



americaneagle.comTM®

About Americaneagle.com



About Americaneagle.com

An introduction to Americaneagle.com,
a full suite global digital agency and
certified platform partner.

americaneagle.com.





Americaneagle.com

Compelling, Accomplished, Driven.

Americaneagle.com is a full suite global digital agency. Our performance based, family value culture results in customers for life. 25+ years of proven experience building integrated, experiential digital experience solutions for multi-sector and custom business cases. Our experienced passionate team has the knowledge, experience, processes and capabilities and when combined presents best practice to ensure a 'first' class project from start to live.

Americaneagle.com 'your' go-to digital agency provides:

- Strategic planning, support and alignment with your business objectives
- A commitment to provide compelling, competent lifetime engagement
- Collaboration to optimise and evolve your technology investment

- 200+ Qualified Partner Technology Solutions
- 3,000+ sites delivered and over 12,000+ projects
- 550+ Global team of passionate digital professionals
- Dedicated Technology Solution Practice with Partner certifications
- 24/7/365 Real-time Support

'We really do love all things digital. Above all, because we develop digital experiences with your user base. We sit on the same side of the table and ask: "how can we do it better?" If we can't help the client deliver their digital ambition, we shouldn't be there.'

Mike Svanascini, President, Americaneagle.com



Platform Experience

Americaneagle.com is technology-agnostic.

Our experts help match the right platform for each client, based on the unique aspects of your business and project.



Platform Experience

Americaneagle.com has experience with many content management solutions, as well as e-commerce solutions, and other technology solutions that play critical roles in our clients' digital experiences. Americaneagle.com provides expert implementation, integration and consulting services around these solutions.

CMS Solutions

- ✓ Sitecore
- ✓ Progress Sitefinity
- ✓ Kentico
- ✓ WordPress
- ✓ Drupal
- ✓ Kentico Kontent
- ✓ Contentful
- ✓ Contentstack
- ✓ Optimizely
- ✓ Bloomreach
- ✓ Magnolia
- ✓ SharePoint

Ecommerce Solutions

- ✓ BigCommerce
- ✓ Salesforce Commerce Cloud
- ✓ ROC Commerce
- ✓ WooCommerce
- ✓ Magento
- ✓ Shopify / Shopify Plus
- ✓ Oro Commerce
- ✓ Znode

Technology Solutions

CRM

- ✓ Salesforce
- ✓ Hubspot

Search

- ✓ Hawksearch
- ✓ Coveo

PIM

- ✓ Akeneo
- ✓ Catsy
- ✓ inRiver
- ✓ Sales Layer
- ✓ Salsify

And integrations with hundreds of solutions



Sitecore Services

- Working on Sitecore for over 10 years
- One of original few Platinum Partners
- Sitecore Managed Cloud Partner
- Dev Ops & Automated Deployment Expertise
- Content Hub Specialized
- Commerce Specialized
- Experience Marketing Strategy & Implementations
- Salesforce and Custom Integrations
- Sitecore Audits
- Sitecore Upgrades
- Sitecore Content Author and Developer Training
- Co-Development

Stats

 **500+**
Project Implementations

 **80+**
Sitecore Staff Certifications

 **4**
Sitecore MVPS





Americaneagle.com &



- One of Sitecore Managed Cloud Partners
- Microsoft Gold Partner
- 10+ years of Azure Experience
- IaaS, PaaS and Docker/Containers
- Certified individuals for Microsoft Azure Administrator
- Go to partner for Indianapolis Motor Speedway / Implemented complex indexing and scaling strategy during Indianapolis 500 race



americaneagle.com.



Samaritan
Health Services



sysmex

SANFORD
HEALTH





Americaneagle.com is more than just a Sitecore Platinum partner. They are a group of **experienced, reliable professionals** that have gained our trust by continuously exceeding our expectations. Their tenured Sitecore Certified personnel are **well-equipped and dedicated** to providing high quality work and services for our mutual customers.

