

# Episerver vs. Sitecore®

Why Episerver is the stronger digital experience platform and how you can move forward fast with our migration accelerator



# There is no experience without experimentation

When 2020 is in the rearview mirror — and rest assured, we will get there — we will remember it, among many things, as the year the global pandemic and the resulting lockdowns hastened the digital transformation--not just of commerce--but of the whole world.

Just how seismic was this change? According to [McKinsey Digital](#), it accelerated consumer and business digital adoption by five years — and it only took 8 weeks to achieve this.

Customers now expect a personalized experience without consciously thinking about it. They want an experience that already understands what they want and offers the perfect product for their needs. Your website is no longer just a supplemental channel for how you do business. It is the conduit to your brand. It is that first handshake a customer will have with your brand.

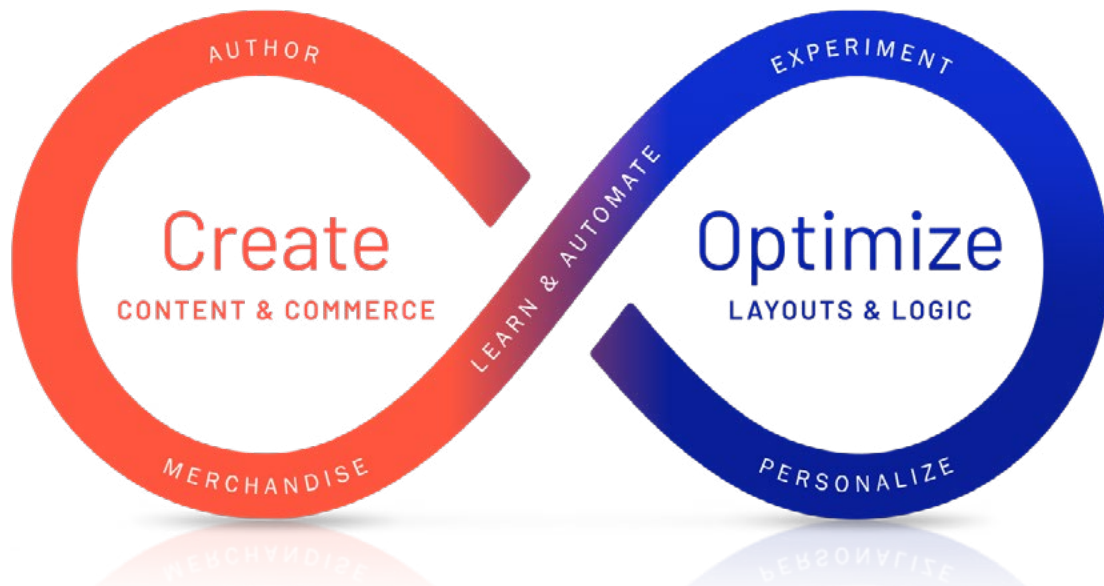
So when it comes time to choosing the best CMS tool to elevate your DXP, why would you risk it all for the sake of a slow, overpriced, boring-as-all-you-know-what platform?

Your platform needs speed and simplicity. It needs to let you experiment, create and innovate without disruption. It needs to give your customers a unified and personalized digital experience.

**You need Episerver.**

- **Create and optimize:** Episerver combines its personalized content and commerce engine with Optimizely’s experimentation capabilities to deliver higher value and conversions through optimization of every touchpoint.
- **Speed:** Episerver has faster deployment and operations than all other business-grade competitors.

- **Simplicity:** Episerver reduces complexity through automation and thoughtful design.
- **Cloud:** Episerver’s cloud platform and global content delivery network allows our 6,000+ customers to innovate without disruption.
- **Unified digital experience:** Episerver’s unified content, commerce, search, and AI capabilities are surrounded by thoughtful integrations and 800 partners.



Even after the lockdowns end, the higher expectations for digital experience will remain. This new age calls for a visionary platform that’s fast, safe, scalable and gives businesses the power to experiment the best possible customer solutions.

