



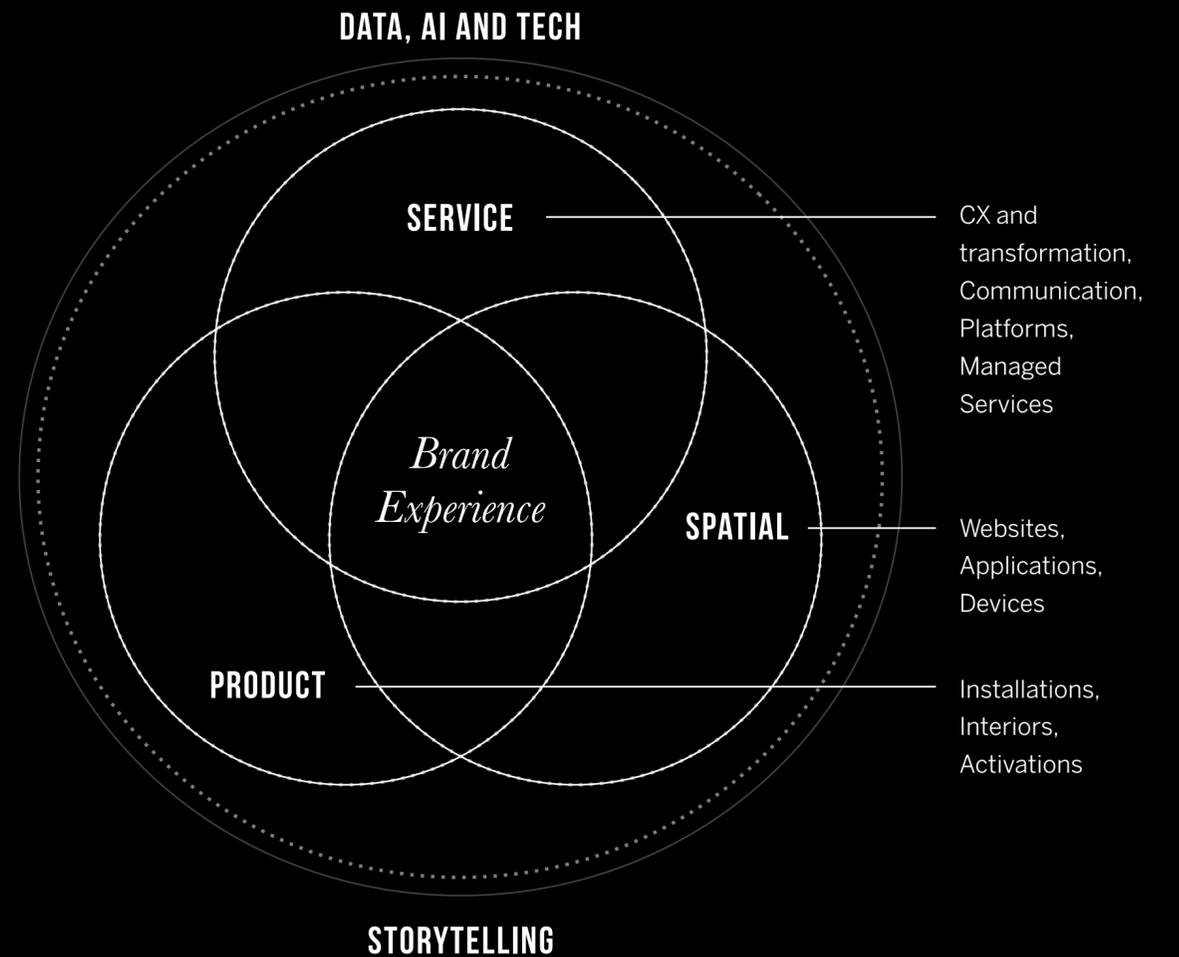
SITECORE MANAGED SERVICES

Olan de Boer
General Manager
Managed Services
olan.deBoer@akqa.com

AKQA is an innovation and experience design agency. We exist to create a better future with you.

28 Offices across Asia, Europe and the Americas.

2600 Talented People exploring the edges of what's possible.





Leaders in Magic Quadrant for Global Marketing Agencies 2020

AKQA is positioned as the highest for our ability to execute in the Leader's Quadrant in Gartner's 2020 independent evaluation. This evaluation compares business transformation capabilities across consulting firms, agencies and systems integrators. As a Leader, we are the ones to watch.



