



Do what matters

# Make channel-less retail your reality

Elevate your content and  
commerce experiences with  
Avanade, Sitecore and Microsoft





## Channel-less experiences: Connecting content and commerce

Channel-less is the future standard of customer experience for all retail markets. A harmonious customer experience depends on a strong connection between your content and commerce. You need to be able to create and manage all of your content and orchestrate it in the right context, for the right channel, at the right time, to deliver experiences that convert.

For complex, modern brands, managing a channel-less go-to-market strategy can be an operational nightmare.

## The complete composable experience

By integrating commerce with content, retailers:

- Engage more deeply and more closely with their customers
- Ensure consistent branding across all digital/physical channels
- Deliver results and realize ROI faster

With data at the heart of retail – and industry challenges front of mind – Avanade, Sitecore and Microsoft are redefining what's possible with composable technology.

Ambitious brands accelerate growth by delivering seamless experiences that revolve around the consumer.

With a single source of data, businesses can achieve this, as they also improve their employee experience, reduce operational costs and minimize tech effort.

1 Digital Commerce 360, 2023

2 You Are Your Content. Accenture State of Content Report

**67%**

of consumers expect companies to address their changing needs in new ways<sup>1</sup>

**2/10**

companies feel that they leverage content well<sup>2</sup>





### Sitecore Content Hub: End-to-end control

Sitecore's Content Hub centralizes digital assets on a single in-house portal using cloud-based technologies.

Commerce and content strategies unite on Sitecore's best-in-class Digital Experience Platform (DXP) to:

- Unlock intelligent content planning, management and delivery with complete end-to-end control
- Deploy content across all channels at speed
- Enhance quality and achieve process efficiencies

### Sitecore Commerce Cloud: Strategic future-proofing

Sitecore's Commerce Cloud delivers modern, differentiated commerce experiences so you can sell on any digital/physical channel with next-generation OrderCloud Headless Commerce.

Sitecore Discover employs AI power to drive product discovery.

**66%** reduction in search time

**57%** uplift in user interactions

**27%** increase in campaign delivery

**30–35%** productivity rise for marketers

With intelligent content lifecycle management

Source: Sitecore

### Take channel-less experiences even further

Microsoft ecosystem integration lets retailers capitalize on the full potential of Sitecore's dynamic composable solutions. Tailoring a Sitecore DXP with Microsoft unlocks its full potential.

### Microsoft Azure

Reduce costs and minimize risk with Sitecore technologies built on a familiar tech stack.

### Microsoft Cloud Platform

Enhance efficiencies and expand the capabilities of Sitecore to include analytics and AI.





## Your 12-week roadmap to a channel-less retail future

Knowing where to start when it comes to uniting your content and commerce isn't always easy. The holistic and practical approach we take centers on your exact business needs. We step into your world to understand your specific challenges, then design and deliver your tailor-made Sitecore DXP. And the unique, exclusive partnership with Microsoft means we unlock its power and bring you true value.

## Avanade Content and Commerce accelerator: Speed toward success

## The support you need to unite commerce with content

We take the time to find the right solution for your unique business challenges and explore the best way forward.

### Interviews

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

### Competitive research and differentiation

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

### Workshops

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

### Vision, strategy and roadmap

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



### Inspire

#### One-hour call

Our experts start by discussing your current situation, challenges and desired outcomes.



### Ideate

#### Half-day workshop

We work together to uncover opportunities and align on your key business goals.



### Accelerate

#### Six-week strategic discovery

We analyze key workshop discussion points, complete a competitive/comparative review against industry standards and determine your requirements, organizing these by effort and mindset.



### Action

#### Eight-week proof of value

We collaborate with your teams over eight weeks to provide recommendations in the form of a client project brief, executive summary and roadmap, and future project plan and estimates.





## Accelerator outcomes

### Accelerated ROI

Personalization drives average order value and higher margins.

### Time, resource and cost reduction

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

### Faster time to market

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

### Mitigated risk and minimized impact

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

### Maximized customer value

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

### Optimized content

With centralized asset management comes complete control of content strategy.

### Insight-driven decision-making

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

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

Avanade provides ongoing partnership for enterprise retail businesses looking for a 360° approach to commerce and content. We align our approach with the growing needs of your business and are here to support your brand:

- Deliver exceptional content
- Make the most of what's possible
- Forge meaningful connections that keep customers coming back for more

As the go-to systems integrator for Microsoft, we hold a unique level of knowledge and expertise. With more Microsoft certifications and Sitecore-on-Microsoft Azure implementations than any other partner, we know just how far Microsoft technologies advance Sitecore's innovation.

**Find out more. Talk to us today.**

**Get in touch** 





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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](http://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](http://www.sitecore.com).

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