

The Episerver Difference

The top 5 reasons customers choose the
Episerver Customer-Centric Digital
Experience Platform™



A note from our CEO

I joined Episerver as CEO at the end of 2019, excited by a company with the makings of a true challenger – even though we are already an established Leader in analyst reports.

The team has built a platform that customers and partners love. There are no egos, just a commitment to getting better, together. Now that digital experience is becoming the battleground, the team has already highlighted customer-centricity as our key gathering principle.

For me personally, customer-centricity is not a mantra but a way of life. Unlike many executives who become embroiled in necessary but internal operational matters, I commit to hearing from a customer every single day. The customer connection isn't a replacement for relentless operational improvement; it is the life blood of every decision we make.

Those decisions have led us to a leadership position in a rapidly evolving market. Episerver Customer-Centric Digital Experience Platform™ has a superb breadth of capabilities, including personalization, search, analytics and marketing

The real differentiator is that these rich capabilities are delivered through the tightly coupled Episerver Content Cloud and Commerce Cloud. Episerver enables marketers to handle everything in one screen, via intuitive interfaces and immersive data, with no dependency on IT.

As a business we have focused more on listening to our customers and building a market-leading platform than we have on building a brand. As a result, we have a largely untold story. There is no virtue in being the greatest story never told, so we have gathered input from some of our thousands of customers, partners, and team members to publish this summary. Our customers describe how Episerver's work helps them in their work every day, benefitting hundreds of millions of end customers.

Episerver is big enough to serve, but small enough to care. As we continue executing based on customer input, I believe the market will recognize that too.



Alex Atzberger
Episerver CEO



The top 5 reasons companies choose Episerver

Companies choose Episerver because we help them meet the actual needs of their customers in the moment. With our platform, they can understand customer intent and have the power to act on it.

Episerver combines leading content and commerce capabilities into one platform, with AI and content automation built into the core to help you build 1:1 personalization. Companies choose Episerver for five key reasons.

1 Dedicated to digital experience

Episerver is consistently ranked by industry analysts as a market leader and is committed to continual investment in product and service improvements. Building on a rock-solid cloud platform and global content delivery network, Episerver's 8,800+ customers can innovate without disruption.

2 Advanced personalization

Episerver's AI-based personalization allows automated and dynamic targeting of individuals based on behavior and intent. Episerver customers immediately serve their end-customers with seamless 1:1 experiences, without having to build complex rules or hire a data scientist.

3 Built for speed

Episerver is deployed and operational faster than all other business-grade competitors. Episerver customers benefit from a recurring time-to-value, reduced switching costs and a faster route to customer happiness.

4 Simplicity of service

Episerver reduces complexity through automation and thoughtful design, always aiming to under promise and over deliver. Episerver's customers benefit from a single login across all capabilities, a simple and fair pricing model, and an extremely intuitive user interface.

5 One platform with extensibility

Episerver's unified content and commerce capabilities are surrounded by thoughtful integrations and 800 passionate partners. Episerver customers offer a completely seamless buying experience to end customers, all through the buying journey and however they want to engage.

1

Dedicated to digital experience

Our focus is building a digital experience platform (DXP) that offers usability and flexibility, so your team can focus on dealing with the immediate needs of the business while planning for the future. Our customers get enterprise capabilities in a solution that is perfectly suited to the current stage or size of their business.



Enabling your digital agility

Episerver’s Digital Experience Platform was built to make your life easier. It was designed to help you easily create customer-centric experiences that result in deeper relationships, stronger brands and increased revenue. Our DXP gets you moving fast, while integrating with the rest of your stack or services.

Unfortunately for many B2B leaders, 51 percent of them say that legacy software is holding them back from their digital agility goals¹. In contrast, our DXP is built to help companies grow and adapt faster. More than 25 percent of our team is dedicated to research and development. Using data and feedback from customers, partners, and employees, we relentlessly innovate and help customers accelerate time to value.

One way we ensure that our customers have the latest DXP functionality is through automatic product releases. In 2019, we conducted 52 automatic releases, without the need for disruptive and time-consuming upgrades.

We’ve also recently acquired content personalization and analytics company Idio as well as B2B commerce

company Insite. These acquisitions were a direct result of consulting with our customers to understand what they need a DXP to do. With these acquisitions, we’ve been able to accelerate our roadmap in these areas by five years.

Accelerating growth together...

