

Episerver: Standing out with Cloud, Partners, and IAMCP

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Creating an easy-to-use platform that empowers marketers and merchandizers alike to manage content and commerce in a seamless way to create standout digital experiences in the cloud is not the only value Episerver provides to its customers. “Our great partnerships have been essential to our success with customers,” according to Karen Chastain, Director of Strategic Alliances and Global Partners at Episerver. “We have numerous customer examples where the joint value proposition between Episerver and a partner has allowed us to deliver solutions that neither of us could have on our own. Partnerships have expanded business for everyone and enabled us to deliver outstanding customer satisfaction.”

Episerver’s commitment to being a Microsoft technology partner and working with its partner ecosystem has long been a competitive advantage. With almost 30,000 developer partners worldwide and over 800 global partners, Episerver is well placed to continue connecting to Microsoft platforms as it has for over 15 years.

Episerver’s dedication to partnerships supported IAMCP’s decision to select the company for an award at WPC last year in Orlando. “Episerver’s Digital Experience Cloud™, built on Microsoft .NET technology and optimized for Microsoft Azure, along with its solid relationship with Microsoft and strong partner ecosystem, made them a clear choice to win the 2015 Cloud category”, said Per Werngren, Chairman of IAMCP.

Episerver is a Microsoft Gold Partner. Its Digital Experience Cloud is a single platform for easily managing content, optimizing digital marketing, and delivering a friction-free digital commerce experience. Typical scenarios would include customers who have to manage content across multiple websites and a variety of channels to reach their customers. Often, the process involves managing many servers and working with third parties which can be costly and time consuming.



<http://www.episerver.com/>

About:

Episerver Digital Experience Cloud™ combines content management, digital marketing and commerce in a single platform.

Founded in 1994, Episerver has offices in the USA, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia, Singapore, Spain, UAE and the UK.

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Take for example [The Absolut Company](#) case study Episerver cited in its WPC 2015 award submission. For Absolut, one of the best-known names in the spirits industry, Episerver worked with another Microsoft Gold Partner, Nansen, to help them move to the Cloud. The move freed Absolut from having to manage and configure servers and, in the process, improved its speed and agility. Another benefit of this collaboration is that Nansen and Episerver ensured this was a Microsoft Azure win. They helped the customer to see the advantages of choosing the Azure cloud over Amazon Web Services.

Episerver 's partner-based approach commonly delivers the following results to customers:

- Reduced time to value - getting a server up and running in minutes rather than days.
- Reduced server costs.
- Enabling customers to get to market faster.
- Increased sales and a better end-user experience.
- Higher employee satisfaction with the new solutions.
- Easy reporting so customers have the necessary overview of usage, costs, and performance.

The Episerver Cloud Partner award from the IAMCP at WPC 2015 highlighted the formula that continues to work: great partnerships lead to great solutions.