Leaders in Forrester Wave™ Q4 2018 Report

In the Forrester Wave™: Midsize Digital Experience Agencies Scorecard, Q4 2018, they gave us the highest scores possible in the Customer Experience Strategy Services, Experience Design Services, Vision and Road Map, Client Co-Innovation Strategy, Market and Thought Leadership, and Partner Strategy criteria.

SITECORE PRACTICE OVERVIEW

AKQA have been pioneers in the evolution of web platforms that deliver meaningful, relevant experiences. Since 1995, we have helped local and global brands maximise business value through technology.

AKQA is Australia's leading Sitecore Platinum Partner. AKQA delivers at scale on the Sitecore Experience Platform for customers such as Bunnings, AustralianSuper, Foodstuffs NZ and NZTE. We have in depth knowledge and experience implementing Sitecore on the Microsoft Azure platform to deliver highly scalable, engaging and personalised customer experience, which is becoming an increasingly important element to Sitecore's technology roadmap

Our Sitecore expertise:

Personalisation	Campaigns
Analytics	Commerce
Testing & Optimisation	Marketing Automation
Content	Managed Services

Practice Summary

Capability

- 80+ experienced developers, 25+ certified
- Pioneers for Sitecore Commerce Platform expertise throughout cross-functional teams
- Content Hub experts
- Central Managed Services capability
- Sitecore Marketing Strategy/Optimisation

Alliance

- Sitecore Platinum Partner since 2010
- Member Sitecore's Partner Advisory Council
- WPP Global Sitecore Alliance

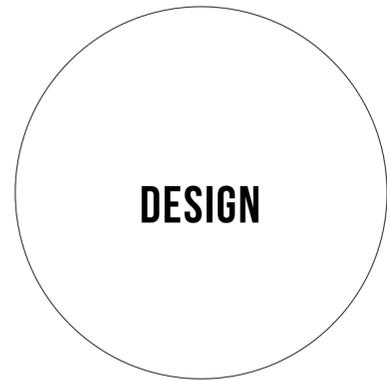
Recognition

- Sitecore Experience Award: ROI 2016, Teachers Mutual Bank
- Sitecore Ultimate Experience Award:: 2019, Foodstuffs
- Sitecore Global Ultimate Experience Award in 2016 for our work with ECCO.
- 5 x Sitecore MVP Awards

Sitecore Managed Services Clients



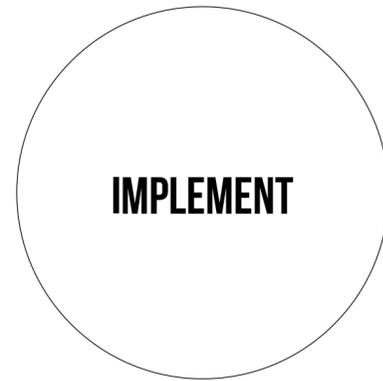
MANAGED SERVICES OVERVIEW



DESIGN

Understanding current needs, objectives and future state

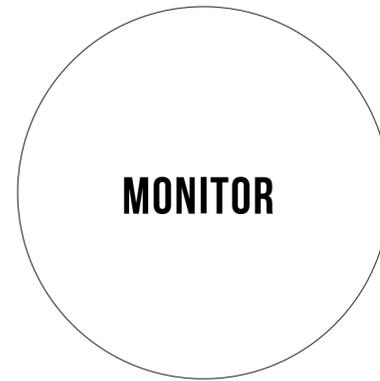
- Cloud environment procurement & Third-Party Licenses
- Web application hosting, SSL/DNS management
- CDN/WAF configuration
- CI/CD automated pipelines
- Infrastructure as Code scripting
- Data backup and storage
- Go-Live Support