- **Episerver Ascend:** Our annual conference is all about knowledge sharing, with customer panels, keynotes, and developer training.
- **Episerver World:** A dynamic online community full of guides, documentation, forums, and blogs.
- **Episerver Most Valued Professionals:** A program that recognizes the work of thought leaders in our community who continue to share their expertise.

“One of the big differentiators Epi brings to the table is that it’s an enterprise-class solution set, geared towards the midmarket and its resources and expertise.”

Nicole Erickson

Director of Marketing Operations and Technology at Applied Systems

¹ [Episerver B2B survey on digital experience tactics in 2019](#)

Independent analysts recognize Episerver's DXP strengths...

Year after year, analysts such as Gartner and Forrester acknowledge Episerver's strong delivery in the categories of web content management, digital commerce, personalization, and digital experience platforms.

- Leader: Gartner Magic Quadrant for Digital Experience Platforms 2020
- Leader: Gartner Magic Quadrant for Web Content Management 2019
- Challenger: Gartner Magic Quadrant for Digital Commerce 2019
- Challenger: Gartner Magic Quadrant for Personalization Engines 2019
- Strong Performer: Forrester Wave for Digital Experience Platforms, Q3 2019

“A majority of its reference customers reported being very to completely satisfied with Episerver in the following areas: **1** product innovation and ability to stay in tune with the market; **2** ability to bring new and relevant product enhancements to market; **3** ability to support a future platform based on APIs and web services; and **4** Episerver's overall value proposition.”

Gartner

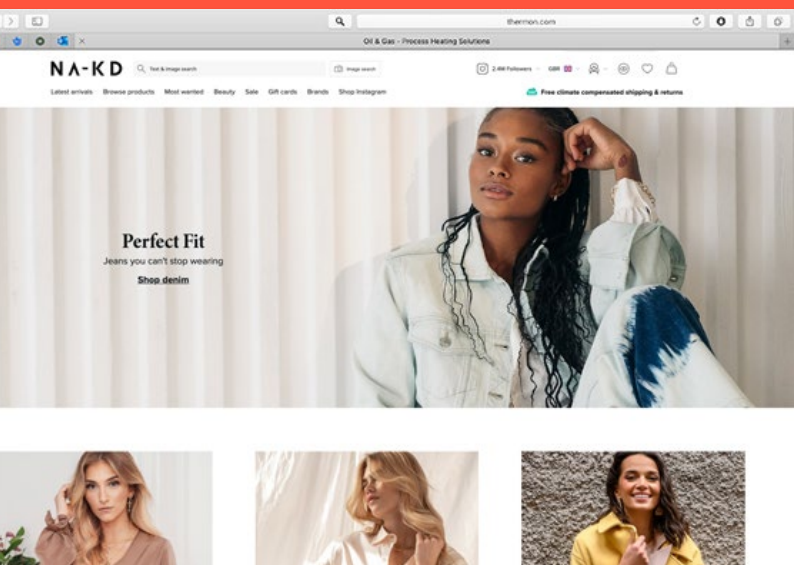
Digital experiences built on trust

The foundation of a successful digital experience is trust. Website down? Struggling with security issues? Content taking ages to load? It's hard for your customers to go any further on their journey with you if they don't trust your platforms. We help you build trust with your customers by ensuring you have total trust in us.

Episerver has been providing secure solutions for over two decades, and our security values guide and direct everything we do. Our online [Trust Center](#) gives you all the information you need on our compliance standards.

Security and compliance a top Episerver priority...

- ISO 27001 accredited
- General Data Protection Regulation compliant
- Privacy Shield certification
- Operates the majority of services on Microsoft Azure public cloud infrastructure to build on the security certifications of the platform.
- Has been implemented in environments compliant with SOC-2 and HIPPA regulations.
- Supports OpenID Connect and SAML 2.0 for authentication and role access.
- Includes Cloudflare content delivery network to help your website keep pace with high customer demand.



