

Whitepaper Sitecore Paradigm Shift

Delivering Next-Level Digital Experiences

Sitecore, a global leader in **digital experiences**, simplifies and accelerates the sales funnel with its all-in-one platform that creates, delivers, and **optimizes customer experiences**.

A PwC study shows that **32%** of customers abandon a brand after a bad experience, making it crucial to understand how to meet their next-level expectations and keep their business consistent. To stay competitive, brands must provide a unique and innovative customer journey, meeting their expectations for personalization, digital integration, and attention to detail.

Meet Sitecore Value's Proposition

Marketing

Beyond content management, the tool tests, optimizes, personalizes, and automates your content, delivering the right message to the right audience in the right context. It also connects, collects, and analyzes all your customer interaction data, both online and offline, enabling your customers to optimize all their content.

Digital Commerce

increase the conversion and your online revenue growth! There are two types of sales channels: the outdated ones that sell your products and services in a monolithic way and those that offer tailored content and experiences across all the landing pages of your e-commerce.



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Finance

Making Digital, your new normal

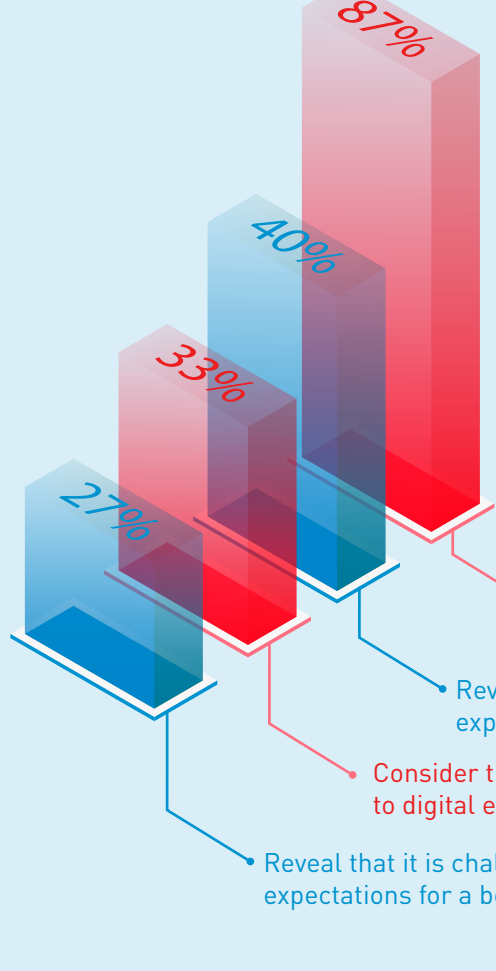
The FSI industry excels in technological **advancements and prioritizes user experience**. However, achieving a seamless and integrated user journey remains a challenge. FSI organizations are working to bridge the gap but have room to catch up with other industries in **embracing end-to-end experiences**.



Discover the untapped **potential within the financial sector**. While challenges exist in customer understanding and centralization, companies are armed with abundant data and cutting-edge technology solutions.

Businesses can stay ahead of evolving customer behaviors and conditions by prioritizing enhanced connectivity between systems.

Join us on the journey to unlock new possibilities in the financial landscape.



- Consider that digital transformation is the success of any business, driving companies to invest resources.
- Reveal that it is challenging to keep up with the ever-increasing expectations for a better customer experience.
- Consider the rapid transition from personal experiences to digital experiences a challenge.
- Reveal that it is challenging to keep up with the ever-increasing expectations for a better customer experience.

Retail

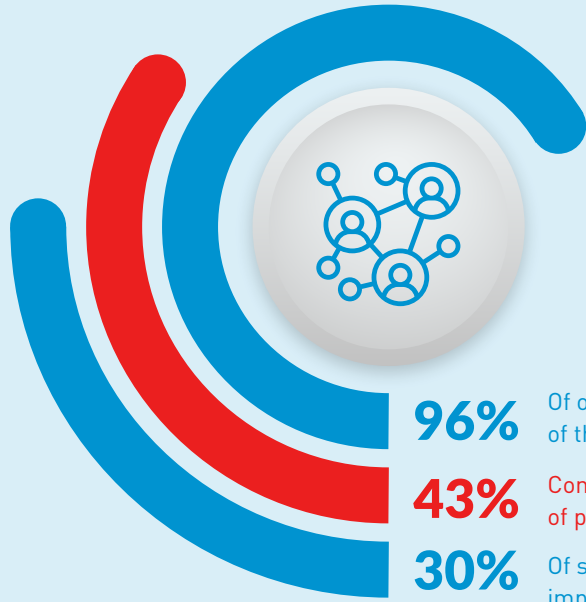
Unleashing the Next Era in Retail: Embrace the New Normal

The retail industry took the digital leap amidst Covid-19 but now faces a new challenge. Rising customer expectations call for **experience-driven and customer-centric strategies**.

