Controlling your content:
Why it matters and why it's time to act

Content is the driving force behind every great experience

Manufacturing is in an unpredictable period, driven in part by rising costs, supply-chain challenges, and sustainability obligations. But now these challenges are being exacerbated by rising customer demands for personalized, dynamic content experiences. This means competing on costs alone is no longer enough and delivering personalized content is now a necessity for business success.

To gain a clear overview of content – from start to finish – and the data insights needed to understand what the audience wants and when, manufacturers must adopt a new, intelligent way to manage the content lifecycle.

60% say they will likely become repeat buyers after a personalized shopping experience

76% of consumers are more likely to consider purchasing from brands that personalize

78% of consumers would recommend brands that personalize

Centralize your content for complete control

Marketing content is often controlled by external agencies and stored disparately across various platforms, leading to inefficiencies, increased time to market, higher costs and no single source of truth.

Taking control of the content lifecycle is the key to achieving a centralized approach to your content. Manufacturing businesses that do so, keep pace with customer expectations, while creating cost and time efficiencies that relieve the tide of market pressure.

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Dare to dream bigger with end-to-end manufacturing content control

There's a digital disruption in the manufacturing industry, and now is the right moment to reimagine customer experience with a digital transformation journey that's built on a strong technical foundation.

Marketing professionals and their creative suppliers need a solution that offers more insight, structure, and collaboration across the entire content lifecycle. Manufacturing executives and decision-makers demand a best-in-class content creation and management solution to maximize every business outcome for optimal ROI. To capitalize on personalization opportunities, manufacturers require a new, intelligent way to manage their content lifecycle.

What do manufacturing executives think?

In the UK and Europe,
44%
believe that the shift from in-person to digital interactions is the most impactful change in customer engagement, yet…

96%
say that their digital experience is not tailored for each customer.

Globally, just
18%
of manufactures have a customer-centric strategy in place, while just…

13%
say they can offer digital solutions with their existing capabilities.

Brand-defining experiences demand content velocity

The C-suite challenges

CMO
The CMO wants to achieve brand consistency, return on investment, agility and flexibility, and connected digital customer experiences.

CDO
The CDO wants to regain control over the creative process and asset ownership, implement common standards, and ensure agency use is flexible.

CIO
The CIO wants taxonomy structures, a chain of proprietary information, and a single source of data.

CFO
The CFO wants to increase supplier competition, champion cost-cutting efficiency, drive stronger and transparent ROI, and reduce assets through reuse.

CTO
The CTO wants to boost operational security, adopt tools to drive efficiencies and invest in future-ready technology that aligns with Microsoft's suite of products.

CSO
The CSO wants to improve resilience across operations, create intellectual property safeguards and adopt ESG-beneficial technology that ensures optimal resource use and reduced waste.

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A smarter manufacturing investment can maximize operational efficiencies

Efficiency

Workflow management

Automate content production, review, and publication, reduce external agency dependencies, increase collaboration, shorten the content lifecycle, increase speed to market, and gain flexibility.

Ownership

Regain control of assets from agencies, and reduce the time to find, create, and process assets during campaign development.

Content reusability

Reduce agency spend through consolidation and improve content reuse across and within markets, brands, and functions.

Revenue uplift

Omnichannel facilitation

Publish and align content and product data around all distribution channels to strengthen brand consistency.

Localization and internationalization

Scale content to multilingual audiences to drive local personalization.

Performance tracking

Compare ongoing results by developing content analytics, performance KPI frameworks, and ROI models.

Quality

Content optimization

Develop AI-based creative and modular content that's aligned with upcoming experience and/or content trends.

Consistent brand experience

Enable brand standards and marketing guidelines that will improve product recognition in the market.

Policy and governance

Support automatically retiring and archiving assets through all channels to help boost consistency within functional teams.

Sitecore Content Hub:
Control what matters

Sitecore Content Hub is part of Sitecore's Digital Experience Platform (DXP) product suite. Content Hub centralizes digital assets and marketing resources through its cloud-based technology – relocating a manufacturing business' content from multiple agencies to a single in-house portal. It unlocks dynamic, flexible, and intelligent content planning, creation, and collaboration with complete end-to-end control.

Redefine the content lifecycle to rise above today's unpredictable manufacturing market

The platform is designed to meet the evolving strategic content aims of a smarter, modern manufacturing business. Its best-in-class technology and capabilities ensure manufacturing executives and marketers can achieve outcomes that:

- Create consistent brand experiences
- Leverage economies of scale for better ROI
- Mitigate risks and lower their potential impact

- Ensure rapid and reactive omnichannel deployment
- Optimize and standardize content quality and distribution
- Improve decision-making with critical performance insights

Meaningful experiences start with Sitecore's proven benefits

66% reduction in search time through intelligent, streamlined asset and content management that reflects the business structure.

