

Digital Marketing Managed Services

Your fully managed marketing cloud to deliver digital customer experiences at speed



Executive Summary

Your customers want more personalized experiences with more relevant content through more channels on more devices than ever before. So... give it to them. Avanade Digital Marketing Managed Services brings together the technologies you need from the partners you trust—all in one place, so you can focus exclusively on delivering the most innovative digital experience to customers with speed, agility and scale.

Avanade's completely managed service is built on the Sitecore Experience Platform, designed, optimized and delivered through Microsoft Azure. This pay-as-you-go service includes:

- A fully supported and hosted Sitecore digital marketing platform
- Cloud automation for fast deployment and regular updates
- Built-in integration services to allow for rapid enhancement by the on-site development team or third-party agencies.

In addition to this, our services catalog provides options to access user experience experts and digital production services that include design, localization, formatting, template coding, marketing analytics and optimization.

IDC shows Avanade Managed Services clients achieve a proven return of \$5 for every \$1 invested.

— IDC White Paper Sponsored by Avanade "Achieving Business Value with Avanade's Application and Infrastructure Managed Services" Doc #247694, May 2014



Digital customers present new challenges for businesses...

Digital customers are interacting with businesses in new ways, using online channels and mobile devices. They're more likely than ever before to look to third-parties to help inform their buying decisions. Research has shown that 56% of customers will pay 30% more for a positive buying experience—and switch to your competitor if that experience is poor.¹

Outdated digital marketing technologies slow down the response

Your digital marketing platform has to empower the innovation your business needs to meet every demand made by digital customers. But oftentimes disparate, outdated digital marketing technologies leave marketers without the features needed to respond fast enough or to scale their efforts. It is more important than ever to have integrated, relevant, and personalized experiences across the multitude of digital channels. Otherwise, organizations risk inconsistent digital experiences and ultimately confused, unsatisfied customers

Many challenges, one solution

Sitecore. Azure. Accenture. Avanade. Our Digital Marketing Managed Services is the only offering to bring together this stellar array of resources, putting the dream-team of digital marketing to use for you.

This unparalleled offering includes a rich combination of managed services and software-enabled capabilities for content delivery and management, digital campaigns, customer analytics and optimization.

Why is it different? Utilizing Sitecore's customer experience platform ranked by Gartner as a leader in Web Content Management², our industrialized approach helps companies:

- **Save time and money to deploy an enterprise-class marketing platform.**

Fully hosted on the Microsoft Azure cloud, a full suite of managed environments includes development, testing, UAT and production. Our proven blueprint architecture and Rapid Migration Tools are pre-tested and optimized for performance. With predefined commercial agreements, this solution streamlines billing, enables internal chargebacks and provides volume discounts.

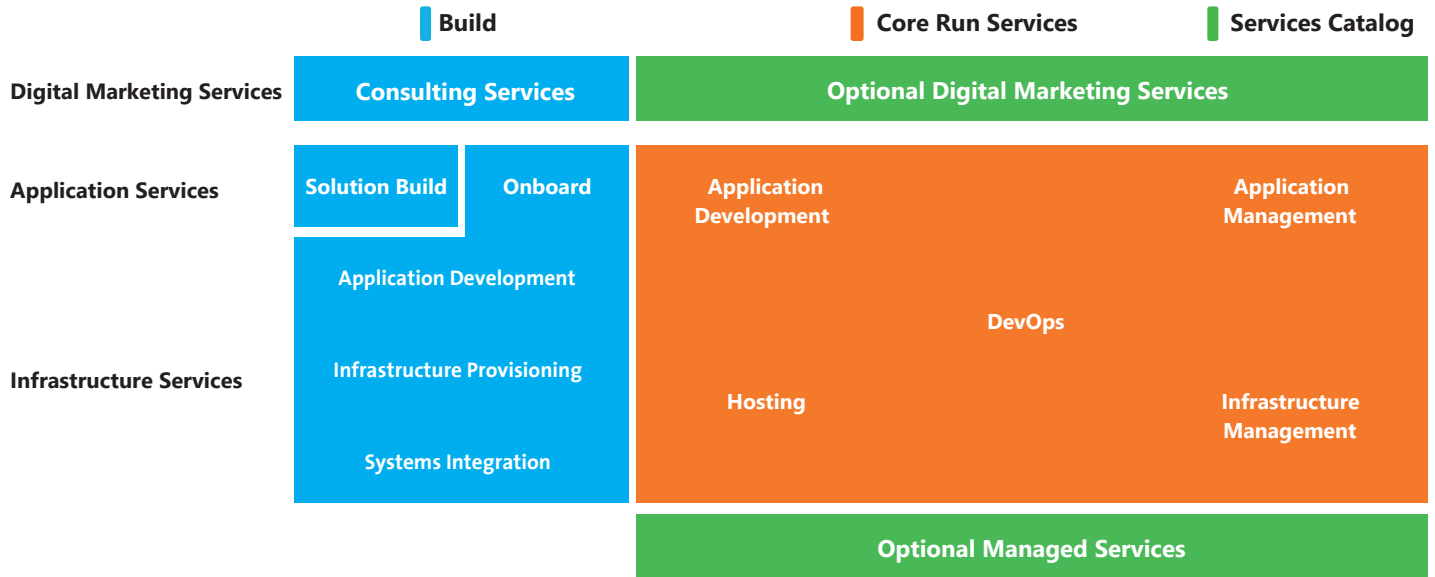
Benefits of Digital Marketing Managed Services:

