



Do what matters

Branded Commerce Foundation Accelerator

Avanade & Sitecore Order Cloud Partner Solution

Branded Commerce

Accelerate your growth

Our exclusive foundation accelerator will jointly derive the future commerce platform scope, the high-level project blueprint and the value case including strategy development, a branded POC, and readiness assessments to generate your digital roadmap. Accelerate your commerce experiences by getting started with Branded Commerce. Be a leader in headless commerce with our unique enhanced offering to accelerate and amplify growth for your commerce experiences now and for the future.

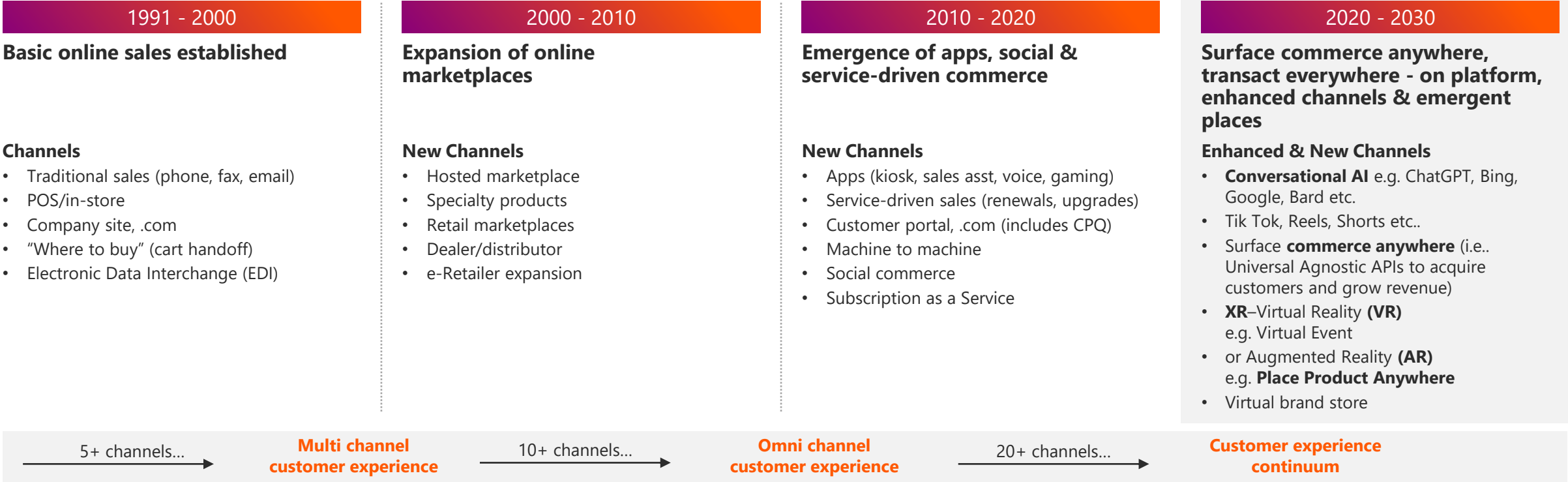




Defining the opportunity

Market insight / audience insight

The evolution of commerce has reached **life-centric experiences***, which allow commerce and transactions anywhere in a consumer's day-to-day



→ ***Accenture coins life-centric experiences** as viewing the consumer through the context of their lives and beyond their consumption
 Read more: [A Life-Centric Approach to Business | Accenture](#)

From B2B to B2C, customer treatment must be personalized, life-centric, dynamic and seamless



Key Trends And Priorities

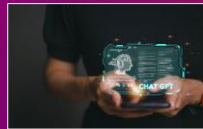
B2B/ B2B2C

- **Increasing expectations** to offer a B2C-like personalized customer experience
- **Leverage data** to enable a deeper customer understanding
- **Digitize all manual** sales work
- **Automize every process** to increase efficiency

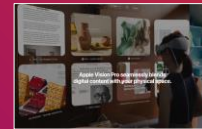
B2C

- **Increasing pressure** to meet customers ever-changing needs
- **Constantly launching** new features for a better customer experience
- **Adapting to new/evolving channels** and technology to enable new commerce opportunities

New channels and technology



Conversational & Generative AI



Virtual Reality



IoT



Social and Live Commerce



Functional Requirements

- **Complex stakeholder ecosystem** with different website functionality needs
- **Strict order specification** result in digitization and automation challenges: large transactions, complex shipping arrangements, procurement requirements, volatile supply chain/ prices
- **Personalization and dynamic pricing**

- **Seamless integration** into new or evolving channels
- **Platform offering API-first** approach to easily launch new features through applications from multiple vendors
- **Advanced data analytics** gathering insights and patterns for forecasting models and unique personalized experiences
- **AI-based search** and recommendation functions



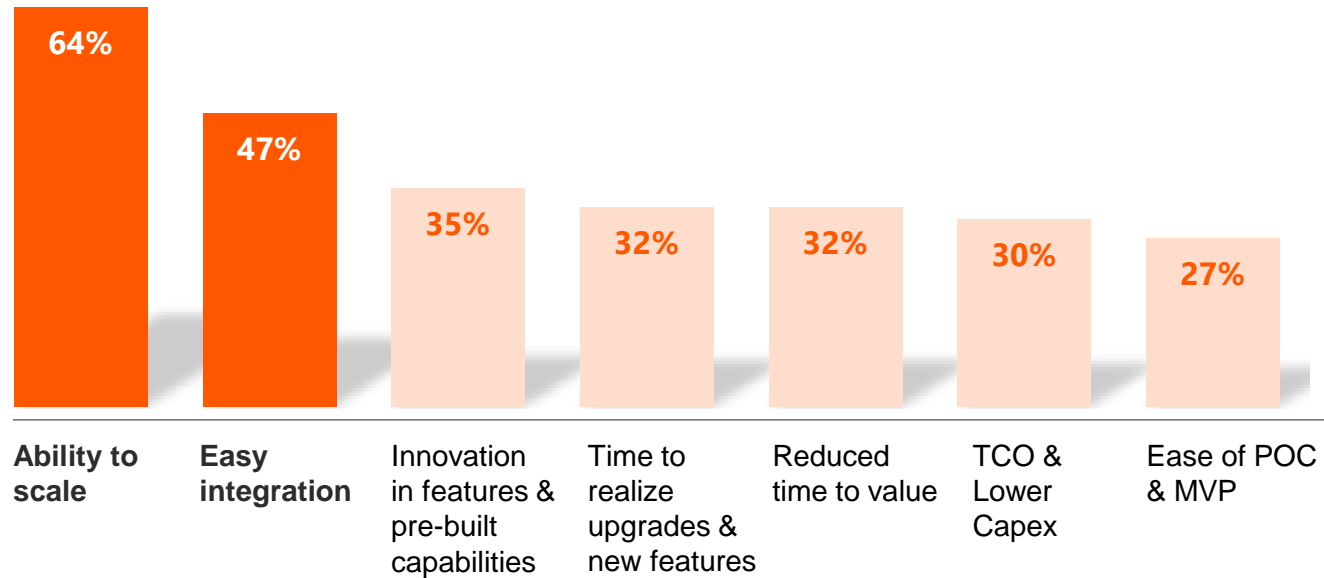
Platform Requirements

→ Platform supporting complex order management and intuitive UX for all stakeholders

→ Platform supporting easy integration of applications and launch of new features, scalability and reduced time-to-value

What are the key priorities of C-Suite when choosing a new commerce platform?

Key Priorities¹



Digital leaders turn to platforms that are based on composable tech architectures in order to realize consumer needs and meet them across desired channels.



Sources:

1) Accenture High Tech C-Suite Survey, 2021; 2) Accenture Song Research, 2023; 3) Digital Commerce 360, 2023

Composable tech architecture helps to stay relevant in consumers' life and closes the gap to evolving channels

67%

of consumers expect companies to address their changing needs in new ways²

250 Million

Snapchatters engage with augmented reality (AR) in 6bn sessions a day²

>70%

Of buyers (aged 18-39) shop from brands in an omnichannel way³

Key Benefits of Branded Commerce

Grow Customer Loyalty



Maximize Customer Value

- Increase repurchase rate with seamless, life-centric experience
- Automate customer service for improved convenience across channels
- Better cross & upsells with strong insights into purchase behavior

Return of Investment



Boost Revenue & Cut Costs

- Accelerate time to value with strong front-end enablement
- Increase margins & average order value with personalized customer experiences
- Reduce cost per acquisition by utilizing data about user intent
- Retire costs of legacy MarTech infrastructure

Drive Efficiency



Save Time & Resources

- Enable customer self service
- Improve merchandizing efficiency
- Increase workforce efficiency and free-up capacity with online sales and streamlined, automated processes
- Reduce system integration costs with natively integrated MarTech system

Faster Time To Market



Launch New Features And Channels Quickly

- Improve developer productivity with greater flexibility to realize new features and an online testing environment
- Highly flexible data model to fit simple or complex business processes

Enhance Customer Experience



Mitigate Risk



Reduce Risk Impact

- Improve business continuity & flexibility
- Composable environment enables to innovate, test and deploy at speed with minimal risk
- Best-of-breed hosting providers for high data security

Life-centric Experience Personalization In Real-time

- 3rd party data integration for optimized 360° customer view to drive targeting and decision-making
- Greater utilization and consistency in emerging commerce channels
- AI-based commerce journey and product discovery

Considerations when selecting the right e-commerce platform

5 components on your journey to successful commerce

01 Through which channels are you present and have enabled commerce opportunities?

By analyzing your customers and stakeholders and seeing beyond their transaction point, you can enable new valuable brand connections and potential new commerce opportunities.

