optimized not only for desktops, but for the tablets and phones through which visitors increasingly access it. www.williamsf1.com
- Fast time-to-market makes website a winner. The only way to win a race is to make the best time to the finish. By that standard, Williams is a winner. The Avanade team delivered the new website within the highly compressed schedule of one month, in time for the start of the 2015 race season.



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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