



## Point of View

# Sitecore Lift & Shift

It is estimated that around the world, over 906 million active sites are vying for the attention of users.<sup>1</sup> With so much competition, brands must stay relevant by constantly serving fresh, customized content to users, and more brands are using Content Management System (CMS) platforms to stand out in this increasingly competitive and crowded environment.

Today, companies must know their customers inside and out and serve them in ways they expect and in compelling ways they've never imagined in order to win in their markets. This requires an overall customer experience strategy that spans digital and physical experiences and

incorporates data and analytics to gain insights, make better decisions and truly personalize interactions. In addition, brands must take a critical look at their web presence and the right content management system (CMS) to create and drive amazing experiences.

In the race to implement CMS platforms, many brands believe money and time can be saved by simply lifting content off of an existing site and placing it into a new CMS platform. This Lift & Shift of content to a new platform oftentimes will prove to be more costly in the long run.



<sup>1</sup> Source: <http://news.netcraft.com/archives/2016/01/26/january-2016-web-server-survey.html>

## What is Lift & Shift?

A “Lift & Shift” occurs when a brand wants to move an entire existing site into a new content management system without modifying any front-end code or content, often with these additional requirements:

- The new site must look exactly like the old one.
- The existing content must be managed in the new CMS.
- Content management flexibility is not lost.
- HTML, JavaScript, and CSS must remain the same.
- Save time and money on content creation, migration, user experience (UX), and design.

*This is rarely the case.*

With Sitecore increasingly becoming the CMS platform of choice, many brands want to initiate a Lift & Shift approach.

Avanade believes that while a Lift & Shift may appear to be attractive to many brands, it is almost never faster or cheaper than starting from scratch.

There are limited instances where a Lift & Shift can occur successfully and each requires a robust Discovery phase, as well as a content migration strategy.

## The Reality of the Lift & Shift

For three reasons, the Lift & Shift isn't usually the best approach to adopting any new CMS platform.

### 1. Sitecore Capabilities Aren't Fully Used

Sitecore is a fully adaptive experience platform that lets brands personalize graphics, videos, news stories, press releases, and other content to deliver robust web interactions. Brands that begin with a Lift & Shift onto Sitecore may see significantly higher Total Cost of Ownership (TCO) and lower Return on Investment (ROI) by the time they finally leverage all of its functionality. To help clients truly leverage Sitecore, Avanade customizes the platform according to an established methodology that meets each brand's needs, using architecture structure, component templates, and data models to ensure back-end flexibility so marketing needs are met from the start.

### 2. Coding Issues

It's almost impossible to avoid changing front-end code when migrating a site into a new content management platform. Much of the HTML in existing sites is there because the CMS either needed it or made it. Many CMS platforms generate unique HTML, so trying to copy and port the code into a new CMS inevitably creates complications for developers and restricts the flexibility of the new system. This produces problems that take more time and money to solve later.

### 3. Content Management Issues

A Lift & Shift from a non-CMS site to a CMS site, or from one CMS site to another always causes issues. Lift & Shift takes content that was designed for one CMS and jams it into a new system with completely different functionality. The navigation and sitemap may look the same, but the content creation, image uploading, and other work streams will change. Because the Lift & Shift starts without a true understanding of specific content management needs, it can cost more and take longer to make the new CMS platform meet client requirements and expectations.

## How Avanade Approaches the Lift & Shift

Through many client implementations, Avanade understands that Lift & Shift only works when all stakeholders truly understand the customer experience strategy and objectives, the need for a robust discovery phase to confirm system requirements and the creation of a comprehensive content migration approach that fully aligns and accelerates your current customer experience strategy.

### Discovery & Requirements Phase

We believe that in most cases, it's faster and cheaper in the long run to optimize a Lift & Shift than to wait and fix the problems it creates. Key questions that discovery should answer include:

- What is the strategic vision?
  - Business objectives
  - Current and future state
- What does the technology ecosystem look like?
  - Technology landscape
  - Digital footprint and channels
  - User and customer definitions
  - Journeys and flows
- How will content and design be approached?
  - Content strategy and management
  - Brand and UX
  - Layout and design
- How will the site be optimized?
  - Personalization
  - Measurement framework

Answers to these questions help brands better understand the best approach to assembling a new site and help them get the most out of their new CMS platform.