02

What data are you collecting and leveraging for business impact?

What are the forecasting models and alert rates of your digital business health's that can be leveraged to react quicker to customer behavior? What is your retargeting strategy? How does their website behavior and time/ money spent online look like? How can you leverage data and AI to drive tailored product recommendations?

03

Which features and innovative tools are needed to improve your customer experience?

What are the website needs of all stakeholders and how can you make the experience more intuitive, efficient and unique?

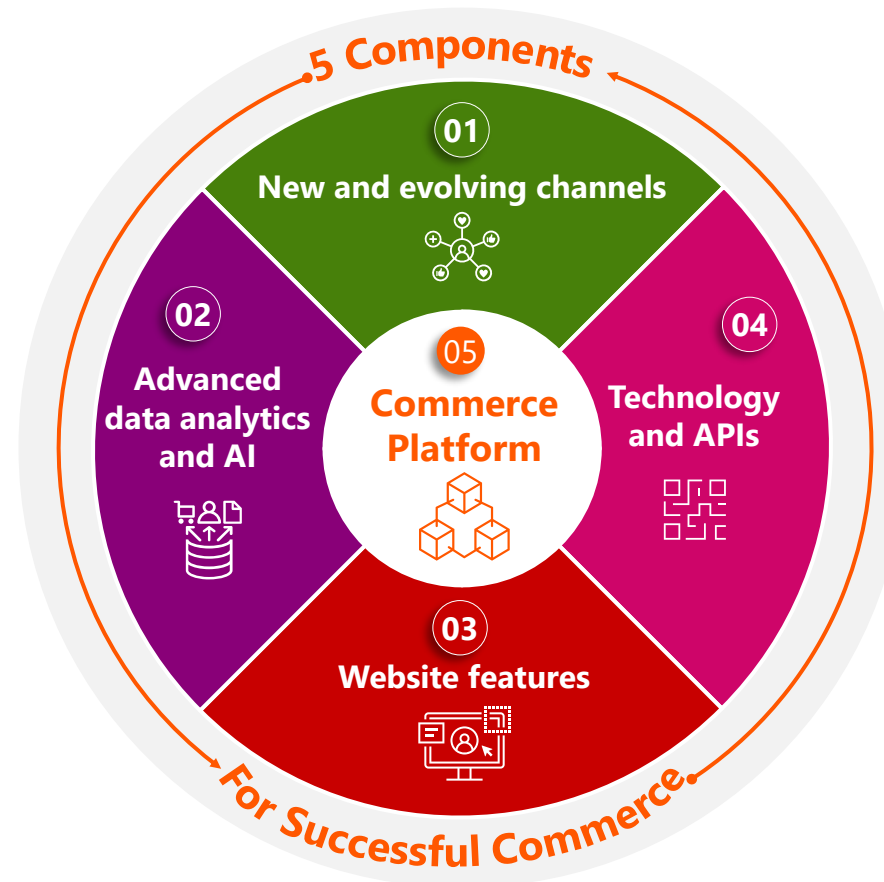
04

What technology and APIs enable the target features and customer experience?

Depending on your customer experience, website strategy and business goals, which vendors and applications are the right fit for your organization?

05

What is the fit-for-purpose commerce platform that supports your business needs today and in the future?



A large, colorful fountain at night with a person's silhouette in the foreground. The fountain has many jets of water illuminated with vibrant colors like red, purple, blue, and green. A person is standing in the foreground, their silhouette dark against the bright lights of the fountain. The person's arms are slightly out to the sides.

Sitecore OrderCloud

End-to-end solution for Branded Commerce

Sitecore as the full 360° composable experience

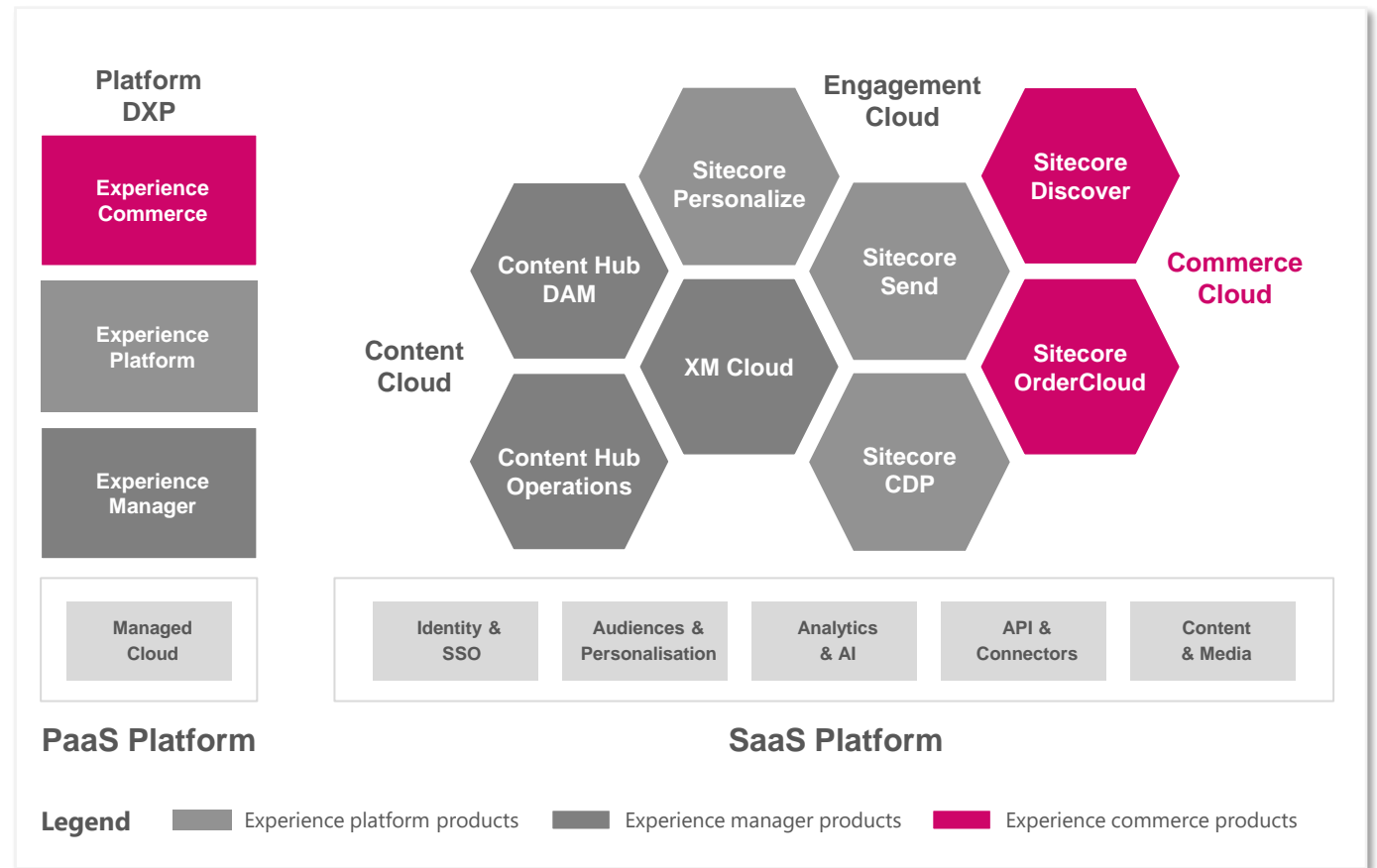
What is Sitecore Commerce Cloud?

Sitecore Commerce Cloud is part of Sitecore's DXP product suite and is a highly flexible and comprehensive e-commerce solution powered by modern MACH architecture. Commerce Cloud enables brands to deliver **experience-led commerce** on any channel, focusing on **life centrality and user intent**.

- Sitecore OrderCloud is a **future-proof and highly scalable headless commerce platform** for any digital or physical channel that supports complex use cases.
- Complemented by a strong **search and merchandizing tool** with Sitecore Discover. The **AI-powered product discovery** solution allows to identify user intent and personalize product search results, merchandizing and recommendations.

With Sitecore's composable approach, OrderCloud and Discover are each available as standalone or as holistic product solution with Commerce Cloud.

Sitecore drives Branded Commerce with its composable architecture



Sitecore's digital experience platform is an end-to-end solution for Branded Commerce. The composable, SaaS-based platform delivers the necessary technology and capabilities for a holistic and relevant digital experience.



Sitecore Commerce Cloud innovates business processes and amplifies growth

SITECORE COMMERCE CLOUD DIFFERENTIATION FACTORS

Sitecore OrderCloud

Future-proof and scale your commerce strategy to sell on any digital or physical channel with a next-gen headless commerce platform.

Headless commerce

Sell on any digital device or channel to take your commerce to your customers.

Bespoke storefronts

Enable differentiated storefronts from your competitors with headless publishing.

