

Rethink digital marketing

# Do What Matters to Lower Digital Marketing Operations Costs

## Act faster, improve performance, and reduce total cost of ownership (TCO) with Avanade's Headless Digital Experience Accelerator - HDX

As technology and consumer behaviour rapidly evolves, organizations must modernize their martech quickly. Utilizing Avanade's HDX aligns marketing platforms to the "JAMstack" architectural approach, we can help clients achieve immediate business benefits and real results, while modernizing their entire digital stack.

### The challenge: seizing the benefits of personalization at scale

Despite the power of the platform, many Sitecore customers still struggle to realize the vision and business benefits of 1:1 personalization. This is more noticeable by organizations that operate at scale. That's because significant traffic volume, multiple market segments, complex product offerings, and global distribution all affect the cost of personalization, and can stretch Sitecore's technology to the point where performance is impacted.

### Help is here: Improve performance, and see results fast

Recognizing these issues faced by enterprises, Avanade's HDX for Sitecore enables scalable personalization with the same speed benefits and with a fraction of the infrastructure cost. And it requires no major investment in new server architecture and compute power to make it work. It can help you:

**Speed up:** How much faster can we make your Sitecore solution? Up to **98 times faster**.

**Increase relevance:** Page and content rankings can improve greatly based on improved page load and content delivery speed. To help brands get in front of prospects and customers, the accelerator enables Marketers to **improve both Google page and Google content rankings**.

**Get meaningful insights:** The accelerator includes a direct integration of Sitecore's marketing data into Google Analytics, transferring customer insights freely throughout the stack. This enables Marketers to set up goals, marketing trigger points and KPIs in Sitecore and tracked directly in Google Analytics, providing **a single UI with greatly improved levels of insight to deliver and measure engagement at every step of the customer journey**.

### Full spectrum of benefits for Marketing and IT

- Speeds up to **98x faster**
- Reduce Sitecore hosting costs by **up to 90%**
- Fully personalized experiences with limited to no performance impact
- Increased customer insight and reduced integration costs
- Reduce the time to build new features to respond quickly to market trends
- Reduce the time and cost for Sitecore upgrades

### Avanade facts

- More than **250 digital marketing clients** in **21 countries**
- Provided ongoing support for **100+ global clients** with Digital Marketing Managed Services
- In partnership with our clients, we have won a number of [Sitecore Experience Awards](#)
- Over **750 UX professionals** and **38 LUMA Human-Centered Design practitioners**
- **3,500 analytics professionals** and **4,200 business excellence and automation experts**
- **18 Digital Innovation Studios** around the world with multidisciplinary teams of designers, engineers, and delivery and product managers

### Ready to learn more?

We offer several short-term (1–4 weeks) engagements that can target your specific challenges, assess your current situation and provide your organization with immediate actionable recommendations. [Fill out this form to get started.](#)

#### About Avanade

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 56,000 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).

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