

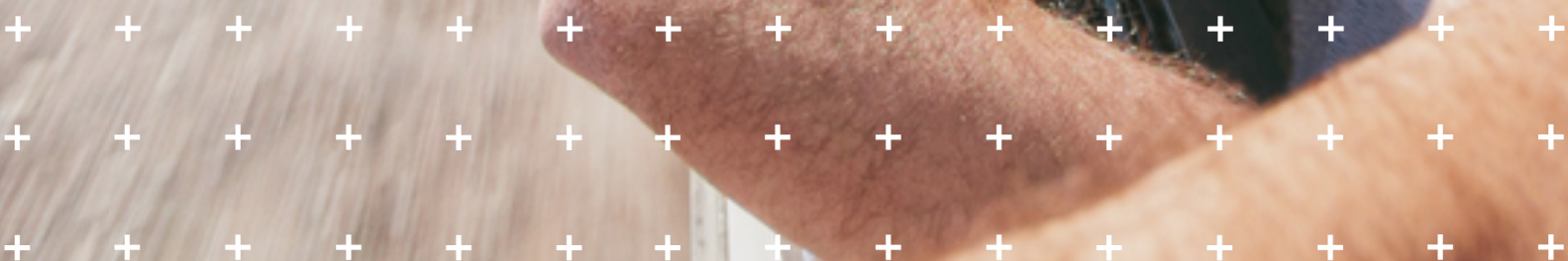
EBRIEF

Redefining digital transformation

How working together cultivates a new normal

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XCENTIUM



Introduction

Marketers are facing unprecedented challenges these days, and on a global scale. Brands have had to tear up their plans and adapt to a world where digital may be the only channel available to them to connect with their customers. At Sitecore, we believe that no matter how much circumstances change, we're in this together as we navigate new realities, along with our customers, partners, and the broader community.

Here's how we can help you rise to a new level, truly become a digital-first business, and set yourself up for success.



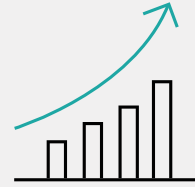


It's no longer just about the technology

Digital transformation today is about empowering organizations, enabling them to create authentic engagements and meet customer needs, anytime. A digital-first strategy means understanding your customers, building relationships, and delivering memorable experiences. And in today's environment, effective digital engagement has taken on a whole new sense of urgency.



ONE IN FIVE



large enterprises say that they have increased spending, or invested new spending, in strategic initiatives, such as digital transformation for the first half of 2020.



54%

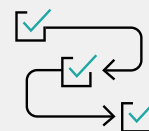
of large enterprises say that the best way to describe their organization's response to the current crisis is "shifting messaging to emphasize digital fulfilment, digital products, and digital services."

43%



of large enterprises have observed innovation in customer communications.

60%



of large organizations have observed that they are using new processes that they are likely to use once the business environment improves.



Shifting the mindset from “business as usual” to “change is constant”

Recent events have been a crucial reminder that customers are human and their needs change. How do we, as brands, prepare now and for the future? At Sitecore, we’ve mobilized our marketing organization to quickly adjust our messaging and tactics based on what’s most relevant to today’s customer needs. We’ve reprioritized, updated our content strategy to better serve our audiences, and created new digital experiences to surface what’s important now. Looking ahead, we’re preparing for this new shift in market dynamics and digital engagement to remain part of a new normal.

Giving customers a voice - and listening

Customers come first. To acknowledge this, we opened up a dialogue in our [Customer Core](#), our community engagement platform. We’ve reached out to ask them what is happening in your organizations, so we can help solve these new challenges together. Directly engaging with our customers has played a vital role as we’ve looked for ways to adapt with the changing times, ensuring we’re providing our customers with what they need, first and foremost.

“[With COVID-19], we globally edited all of our 988 hospital sites with new components and temporary hours.”

– Melissa Cheramie, Content Marketing, VCA Animal Hospitals

It’s still all about human connections

When we become more digital, creating human connections becomes that much more crucial. This is key for every brand even though each one will have a different approach to achieving this based on their business goals. For Sitecore, we’ve been growing our digital experiences to provide different or new avenues of access. We’re creating new web experiences that are highly focused. We’re shaping digital events to be more dynamic and interactive. And our Sitecore Business Optimization Strategies (SBOS) team will be creating a how-to video series, giving viewers a quick and easy format to see how they can maximize an investment in Sitecore.