NA-KD

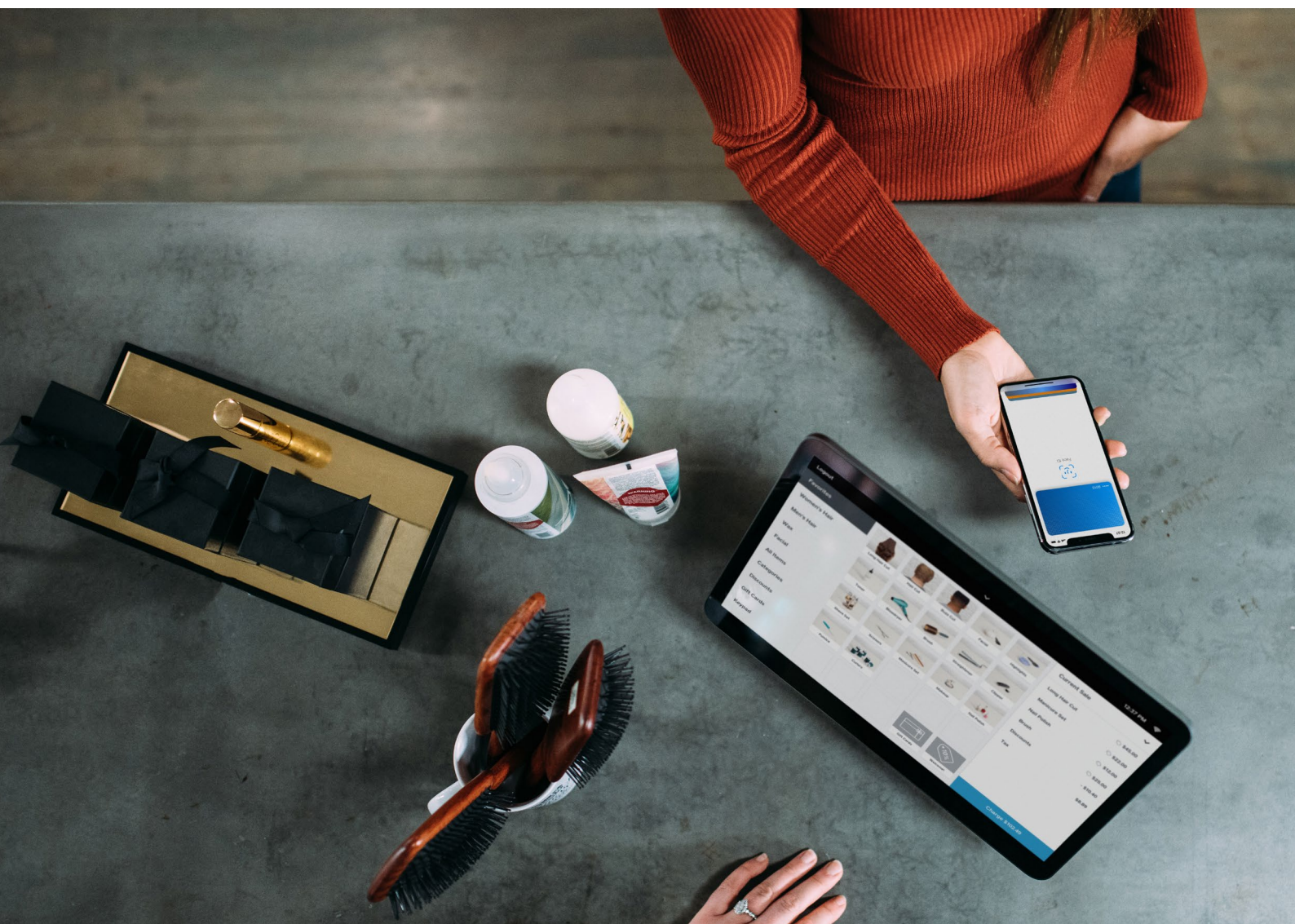
Trusted with the busiest retail day of the year

Swedish fashion ecommerce retailer NA-KD recorded 125 percent year-over-year sales on Black Friday 2019, clocking 1.6 orders and 5 products sold per second during its most intense hour of the day – all on Episerver.

2

Advanced personalization

Episerver's AI-based personalization enables you to automatically and dynamically target users without needing to build complex rules or hire a data scientist. The result is a seamless 1:1 experience for your customer.



Grow your business not your workload

Episerver's AI-based approach allows you to grow your business without growing your workload. By automating the classification of content, the identification of customer intent, and the prediction of future goals, Episerver frees marketers from the hundreds of hours of manual rule building and planning-by-assumption. Enabled by live intelligence and without losing any control over the process, Episerver customers can now focus on more strategic and high impact tasks.

Our AI-driven personalization technologies are built into the core DXP, giving you personalization that is scalable and faster than any of our competitors. Using a mix of AI, natural language processing, and machine learning Episerver understands content better than any other DXP provider in the world. Our DXP can even personalize for unknown web visitors.

Delivering 1:1 relevance at global scale

Tracking, understanding, and meeting the evolving needs of customers is a major challenge across industries. A customer might be researching one moment, then purchasing, and then moving back into a deep research phase around a related topic. Traditional approaches are doomed to fail because they don't accept a hard truth: people's interests evolve and these impact their journey.

