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**Avanade** X | Make **what matters**

# A manufacturer's guide to Total Customer Experience

Learn how to transform experiences across commerce, customer service, marketing and sales

SITECORE®

Microsoft

# The customer experience shift

Shifts in buyer behavior are driving manufacturers to prioritize digital. As the buyer journey becomes more complex, involves more stakeholders and requires more time researching online – manufacturers must invest in their digital experiences to remain competitive.

Manufacturers that position themselves to meet customer expectations across commerce, marketing, sales and service, stand to create long-lasting relationships that generate greater revenue.

Achieving this Total Customer Experience requires data to drive targeted customer experiences, and modern tools to share those experiences across all digital channels. However, many companies still find themselves dealing with legacy commerce systems and siloed content management.

Avanade can help you meet customer expectations with a digital experience platform (DXP) that's tailor-made for your business. By applying our skills in advisory, experience, and technology to Sitecore's composable platform and the Microsoft ecosystem, we'll integrate exactly what your business needs. We provide solutions for streamlined content, personalized experiences and elevated commerce – underpinned by a commitment to deliver real impact at speed.

## By 2025,

60% of B2B sales organizations will have transitioned to data-driven selling, merging sales processes, experiences and applications, data, and analytics into a single operational practice.

**Gartner, 2023**

# Captivating customers at every touchpoint

Total Customer Experience requires integration across your entire customer journey, improving interactions at every touchpoint for your internal stakeholders and your customers.

Avanade uses its creative and technical expertise to maximize the capabilities of Sitecore's DXP, building a unique experience that you can pass on to your customers. We provide this expertise within our three Total Customer Experience solutions: **Content Velocity, Platform Modernization and Branded Commerce.**
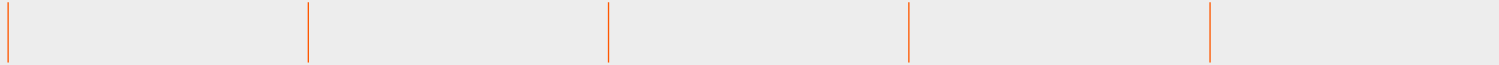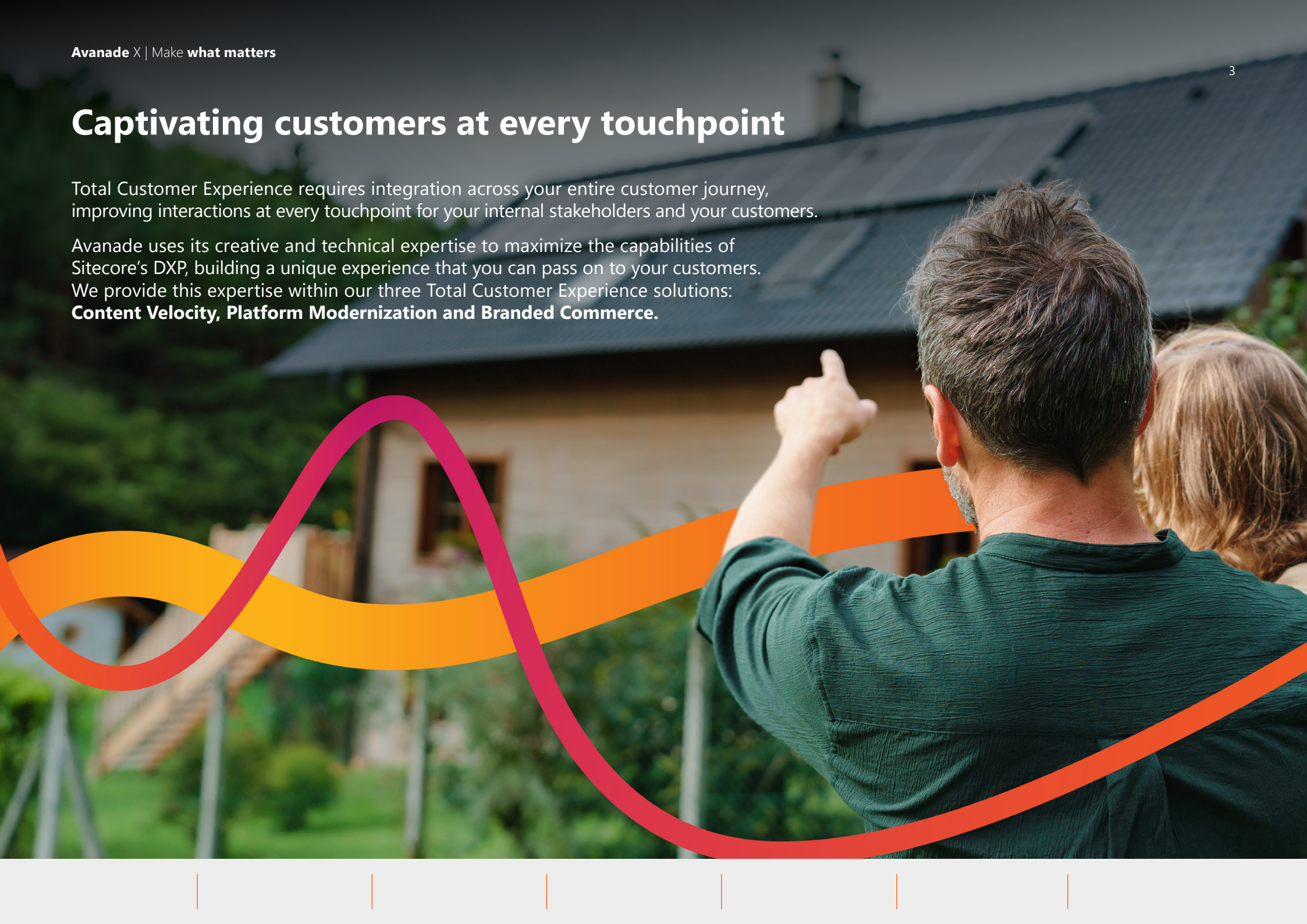
# Content Velocity