- **Improve uptime and operational efficiencies** by relying on Avanade's managed services and cloud expertise to give your business the increased speed, reliability and scale you need to focus on business outcomes and reduce the burden on IT.
 - **Speed time to value** with a streamlined, integrated digital marketing platform that empowers both marketing and IT to respond quickly and efficiently to marketplace disruptions and emerging customer needs.
 - **Drive growth** by attracting new customers and creating loyal advocates through more personal, customer-centric experiences. Fully realize your most innovative ideas through our experience design skills and user-centric approach combined with our deep expertise in digital marketing platforms.
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- **Respond faster to customer needs.**
Our Digital Studio houses the largest concentration of Sitecore skills in the world outside of Sitecore. Our proven dev-ops approach, delivery processes and tools combine with cloud automation to enable rapid multi channel releases. Companies also experience a service level agreement that ensures a minimum of 99.9% application and cloud uptime supported by experts 24x7. In addition, our services catalog provides access to integrated technology platforms, value-add services and reusable components.
 - **Innovate at Scale.**
Our multi-agency approach enables company-wide and partner-wide efficiencies And our expert services can help you scale up or down and optimize your digital needs including editorial program management, content programing and publishing, campaign management and ongoing measurement and optimization.

1. [Avanade New Customer Journey Global Study 2013](#)

2. [Sitecore positioned furthest in Completeness of Vision in 2014 Gartner Magic Quadrant for Web Content Management](#)

Your digital marketing platform needs to be enterprise class so you can focus on delivering marketing innovation at speed, agility and scale without being constrained by technology. Our Digital Marketing Managed Services deliver just that, through a menu of technologies and capabilities.




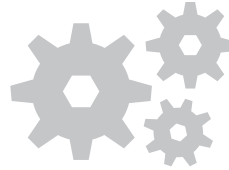







































- Build services are optimized to get you up and running quickly.

- Run services are built on top of agile development methods to give your marketing projects superb agility.

- Our Services Catalog provides a full spectrum of customizable services, which has your team covered over the entire lifecycle of your digital marketing needs.

Why Digital Marketing Managed Services from Avanade

 <p>MICROSOFT MOBILITY PARTNER OF THE YEAR 2012, 2013 and 2014</p>	 <p>MICROSOFT AZURE PREFERRED PARTNER</p>	 <p>21 MICROSOFT GOLD COMPETENCIES</p>	 <p>1000+ MANAGED SERVICES CUSTOMERS in 50 COUNTRIES</p>	 <p>FIRST SITECORE PLATINUM PARTNER</p>								
<p>80+ Sitecore clients</p> 	<p>Projects delivered in 20 countries</p> 	<p>Most Sitecore Implementations on Microsoft Azure</p> <p>VELUX®  ReSound </p> <p>  </p> 	<p>Sitecore's only global platinum partner</p> 									
<p>8 Sitecore Awards</p> <table border="0"> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>										<p>1,300 Sitecore trained consultants 3 Sitecore trainers on staff</p> 	<p>800+ Sitecore Certified Developers 10 current Sitecore MVPs</p> 	<p>6 Sitecore Global Delivery Centers</p> 
												
												
												

What Digital Marketing Managed Services do for our customers?

- A global consumer packaged goods company reduced costs by 33% over its incumbent digital agency, sped development by 20%, and gained the ability to reuse 30% of their digital assets across geographies and languages.
- A global healthcare products provider increased digital marketing agility while cutting costs by 60% and gave its smaller brands access to the same web technologies that its flagship brands use, enabling growth in new areas.

- A major energy company created a data-rich, personalized, online customer experience in which visitors are 47% more likely to click through to its energy plans and mobile conversions are up by 29%.

To learn more about Avanade Digital Marketing Managed Services, contact your Avanade sales team or visit www.avanade.com/digitalmarketing



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at www.avanade.com.

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