



Do what matters

End-to-end control from content to commerce

How to achieve a composable digital experience platform faster



SITECORE



Microsoft

Channel-less is the future standard of customer experience. Defined by seamless commerce everywhere and personalized interactions, a channel-less go-to-market strategy will require complete integration between your content and commerce.

The channel-less experience opportunity:

Connecting content and commerce in retail and consumer goods

Taking the channel-less approach means centralizing your digital assets to enable both flexible content planning and collaboration and consistent delivery of modern commerce experiences on any channel.

However, the Retail Industry Leaders Association lists the need to “**become omnipotent on omnichannel**” as its biggest obstacle.

The global Micro Fulfillment Market is predicted to have a cumulative opportunity worth up to **\$10 billion by 2026.**¹

Gartner expects retail industry IT spend to grow by **8% to \$275.5 billion by 2025.**²

The roadblocks to success

Two-thirds of retail executives cite the growth of omnichannel and digital shopping as the most significant and challenging trend that the industry faces today.

De-centralized assets, legacy systems, unreliable performance and the need for a central content repository all contribute to friction in commerce – and a lack of strategic control for retailers and consumer goods organizations.

Channel-less for retail and consumer goods

The shift to online sales specifically impacts retailers and consumer goods brands in how they develop their assortment, product packaging and digital shelf presence. Current routes to market need to be optimized as businesses leverage their existing and emerging digital channels. To drive brand loyalty and deliver compelling customer experiences more directly, organizations will need to engage with:

- **D2C commerce platforms**
Including social channel and online marketplace models that provide a relevant **source of insights and consumer engagement** and a **clear future source of revenue growth**
- **B2B2C indirect sales to consumers**
Including pure play **marketplaces**, third parties via key account websites (e.g., supermarket chains and delivery services) and self-owned consumer marketplaces, as well as click and collect/deliver providers
- **B2B direct sales to customers**
Including **B2B marketplaces, wholesale B2B portals** (own the order, wholesaler to deliver), **wholesaler portal support** (e.g., marketing materials) and fully owned **end-to-end B2B capability**

>70% of buyers
(aged 18–39) **shop in
an omnichannel way**³

Social commerce made
up **4%** of online retail sales
in 2020 and is predicted
to grow to **5%** by 2025⁴



Seizing the channel-less advantage

The C-suite challenges

CMO

The CMO is looking to strengthen brand value/position with personalization and agility. They need to overcome fragmented content lifecycles and siloed customer information to achieve closer relationships through data.

CDO

Scaling commerce and content quickly, efficiently and globally is a challenge for the CDO. They want solutions to lengthy workflow optimization processes that require training/support and to accelerate growth with wider customer reach.

CIO

The CIO struggles with existing systems, increasing customer channels, and ever-multiplying assets. They want a single source of data that provides full control of security and compliance.

CFO

Addressing the costs arising from multiple commerce platforms/channels and external agency services is a priority. CFO objectives include achieving efficiencies, strong ROI, and lean content lifecycle management.

Only **2/10** companies feel they leverage their content well

50% of companies have more content than they can effectively manage

85% of companies spend the majority of their time on operational details instead of strategic activity

90% of companies expect content volume demands to increase in the next two years⁵



Composable commerce and content control: The secret to channel-less customer experiences

A harmonious customer experience depends on a strong connection between content and commerce. Retail and consumer goods businesses today need to be able to create and manage all of their content and orchestrate it in the right context, for the right channel, at the right time – and do this via compelling experiences that convert.

When you bring commerce and content strategies together, your business can:



Optimize
its content
velocity



Orchestrate
all digital
commerce experiences



Monetize
content
– everywhere

Sitecore Content Hub: Control what matters

Sitecore Content Hub is part of Sitecore's DXP product suite. It is built to meet the strategic content needs of your business so you can focus on what matters. With it, you gain complete control of your content by centralizing digital assets on a single, cloud-based portal.

Every aspect of a marketer's role is optimized with digital asset management, product content, marketing resources and content marketing all in one place. Content assets are unified, planned and created specifically to uplevel the channel-less customer experience.

Sitecore Commerce Cloud:

The complete composable experience

With Sitecore Commerce Cloud integrated in Sitecore's DXP, businesses are equipped to realize commerce everywhere.

Powered by MACH architecture, Commerce Cloud is the definitive end-to-end solution enabling the delivery of modern commerce experiences on any channel.

Taking a composable approach offers businesses the choice to combine or utilize standalone versions of its key components: Sitecore OrderCloud and Sitecore Discover.

Select the perfect tools for your needs to achieve results and ROI faster. Commerce Cloud is all about speed, agility, flexibility, responsiveness, and iteration – the key principles that retailers must adopt to stay a step ahead of their competitors.

Built with Microsoft in mind

Sitecore Content Hub and Commerce Cloud are native to Microsoft Azure, ensuring agility, speed and scale of cloud. Integrating Sitecore in the Microsoft ecosystem empowers you with a familiar tech stack – reducing costs and eliminating risk. While the intrinsic features of a cloud platform help increase efficiencies and elevate the capabilities of Sitecore to include analytics and AI.