Flexible fulfilment

Enjoy limitless options to support unique fulfilment processes for buyers and suppliers.

Speed and agility

Leverage cloud-native, MACH architecture which evolves and scales with your business.

Seamless integrations

Harness the power of APIs to support a best-of-breed tech stack.

Developer efficiency

Rich SDKs, developer portal and tech partnerships enable rapid productivity.

Sitecore Discover

Identify buyer intent and personalize product search results, merchandizing and recommendations with an AI-powered product discovery solution on a 1:1 basis.

Personalized commerce

Deliver fast and hyper-relevant search results and recommendations across all your product catalogs in real-time.

Growth campaigns

Create seasonal or category landing pages or influence behaviors with social proofing messages.

Localized shopping

Integrate store and customer-specific inventory, along with language localization to connect buyers digitally.

Merchandizing automation

Employ a limitless combination of rules to target buyers with relevant content and offers.

A/B testing

Experiment with different merchandizing strategies to optimize conversion rates.

Intelligent analytics

Monitor KPIs and funnel attribution through AI monitoring and rich reports distributed automatically.

Getting Started Together

Branded Commerce Foundation



Branded Commerce

Foundation Accelerator

What is our Branded Commerce Foundation Accelerator?

In just 8 weeks, we will set you up for success and start you on the path to commerce excellence. With Avanade's Branded commerce accelerator, you will work with our platform experts to fast-track your commerce project and develop a full 360 composable experience. A foundation that can easily adapt to the ever-changing market and consumer needs. **Avanade's exclusive 8-week accelerator** sets you on the path to a future-proofed commerce strategy.

A composable digital ecosystem leverages proven, repeatable solutions that can be configured and reconfigured - letting businesses choose the right tools for the job and setting the stage for rapid value realization. It's all about speed, agility, flexibility, responsiveness, and iteration – all principles businesses need to live by in today's constantly changing world.

With our Branded Commerce foundation accelerator, we derive the future commerce platform scope, the high-level project plan and the value case including strategy development, content modelling and a branded MVP build. With a composable tech architecture, every component is pluggable and scalable and can be continuously improved to meet evolving business needs.

Accelerate your commerce experiences by getting started with Branded Commerce.



We're ready when you are

Let's have a conversation about how we can work together to achieve your commerce experience goals.



Inspire - One-hour call

Discuss the trends impacting commerce experience and how we can help your organization do what matters for your customers to accelerate growth



Ideate - Half-day workshop

Hold a collaborative session to uncover opportunities and converge on key business goals to begin designing your commerce transformation journey



Accelerate - Proof of value

Bring together our experts and your teams for an 8-week engagement to co-create your commerce experience strategy, business case, and roadmap

Successful implementation requires a holistic commerce program to realize results



STRATEGY

Scoping & planning

Definition of the program and prioritization of needs and capabilities in your ecosystem to deliver best-in-class commerce capabilities along a supported roadmap and value case.



ENABLEMENT

Commerce experience modelling & processes

Recognize and plan for the organizational and individual change processes that composable commerce brings and develop mature communication, training and measurements for successful adoption.

Sitecore's digital experience platform is an end-to-end solution for Branded Commerce.



GOVERNANCE

Setup the standards, policies, processes, organizational support and metrics to ensure control and compliance without rigidity.

Composability of the stack allows Sitecore to fit in and around any existing technologies

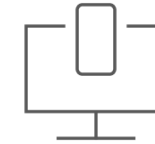


COMMERCE EXCELLENCE

Solutioning/approach MVP & future phase

Design a sustainable operation based on best practices and business priorities.

Headless e-commerce architecture with a cloud-native infrastructure for development and delivery



TECHNOLOGY IMPLEMENTATION

Ensure scalability, interoperability, flexibility of platform to grow to your needs aligned with vendor capabilities.

OrderCloud's integration layer allows limitless customizations and integrations of any content/data source/ microservice without performance risks



SERVICES

POC build

Define and stand-up ongoing runtime operational support across technical and functional needs.

The composable, SaaS-based platform delivers the necessary technology and capabilities for a holistic and relevant digital experience.

Foundation Accelerator

Powered by Sitecore DXP Product Suite





Do what matters

Storefront

Highlights



MVP Features*

At the end of the project, we have achieved the following deliverables:

Buyer Storefront



We developed a storefront where a logged-in or anonymous user can search and purchase products, powered by Next JS in Azure.

Admin Portal



We developed a management portal where admin user can add or update existing products, powered by Next JS in Azure.

Middleware



We developed middleware with Swagger API documentation, powered by .NET Core APIs and Webhooks.

AI Based Personalization



Sitecore Discover is integrated for AI-driven product search and personalization across the buyer portal.

Azure DevOps



We have our code-base and CI/CD pipelines in Azure DevOps for future references and reuse.

Content Hub DAM

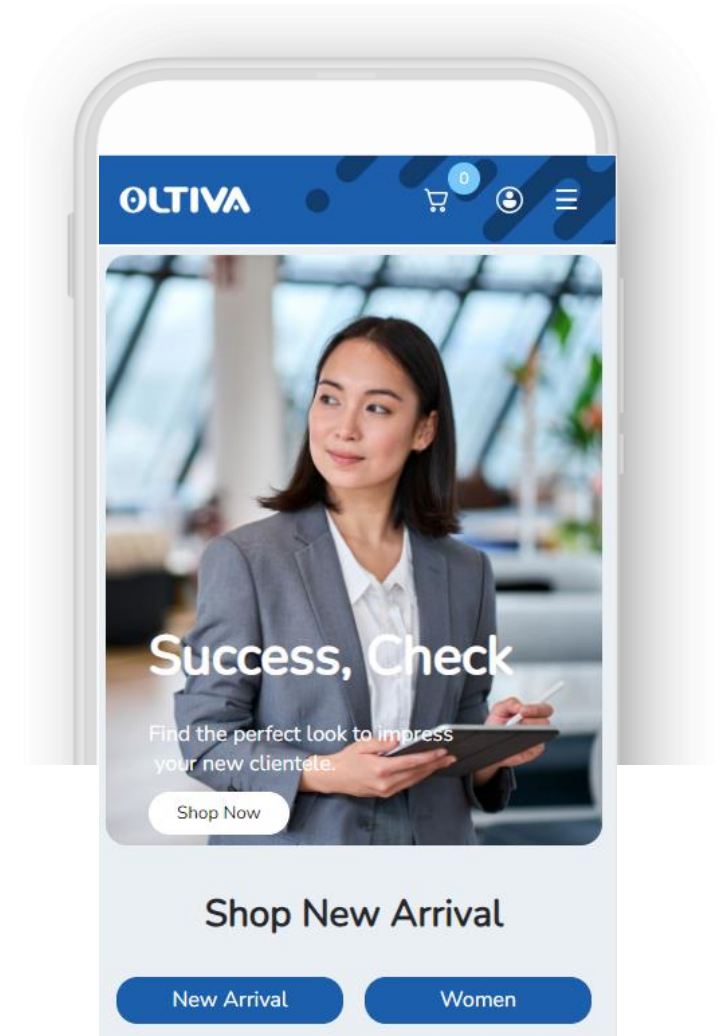
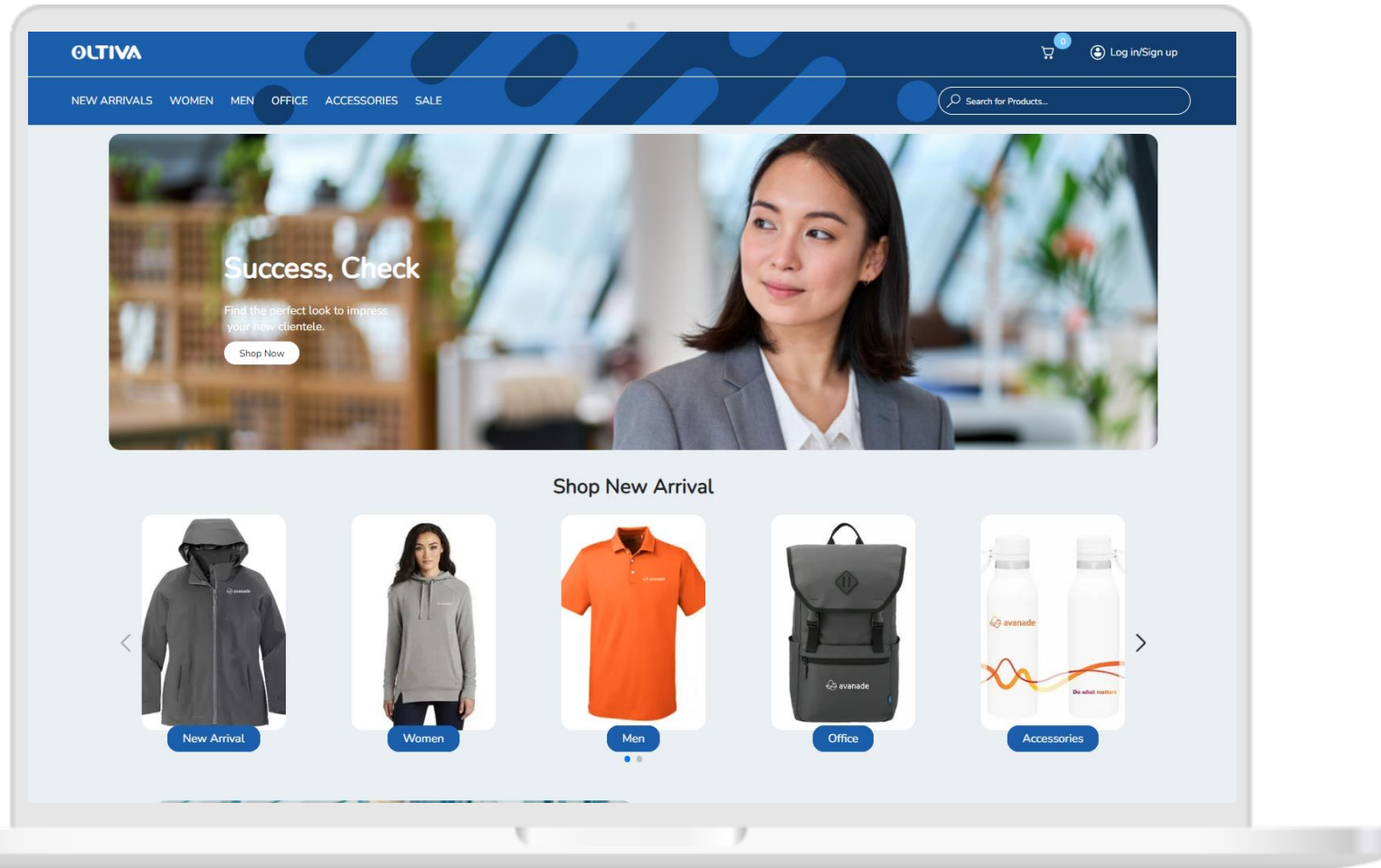