Episerver blends a range of approaches to deliver 1:1 relevance at global scale. Marketers can define

segments based on known data, assign algorithmic approaches where little or no data is existing, blend content and product recommendations to recognize where the customer is in their journey, and assess results to adjust where necessary. Because personalization is a fully integrated component of our DXP we provide you with the data and automated tools you need to lead your customers to their next-best action. You deliver a customer-centric digital experience and benefit from improved business results.

“A brand only achieves personalization when it delivers the experience that’s right for a given customer. In other words, when a brand gets it wrong, the experience isn’t personal. To get it right, companies must have a strategy for collecting individual consumer data that provides insights into the person’s needs and preferences along the entire path to purchase.”

Forrester Research 2019²

² [There's No Personalization Without Content Intelligence](#) by Nick Barber & Brendan Witcher. Oct 2019, Forrester Research

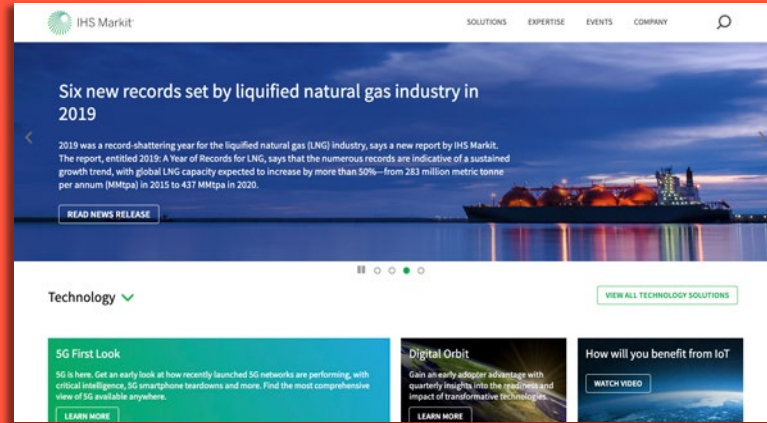


Content intelligence in action

Global information provider IHS Markit leveraged Idio (now available as Episerver Content Intelligence & Content Recommendations) to extract all relevant topics from its available content and score their importance to build unique, real-time interest profiles of users as they engaged with content on the site

They saw the following results:

- 20% increase in personalized content consumption
- 58% increase in repeat prospect engagement
- 150% increase in qualified sales enquiries

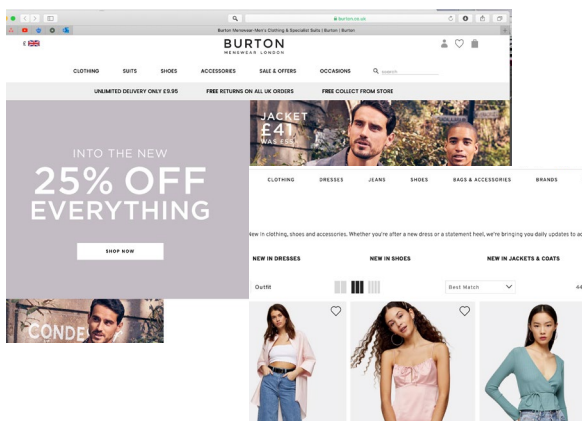


IHS Markit were able to eliminate low-value marketing activities while increasing the value of every touchpoint with customers and prospects.

Arcadia

Product recommendations in action

Arcadia Group, parent company of iconic brands like Topshop, has seen a 67% average order increase and a 7% online sales increase since implementing Episerver Product Recommendations.



“With Episerver Product Recommendations we’ve found a technology that can engage every individual with unique recommendations and deliver real commercial value. It is flexible and scalable to grow with our brands as we build our ecommerce business.”

Simon Pritchard

Ecommerce Director at Arcadia Group

Why automation is now essential to personalization

We all know that data is now essential to effective marketing and commerce strategies. But after a certain point, there is so much data we can't manage it effectively on our own.

"The number of decisions continues to rise as marketers use more data to pick from more messages to deliver at more possible times across more available channels," writes industry analyst David Raab. "You hit a marketing resource limit; a decision gap."

