SITECORE® + Microsoft
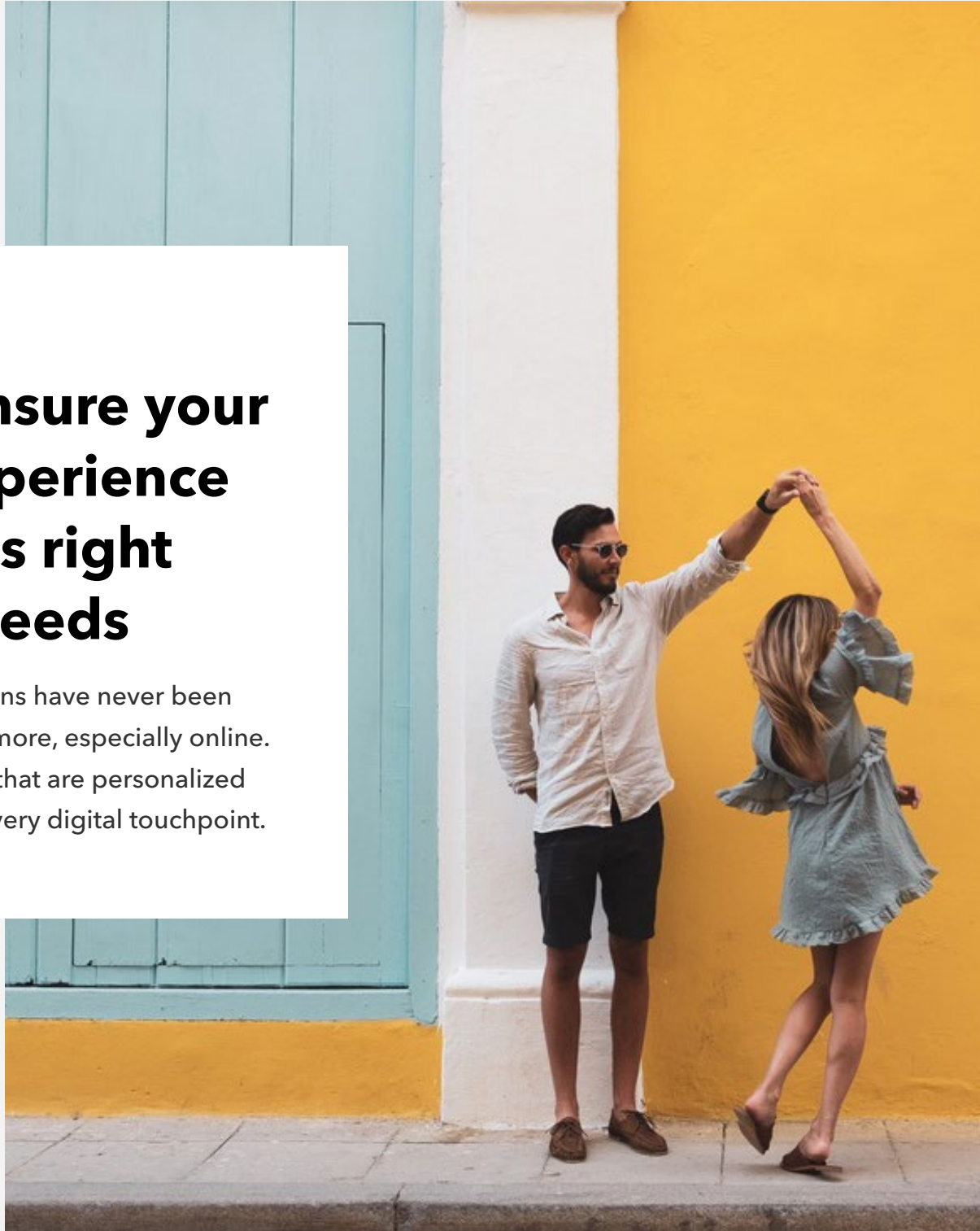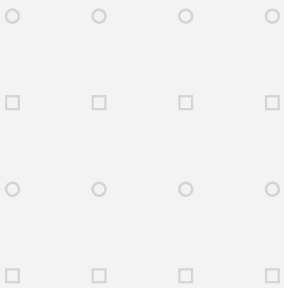
How to ensure your digital experience platform is right for your needs

Customers' expectations have never been higher. We all expect more, especially online. We want experiences that are personalized and relevant, across every digital touchpoint.

Know the difference between talent versus tech

Marketers have the talent to deliver these unique digital experiences

- You have the ideas and inspiration

- In-depth customer insight

- Vision for how your campaigns will engage customers

80%

of companies believe they are providing a superior customer service experience. But, only 8% of customers agree[1]

But meeting – and exceeding – these expectations is a huge challenge for today's marketers.