We achieved Sitecore Content Hub integration for product images, home page banners and promos.

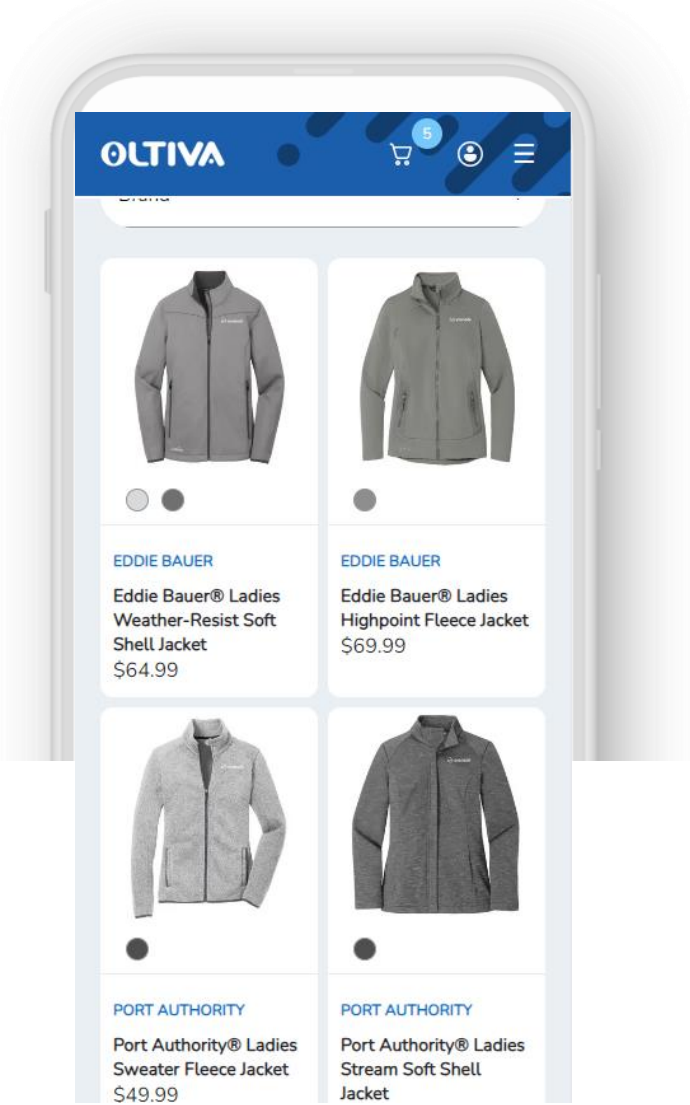
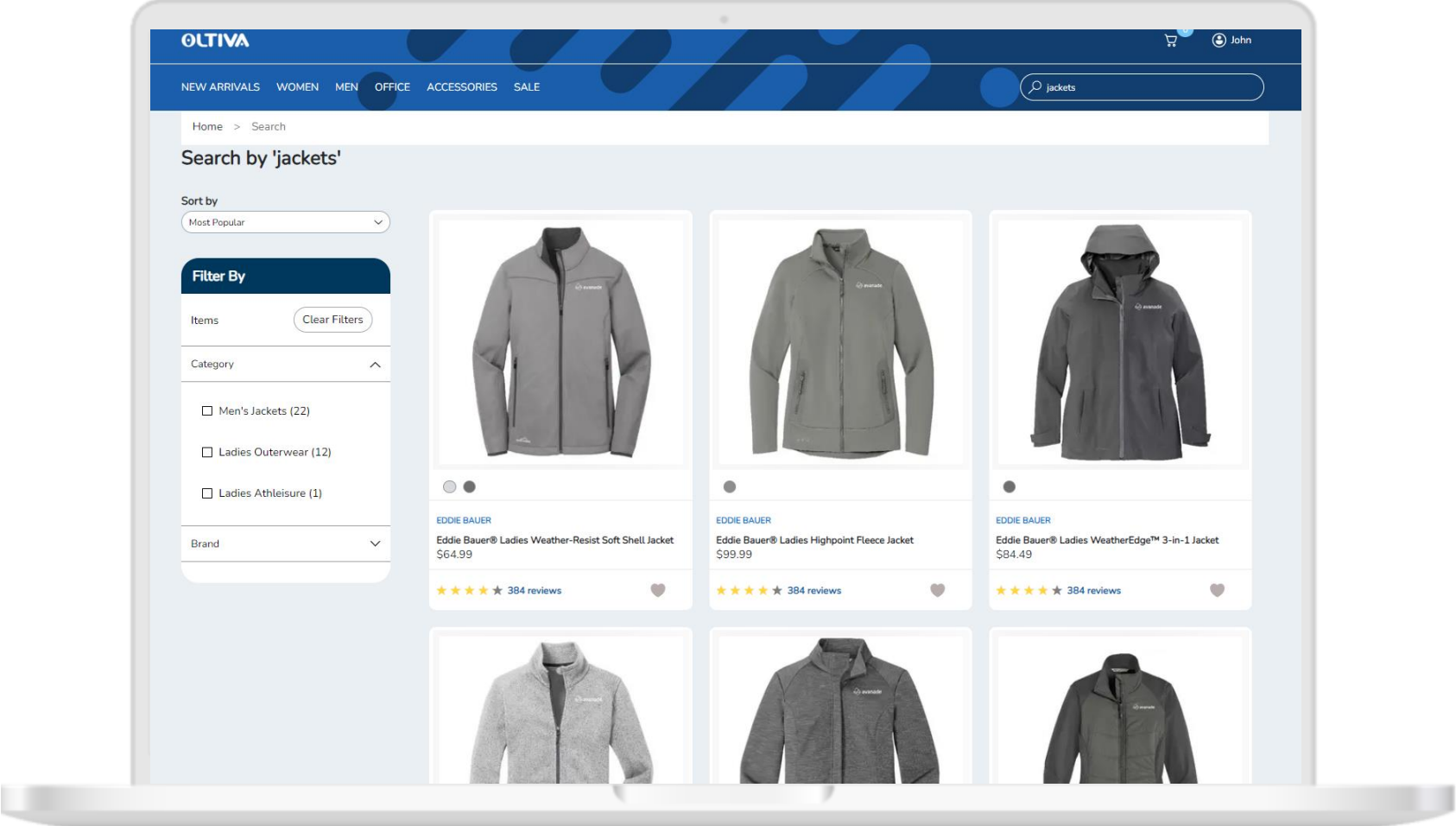
Our Content Velocity Accelerator can run in parallel to focus on DAM & Content Strategy. It augments our commerce accelerator, focusing on content and media management for commerce.