For Raab, an automated approach to personalization is superior to a manual rules-based approach for a number of reasons. Automated personalization:

- Uses all possible data
- Adapts to new data
- Considers all options
- Seeks a valid goal
- Learns from results
- Gives marketers control

Episerver automatically guides customers

"The destination for Episerver is to enable its clients to detect journeys instigated by their customers, then use a range of recommendation tools to guide the customer to the best outcome [conversion, registration, the solution of a service issue, etc]."

Forrester Kim Davis
Editor in Chief of DMN



3

Built for speed

Episerver is deployed and operational faster than all other business-grade competitors. Episerver customers benefit from a recurring time-to-value, reduced switching costs and a faster route to customer happiness.



Decreasing content update time by 50%

A customer-centric, data-driven strategy has to be at the core of building your digital experiences, but what separates the leaders from the pack: speed.

Episerver has all the capabilities to compete with the largest mega-vendors, but our platform is built from the ground up to deploy, integrate, and evolve greater pace and efficiency than our competitors. For example, according to Forrester, content and product

management updates are reduced by 50 percent with Episerver. Our DXP lets you:

- Spend less time and money on keeping your site current.
- Leverage new features and capabilities faster.
- Spend more time implementing the next feature to delight your customers.

Migration accelerators ready to go

We are regularly asked to put together rapid migration paths for brands that have become disillusioned with their existing DXP provider. This is so common we now have a range of packaged migration accelerators to speed up the migration from various providers. These include a migration training course, expert services and

a short list of certified migration partners.

Our continued investment in our platform also helps customers set up and deploy faster. We are always trying to find ways to reduce time, costs and risks when switching from another vendor to our platform.

Making changes in hours instead of weeks

“In our previous CMS, the code was so inflexible and quirky, making changes to sites would take days, if not weeks. We had to build it six times over, because of all the sites. Now that we can auto-deploy changes in a streamlined manner with Episerver, it’s taking hours.”

Nicole Erickson

Director, Marketing Operations and Technology at Applied Systems

Forrester report: Episerver pays for itself in 6 months

Forrester’s Total Economic Impact study on Episerver provides an independent and rigorous cost and benefit analysis of Episerver’s Digital Experience Platform.

Through customer interviews, data collection and subsequent financial analysis, Forrester concludes that Episerver can provide customers a 443 percent return on investment over three years with a payback point of less than 6 months.

A quick comparison of the most recent Total Economic Impact studies from Forrester Research shows that Episerver delivers three times the return on investment as Sitecore and shows a payback period that is less than half the time as Sitecore.³

Comparing ROI from other commerce vendors...

Episerver outperforms other commerce vendors that have commissioned the same independent evaluation from Forrester over the last few years.

Vendor	ROI	Payback Period
Episerver	443%	Less than 6 months
Sitecore	142%	13.4 months
SAP	307%	Less than 1 year
Magento	159%	5.8 months
Kibo	144%	3.3 months
Oracle/Netsuite	380%	Not named

³ Forrester TEI report Episerver





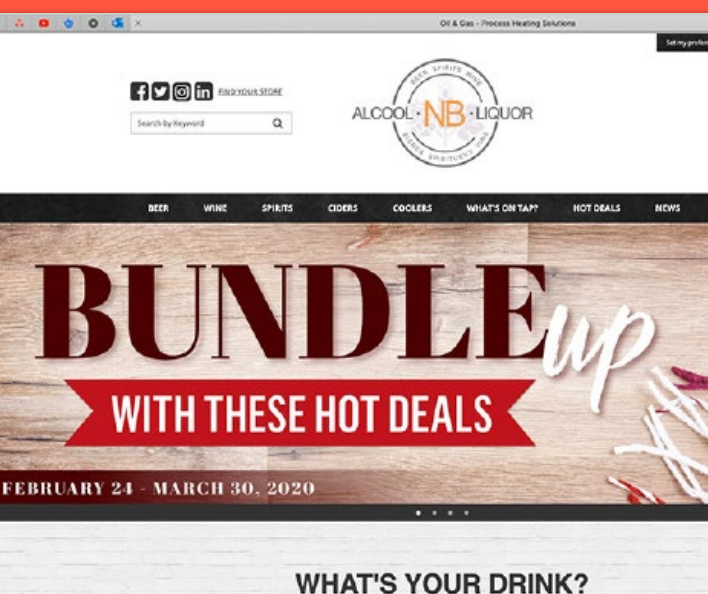
Launching a new line of business in six months

Alcool NB Liquor (ANBL) was facing strong pressure to launch and support a completely new line of business in less than six months. The challenging timeline to meet legal deadlines combined with advanced retail omnichannel requirements made it critical for them to choose the right platform and partner in order to succeed.