IMPLEMENT

Utilising best-practice and automated configuration

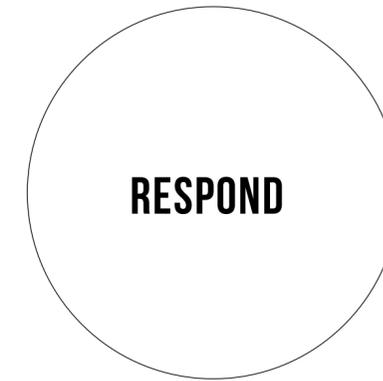
- Cloud architecture design
- Data security & user access controls
- Network security controls
- DevOps design and code release strategy
- Transition-in / migration planning services
- DR design and planning



MONITOR

Pro-active alerts, predictions and support

- Platform performance monitoring and alerting
- Application performance and 3rd Party Integration monitoring
- Security vulnerability scanning & patching
- Cloud environment usage, cost and performance monitoring
- Site reliability engineering
- Documentation management



RESPOND

Rapid response and streamlined procedures

- Single point of contact
- 24/7/365 Service desk
- 24/7/365 on-call support
- Standard response & rollback procedures
- Incident & Release Management
- Hypercare services for high traffic or load events

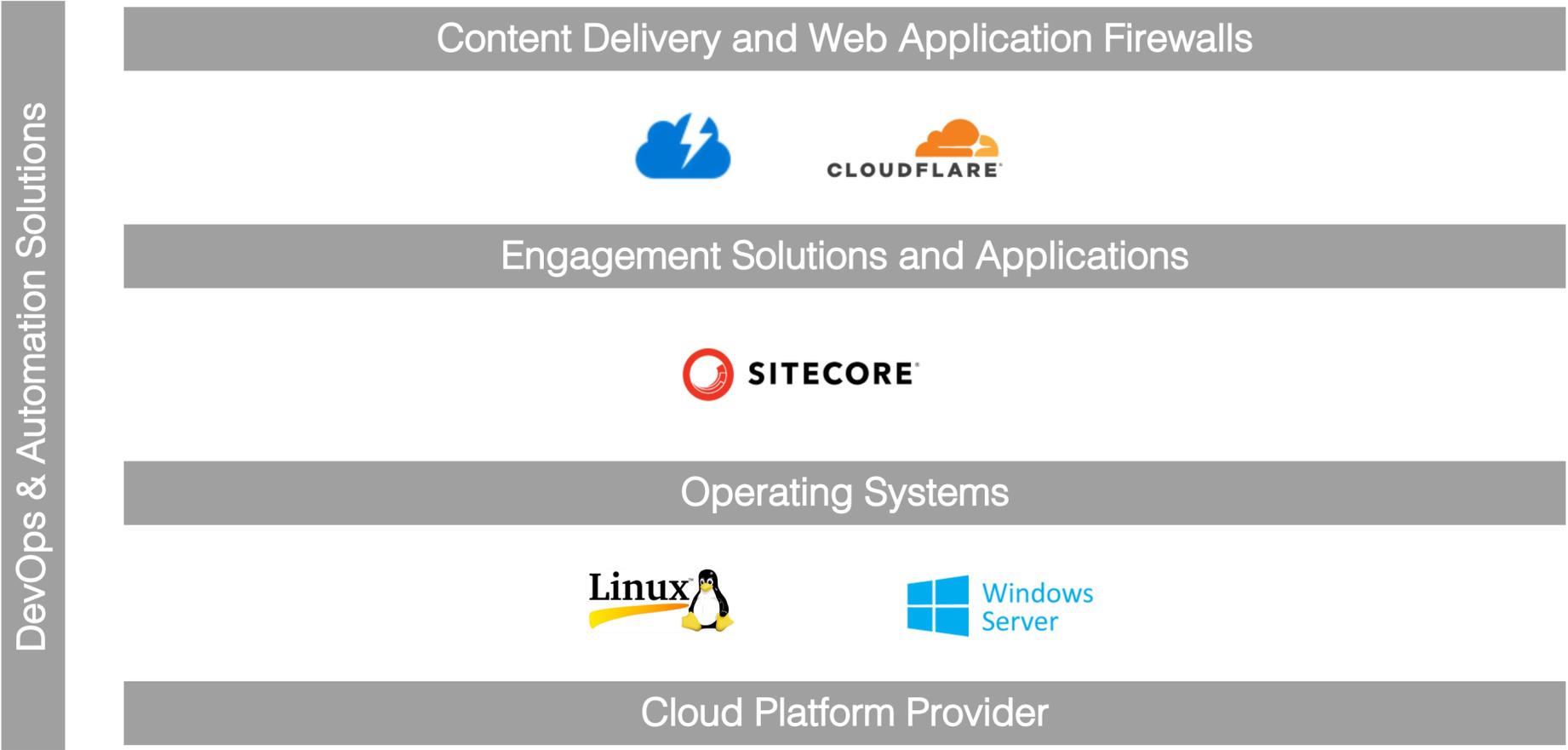


REVIEW

Ongoing improvements and recommendations

- Root Cause Analysis
- Monthly reporting and trend analysis
- Ongoing health-checks and security reviews
- Continual architecture and infrastructure reviews
- Capacity Planning