**We can be flexible in the deliverables and structure of the Accelerator. Some features or indeed product sets will not be applicable to your brand. The exact deliverables will be determined during the initial workshops.*

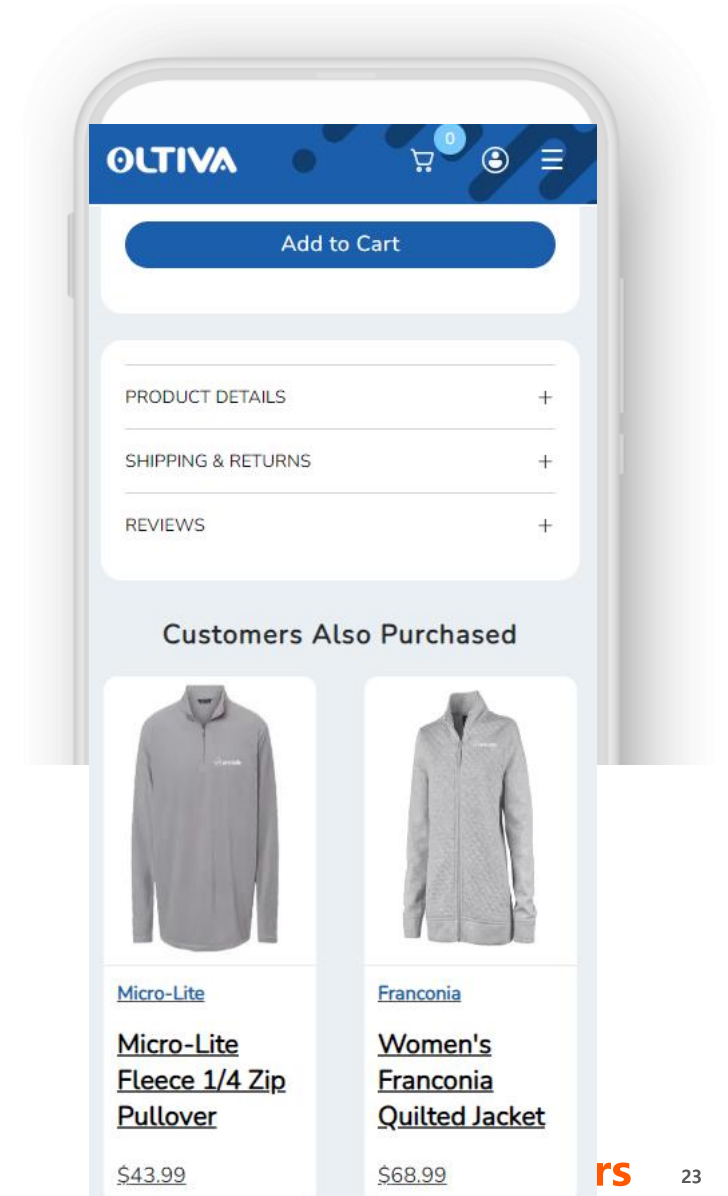
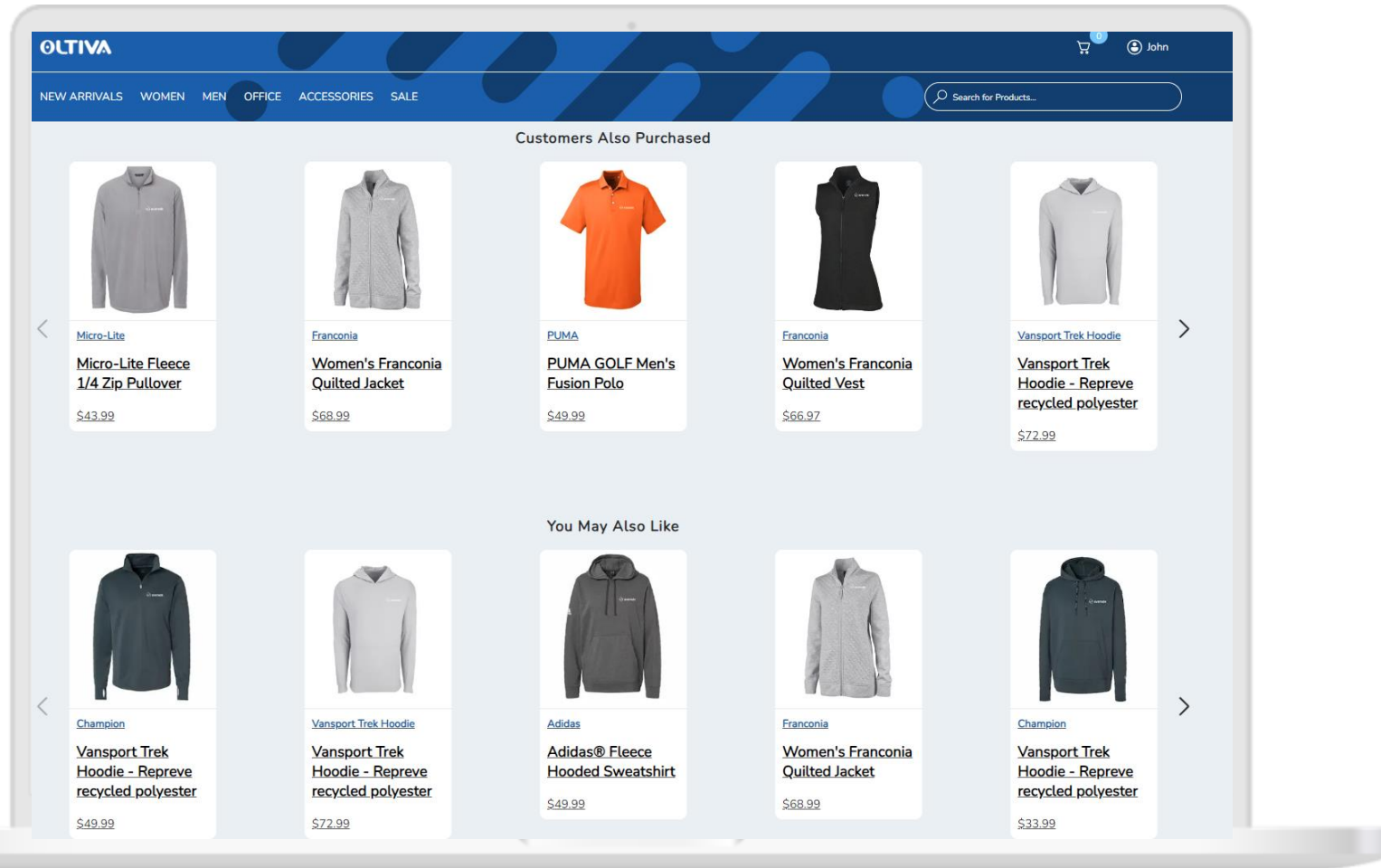
Flexible Design