ANBL selected Microsoft Dynamics 365 for Finance & Operations, natively integrated with Episerve's Digital Experience Platform. Besides the quick time-to-market, the cloud-based platform answered scalability requirements.

“The Episerver platform combined with the Microsoft Dynamics 365 for Retail capabilities enabled us not just to meet our deadlines but also to face extreme peaks during launch.”

Dwayne Chase
Director of Information Technology at Alcool NB Liquor



Results of the project...

- 6 months to launch a completely new commerce experience.
- 4 million pageviews in the first month.
- 5% increase in online sales in the first month.

4

Simplicity of service

Episerver reduces complexity through automation and thoughtful design. We always aim to deliver the perfect balance, and customers benefit from a single access point, intuitive user interface and simple, transparent pricing.



Focusing on usability

Some DXPs suffer from complexity, bloat and require so much integration work they end up draining time and resources. Even when they're up and running it can be difficult to get them to do what you need. A lot of money spent for not much return.

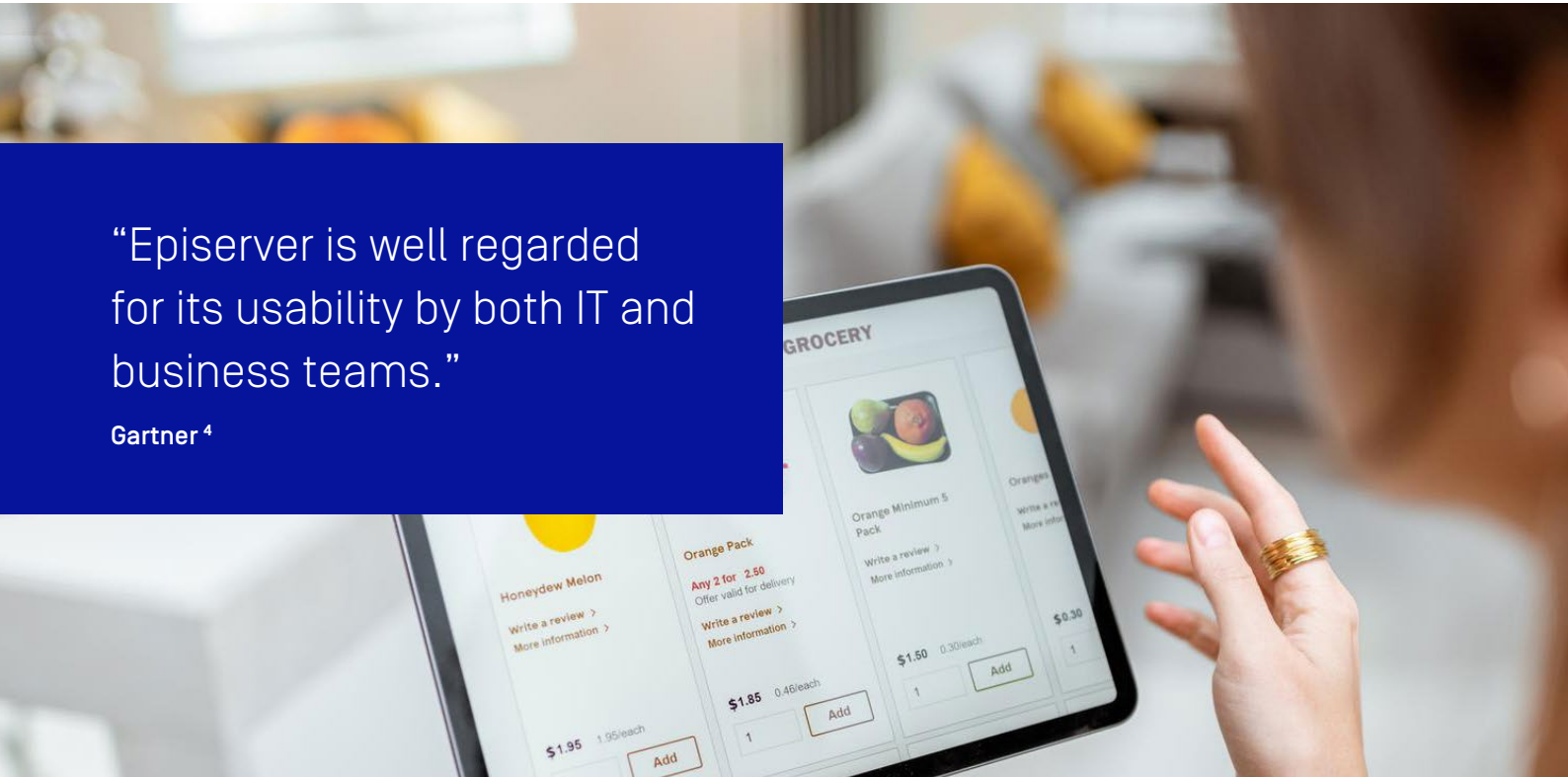
At the other end of the spectrum are the simpler platforms. They're fast. Nimble. Affordable. But when your business grows, they can't keep up. Then it's time for a costly migration to a platform that can do what you need it to, or you try to integrate a third-party platform to plug the gaps.