Sitecore Partner Alliance Manager

Thought Leadership

Our most successful client relationships and digital outcomes are the ones in which we are working as a team and collaborating on solutions together. We are committed to bringing digital thought leadership to our clients and being equally accountable to the success of a project. The below pages demonstrate several examples of thought leadership and our commitment to our clients.



&

americaneagle.com



10+

Project
Implementations

Salesforce
Implementation
Partner



Certified

Staff Members



 Progress® Sitefinity™ & americaneagle.com

Sitefinity Titanium
Implementation
Partner



450+

Project
Implementations



125+

Sitefinity
Staff Certifications



FASTSIGNS

ADA





WORDPRESS

&

americaneagle.com



vip

AGENCY PARTNER



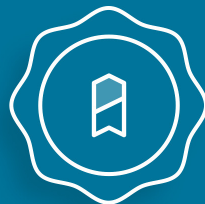
500+

Project Implementations



Certified

WordPress Staff Members





& americaneagle.com

Kentico Quality
Expert, Hosting &
Gold Solutions
Partner



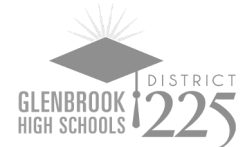
100+

Project
Implementations



11+

Certified Kentico Staff
Members





Drupal™

&

americaneagle.com



20+

Project
Implementations



Certified

Drupal Staff
Members



U.S. ELECTION
ASSISTANCE
COMMISSION

UK University of
Kentucky

BIGCOMMERCE & americaneagle.com

BigCommerce Elite Certified Partner



120+

Project
Implementations



ELITE



130+

Certifications for
BigCommerce Staff
Members



GE APPLIANCES



RACKMOUNT
SOLUTIONS
Focused on U™



TOY TRUCK



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



& americaneagle.com



**Productivity &
Collaboration adoption**



**Experienced
SharePoint Developers**



Microsoft + Americaneagle.com

- Collaborating to Execute Enterprise Digital Transformation
- Gold Application Development Competency
- Gold Cloud Platform Competency
- Certified Developers
- Azure Managed Services
- .NET Developer Since 1995
- SPLA Agreement
- CSP Partner

Gold
Microsoft
Partner





Azure and .Net Experience

Industries

Associations

Ecommerce

Healthcare

Sports

Education

Government

... And many more!



S T U A R T
W E I T Z M A N

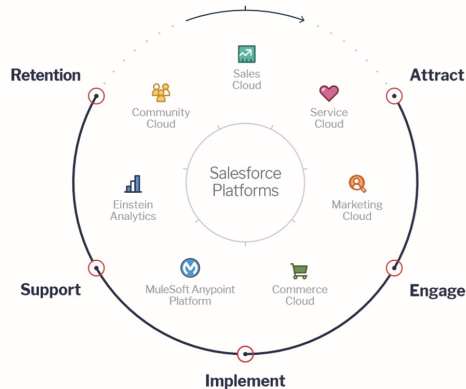


Our Salesforce expertise

Integrations:

- **Sales Cloud**
- **Marketing Cloud**
- **Commerce Cloud B2B/B2C**
- **Service Cloud**
- **Community Cloud**
- **MuleSoft Anypoint Platform**