Join us as we navigate the ever-changing landscape, redefining retail for a new era of success. It's time to thrive in adversity and unlock limitless possibilities.



Sitecore empowers retailers to exceed customer expectations by delivering relevant and personalized content at scale.



- Of organizations have a customer experience strategy, but only **14%** are ahead of their customers' expectations.
- Consumers have stopped doing business with a company just because it did a poor job of personalizing the experience. Numbers are higher for **Gen X 51%** and **millennials 59%**.
- Of shoppers are shopping online at least once a week, savvy retailers realize how imperative it is to cut through the noise and exceed their customers' digital expectations.

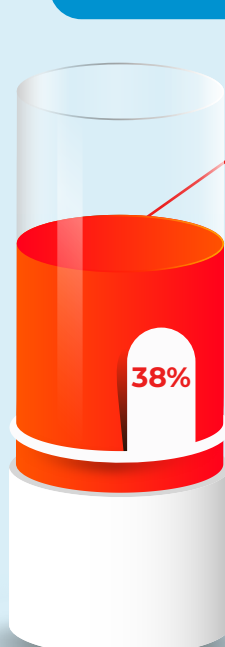
Manufacturing

Powering Competitive Advantage: Master End-to-End Customer Journeys

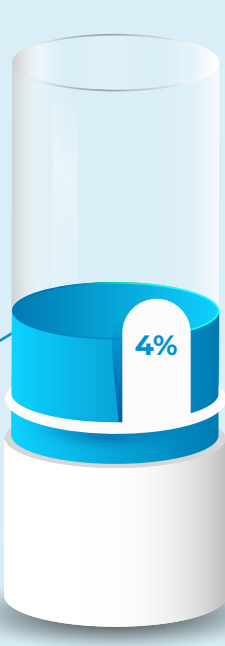
In a competitive world, **differentiation is essential**. Embrace customization and recognize your unique customers. Manufacturing, once slow to adapt, now holds a distinct advantage. By **prioritizing the customer journey, it becomes a competitive differentiator**. Stay ahead by swiftly responding to evolving needs. Centralize operations and elevate your business to new heights with us.



Staying ahead is crucial in a world of market oscillations and digital disruption. Only **1/3** of manufacturers recognize the significance of data and digital tools in delivering personalized experiences that resonate at every touchpoint.



Considers that each customer's digital experience should be dynamically and automatically personalized. The use of Machine learning and AI fills gaps and segments customers effectively.



Of manufacturers today say their digital experience is dynamically tailored to each customer.

As a business owner, you have the unique advantage of controlling your products.

By leveraging data and intelligent systems, you can enhance and expand your production line to align with your customers' needs.

Awards

Personalization remains a priority for Digital Marketing leaders, relevant and timely messaging is vital to capturing customers and establishing a trusting relationship between brand and customer.

- Gartner® Magic Quadrant™ for Digital Experience Platforms
- Sitecore named a Strong Performer. The forrester Wave: B2B Commerce Solutions 2022
- Sitecore Gold Partner
- 5 Sitecore Experience Awards Winner Sitecore Hackthon
- Biggest Iberian Sitecore Team



SITECORE Noesis is Sitecore's Gold partner, a global leader in developing experience management applications that empower contextual marketing. The Sitecore® Experience Platform™ enables you to manage integration, and Professional Services. The company has +1000 highly specialized talents, operating in six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Noesis is part of Altia Group, listed on The Alternative Equity Market, an organization with over 3,500 employees and more than 20 locations in 7 countries.

noesis an Altia Company Noesis is an international tech consulting company offering services and solutions to support companies' businesses and digital transformation. Noesis has an extensive IT services portfolio working in several areas such as IT Ops & Infrastructure, Cloud & Security, Enterprise Solutions, Low-Code Solutions, Data Analytics & AI, DevOps & Automation, Quality Management, Enterprise Application Integration, and Professional Services. The company has +1000 highly specialized talents, operating in six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Noesis is part of Altia Group, listed on The Alternative Equity Market, an organization with over 3,500 employees and more than 20 locations in 7 countries.