We take pride in being able to offer so much functionality through just one browser tab. Making this as frictionless as possible, we offer single login access across our content platform, commerce platform,

marketing integration, search, personalization and analytics to provide our customers with the simplest experience to manage their entire digital experience.

For ambitious and impatient marketers our approach to scaling ensures you have what you need right now to make an impact, with tools and capabilities ready to be switched on as the business grows.

Episerver's focus on customer centricity, and the tens of thousands of projects we are proud to be a part of, reveals a consistent need for simplicity. No project is designed to increase the friction a customer has with a brand, and this follows through to a user-centered design that is recognized by our customers and industry analysts.



“Episerver is well regarded for its usability by both IT and business teams.”

Gartner⁴

⁴[Gartner Magic Quadrant for Web Content Management 2019](#)



Manufacturer bridges the silos of B2C and B2B

D'Addario, a global leader in manufacturing and selling musical accessories, wanted to reach both B2B and B2C buyers online. They knew early on that B2B buyers wanted the same level of convenience as end-consumers when purchasing from them, so they developed their own B2B commerce platform. This resulted, however, in siloed B2B and B2C experiences, and left customer knowledge gaps across the business.

D'Addario solved this by implementing Episerver Content Cloud and Episerver Commerce Cloud. Now the company benefits from having a single source of truth for both the B2B and B2C experiences. Having B2B and B2C in one place enables their marketing teams to make decisions from that unified data.

D'Addario now delivers near-real-time inventory status and personalized pricing, products and content to each customer.

Managing different digital experiences in one place...

By 2025, 72 percent of global B2B decision-makers say most of their company's revenue will come from B2B ecommerce websites that they own and operate.⁵

Companies catering to both B2B and B2C audiences need a single access point to manage these different digital experiences.

Like getting two sites in one place

“I think a big part of it is just getting more value out of the platform going forward, now that we have B2B and B2C in one place - essentially two sites in one place.”

Steve Loud

Digital Commerce Director at D'Addario

⁵[Episerver B2B survey on digital experience tactics in 2019](#)



Manufacturer increases customer satisfaction 18%

Thermon, a B2B manufacturer of mission-critical industrial heating solutions, hosted its entire digital environment on a homegrown platform. This held back the company's true potential as there was no CMS or commerce capability. Thermon realized the importance of having a robust CMS platform to support B2B commerce activities.

Thermon and its partner Guidance decided to upgrade to Episerver CMS. The rich content features, functionality, ease of use, and ability to scale for personalization and commerce made it a perfect match to the company's principles. The result was an 18 percent increase in customer satisfaction.⁶

Simple pricing and only paying for what you need...

We believe in giving our customers one clear price that is easy to understand. You pay only for what you need right now. You never have to commit to functionality that your business isn't ready for or may never need. But if you do need to upgrade, we make it easy to do so. We are here to support you on your customer-centricity journey, with customer success programs, technical support and expert services.

Analysts: Episerver's appealing pricing

"Episerver's transparent pricing and packaging readily align with business value. Its pricing strategy appeals to large enterprises and growing midsize organizations."

Gartner⁷

⁶ <https://www.technologyrecord.com/Article/thermon-is-transforming-customer-relationships-with-episerver-88237>

⁷ Gartner Magic Quadrant for Digital Experience Platforms 2020

5

One extensible platform

Episerver's unified content and commerce capabilities are surrounded by helpful integrations and 800 passionate partners. This means you can offer a completely seamless buying experience to your customers, no matter where they are in the journey.



A unified solution with easy integrations

Episerver has been a leader in content management for decades and were among the earliest providers to go to market with a unified solution for content management and ecommerce. We're always striving to improve our core capabilities, as opposed to adding on features that customers don't really want or need.