There is nothing “visionary” about Sitecore®. It doesn’t give you transparent pricing. It can be grueling to use. It might leave you susceptible to a devastating data breach.

Do you want to be the big winner of the digital experience economy? Go with the product that its customers call “a product designed for the future of WCM in the age of digital business.”

Embrace experimentation. Be a leader in innovation.

Don’t be a bore. Ditch Sitecore®.

**It’s Episerver time.**

# Are you prepared to meet the new standard of 1:1 experimentation?

Your digital experience no longer needs to rely on guesswork.

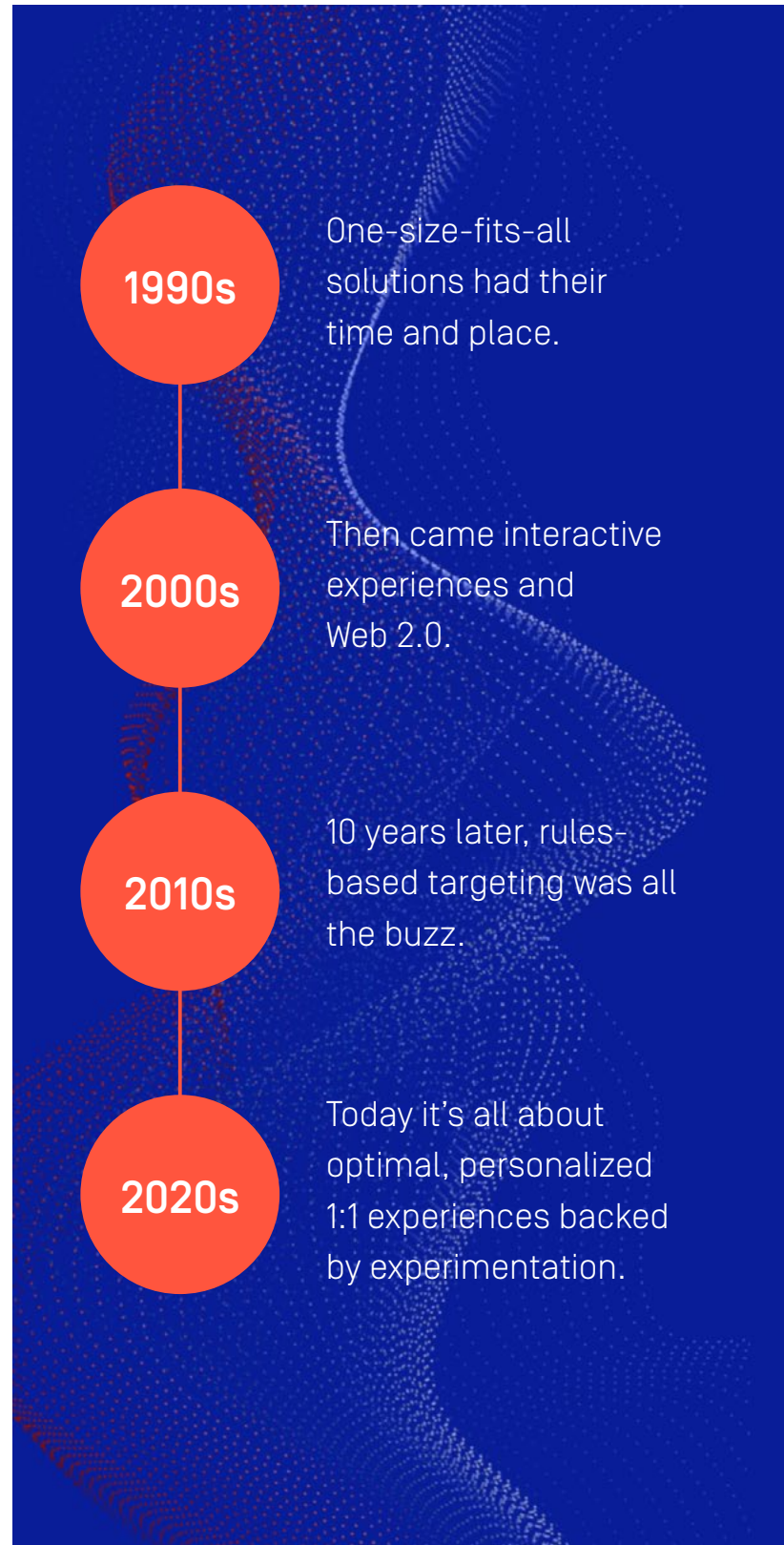
Today, it's all about optimal, personalized 1:1 experiences backed by experimentation.