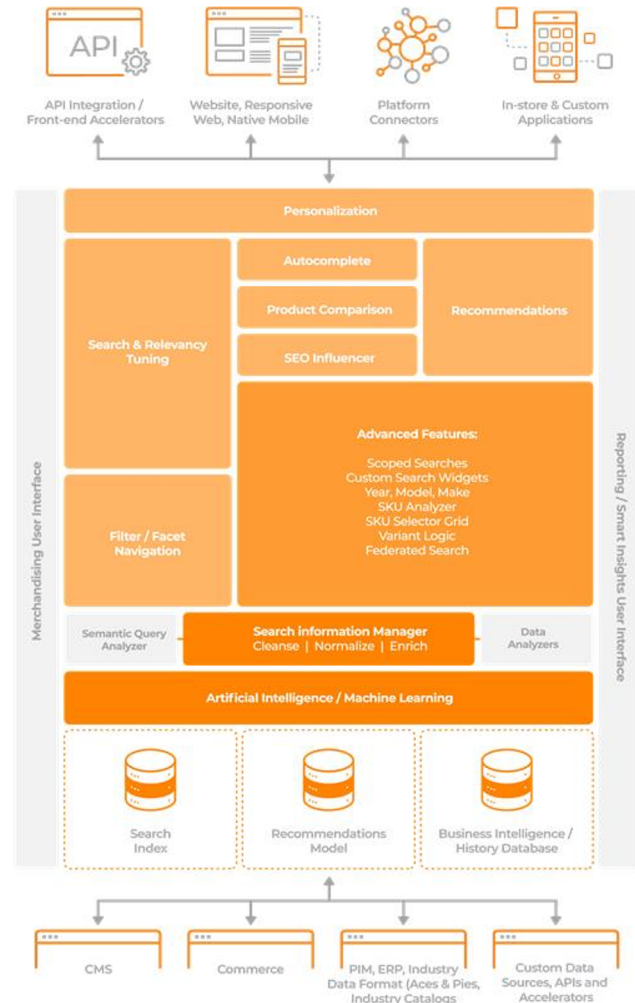
- ✓ Salesforce Implementation
- ✓ Platform & Custom App Development
- ✓ Integrations
- ✓ Dedicated Support



The Search Platform

Hawksearch Maximizing Digital Experiences

- Federated Search across ecosystem
 - Leveraging data from the systems of record
- Intelligent Recommendations
 - Providing relevant information based on request
- Reporting and Smart Insights Interface
 - Addressing real-time data driven results
- Merchandiser Interface
 - Allowing Marketers to make business driven changes without burdening IT
- Data Normalization with Search Information Manager
 - Semantic query analyzers combined with data analyzer to cleanse, normalize and enrich results
 - ie. Unit of Measure, Sentiment Analysis, Synonyms





Core Capabilities

Americaneagle.com passionately delivers quality work, service, and growth through a deep collaboration with clients. Serving all industries with expertise spanning 25+ years, we produce results, no matter the organization.



Web, Application and Mobile Development

Business Goals
Achieved Across Multiple
Platforms



Experience Design

Seamless UX
Created to Tell Your
Brand's Story



Strategy & Insights

ROI-Driven
Solutions Tailored
to Your Business



Digital Marketing

Strategic
Tactics that Drive
Traffic &
Conversations



Hosting & Security

24/7/365 Secure Hosting
with PCI Compliance



Client Services

Ongoing
Maintenance
Expertise Enabling
Continuous Growth



Our Process

We tailor our process to your project, striking the perfect balance between quality and timeliness.

