For every dollar in direct sales, partners bring in $8.70 for Microsoft. Indirect channels such as VARs, SIs, OEMs, and other partners generate about 90% of the company's revenue. To be successful, Microsoft’s massive ecosystem of worldwide partners needs current information on products, pricing, seller-enablement, and training. So how does the company deliver timely, essential materials across this vast community? Through the Microsoft Partner Network (MPN) website.

When exciting new products like Office 365, HoloLens, and Cortana are released, partners need to be informed and ready. Over the years, the ecosystem has grown beyond half a million partners. Thus the MPN Digital Services team struggled to deliver information on a timely basis to partners spanning 69 regions and in 19 languages.

Furthermore the MPN website had become outdated. The Digital Services team needed a new platform that could provide faster load times and take advantage of the latest technologies that support streamlined publishing workflows, targeting marketing capabilities, support for multiple languages, and the ability to serve personalized experiences.

Microsoft turned to Avanade, a global professional services company, and together they selected the Sitecore Experience Platform (XP) on Azure to build the most efficient web platform for at-scale planning, publishing, and optimization.

“After conducting extensive testing and analysis, we envisioned something bold—a flexible solution that would give our partners greater interaction and fast access to the exact information they were looking for," said Dan Truax, general manager at Microsoft Corporation. “Sitecore fit the bill.”

With Sitecore XP, Microsoft can deliver personalized content to partners based on past and present interaction and geolocation. Microsoft also uses Sitecore Federated Experience Manager (FXM) to federate the site’s header and footer to ensure visual consistency and reduce page loads throughout MPN websites.

Challenges

- **Build efficient web platform** for at-scale planning, publishing, and optimization.
- **Deliver timely, essential, and personalized materials** to partners in 69 regions and 19 languages.
- **Create a modern user experience** that gives partners greater interaction and fast access to relevant info.
- **Put publishing in the hands of content owners** instead of engineers.
- **Ensure visual consistency and reduce page loads** throughout MPN websites.

Solution

- **Sitecore® Experience Platform™ (XP)**
- **Sitecore® Federated Experience Manager (FXM)**
- **Microsoft® Azure**

Results

- **Saves development hours, accelerates authoring and localization, and ensures brand consistency** by sharing assets in high-density, multitenant environments.
- **Flexible templates** accommodate 99% of content requests and incorporate responsive design for rendering pages across all form factors.
- **Publish content instantly** in any geography without needing to coordinate with an engineer.
- **Built-in reporting and content tagging** helps marketers build and optimize user journeys.
- **Better user experience**—partners have a modern personalized experience and enjoy fast access to the latest information.
Case study // Microsoft

consistency and reduce page loads throughout MPN websites. The new partner portal is fully hosted on Azure in North America, South America, Western Europe, and Western Asia.

As for the benefits of running on Azure: “For us, it’s the flexibility to scale with demand, and to leverage new features of Azure as they’re rolled out,” said Ryan Prins, Avanade’s director of delivery & client management. “It’s also about speed—and by that I mean we can turn something on for a day, then turn it off. No need to order hardware through procurement.”

The power of components

With Sitecore’s component-based architecture, the team implemented a system of ‘legos’—components that could be built once and reused within a single page, a single website, or a multitenant environment.

According to Truax, “The component approach has saved countless development hours, accelerated authoring and localization, and reduced cost and SLAs. It also provides us with more options, such as sharing assets in high-density, multitenant environments.”

Self-service publishing

With Sitecore, Digital Services and the local marketing teams now have control over publishing. Sitecore provides full CMS capabilities such as security, auditing, version control, and check-in/check-out. Flexible templates accommodate 99% of content requests and incorporate responsive design for rendering pages across all form factors.

Further, Sitecore enabled Digital Services to standardize on a Global Content Publishing Model to ensure that content is planned, coordinated, and published across teams and geographies in a predictable, measurable process, and follows brand and program guidelines. Sitecore also provides built-in reporting and content tagging (page/action and asset) as an authoring task, so Microsoft marketers can build and optimize user journeys.

“The switch to Sitecore transformed the content delivery process, and it’s now virtually self-service, meaning marketing teams can instantly publish content in any geography without having to coordinate with an engineer,” concludes Truax.

Empowering partners, empowering results

For the Microsoft Partner ecosystem, getting access to information when it’s needed to support customers is critical. Since deploying Sitecore, the Microsoft Partner site serves up content with lightning speed and load times of less than 0.5 seconds. Providing scalable, modern, user-friendly experiences worldwide enables partners and Microsoft to empower every person and organization on the planet to achieve more.

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft® ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries, including digital strategists, designers, administrators, and services delivery experts skilled on Sitecore and connected technologies.

- 250+ Sitecore customers in 21 countries
- Delivered more Sitecore implementations on Microsoft Azure than any other provider
- 900-plus Sitecore Certified Developers, 11 2017 Sitecore MVPs
- More than 1,300 trained Sitecore specialists
- Received 17 Sitecore Site of the Year and Experience Awards in the last four years
- Received the prestigious “Winning Together Award,” partnering with Sitecore, Accenture, and TCS

Size

30,000

Headquarters

Seattle, Washington

Website

avanade.com

Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, automates communications, and enables personalized commerce, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time—before, during, and after a sale. More than 4,900 customers—including American Express, Carnival Cruise Lines, easyJet, and L’Oréal—have trusted Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue. • sitecore.net