

Avanade Expands its Avanade X Business into Europe and Australia to Build Better Digital Products and Experiences for Clients, Globally

Microsoft's Partner of the Year for Customer Experience is expanding its Avanade X team to empower organizations in building differentiated and scalable customer and employee experiences for a cloud and AI-first world.

London, March 19, 2024 – Avanade, the leading Microsoft solutions provider, is bringing its digital consultancy and design capabilities to Europe and Australia with the expansion of its Avanade X business. Originally launched in North America in 2023, the global expansion adds more than 2800 Microsoft-dedicated digital and design professionals across a total of 14 countries, making Avanade X the leading digital creative consultancy that specializes in Microsoft.

Maintaining relevant and meaningful relationships with customers and employees has never been more challenging for businesses than over the past four years as peoples' needs have evolved faster than businesses can adapt. The acceleration of cloud and AI has created an important inflection point, offering organizations new pathways to redefine customer and employee interactions, enabling new products and experiences, and delivering on brand promises to accelerate growth.

Avanade X's expansion into United Kingdom, Ireland, France, Belgium, Netherlands, Austria, Switzerland, Germany, Italy, Poland and Australia will enable more businesses around the world to access Avanade's deep skills, experience and industry expertise to differentiate themselves in their markets. Avanade X will work alongside Avanade's Advisory and Technology business groups to create unique, enriching experiences using Microsoft Technology.

"We are dedicated to igniting a passion for brands. Personalized experiences have never been more important and businesses that prioritize them while also harnessing the power of AI will emerge as leaders in the next decade," declared Jason Hunt, Global Lead for Avanade X. "As customer and employee expectations reach new heights and the pace of change accelerates, brands frequently overpromise and underdeliver. Avanade X stands as the bridge, creating digital products and experiences that seamlessly integrate with the rhythms of modern life and work."

Anna Di Silverio, Avanade President for Europe & Middle East said, "We are thrilled to expand our digital consultancy and design capabilities to our clients across Europe. Bringing together strategists, creatives and technologists, our multi-disciplinary experts deliver holistic and practical solutions for maximum human impact. As the #1 digital agency on Microsoft, we can now help brands and businesses across the region and create relevant, enduring experiences that accelerate growth."

"Avanade's expansion of its Avanade X business aligns closely with Microsoft's vision of empowering organizations to harness the power of technology to drive innovation and create impactful experiences for customers and employees," commented João Couto, EMEA VP & COO Cloud Commercial Solutions at Microsoft. "Avanade X will play a crucial role in helping businesses across the globe leverage cloud and AI technologies to redefine customer interactions and accelerate growth. We are excited to continue our partnership with Avanade in delivering transformative digital solutions to organizations worldwide."

Recognized as the [2023 Microsoft Partner of the Year for Customer Experience](#), Avanade X is organized around three primary dimensions of experience-enabled growth – Customer Experience,

Workplace Experience, and Digital Products & Services. The creative team at Avanade X seamlessly integrates across all three dimensions, ensuring a holistic approach that maximizes for human and business impact.

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About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem.

Together with Accenture, we have been recognized as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft Most Valued Professionals, certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

Avanade is a responsible business committed to building a sustainable world through the power of people and Microsoft. We hold ourselves accountable to environmental, social and governance targets, ensuring our business is sustainable for the long term. Every day, our 60,000 professionals in 26 countries harness the power of their diverse backgrounds to make a genuine human impact for our clients, their employees and their customers. Learn more at www.avanade.com and follow us on [LinkedIn](#).