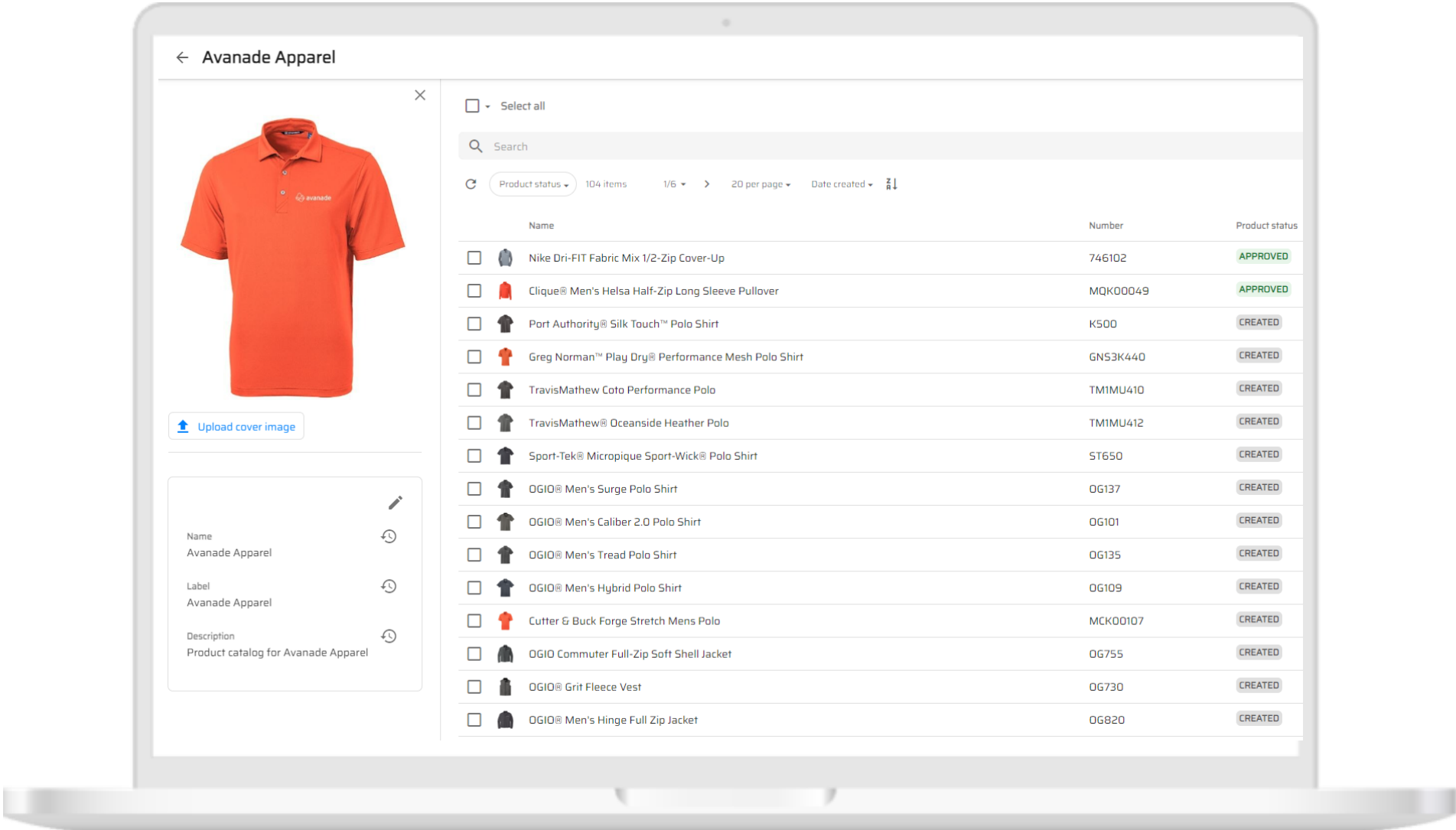
AI Powered Search



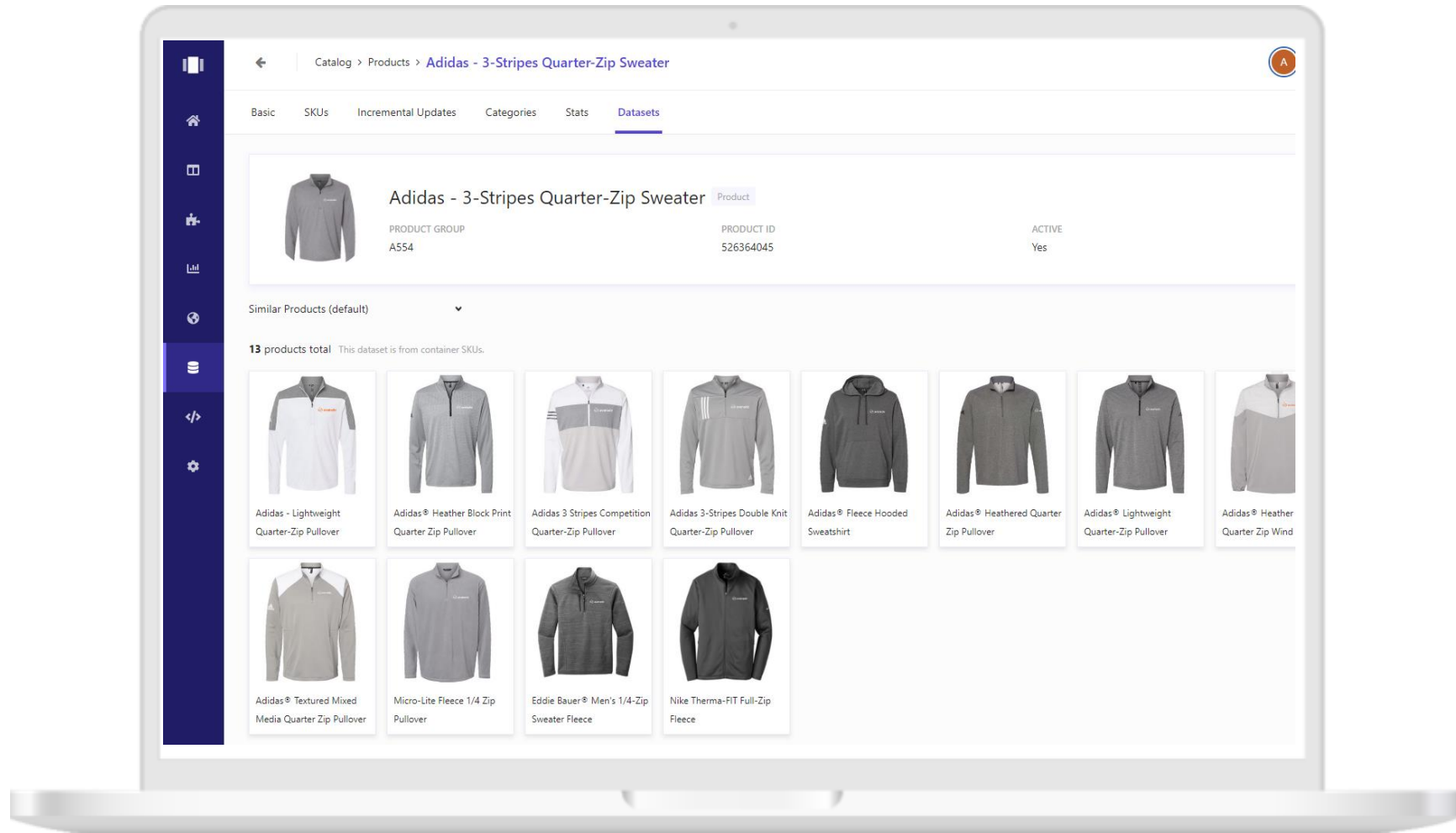
Personalization



Content Hub DAM (Requires Content Velocity Accelerator)



Sitecore Discover

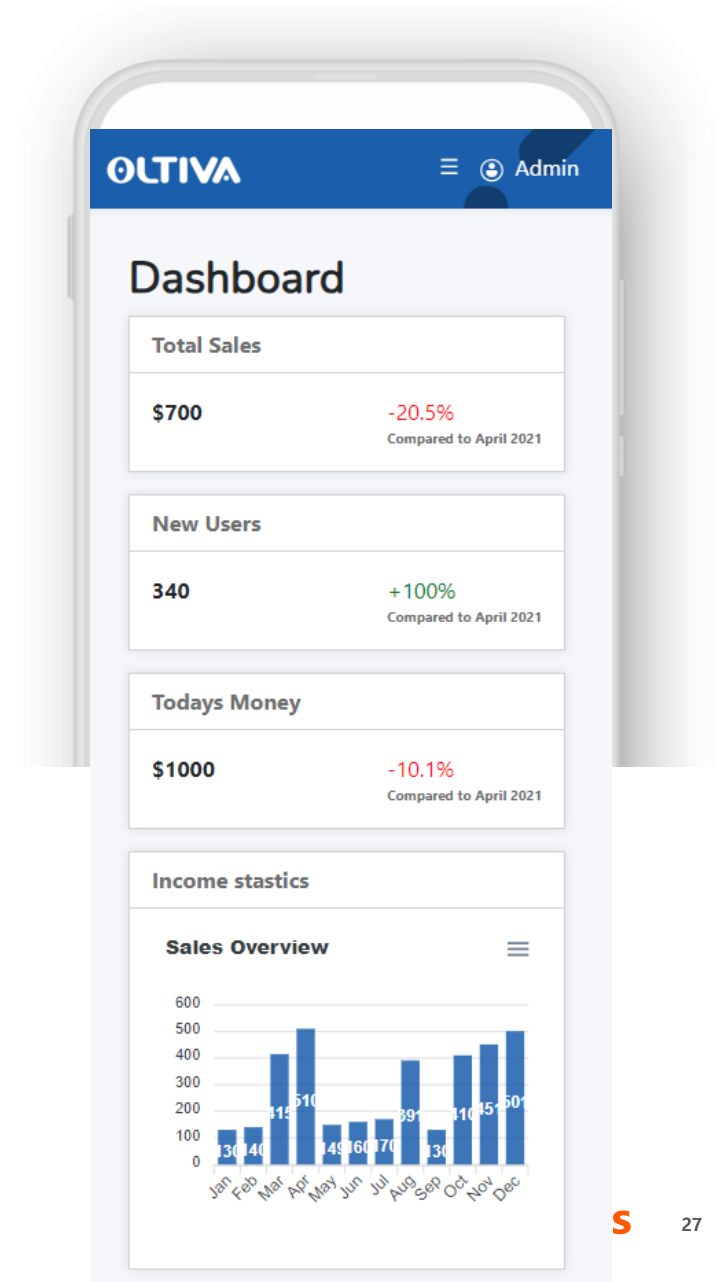
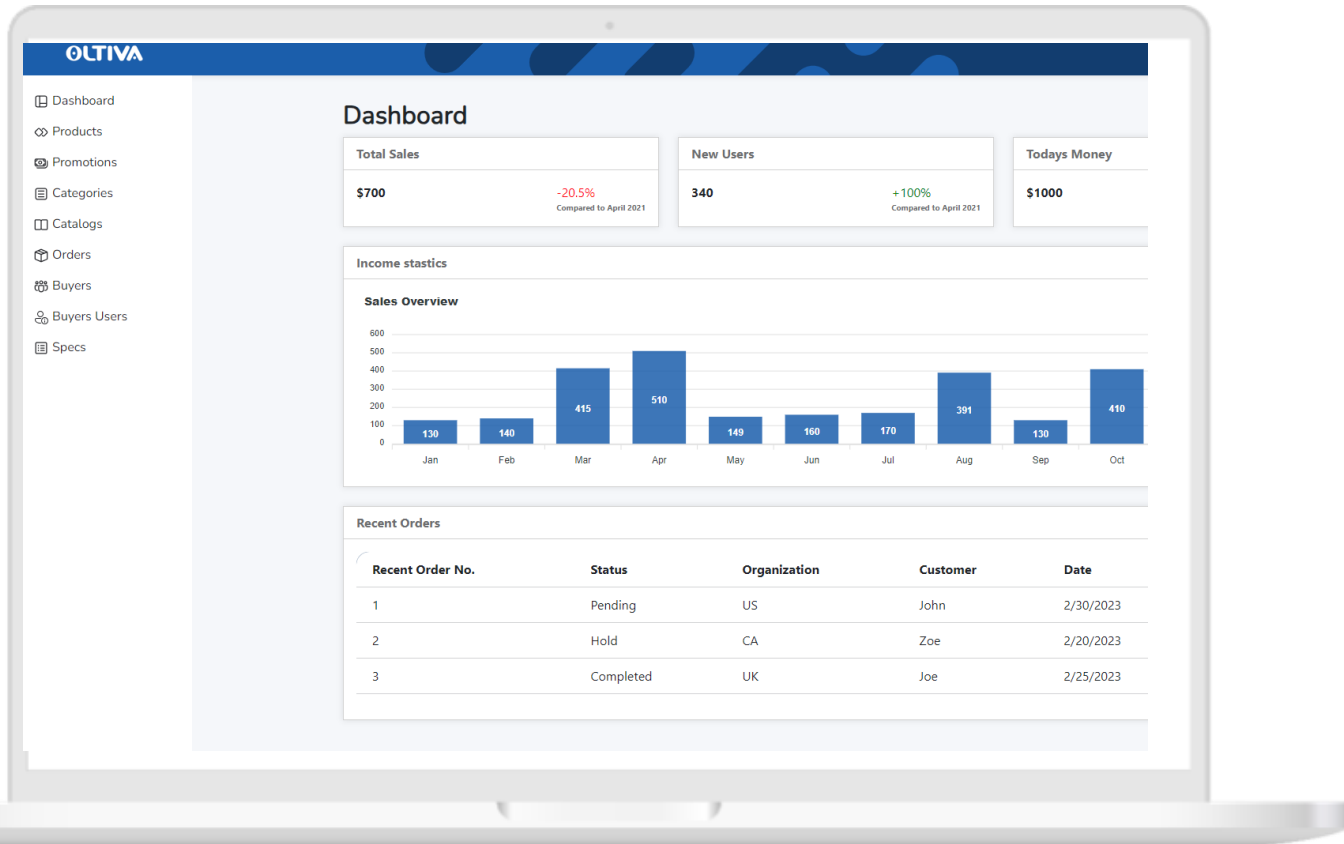