Whilst more than one third of marketing leaders and C-level executives say that digital experience personalization is a competitive advantage for their business[2], a large number of consumers are still expressing dissatisfaction with their experiences.

Why? Because talent and vision is rendered useless if the technology you rely on to deliver your campaign, is not fit for purpose.

[1] "Customer Experience Is The New Brand" [1] "Experience is everything: Here's how to get it right"
[2] The SoDA Report on - Trends in personalization

Elevate your customer experience

Delivering differentiated digital experiences that are optimized to meet your customers' expectations can truly set your brand apart. And the returns for giving your customers unique, personalized online experiences can be rewarding.

14%

of content marketers felt that they had the right technology in place[3]

45%

of them said that while they 'have the tools' they aren't using them to their potential[3]

Clearly, there is room for improvement when it comes to delivering digital customer experiences at scale and technology – combined with smart thinking and visionary leadership – holds the key to many of these challenges.

[3]"2018 Content Management and Strategy Survey" by the Content Marketing Institute
[4] The SoDA Report on - Trends in personalization

How do you choose a platform that helps you meet demands?

Creating valuable, relevant, and differentiated digital customer experiences, at scale, requires data, content, and a seamless management and delivery system.

To achieve this, your digital experience platform must meet key requirements.

Frictionless environment
Look for an integrated platform that is flexible and easy to use. Removing friction from the digital delivery process empowers your marketers and technologists to be at their creative best.

Omnichannel capability
Choose a platform that enables you to deliver personalized content seamlessly — across any channel and at scale. Siloed solutions create problems, hindering both creativity and customer experience.
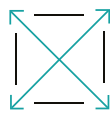
Scalable intelligence
Your platform should empower your marketers to leverage AI and Machine Learning capabilities to deliver and scale unique 1:1 experiences.

Fast time to value
Choose a platform that enables your community of developers to use templated tools and headless technology, accelerating delivery from weeks and months to hours and days.

Robust and scalable
Look for a cloud services platform capable of scaling in line with your growth aspirations and built on trusted cloud technology with the highest level of global certification.
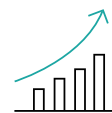
On-going innovation and investment
Future-proof your customer experiences by ensuring your platform is backed by market leaders who continue to innovate, integrating and leveraging the latest technologies.
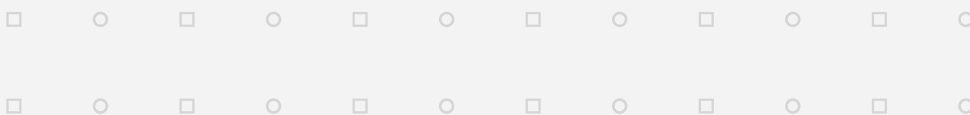
Accelerate your digital experience transformation

Sitecore and Microsoft can help you realize your digital transformation goals

Our world-class digital experience platform provides a flexible and frictionless delivery capability that can drive results and increase retention across every digital touchpoint.

You get to enjoy the best of both worlds from two industry leaders.

Our connected digital experience platform, cloud infrastructure, and CRM are powered by Microsoft Cloud, so deployment is fast, easy, and scalable.

52%

of marketers say driving growth through digital transformation is their top strategic focus[5]

[5]*100 Stats On Digital Transformation And Customer Experience*
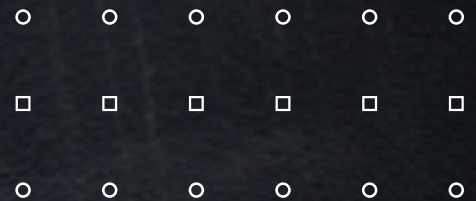
Why Sitecore and Microsoft?

For almost two decades, Sitecore and Microsoft have empowered marketers and technologists to seamlessly deliver the very best personalized digital experiences on the most secure and trusted cloud platform.

Differentiate your digital experiences

Set your brand apart by optimizing customer experiences across all digital touchpoints, powered by a flexible cloud services platform.

Unleash creativity

Empower your marketers and technologists to be at their creative best by removing friction from the digital delivery process.

Enhance customer relationships

Deliver fresh, relevant, personalized content at the right time across all digital touchpoints and assess content effectiveness throughout its lifecycle.

Drive industry-leading innovation

Tap into our combined resources and benefit from a commitment to continuous innovation, with alignment in engineering, sales, and marketing.

To find out why we're trusted by the world's smartest brands to build lifelong relationships with their customers visit sitecore.com/microsoft

ABOUT SITECORE

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with customers, and is the only company bringing together content, commerce, and data into one connected platform. Learn more at **Sitecore.com**

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