MANAGED SERVICES FOR SITECORE EXPERIENCE PLATFORMS ON AZURE



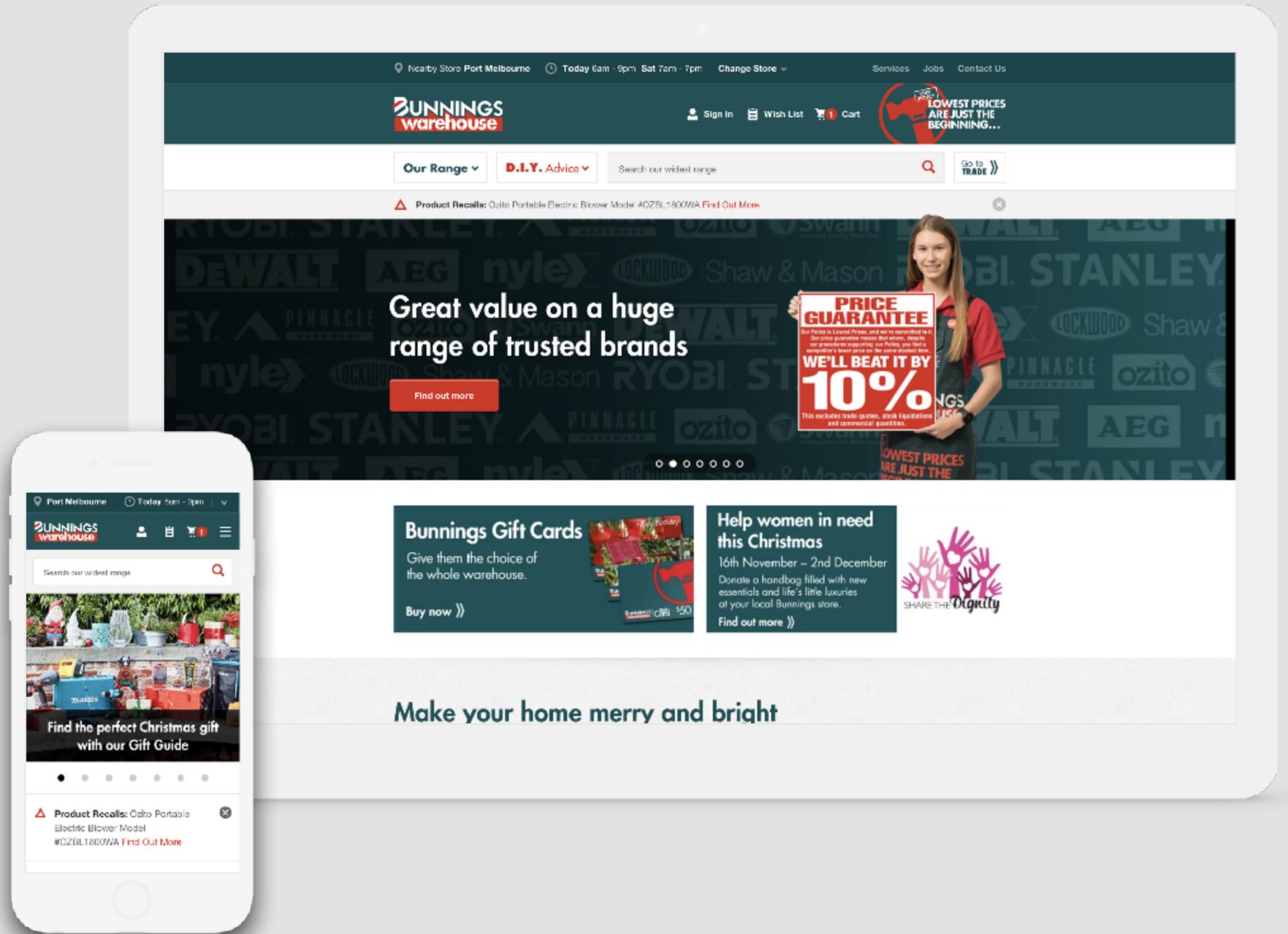
BUNNINGS

Our relationship with Bunnings goes back more than ten years. As Bunnings' lead digital partner, we lead the strategic development and evolution of all their digital assets. We have worked with them to completely redesign and upgrade the platforms for bunnings.com.au, homebase.co.uk, bunnings.co.uk and bunnings.co.nz on Sitecore with Sitecore Commerce. During this time, we have architected, built and delivered a complete retail and digital marketing ecosystem for Bunnings. Using the Sitecore and Sitecore Commerce platform, we have also been able to easily implement integrated content shopping experiences throughout the Bunnings web ecosystem

Outcomes

The content marketing capabilities of Sitecore paired with the embedded native Commerce features have allowed Bunnings to optimise online conversion while also driving in store sales. Sitecore Analytics is used to deliver the Bunnings personalisation strategy of fifteen million unique experiences monthly.