The new Episerver will help you win the digital experience economy with a unified platform, scalable delivery and expert support and guidance. Over 6,000 companies trust Episerver to create digital experiences through superior content, commerce and personalization technology.

Episerver empowers growing companies to intuitively build customer-centric digital experiences.

And our platform is only getting stronger and more advanced than the competition.

In September 2020, Episerver announced that it would be acquiring Optimizely, a global leader in experimentation. This groundbreaking digital tag-team gives our customers a whole new way of creating the best digital experience. Digital teams now have the ability to create and optimize every single digital touchpoint of their business.



The new Episerver gives businesses the power to experiment, adapt and meet the ever-growing demands of its customers by predicting what those needs are in the first place.

Digital teams can create content and deliver personalized products for each user. They can design

everything from layouts to logic, driving business goals by experimenting and targeting.

Together, Optimizely's and Episerver's capabilities deliver the most advanced digital experience platform in recent history.

The result is increased value across three critical dimensions:

## Innovation

Run better experiments across both frontend layouts and backend logic, with easy to use, tailored recommendations.

- Increased revenue
- Higher productivity
- Lower costs

## Agility

Get real-time answers to accelerate collaboration and create a more responsive customer experience.

- Generate more leads
- Meet compliance
- Get to market faster

## Outcomes

Measure outcomes of different options, allowing you to orchestrate unique digital experiences for each customer at scale.

- Complete digital transformation
- Customer-centric experiences
- Brand differentiation

Delivering superior digital experiences needs to be the key digital strategy for businesses today. In the age of experiments and optimization, will your business choose to be a digital experience leader?

## Ditch the guesswork

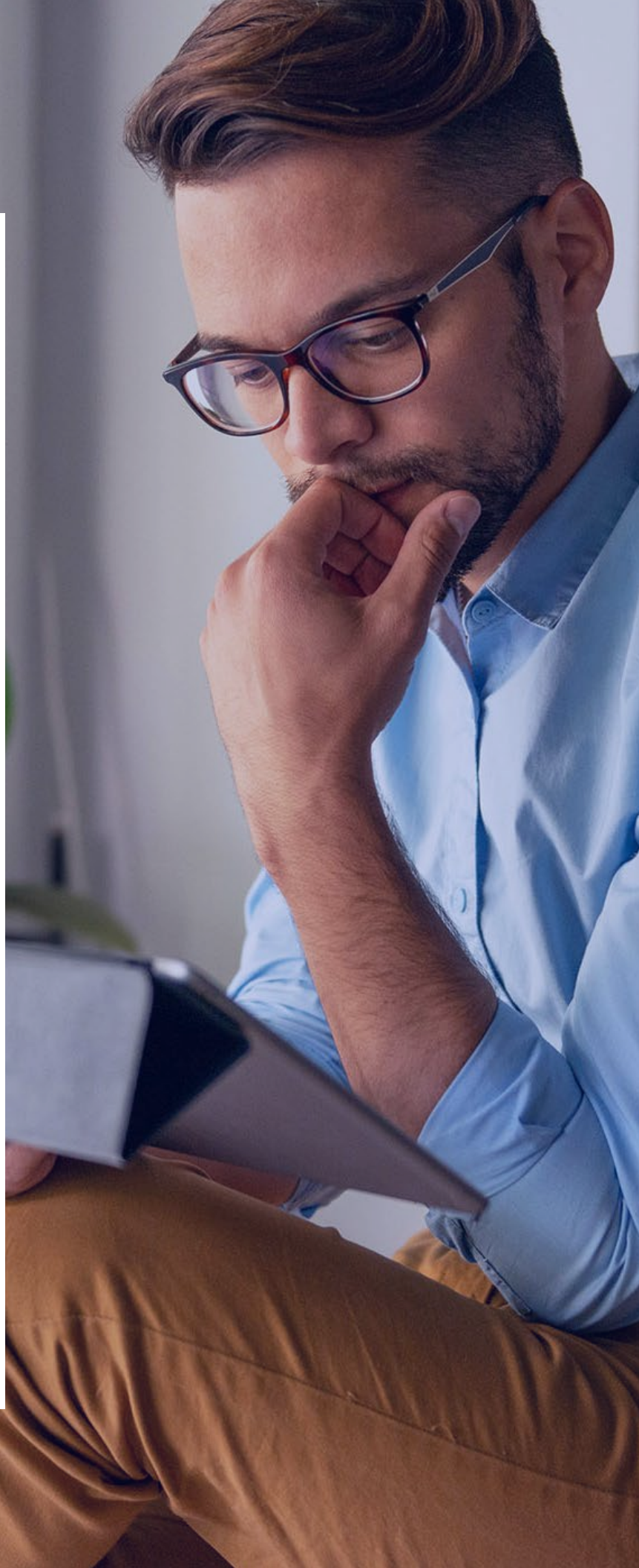
Until now, digital experiences were created without first understanding if or how it translates to business impact. You can't be a digital experience leader if you're just going on instincts alone.