01

Discover

Understanding,
Researching, Analyzing
Business Objectives

02

Define

Tailored Strategy
With Clear Deliverables

03

Design

Creative & Engaging
To your Target Audience

04

Develop

Advanced Engineering
Expertise

05

Deploy

Comprehensive
QA Followed by Launch

06

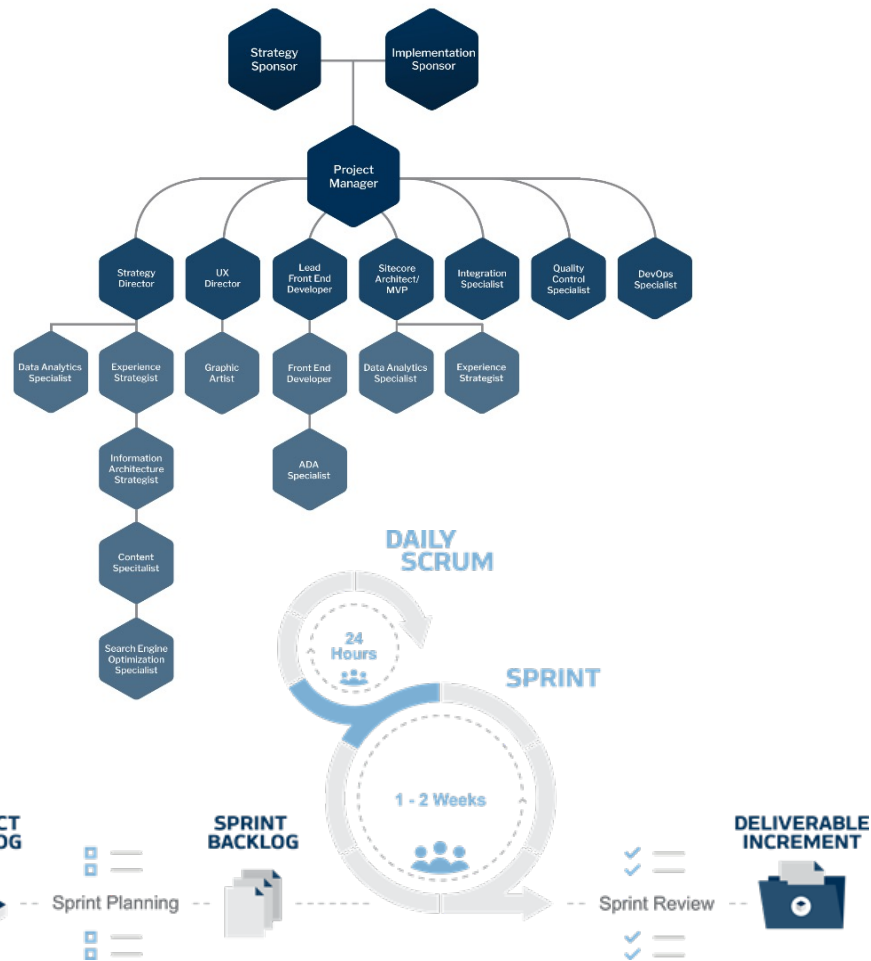
Dedicate

Dedicated Team at
Your Disposal



Gulf Region Dedicated Team

- Dedicated team based in Dubai, Jordan and Bulgaria
 - Within 2 hour of UAE time zone
- With strong sponsorship from the U.S. and Europe
 - Strategy & Technical sponsorship
 - Executive sponsorship
- Work as one team to deliver strong business result:
 - Daily SCRUMS
 - Weekly Status Meetings
 - Monthly Stakeholder Touchbase
- A dedicated team that can easily scale up or down dependent on needs
- Strong experience working with client design agencies
- Working example: Chanel





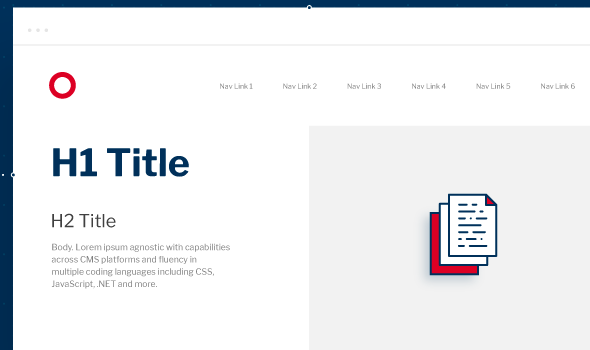
Strategy & Insights

The observations gathered by our strategists allow data-driven decisions to be made that accurately manipulate the nuances that move the needle. The by-product is ROI results tailored to your business. By understanding personas, defining journey maps and implementing strategic measurements, we're able to deliver the best experience to your users. Our methods ensure your brand resonates through varying mediums by providing visual representations of the brand through creative strategy aligned with your business objectives.

- **Assimilate the Optimal User Experience**
- **Define the Direction Based on **Data-Driven Decisions****
- **Solutions for Business, Content and Marketing Strategy**
- **Identifying Functional and Technical Requirements**

Our ambition is for your user expectations to be exceeded, business objectives achieved and all to time and budget.

americaneagle.com.