The following pages detail the infrastructural services and support that makes all this possible.



BUNNINGS

INFRASTRUCTURAL SERVICES AND HOSTING

With over 100M pageviews a month and over 6-8,000 users online at any one time, Bunnings needed to release seamless code changes to their Sitecore website & associated ordering process without negatively affecting the customer experience.

Bunnings needed a solution engineered to support service level agreement guarantees on up-time, security and reliability, not just infrastructural hosting services, but also application level services covering brand-experience through to interactions with back-office ordering platforms.

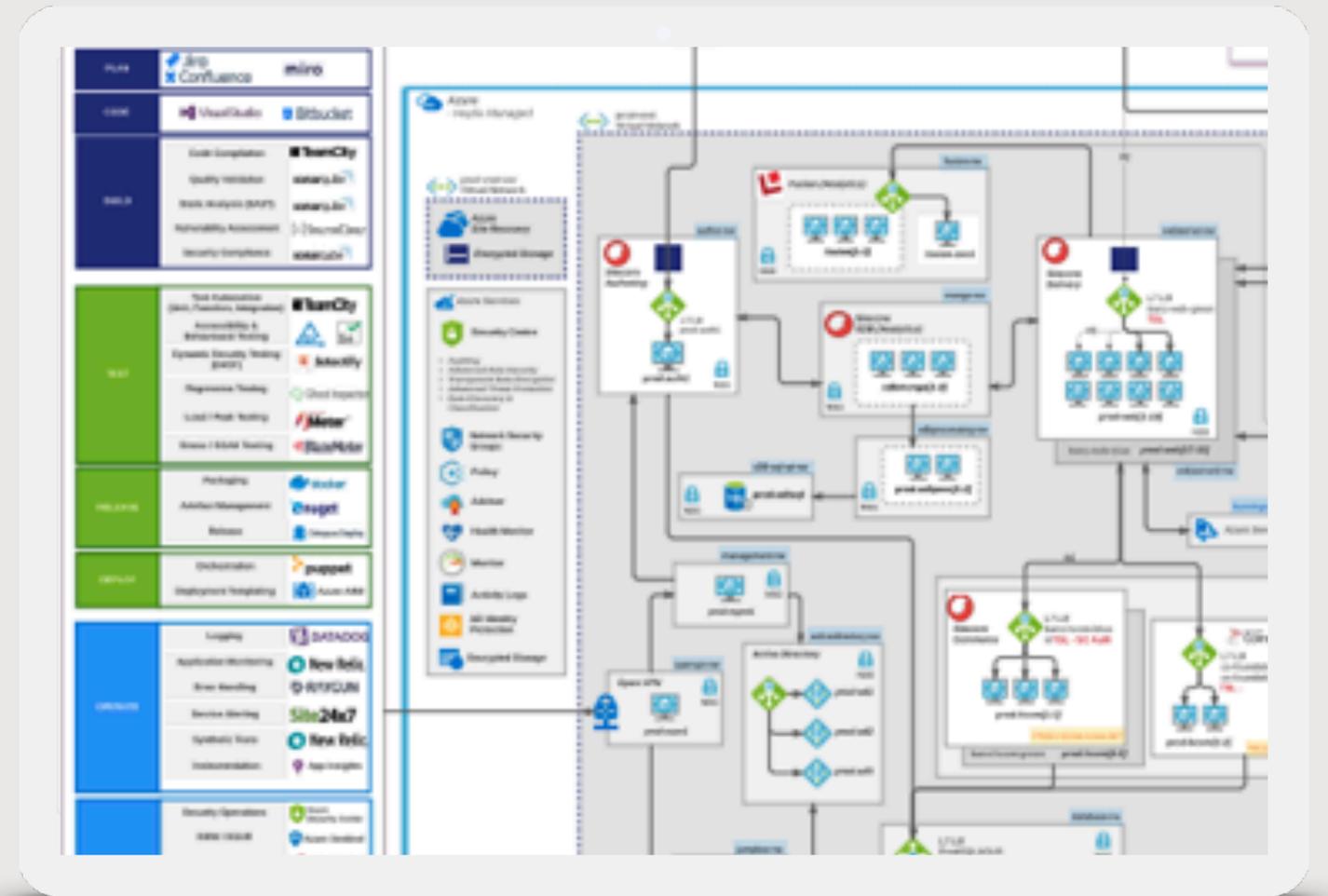
The Bunnings digital experience required an architecture to be engineered that leveraged Cloud consumption based services, emphasizing reliability of message delivery, distributed scaling, monitoring and cloud delivery networks.