57% uplift in user interactions through optimized content quality and omnichannel distribution to the right audience.

27% increase in campaign delivery by automating workflows and collaboration with external agencies.

30–35% productivity increase as marketers focus on strategic tasks that improve customer trust and brand equity.

Source: Sitecore

The business case for intelligent content lifecycle management

Content optimization

Maximize your content's strategic value:

- Improve campaign effectiveness
- Enhance localized personalization
- Drive consistency across content branding, quality, and delivery

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Risk mitigation

Reduce the impact of risks:

- Eliminate data silos with Digital Asset Management (DAM)
- Strong digital rights management with easy execution
- Clear third-party obligations, proprietary rights, content access, and accountability

Performance insights

Improved insights for strategic decision-making:

- Business-specific success criteria
- Track content effectiveness and conversions
- Performance measurement for teams and third parties

ROI

Leverage economies of scale:

- Reduce marketing spend by increasing efficiencies and productivity
- Quick scaling for multilingual audiences
- Repurpose existing assets for local markets or new campaigns
- Capitalize on existing or freed-up resources and use budgets efficiently

Faster time to market

Produce and launch creative assets at speed:

- Quickly implement finalized assets, reduce workflows and lengthy processes
- Gain process agility that's tailored to suit business needs
- Flexible and easy to scale

Process standardization

Save time and gain consistency:

- Automated, transparent workflows for cross-team collaboration and standardized processes
- Single source of truth for assets
- Flexibility in people mobility, agency and freelancer engagement for briefings, approvals, channel delivery and asset access

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Realize your strategic ambitions with Avanade's Content Velocity Accelerator

Experience endless possibilities for your content

Manufacturers can rise above the unpredictable market landscape by achieving true content velocity to meet the demanding, personalization-first expectations of today's digital customers. Avanade's Content Velocity Accelerator sets your business up for success with Sitecore Content Hub through perfect alignment with Microsoft's suite of products in only eight weeks.

With our Accelerator, your business can harness an efficient and accurate workflow combined with a centralized and streamlined administration of digital assets, saving you time and money. It's designed to lower the pressure on your marketing teams responsible for content development – ensuring you drive creative brilliance across all platforms while maintaining content accessibility, diversity, and consistency.

We provide the vital connection between technical expertise and innovative customer experiences – so your business can completely optimize its digital asset management with a stack that's deeply integrated into your existing systems.

Three steps to success

1 **Inspire: One-hour call**

We'll explore the trends impacting our manufacturing clients and how we can empower your organization to make what matters for customers to accelerate growth.

2 **Ideate: Two-hour workshop**

We'll work together to uncover opportunities and align on key business goals to begin designing a journey to content velocity.

3 **Content Velocity Accelerator**

Our experts will collaborate with your teams over eight weeks to accelerate the co-creation of your business case, roadmap, conceptual architecture, and proof of value.

What to anticipate with the Accelerator's outcomes

Security

We will connect your current Identity and Access Management (IAM) solution to Content Hub, providing authorized user and group access to the platform.

Data model

We work with you to design and configure a tailored data model that meets your needs and ensures a successful Content Hub implementation.

Taxonomy and workflow

Our experts will design and configure Content Hub to match your unique requirements and support a successful implementation.

Brand themes

Avanade will support you to configure Content Hub with your organization's unique branding for a tailored in-platform experience.

Solution

We collaborate to define a holistic, growth-driving solution blueprint with a focus on integration and business change.

Azure DevOps

Stored and secured code-base and CI/CD pipelines in Azure DevOps for future reference and reuse.

Avanade is flexible in the deliverables and structure of the Accelerator. Some features or specific product sets may not be applicable to your brand. The exact deliverables will be determined during the initial workshops.

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Control your content, transform their experiences

## Achieve your ambition with Avanade, Sitecore and Microsoft

Keeping your customers happy and loyal depends on your ability to deliver personalized, hyper-relevant experiences that resonate. 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.

First, we step into your world to understand the challenges that matter to your manufacturing business. Then, we design and deliver your tailor-made digital experience (DX) stack with Sitecore technology that's aligned with the Microsoft suite of products, ensuring you unlock true long-term value and take full control of the digital experience.

As your ongoing partners, we'll guide you forward and show you what's possible with custom builds and capabilities that create beyond the current market need to keep your brand moving forward. So, whatever today's digital customer wants next, you're ready for it.

See what's possible with Avanade, Sitecore and Microsoft. Contact us and start taking back control of your content.

Learn more ⊙

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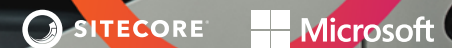
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Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our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

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