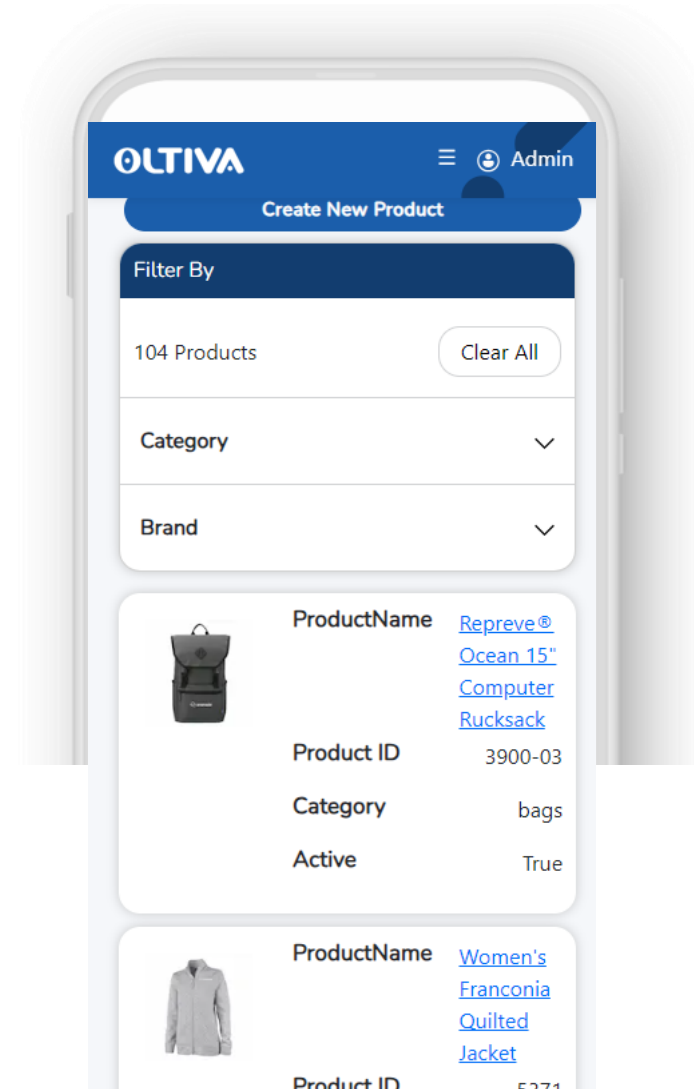
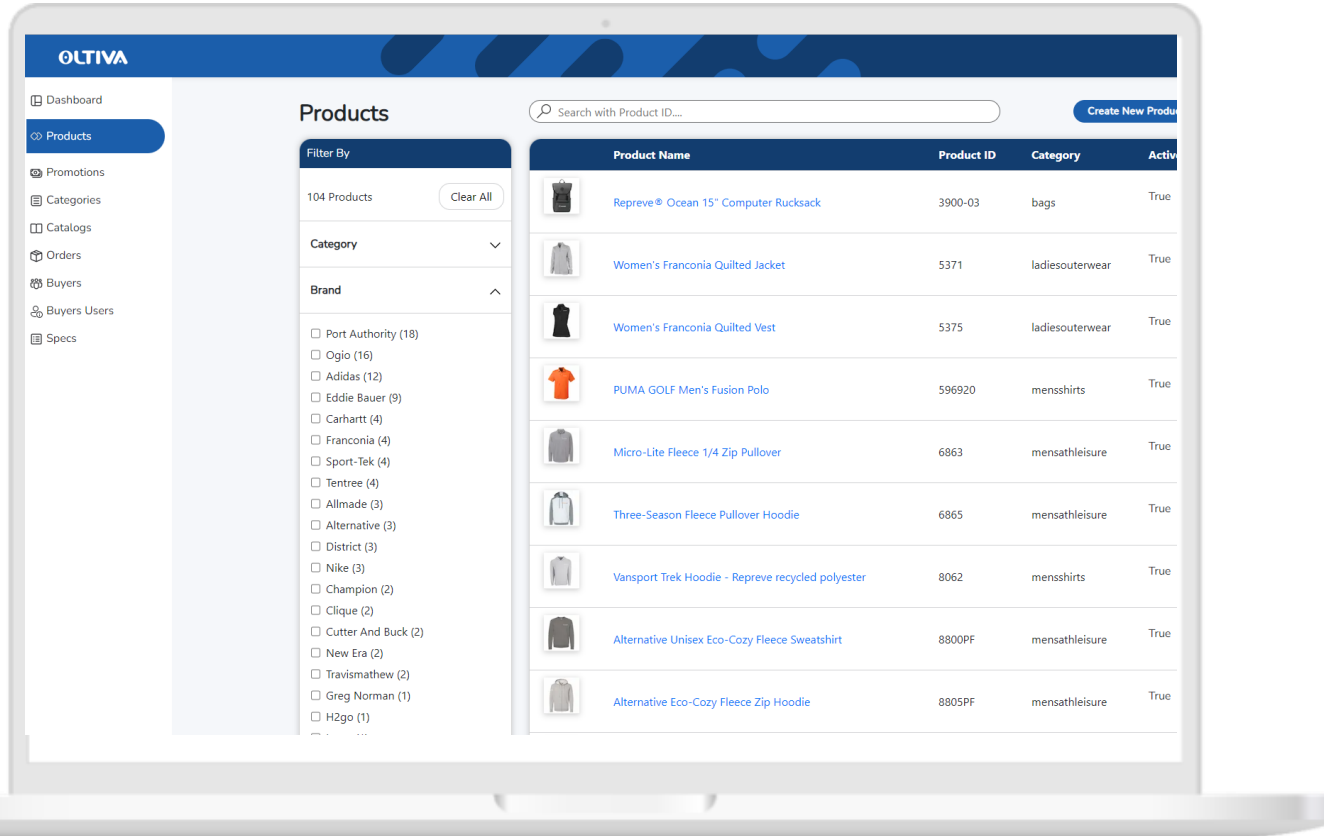
Merchandizing Portal

Highlights

Dashboard



Product Listing



Manage Product Details

The desktop view of the 'Edit Product' page features a sidebar with navigation options: Dashboard, Products (highlighted), Promotions, Categories, Catalogs, Orders, Buyers, Buyers Users, and Specs. The main content area is titled 'Edit Product' and is divided into several sections:

- PRODUCT DETAILS:** Includes fields for Product ID* (3900-03), Product Name (Repreve® Ocean 15" Computer Rucksack), and Product Description (Saving the ocean one bag at a time! The Repreve® Ocean 15" Computer Rucksack is made from recycled ocean plastic. This rucksack features two side water bottle pockets and a zippered front pocket for easy). An 'Update' button is located below the description.
- PRICE BREAKS:** A table with columns for Name, Price, Quantity, and Action. One entry is shown: 'o-repreveocean15computerrucksack' with a price of 42.88 and a quantity of 1. An 'Add Price Break' button is below the table.
- SPECS:** A table with columns for Name, Options, and Action. One entry is shown: 'Color' with an option of '1'. An 'Add Spec' button is below the table.
- INVENTORY:** Includes a toggle for 'Enable' (checked), a toggle for 'Track Variant' (unchecked), and a 'Can Exceed' checkbox (unchecked). A 'QTY' field contains '9956' and a 'Save' button is below.
- CATEGORIES:** A list of checkboxes for various categories: ladies, mens, others, capshats, mensathleisure, ladiesathleisure, ladiesouterwear, mensjackets, bags, and merchandise. A 'Save' button is at the bottom.