Your customers are your North Star. They need to inform every step you take in crafting a new digital experience.

But how do you learn what the customer wants? Creating relevant content for them requires experimentation. What digital teams need is a smart solution that helps them understand the full impact of their actions on the customer journey so they can continually create and optimize relevant experiences that drive outsized business outcomes.

Rules-based targeting simply no longer cuts it. The age of individualized experiences backed by experimentation and optimization is here. Every time your customer logs into your site, their experience should be better than the last time they visited. And it should only get better from there.

Every customer touchpoint should be a chance to learn and improve.



# The 5 big reasons why our customers ditched Sitecore® and switched to Episerver

Delivering a customer-centric digital experience sounds easy. But all too often this process is complicated by three distinct challenges:



## Data silos

Disconnected systems and siloed data make it difficult to deliver a consistent and relevant experience across channels.



## Technological complexity

The resource bottleneck to push new capabilities to customers and advance their experience is expensive, difficult, and time consuming. This makes it impossible to keep pace with customer needs and trends.



## Lack of expertise

You may be lacking the quality talent, resources and training in-house or through partners, making it harder to stay ahead of the curve.

If you're a customer of a legacy tech platform like Sitecore®, then you're all too familiar with these headaches. This is one of the reasons why thousands of customers have made the switch from Sitecore® to Episerver.

It doesn't stop there.