### Content Migration Strategy

A solid content migration strategy consists of 4 must-have elements:

- **Content Strategy:** Establishes quality, analytics, patterns, problems, and holes in content.
  - How much content do you actually have? Where is it?
  - What is the quality and relevancy to your target audience?
  - How will its strengths and weaknesses affect how you plan, develop, and manage it?
- **Metadata Strategy:** What information architecture and tagging will help users find the content they need quickly?
- **Training and Governance:** How will you manage your new CMS platform, and how will you train people to work within that system?
- **Stakeholder Engagement and Change Management:** How will you manage the process and workflow changes that new CMS platforms inevitably bring?

### Create experiences that engage and amaze!



To engage their always-connected super fans, Cricket Australia worked with Accenture and Avanade to develop an innovative customer experience strategy to monetize their digital properties including providing the subscription-based live streaming of matches.



To create Cricket's new immersive web experience, Avanade developed the Sitecore on Azure platform for the hosting environment. The solution portfolio also featured web portal and content management system implementation, mobile application development, analytics and social media integration, driving an 80% increase in website traffic and over 23M+ visitors during the 2013-14 season.



## Why choose Avanade as your Sitecore partner?

As Sitecore's first and only global platinum partner, Avanade employs 900+ certified developers and 1,300+ consultants, serving 100+ Fortune 1000 clients in 22 countries. Our work spans digital strategy, coding and content management optimization services, UX and design, as well as back-end systems like CRM, data and analytics, ERP, experience commerce, product catalog and fulfillment, payments, SAP, and more.

- **Digital Strategy and Roadmap Services** help clients determine their level of digital maturity and understand Sitecore's capabilities, then create a path to use Sitecore to execute their strategies and achieve their goals.
- **Sitecore Business Optimization Services (SBOS)** is incorporated into our training and methodology, where we establish the digital maturity of the organization, identify their objectives and then develop practical plans for achieving that vision.
- **UX & Design** uses strategists, designers, UX architects, and other technologists to help clients create user-centric digital experiences that help streamline routine tasks, reduce headcount, increase brand engagement, and quantify performance.
- **Sitecore Implementation, Upgrade, and Migration Services** help clients create and maintain compelling, relevant digital customer experiences.
- **Sitecore Integration Services** help clients leverage their back-end systems, and then make business decisions based on data instead of hunches.
- **Optimization Services** help clients measure how effective their marketing efforts are at reaching customers, understand how to improve them, and implement the improvements.
- **Digital Managed Services** provide ongoing hosting and production support of digital experiences, including websites, apps, and marketing campaigns. This allows clients to scale quickly, free up head count, and focus on organizational priorities.
- **Supercharge Sitecore with Avanade's Digital Marketing Analytics** enabling clients to quickly unify, enrich and unlock insights with data spanning the enterprise. We then flow these insights to Sitecore to drive enhanced testing, triggering, and optimized campaigns.

						
<b>BUSINESS DECISIONS</b> BASED ON <b>DATA</b> INSTEAD OF ♥ HUNCHES	<b>SITECORE IMPLEMENTATION UPGRADE</b> AND <b>MIGRATION SERVICES</b>	<b>UX &amp; DESIGN TECHNOLOGISTS</b> <b>CREATE</b> USER-CENTRIC <b>DIGITAL EXPERIENCES</b>	<b>SITECORE BUSINESS OPTIMIZATION SERVICES (SBOS)</b>	<b>DIGITAL MANAGED SERVICES</b> HOSTING & PRODUCTION SUPPORT	THE FIRST AND ONLY SITECORE * <b>GLOBAL</b> * <b>PLATINUM SOLUTION PARTNER</b>	<b>GLOBAL PRESENCE</b> <b>70</b> LOCATIONS <b>20</b> COUNTRIES



### 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](http://www.avanade.com).

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