The mobile view of the 'Edit Product' page shows a simplified layout with a top navigation bar containing the OLTIVA logo and an 'Admin' link. The main content area is titled 'Edit Product' and includes:

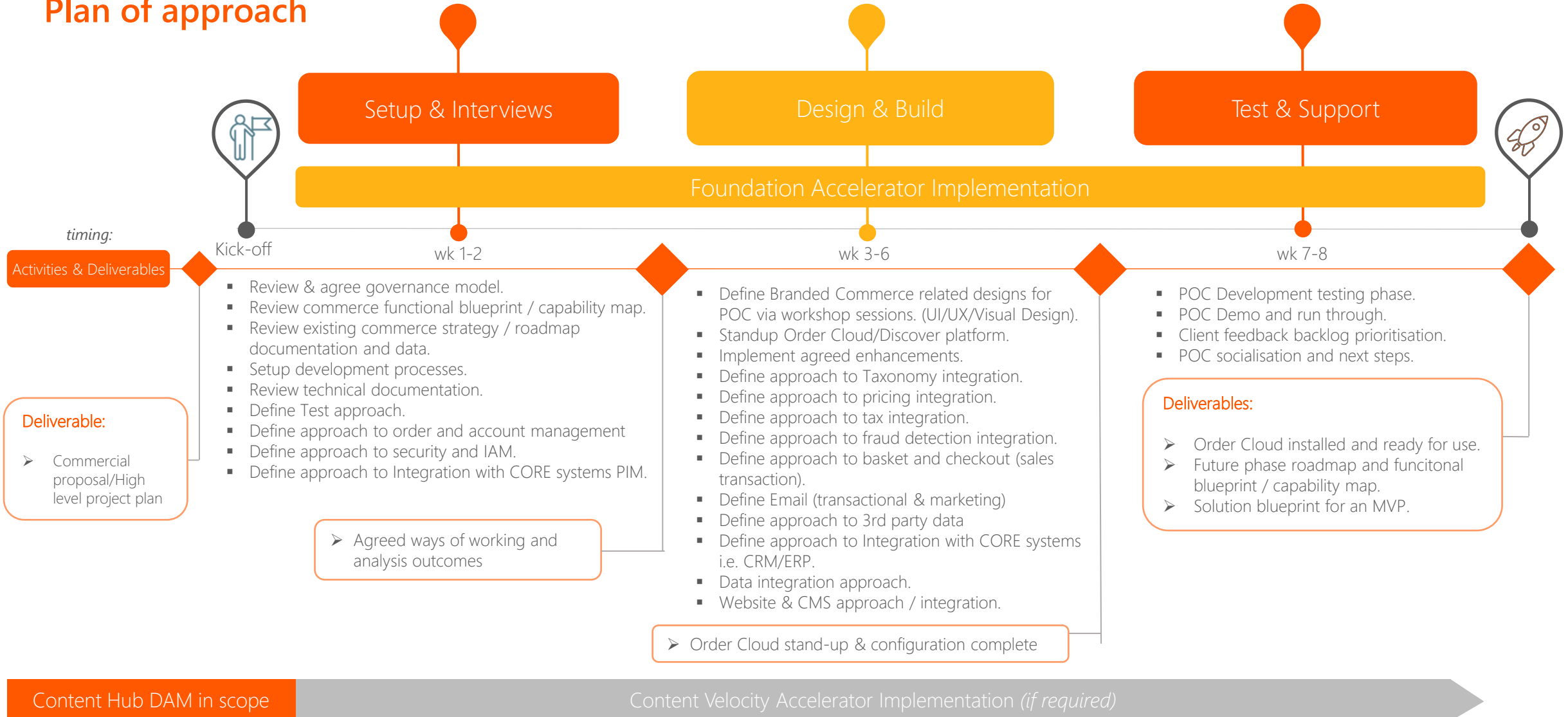
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- PRICE BREAKS:** A section with a 'Name' field containing 'o-'.

Accelerator Outputs

Activities & Deliverables

Activities & Deliverables

Plan of approach



Proof of value engagement

Foundation Accelerator Outputs

Composable application and integration architecture

Headless
Shifting the architecture to headless with logic moving from the back-end to the front-end with the client browser orchestrating the experience.

Composable
Enables Olivia Health to integrate with vendors within the solution from a variety of systems and mesh them together using APIs.

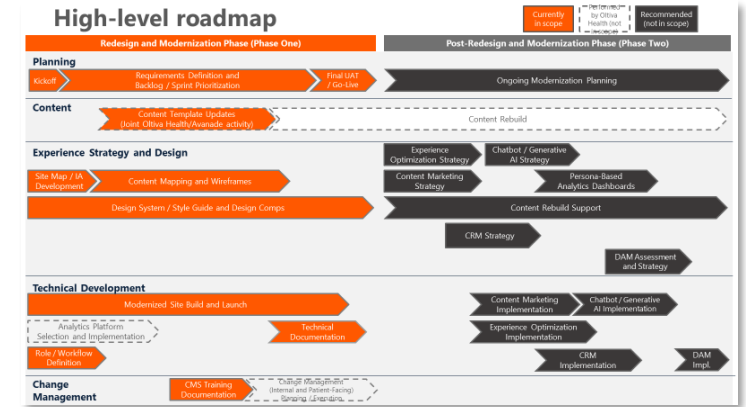
Decoupled
Designing data ingestion and API integrations to be independently designed and scaled, secured, and governed separate from the core Sitecore XM solution.

Note: Subject to change

Technical design document

Feature #	Epic	Website	Feature Title	Initial Description (To be turned into requirements in Post-Discovery Phase)	Suggested Priority (Assess)	Olivia Priority	Personnel Capacity (M/W/F)	Prerequisites (Discussions, Notes, or go-validation required or added Olvia feature solution gaps, etc.)
FUN-08	Functionality	Olivia	Recommended Content	The system will support the use of content recommendations (e.g. "view this" on different pages such as thought leadership), services, capable to encourage visitors to explore the site further. It could be tag-and/or form select, free text fields, radio/checkboxes, etc.)	3	2	H	Could be part of future content strategy work (i.e. what content gets from exploration required (i.e., Sitecore vs. Vuforia)
FUN-09	Functionality	Olivia	Sitecore Forms	The system will ensure Sitecore Forms is set up in SIA to support basic forms.	3	3	M	Form exploration required (i.e., Sitecore vs. Vuforia)
FUN-10	Functionality	Olivia	Form Fields and Inputs	The system will support various form inputs and fields (e.g., form select, free text fields, radio/checkboxes, etc.)	1	1	M	Form exploration required (i.e., Sitecore vs. Vuforia)
FUN-11	Functionality	Olivia	Form Workflows and Notifications	The system will enable Olivia users (e.g., admin) to set up form destination email addresses) upon form submission.	2	2	M	Form exploration required (i.e., Sitecore vs. Vuforia)
FUN-12	Functionality	Olivia	Form Autoreponse	The system will enable Olivia users (e.g., content authors) to set up autoreponses to be sent to site visitors upon form submission.	3	3	M	Form exploration required (i.e., Sitecore vs. Vuforia)
FUN-13	Functionality	Olivia	Redirect Management	The system will support redirect management within Sitecore (e.g. the 301 redirect module).	2	2	M	
FUN-14	Functionality	Olivia	404 and 500 Error Mapping	The system will support the use of out-of-the-box SIA capabilities to configure pages that are directed to generic Sitecore 404 and 500 error page experiences.	2	3	L	Olivia users should be able to update error text on those pages. Error page design for 404/500 may be created at a later date (i.e. post-MVP).
FUN-15	Functionality	Olivia	Basic Document Viewer	The system will support the use of a basic document viewer type experience for certain media types (e.g., PDFs).	2	3	L	Basic viewer (i.e. potentially via iframe)
FUN-16	Functionality	Olivia	Single Email Subscriptions	The system will allow site visitors to subscribe to (and unsubscribe from) email updates (e.g., from blogs) with just an email address.	2	2	M	Currently done via WordPress or Mailchimp directly. AM

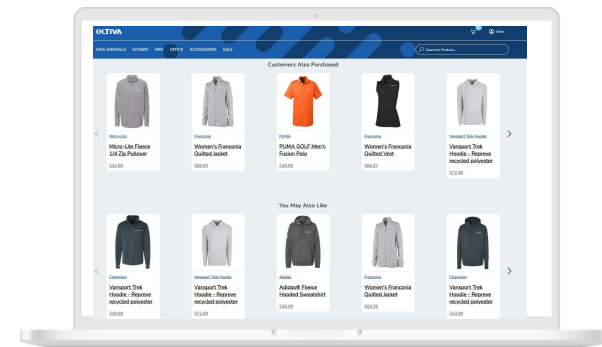
MVP definition and prioritized backlog



Capability Map/Functional Blueprint and roadmap



Commercial Proposal for future phased rollout



Branded Accelerator MVP/POC



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