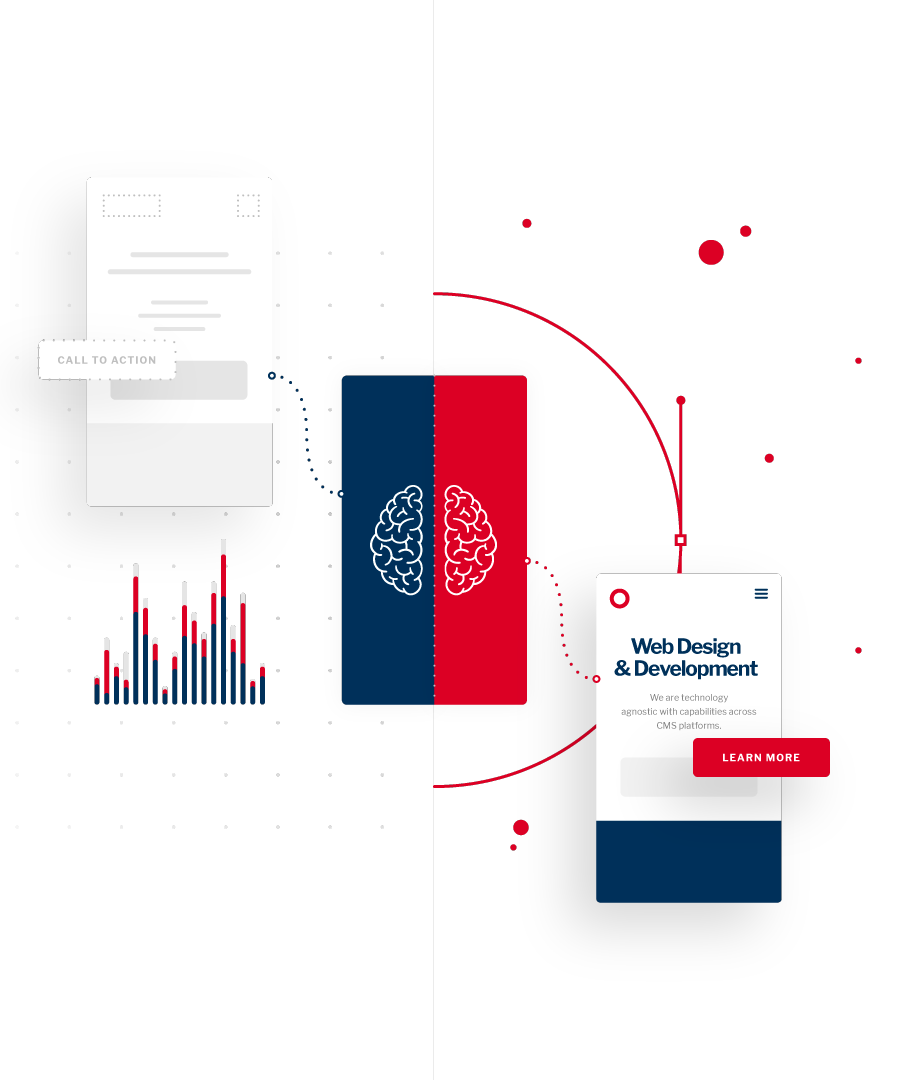




Experiential Design

The foundation of design is creating a user experience that is both intuitive and specific to your audience. Our strategists have mastered the art of this process by finding the balance of a design that is visually impressive without introducing potential friction points to your user's pursuits. Successful designs translate properly to technology and empower marketing professionals to deliver the ideal customer journey across all channels.

- **50+ Award-Winning Digital Platforms**
- **Fully Optimal & Responsive Digital Experience**
- **Industry-leading Approach to UX/UI**





Web, Mobile & Native Application Development

Knowledgeable in technology's most prevalent development languages and CMS/DXP & e-commerce solutions, our development teams are capable of building your digital platform to deliver a streamlined experience for your users. By implementing optimal features using pristine coding techniques, our developers focus on building sites and native applications that perform and delight within a technical and user landscape that is constantly moving forward.