Our aim is to provide a lean offering that integrates with the technology you already have in place or are looking to incorporate into your business. Within the platform there are a collection of connectors and integrations, managed by ourselves or a service partner, that can connect the platform to existing tools and help add functionality. We also host the Episerver App Marketplace where customers can access free and paid-for add-on services and extensions.

The unmatched extensibility of our DXP means that risk and time to deployment is reduced. You can build

solutions that are closely aligned with your specific needs, as opposed to trying to force your business into a pre-existing DXP box.

The Episerver App Marketplace...

Customers can find all of the integrations, applications and connectors they need to extend their solution in our App Marketplace. You can browse apps by category, product type, top free or top paid apps. Popular categories include: analytics and customer intelligence, customer engagement, content management, SEO and site optimization, site management and utilities, and templates and blocks.

A marketplace with verified apps

“As martech and other types of enterprise software applications move towards cloud and SaaS models, app marketplaces like Episerver’s will make new technologies easily accessible and help streamline the process for identifying apps that are the right fit – and will integrate easily into the rest of your martech stack. Knowing that Episerver has verified the security and operational compatibility adds a layer of trust for marketers looking to consolidate their martech through integrations.”

Jennifer Cannon
Marketing Land⁸

⁸ <https://marketingland.com/episerver-unveils-digital-marketplace-for-verified-apps-263128>

Partners with passion and purpose

Episerver has a fantastic network of certified, highly skilled partners who can develop your CMS or commerce project. We can help you find the best partner for your specific needs.

Our platform is easy to develop and integrate with other applications. Episerver sites are built in ASP.NET MVC or by using our Headless REST API. Architects and developers can use our extensive set of APIs to make a

big impact with a minimum of code.

Our partner network also has a collection of accelerators that help customers begin development and integration of our DXP. Each partner tends to focus on a specific vertical and business case, so you can find a partner with a deep insight into your business and the challenges you face in the marketplace.

Partner certifications

Partners are also encouraged to earn specializations around capabilities like CMS, Commerce, Personalization, Campaign Management, and Cloud. Episerver validates successful implementations and certifications when a partner applies for a specialization.

Our Episerver Partner Success Program has different levels that partners can attain based on revenue

contribution and competency requirements. We require Episerver partners to have a minimum number of certified developers for different partner tiers. In order to obtain a CMS certification, Episerver requires developers to take Episerver CMS developer training and have hands-on experience working with several Episerver projects that have covered the development of a solution from design to delivery.

Creating journeys together

“The Episerver differentiator, for Valtech, is the alignment on keeping the customer central to the journeys we create together. That alone allows us to design unprecedented experiences for our joint customers.”

Allison Simpkins

Sr. Vice President of Valtech USA



A trusted partnership with Microsoft

Episerver’s Digital Experience Platform runs on Microsoft Azure. Our company has been at the forefront of leveraging Microsoft Azure to bring a new development standard to the digital experience space. Episerver is a Microsoft Global Independent Software Vendor managed within the Developer Experience Group.

In addition to Azure, Episerver also has built-in connectors for Microsoft Dynamics CRM and Dynamics AX for Retail, as well as other leading marketing automation systems critical for multi-channel experiences. We are also part of the Microsoft Technology Centers (MTCs), where we demonstrate how retailers can unlock massive value from their customer data via personalization and analytics in retail environments.

With Episerver’s connectors to Microsoft’s ERP and CRM solutions, we lower our customers’ costs, risks and maintenance work. The result is a seamless commerce experience with the industry’s lowest TCO.

“Microsoft applauds Episerver for its innovative and comprehensive adoption of Microsoft Azure, which has allowed them to bring a powerful new approach to the delivery of digital customer experiences. Episerver’s Digital Experience Platform is offered in a platform-as-a-service (PaaS) model in order to take full advantage of Microsoft Azure, resulting in ease of use, reduced complexity and cost-effective technology consumption.”

Scott Guthrie

Executive Vice President, Microsoft Cloud and Enterprise Group Microsoft



About Episerver

Episerver empowers businesses to scale through the most customer-centric approach to digital experiences. Its Customer-Centric Digital Experience Platform™ features best-in-class content management, robust commerce and intuitive data and personalization solutions. The platform has consistently earned industry, analyst and media recognition for its vision, capabilities and customer commitment. Episerver's 900+ partners and 825+ employees in offices around the globe are proud to help more than 8,000 customers enrich their customer lifetime value, increase revenue and grow their brands.

Learn more at [episerver.com](https://www.episerver.com).