Microsoft Azure

For performance, efficiency, reduced cost and risk



Cloud-native hosting

For wider impact and scalability



Azure AI

To enhance content management with channel-less experiences and supply chain optimization

Choose a 360 approach for total transparency

with Avanade's Content and Commerce Foundation Accelerator

Avanade's Accelerator program is designed to fast-track your content and commerce strategies so you can achieve rapid results and ROI. Our experienced technical experts support you from start to finish, working with you to enhance your customer experience end-to-end with:

Interviews:

We conduct interviews with internal and external stakeholders across several disciplines and roles.

Workshops:

We analyze your current capabilities, infrastructure requirements, integrations, content, key site functionality, SEO and analytics.

Competitive research and differentiation:

We identify your competitive strengths and weaknesses within your marketplace and highlight opportunities for differentiation.

Vision, strategy and roadmap:

We define the future vision for your websites – and provide a transformational roadmap to make it a reality.

How our Accelerator works:



What to expect at the end of your Accelerator

Accelerated ROI

Personalization drives average order value and higher margins.

Faster time to market

The ability to test new features, channels and content promotes consistency and shorter workflows.

Maximized customer value

Loyalty is driven using automated customer service to enhance access, availability and brand reputation.

Insight-driven decision-making

Intent and purchase behavior data delivers better cross-sell/upsell opportunities and reduced cost per acquisition.

Time, resource and cost reduction

Leveraging SaaS and automation to improve productivity, collaboration and efficiency.

Mitigated risk and minimized impact

Best-of-breed security providers and clear chains of custody to ensure business continuity.

Optimized content

With centralized asset management comes complete control of content strategy.



Sitecore Content Hub's intelligent content lifecycle management provides:

- 66%** search time reduction through intelligent, streamlined asset/content management reflecting your specific business structure
- 57%** user interaction uplift through optimized content quality and omnichannel distribution to the right audience
- 27%** increase in campaign delivery via automated workflows and external agency collaboration
- 30 to 35%** productivity rise as marketers focus on growing customer trust and brand equity.

More than **450** digital marketing clients and **37,000+** projects delivered across **22** countries

82 Avanade locations in **26** countries across **five** continents

#1 partner for Sitecore license sales for 2023

More than **1,300** Sitecore-trained consultants (more than any other company globally)

600 Sitecore certified developers with market-leading credentials for XM Cloud, Content Hub, Order Cloud and composable Sitecore ecosystem (2023)

Sitecore's first **Global Platinum Solution Partner**

90+ Microsoft Partner of the Year Awards

18x winner of Microsoft Alliance Partner of the Year

Meet customer demands at speed with a powerful partnership

Together, Avanade, Sitecore and Microsoft help you keep every customer at the core of your business, so you can revolve around them. Just as we revolve around you. Avanade's inclusive approach centers in on your exact business needs, so you can benefit from a unique experience that you can pass on to your customers. We step into your world to understand your specific challenges, so we can design and deliver your tailor-made DXP with Sitecore technology – underpinned by quality to deliver real impact at speed. And with the unique, exclusive access you get to Microsoft through Avanade, we can unlock its power and bring you real impact at speed.

We're always here as your ongoing partners, guiding you forward and showing you what's possible with custom builds and capabilities that keep your brand ahead. Together, we help your business deliver exceptional content and forge meaningful connections that keep customers returning time and time again.

Experience an elevated, exclusive service

Deliver exceptional content and forge meaningful connections that keep your customers returning time and time again.

With Avanade's holistic and practical approach, we step into your world to fully understand your specific challenges, then design and deliver your tailor-made DXP solution.

Sitecore's robust content management and commerce platforms allow you to develop, control and share content across hundreds of sites with a consistent experience – regardless of language, location, or device. And with the unique, exclusive access you get to Microsoft through us at Avanade, we unlock its power to provide true value.

Take the next step to **channel-less personalization in retail and consumer goods** with our **Content and Commerce Foundation Accelerator**.

[Learn more](#) 

Let's captivate and convert the channel-less customer – together

Get in touch to find out more:

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

Sitecore is a global leader of end-to-end digital experience software. Unifying data, content, commerce, and experiences, our SaaS-enabled, composable platform empowers brands like L'Oreal, Microsoft, and United Airlines to deliver unforgettable interactions across every touchpoint. Our solution provides the cutting-edge tools brands need to build stronger connections with customers, while creating content efficiencies to stand out as transformation and innovation leaders. Experience more at www.sitecore.com.

Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Find out more at www.microsoft.com.

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1 Micro Fulfillment Market – \$10B Cumulative Opportunity by 2026 (thelogisticsiq.com)

2 RIS News AI in Retail Market Report – Industry Growth Forecast 2027 (gminsights.com)
Retail Analytics Market Size, Industry Statistics 2026 (gminsights.com)

3 Accenture Song Research, 2023

4 'Social commerce as share of total online retail sales in the United States from 2021 to 2027', Statista, 2022

5 You Are Your Content. Accenture State of Content Report.