Our Content Velocity offering equips you with the tools and expertise to modernize your content strategy, deliver content experiences that increase conversion and loyalty, improve content quality, reduce time to market and optimize the cost of creating and managing content.

Content Velocity leverages **Sitecore Content Hub** to unify your entire content management and delivery lifecycle across all channels. It centralizes your digital assets and marketing resources through its cloud-based technology – relocating content from dispersed locations to a single in-house portal for complete end-to-end control.

**Speeding up your success**

Avanade's Content Velocity Accelerator gets you up to speed with Sitecore Content Hub in just eight weeks – ensuring you can meet the personalization expectations of today's digital customers while saving time, resources, and money.

Our team of experts will design and configure Sitecore Content Hub to meet your taxonomy and workflow requirements exactly. Working as your ongoing partners, we fast-track a blueprint to unify, plan, create and manage your content, equipping you to deliver personalized experiences that outclass your competition.

Learn more ⟩

# Platform Modernization

Through Platform Modernization, Avanade can transform your legacy digital experience platform (DXP) into a modern solution that's cheaper to own and delivers better performance and customer experience.

By implementing **Sitecore's XM Cloud**, a composable, SaaS-based solution, your company can look forward to faster content delivery, internal agility and cross-team collaboration. This enables your people to create personalized, relevant, omnichannel customer experiences that engage and convert. And as XM Cloud is a cloud-native solution, your teams can quickly and easily connect the latest tools and applications required to adapt to ever-changing consumer trends.

## Preparing for your next step

Avanade's ability to connect technical expertise and innovative customer experiences makes the process of modernization via XM Cloud implementation easier than you might think.

Over a four-week engagement period, we carry out a Platform Modernization Assessment. Our experts will work with your teams to develop a roadmap for your XM Cloud migration. We also create a report highlighting areas where best practice is being followed as well as areas where improvements could be made.

The assessment is focused on four fundamentals:

- Code health
- Content foundations
- Performance
- Cloud readiness

**Learn more** ⟩

# Branded Commerce

Branded Commerce gives you the speed, agility, flexibility, responsiveness, and iteration you need to meet customers where they are and stay one step ahead of the competition.

The Branded Commerce offering centers around Sitecore Commerce Cloud. It's the definitive end-to-end solution for branded commerce, enabling businesses to flexibly create and deliver omnichannel commerce experiences with a life-centric, user-intent focus.

**Sitecore Commerce Cloud** is composable through and through, offering businesses the choice to holistically combine or utilize standalone versions of its key components:

**Sitecore OrderCloud** is a next-generation, MACH-powered headless commerce platform designed to future-proof and scale modern commerce strategies.

**Sitecore Discover** is an AI-powered product discovery solution that identifies buyer intent and personalizes product search results, merchandizing, and recommendations on a 1:1, real-time basis.

## Accelerating your growth

Avanade's Branded Commerce Foundation Accelerator fast-tracks you to a future-proof commerce strategy through Sitecore Commerce Cloud in only eight weeks.

Our technical experts support you from start to finish, working with you to develop a complete composable commerce experience. Every component of your scalable and easy-to-integrate solution can be swapped or improved to meet your ongoing business requirements, keeping your brand's experiences one step ahead of the competition.

**Learn more** ⊙

# Put the customer at the core

To keep your customers loyal, you need Total Customer Experience. This means putting your customers at the core of your manufacturing business, so you can revolve around them – just as Avanade, Sitecore and Microsoft revolve around you.

Avanade invests in developing market-leading skills that accelerate Sitecore's cutting-edge composable solutions across content, personalization and commerce. Meanwhile, our deep technical insight and knowledge of the Microsoft suite means we're uniquely positioned to connect you with opportunities that unlock value.

Together, we can transform your experiences at every touchpoint, creating digital experiences that deliver for your employees and continually satisfy your customers.

**600**
Sitecore certified developers

**20+** years of Sitecore partnership

**450** clients served
with over **250+** Sitecore implementations

**60k+**
Microsoft certifications – more than any other partner

**90+**
Microsoft Partner of the Year Awards

including **18x** Winner of Microsoft Alliance Partner of the Year

## Ready for Total Customer Experience?

Book a 45-minute meeting to discuss your pain points and goals for customer experience. During the meeting, we'll immerse ourselves in your world and share real customer stories to illustrate what's possible for your business.

**Book a meeting** ⊙

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**Do what matters**

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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