**Here are the 5 big reasons why businesses have made the switch to Episerver.**

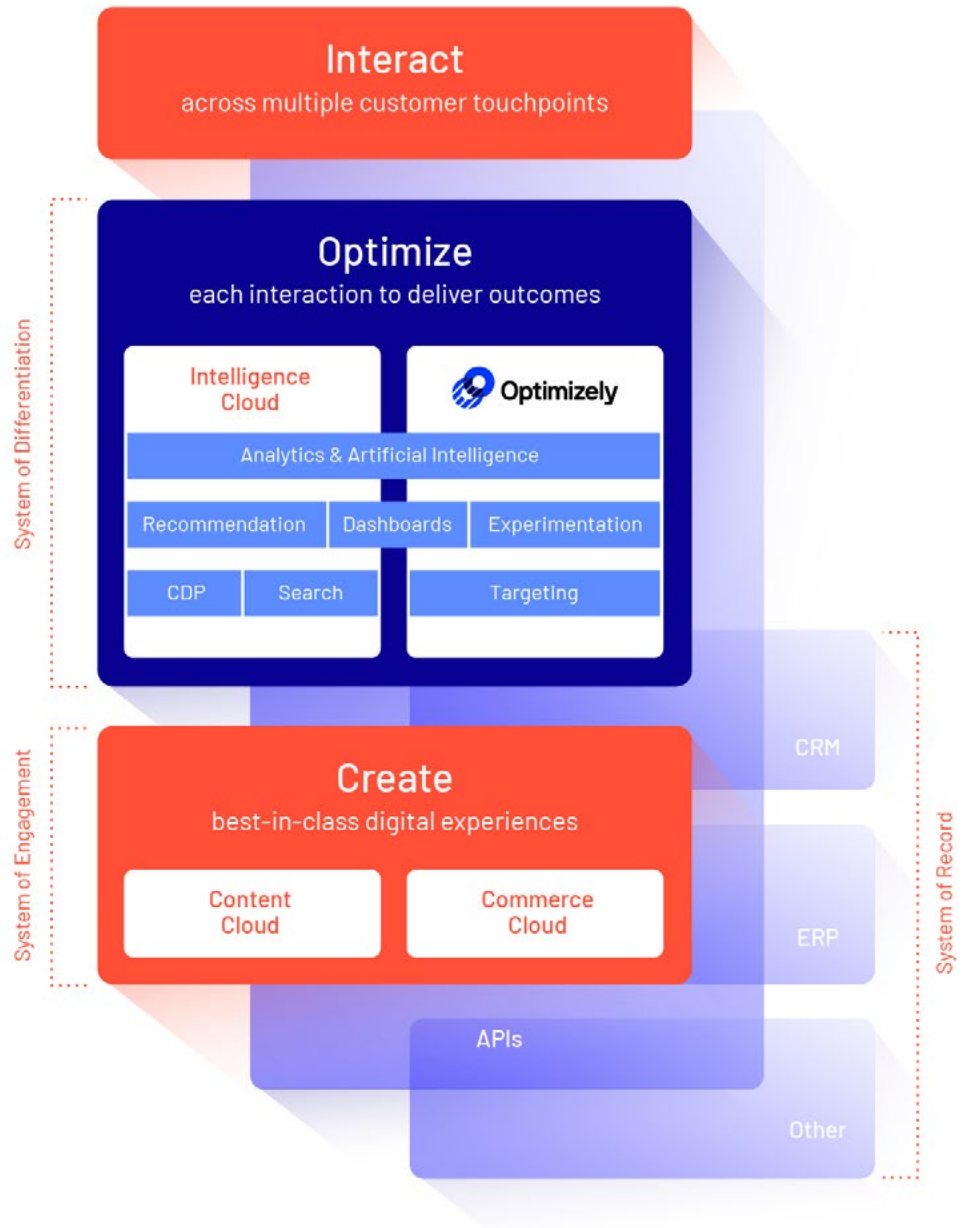
# 01 --- Create and optimize

Why settle for Sitecore®'s CMS, when you can have all-in-one creation and optimization capabilities?





