



Do what matters

Website ROI Evaluation

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Why Avanade?

Customers trust us

Avanade is the leading provider of innovative digital and cloud services, business solutions and designed experiences delivered through the power of people and the Microsoft ecosystem.

Do what matters

Avanade is the global market leader in building innovative Microsoft solutions

As a joint venture, formed in 2000 by Accenture and Microsoft, Avanade brings the best in Microsoft capabilities. With unique industry insights, unrivaled expertise and breadth of services, our 60,000 people do what matters for our clients and their customers every day.



60,000

Skilled and diverse professionals
– 29% of whom are women



60,000+

Microsoft certifications, more
than any other partner



82

Locations across **26** countries



10,000

Projects with **4,000+** global
clients since inception

Why Avanade for Website Modernization?



Empowering companies to create impactful experiences

Create unforgettable customer experiences with a tried and tested partner. Backed by **20+ years of Microsoft expertise** and **5x Sitecore Platinum specializations**, we bring first-hand experience that delivers real impact.



The world's leading Microsoft expert

We do more than implement technology—we unlock your organization's full potential.

We create solutions that evolve with your business, delivering both immediate impact and lasting value. By aligning your business and technology strategies, **we solve real problems** rather than simply selling software, **turning Microsoft's powerful capabilities into your competitive advantage.**



Sitecore's first and largest Platinum Partner with 30 Sitecore Experience Awards

Our **800+ certified developers** deliver **transformative digital experiences that drive real business results.**

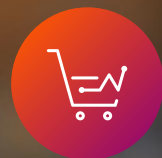
We've empowered more than **450 clients to achieve their digital ambitions** through **250+** successful Sitecore implementations. When you work with us, you're choosing a partner with proven expertise and a track record of exceptional client outcomes.



Industry-recognized expertise

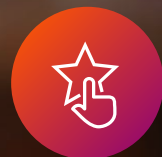
Our proven expertise in delivering exceptional customer experiences is recognized globally, as demonstrated by our position as a **Major Contender** in Everest Group's Immersive Experience Matrix Report.

Optimize and simplify your web presence to drive better conversion, adoption and engagement



Deliver more revenues and better ROI

Drive greater value and grow revenue through your digital ecosystem by **increasing leads and sales conversions.**



Create more relevant personalization

Understand your customer in real-time to enable more personalized content across the journey for **improved customer conversion, retention and loyalty.**



Leverage greater scalability and simplicity

Unify your data and content to **create more connected and impactful end-to-end digital experiences** across all touchpoints.



Increase your customer satisfaction score

Deliver better **brand perception** through an improved overall experience to **enhance customer satisfaction.**



Boost productivity

Free-up internal resources with AI tools and automated workflows to **reduce organizational friction.**



Enable more valuable content

Leverage AI-driven, modular content to **reach your audience faster.**

Here's how we've done it ourselves

111% increase in leads

2x faster time-to-market for global launches

43% increase in visitors viewing more than three pages

Source: Avanade, *"Avanade evolved: A 6-month sprint to deliver better digital experiences when it matters,"* 2024.

We're operating more effectively

We've streamlined and improved our ways of working, which included new trainings and change enablement processes that have boosted employee platform adoption.

We're increasing client engagements

To eliminate noise and drive clearer conversions, we focused on creating a slimmer, more impactful site with a new layout, design system and refreshed content strategy for our highest impact content and pages.

We're generating bottom-line impact

By putting key information at our customers' fingertips and delivering data-driven, personalized experiences, we've been able to increase engagement and interactions.

We're continuing to transform our digital presence

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

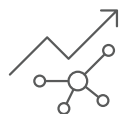
Website ROI Evaluation

Imagine a better web experience



Our three-week accelerated engagement balances quick wins with strategic long-term gains. We'll examine your current ecosystem and future goals to chart the most valuable modernization path forward.

Strategic alignment



- Understand business aims and value levers
- Review your digital ecosystem at a high-level
- Identify key challenges and map to strategic objectives

Prioritization framework



- Define the framework for prioritization of various business scenarios and key business drivers

Value framework



- Define the framework for mapping out value against business priorities

Strategic roadmap



- Identify opportunities and converge on key business goals to co-create next steps and your customized approach



Let's get started

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