- **Technology Agnostic: No Platform Tunnel Vision**
- **Staff Certified in Industry-Leading CMS/DXP Solutions**
- **User experience & objectives outcome orientated**



Ecommerce – B2B, D2C & B2C

FEATURE-RICH COMMERCE

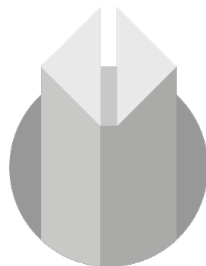
- Multi-Partner ecommerce platforms
- Marketplace Management
- Back-Office Integration
- PSP, PAF and Shipping API connection
- PCI & GDPR Compliance
- Mobile First Shopping UX design
- Custom Tools & Requirements
- Real-time actionable intelligence

RETURN ON INVESTMENT

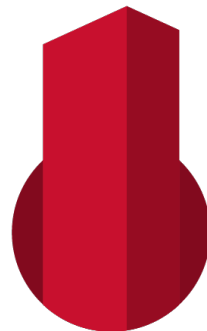
- Traffic Generation
- Visitor Conversion
- Measureable Results



NEW BUSINESS



SMALL BUSINESS



MID-MARKET



ENTERPRISE



Integrations

Specialised in consultation, strategy, planning & implementation of data integrations

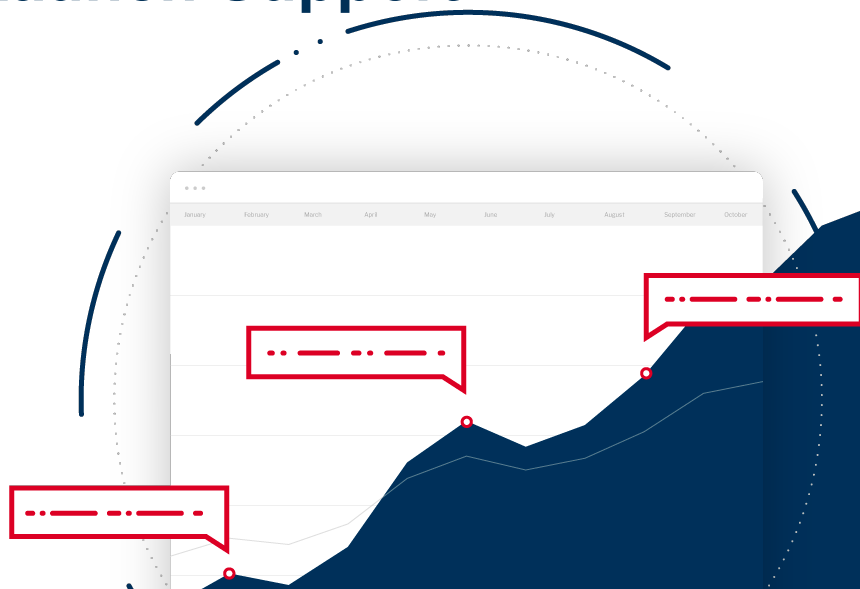




Client Services & Post Launch Support

Our dedicated account managers are with you each step of the way post-launch. Through extensive solution training and client education, our client services team is well-equipped to offer proactive supportive assistance and responsive solutions. Your account manager monitors your digital platform and continuously suggests next-step solutions to evolve and determine success.

- **24/7/365 Real-time Dedicated Support Team**
- **Tailored Support Plan For You**
- **Scale on Demand**
- **Proactively Offering Opportunities for Site Growth**
- **Fostering Long-Term Relationships & Partnerships**
- **Extending Your Digital Marketing Team**

