Case Study

Avanade evolved: A 6-month sprint to deliver better digital experiences when it matters

Building a new, more agile website with Sitecore DXP

Do what matters

Inspiring change: Motivation for action

At Avanade – a joint venture between Accenture and Microsoft – we've evolved our services and offerings to reflect the ever-changing needs of our clients. To progress our narrative and our relationship with our current and prospective clients and talent, we acknowledged the opportunity to reflect our value through a modern digital experience.

Avanade.com was already an important channel for the business, where more than **80% of our target clients** engage, approximately **40% of marketing leads** originate and over **8,000 candidates** apply each year for new career opportunities. Despite our website performing above industry standards, the way people connect online has changed dramatically. When we analyzed the impact of our content, we found that 90% of traffic engaged with just 10% of our content. Additionally, our former website had accumulated an increasing amount of content and technical customizations, resulting in heightened complexity and technical debt.

We knew that our digital presence didn't fully capture our brand's evolution. We wanted the new Avanade.com to better showcase the quality of work we can deliver for our clients and serve as a stronger representation of our capabilities. Even with the current site meeting our business objectives, we wanted our primary digital customer experience channel to add **20% more leads** through the website. We're not ones to settle.

Since we believe change starts at home, we decided it was time to create a more customer-centric website that reintroduces who we are to the market and enables us to do what matters to grow, evolve and stay ahead of our competition. Looking to launch in record time, we used our internal CX and creative teams to redesign and build the new site and bring our digital marketing transformation goals to life using Sitecore's best-in-class Digital Experience Platform (DXP) and XM Cloud.

Company Name: Avanade

Company Size: ~60,000 employees

Industry: Electronics & High Tech

Solution: Sitecore Digital Experience Platform, XM Cloud

Driving innovation: An adaptable approach to gain velocity and quality

After working as partners for more than 15 years, we've delivered highly adaptable and composable Sitecore DXP projects for thousands of clients over the past decade. This gives us access to the latest, most advanced cloud-based web content and asset management capabilities from Sitecore, along with our own Sitecore MVPs and experts from around the world.

To compress the launch of the new Avanade.com, we broke the project up into several phases to deliver a **Minimum Viable Product (MVP) in just six months.** The first phase focused on shipping a slimmer, more impactful site with a new layout, design system and refreshed content strategy for our highest impact content and pages.

We worked in agile sprints to ensure everything we designed and built aligned to the strategy and delivered on our business goals without compromising on quality and experience. Through workshops with blended teams that included strategists, designers and technologists, we quickly developed the designs and captured the requirements to build the site on Sitecore XM Cloud and Content Hub. We also established a governance model to streamline and improve our ways of working, increase accountability and deliver site releases faster with greater impact.

Achieving what matters: A compelling, client-centric digital experience

Since launch, we're already seeing significant benefits:

It's easier for clients to engage with us

• **43% increase** in visitors viewing more than three pages

• **13% lift** in return visits

We're generating bottom-line impact

• **111% increase** in contact requests

• **56% increase** in originated pipeline

We're operating more effectively

• **33% faster** day-to-day content management

• **2x faster** time-to-market for global launches

• **+5 score** for faster page load speeds

We've also realized significant cost savings by reducing site maintenance times and eliminating technical debt through a cloud-based platform with evergreen releases. We expect these savings to continue to **increase by 20-30%** in the coming year.

But our work isn't done. The next three phases of our transformation include content lifecycle management, personalization and revisiting our data strategy to set the foundation for new AI and automation-enabled capabilities that will increase marketing productivity and **boost leads by the target 20%.**

The new Avanade.com will continue enabling us to do what matters to evolve our brand and match the excellence we deliver for our clients for many years to come.

Transformation starts here

Avanade helps brands and businesses create relevant, enduring experiences to accelerate growth. If your business is facing heightened changes, seeks to enhance the efficiency of its digital channels for competitive advantage and growth and aims to maximize the potential of top-tier digital experience platforms such as Sitecore, book an initial workshop with Avanade today. In addition to its latest work on Avanade.com, Avanade, in collaboration with prominent clients, has earned more than 29 Sitecore Experience Awards.

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About Avanade
Avanade is the world's leading expert on Microsoft. Trusted by over 5,000 clients worldwide, we deliver AI-driven solutions that unlock the full potential of people and technology, optimize operations, foster innovation and drive growth.

As Microsoft's Global SI Partner we combine global scale with local expertise in AI, cloud, data analytics, cybersecurity, and ERP to design solutions that prioritize people and drive meaningful impact.

We champion diversity, inclusion, and sustainability, ensuring our work benefits society and business.

Learn more at www.avanade.com

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