Bunnings needed to develop and release every fortnight, during regular business hours, in a way

that supported a high degree of release confidence in quality and repeat-ability. AKQA designed and built an automated CI/CD pipeline using TeamCity & OctopusDeploy to orchestrate the compilation of hundreds of projects and multiple .NET solutions to release reliability into Azure cloud services.

The following technologies were included in their architecture:

Azure App Services, Azure Service Bus, Azure Event Hub, Azure Firewall, Azure Network Security Groups, Azure Virtual Machines, Azure CosmosDB, Redis, Microsoft SQL Server, Azure SQL Server, Azure Functions, Sitecore XM 8.2, Sitecore Commerce 8.2, Microsoft Commerce Engine, Azure Message Queue, Octopus Deploy, TeamCity.



Sitecore Architecture

The architecture was orientated towards Azure cloud specific tool-sets such as Azure Functions, Azure Service Bus, Azure Event Hub and Azure CosmosDB. Customised Azure virtual machines were used to host Sitecore and Sitecore Commerce solutions, which were heavily integrated into the Azure cloud eco-system, specifically for identity management, security policies, monitoring & instrumentation.

To support a highly available and continuous release process, AKQA delivered best-practice cloud architecture patterns and frameworks including "Blue & Green" environment switching, canary releases, decoupled componentised services and feature toggling. This enabled deep production verification testing and quality assurance processes, allowing us to release to a small subset of users or infrastructure targets to validate new features before rolling out to a wider audience. Feature Activation controls were established to conditionally manipulate the experience for site visitors based on a combination of customer or infrastructure criteria. Including per sub-site, per domain, IP address, server, session or customer attribute (like location).

Cloud Disaster Recovery (DR) processes were also architected to utilise availability sets, region resilience and Azure Site Recovery.

Our mature and robust cloud solutions, DevOps expertise and release strategies helped Bunnings achieve zero-downtime for their customers. We were able to save over 40TB of data per month via Cloudflare CDN caching, which allowed faster delivery of content to users and reduced data costs. We were also able to increase production delivery rate from four times a year, to over four times a day (as needed) thanks to our analysis of their delivery pipeline and the implementation of our recommendations.

We made sure that Bunnings digital platform delivered the business impact they needed.

Results

Bunnings were able to release granular location & store-specific Click & Collect and Click & Deliver capability on-demand with the flexibility to align individual consumer experiences with their ability to fulfill on these orders.