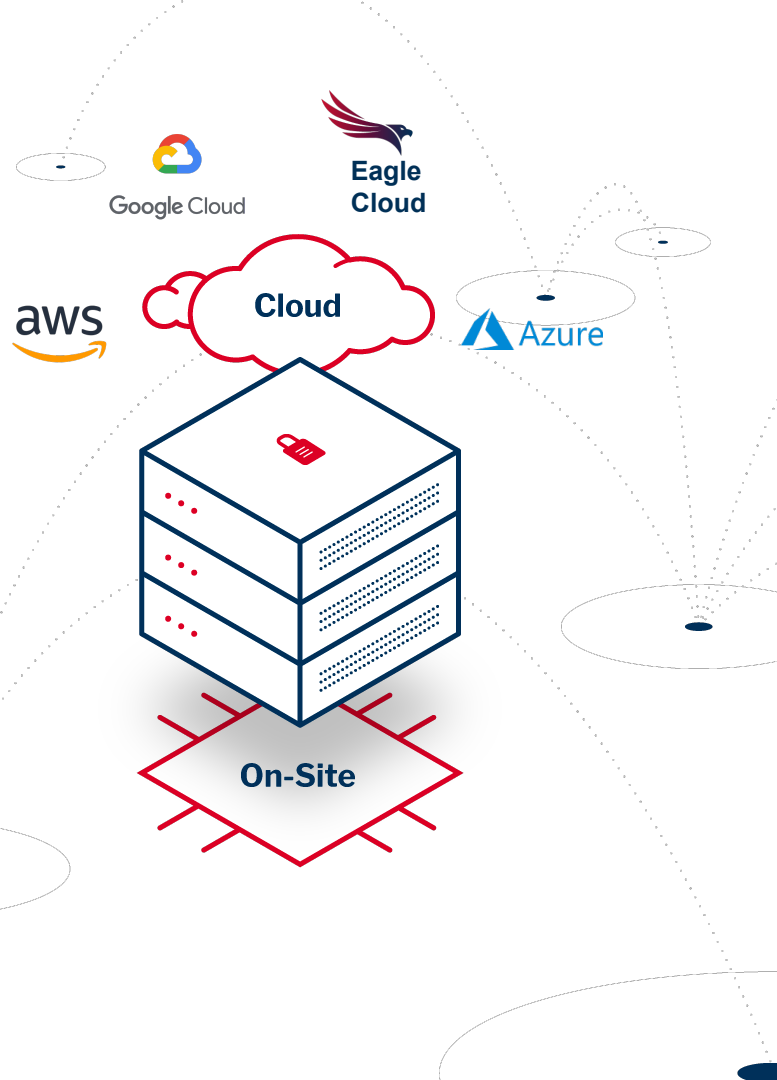




Hosting & Security

Cloud and on-premise hosting solutions are offered in our highly secure, scalable and reliable environment. Server technicians architect your environment to fit the customized security needs of the client. Our hosting services deliver monitoring, server updates and patches, Level 1 PCI Compliant Services within a managed infrastructure.

- **24/7/365 Support**
- **Level 1 PCI-Compliance Service Provider**
- **Management of Azure, AWS & Google Cloud Hosting**
- **High Security, High Traffic, High Transaction Expertise**
- **Support for White House Inauguration, Super Bowls and more**





Digital Marketing

We assist clients with creating a cohesive, measurable and goal oriented plan. Our experts define strategic and tactical initiatives to drive traffic and conversions through one or multiple channels. We research the opportunities, create the roadmap, execute, and measure. We extend, compliment your digital marketing team to drive customer acquisition, engagement and average customer order lifetime value.



Social Media Management



Paid Search Marketing



Analytics & Data



Marketing Automation



Content Marketing & Copywriting



Email Marketing



Search Engine Optimization



Conversion Rate Optimization



User Experience Analysis & Optimization



Merchandising



Client Success

CORPORATE & FINANCIAL



EVENT ORGANIZERS & PLANNERS





2020 Achievements


243 Site Launches 

86 New Employees - Added **30** in Europe 

10+ Awards Won 



Won Inc. 5000 for the Seventh Time














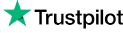
New Offices Opened

- Lisle, IL
- Nashville, TN

New Marketing Initiatives

- ✓ Launched Eagle Academy
- ✓ Started EagleTV on Twitch
- ✓ Increased ABM Targeting Efforts
- ✓ Aired TV Ads in Additional US Markets
- ✓ Opened Podcast Studio
- ✓ Launched New Americaneagle.com Website
- ✓ Acquired Argo Ventures

Key New Partners

Our Story



33

Americaneagle.com passionately delivers quality work, service, and growth, through a deep partnership with clients. Serving all industries and with expertise spanning over 25+ years, our continued success can only be measured by delivering positive results to our global client base.

