

Episerver Digital Experience Cloud on Microsoft Azure



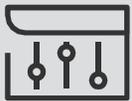
Today's consumers are more digital than ever and expect a highly personalized and intuitive buying experience for almost every purchase. To meet rising expectations, your customers need an all-in-one solution that combines multi-channel marketing and predictive analytics to streamline communications and marketing for faster time-to-value.

Bring modern marketing to your customers

The Episerver Digital Experience Cloud platform empowers digital leaders to embrace transformational strategies that help them deliver standout experiences for their customers. By leveraging Microsoft Azure, Episerver creates a new development standard to the digital space with a cloud-first approach and seamless integration with other services and systems. Together, Episerver and Microsoft offer the only unified digital marketing, commerce, and content solution available in the market today.

Episerver on Microsoft Azure is the only solution to offer:

- Unified digital marketing solution that drives increased Azure consumption
- Pre-built integrations to save 40% of total project cost
- The ability to draw on third-party data for smart personalization
- Leading .NET platform for both Gartner and Forrester



UNIFIED MARKETING PLATFORM

- Help marketers create, orchestrate, and analyze campaigns and emails
- Increase conversion and lead generation to maximize ROI on marketing efforts
- Gain scalable 1-to-1 personalization through assisted segmentation and machine learning



INTEGRATED, EXPERIENCE-DRIVEN COMMERCE

- Execute marketing strategies with powerful automation and intelligent optimization
- Edit and lay out content directly on the webpage with an intuitive UI
- Benefit from Microsoft integrations and a single suite for campaign management



AGILE ENTERPRISE CONTENT MANAGEMENT

- Deploy a low cost solution with quick time-to-market
- Manage content and experiences all in the same scalable instance
- Minimize marketing efforts by using rule-based segments and smart personalization

“The technology backend in the project was flawless. We went from an online brochure to a mobile-driven, data-driven immersive platform. The future is a seamless interaction in our digital ecosystem. That’s how Episerver has been really great for us.” - Ben Rounsefell, Sr. Manager, Digital Customer Engagement, Mazda

A single platform to create transformational customer experiences

Built on Azure Web Apps, the Episerver Digital Experience Cloud features a unified front-end platform, turn-key integration, and a true cloud solution:

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Why partner with Episerver?



CLEAR MARKETING OPPORTUNITY

Provide customers with a single digital marketing platform that spans their personal and professional partner ecosystem and avoids commodity.



DIFFERENTIATED PaaS CLOUD

Help clients realize maximum time-to-value with the ability to rapidly launch new campaigns and stay up-to-date with a future-proof foundation.



FULL APPROACH TO ENGAGEMENT

Gain confidence with a dedicated channel operations team and specialized sales support, in addition to personalized go-to-market planning.

Why Microsoft Azure?

More organizations are relying on cloud services, as departments look to shorten IT implementation times and reduce the need to manage their own infrastructure.

- Hyper-scale cloud infrastructure: Instantly accommodate increased demand for computing resources; scale as you need and pay as you go
- Reduced IT operational costs: Minimize energy consumption and IT maintenance costs with fewer servers to manage
- Always up-to-date: All updates and maintenance are delivered without interrupting security operations
- Secure and redundant storage: High availability of critical data and durability against hardware failure with up to six copies replicated in 38 separate datacenter locations
- Greater purchase flexibility: Add or remove subscription-based services on demand, and avoid the large upfront costs associated with hardware and software

Episerver at a glance

Episerver connects digital commerce and digital marketing to help organizations create unique digital experiences for their customers, with measurable benefits. The Episerver Partner Success Program supports implementation, agency, system integrator, and reseller partners through a comprehensive program including support, training operations, and business enablement—empowering partners with a rapid roadmap to success.