550+ Passionate Employees

200+ Partner Technology Practice

3000+ Digital Solution Implemented

12,000+ Delivered Projects

International / Local Presence

Privately Held, Financially Stable



Browser Link : <https://www.youtube.com/watch?v=HjN05MQZO9g>

Inc. 5000

Fastest growing company '11, '12, '13, '15, '17 & '18





Contact Information

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Ecommerce Third-Party Partners

ERP: Enterprise Resource Planning



POS System: Point of Sale



PIM: Product Information Management



OMS: Order Management System



... and more. The above are a sample of the 2,000+ systems integrated into our sites.



Repair Clinic

Summary

After an unsuccessful attempt to complete a site redevelopment project with another agency, Repair Clinic asked Americaneagle.com to take over the custom .NET project to fix the site issues and get it over the finish line.

Tech Stack

- NET Core 2 API backend
- .NET Framework MVC and Remoting legacy backend
- NodeJS / React / Redux / Next.JS frontend
- Algolia Search
- SQL Server
- Entity Framework / LLBLGen
- Selenium
- Azure DevOps
- Docker
- Azure AppService
- Windows & Linux Servers
- CloudFlare CDN
- AppDynamics
- Git source control

Operational Outcomes

- Converted old Jenkins deployment pipelines for legacy web services that required manual intervention into fully automated CI/CD pipelines in Azure DevOps
- Implemented zero downtime PROD deployments for API server by automating the rotation of servers in and out of a load balancer
- Took over project management and started properly prioritizing and planning development efforts to efficiently implement perf and UX fixes
- Implemented automated Selenium tests into our CI/CD pipeline.
- Streamlined git branching and release strategy

Repair Clinic, continued

Site Outcomes

- Installed and configured AppDynamics APM (and also BRUM) to monitor and troubleshoot across multiple systems (Legacy .NET framework, .NET Core API, Node, Browsers)
- Identified and optimized API endpoints for performance by utilizing caching for non-changing data and reducing payload sizes
- Upgraded Windows server and IIS infrastructure for HTTP/2 for additional performance gains
- Improved page load times by performing in-depth optimizations of NextJS and React components
- Integrated TypeScript to improve development experience and efficiency
- Implemented CloudFlare CDN caching across the site for performance
- A/B tested changes in Algolia search results to increase clicks and conversions
- Implemented UI and UX recommendations with digital marketing team. Improved user flows and interaction with various areas of the site
- Improved Lighthouse/PageInsights scores
- SEO improvements to site crawlability, robots.txt cleanup/optimizations
- Worked with Framework Vendors (NextJS team) to implement performance recommendations



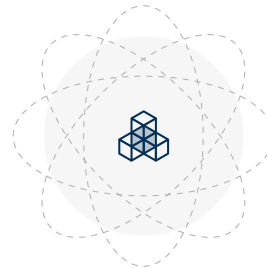


Association Partners

We've worked with them.

In over 20 years working with associations, we've delivered outstanding projects integrated with the business systems that make your organization tick

americaneagle.com.





Sitecore Practice Highlights

Americaneagle.com has been working on Sitecore for over 10 years and is one of the original Platinum Partners.

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75%

of our Sitecore customers started with another agency or built their solution in-house.



We specialize in enabling clients to get the most of their Sitecore solution.





Americaneagle.com has a proven track record delivering
Commerce Solutions on Sitecore. We have officially achieved
our
Commerce Specialization Badge





Americaneagle.com &



SITECORE®

Sitecore Hack-A-Thon First-Place Winners Two Years In a Row!

2019

Best in JSS Module Category

Americaneagle.com Front-End Developers competed against 100 teams, participating in more than 25 countries.

2020

Best in Marketplace Website Category

Americaneagle.com Developers competed against 82 teams, participating in more than 23 countries.

americaneagle.com.





Most Innovative Use of Sitecore as a Digital Experience Platform (DXP)

HomeServe USA (Americas)

20  19





Honorable Mention for Sitecore Experience Awards

Rust-Oleum

20  20

**Sitecore Symposium
Speaking Engagement**





Honorable Mention for Sitecore Experience Awards

The Joint Commission

20  20

**Sitecore Symposium
Speaking Engagement**



Questions?

Please forward to
malek.shata@americaneagle.com