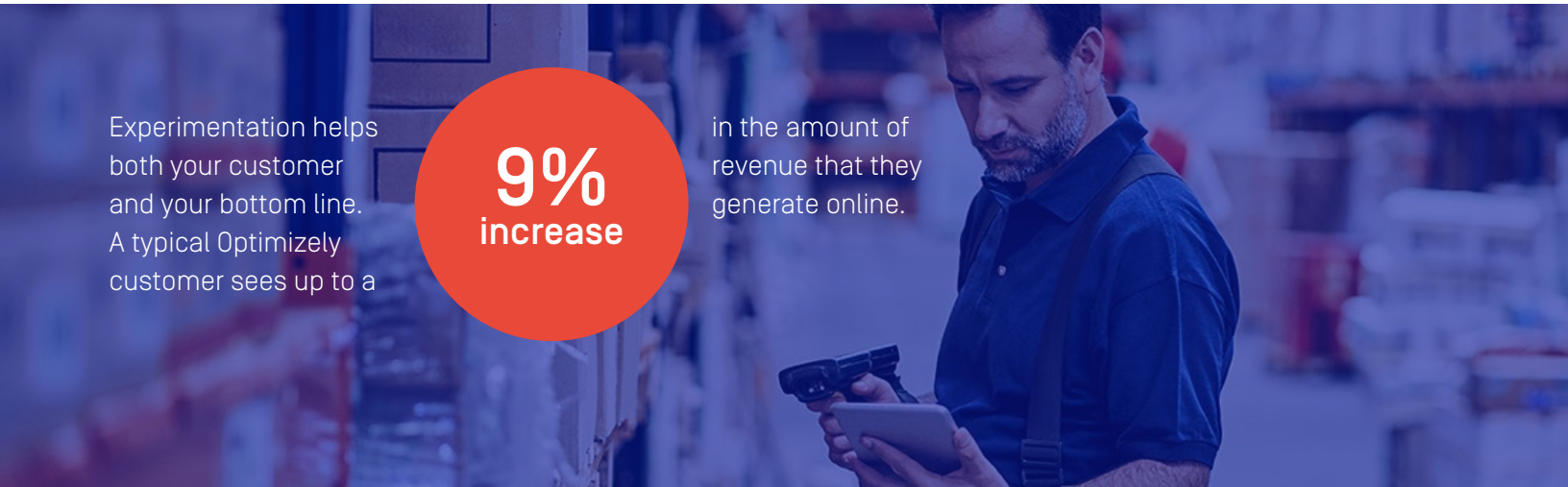
Episerver combines its personalized content and commerce engine with Optimizely's experimentation capabilities to deliver higher value and conversions through optimization of every touchpoint.



Experimentation helps both your customer and your bottom line. A typical Optimizely customer sees up to a

**9% increase**

in the amount of revenue that they generate online.



Our customers succeed in doing so in three ways:

- 1 Put the customer back at the center of your design. By extending Episerver's current recommendation capabilities that are based on what customers do on a site, and adding behavioral data, users can drive increased engagement, lifetime value, satisfaction and repeat purchase.
- 2 Combine content creation, merchandising and optimization in one platform. No more silos. Now experimentation is integrated into the creative process rather than being treated as a separate discipline. Choosing Episerver over Sitecore® means you can do more testing, in more places, with greater ease than ever before.
- 3 Access more data and say goodbye to guesswork. By collecting massive amounts of data from experiments, consumed content, customer data, and commerce interactions, you can constantly hone the algorithms that drive recommendations.

Together with Optimizely, Episerver will bring together the most advanced capabilities to create the ultimate system of differentiation.



## 02

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# Speed

Episerver has faster deployment and operations than all other business-grade competitors.



You get the fastest payback time, the highest ROI, the most reduced switching costs, and a direct route to customer happiness.

Episerver customers see an exceptionally fast ROI

[Forrester's Total Economic Impact™ study](#) showed that Episerver customers enjoy a 443% ROI over 3 years and a break-even point of less than 6 months.

It's not a great customer experience if it's five months late

The gap between customer expectations and customer experience is widening. Sitecore® invests in hard-to-quantify enterprise capabilities that make configuring and using simple features a tedious, exhausting, and unnecessarily drawn-out process. Episerver's intuitive interfaces and rapid delivery puts you in control.

Upgrades shouldn't be such a burden that they keep you from upgrading

Sitecore® upgrades by partners typically start at 300 hours of work. Upgrades can take months. The result is many stay on older versions, missing out on new features. Episerver is assuming 53 backward-compatible upgrades and more than 120 new features in 2020 alone. You spend less time and money keeping your site up-to-date and more time using the latest features to delight your customers.

Your DXP shouldn't confuse your customers

Sitecore® customers tend to struggle to use the full product and battle against unnecessary complexity. Our platform, on the other hand, is known for its exceptional ease of use and takes the weight off IT teams' backlogs. Independent research further validates this and highlights the simplicity and speed of Episerver, and that implementing and customizing our platform is easy.



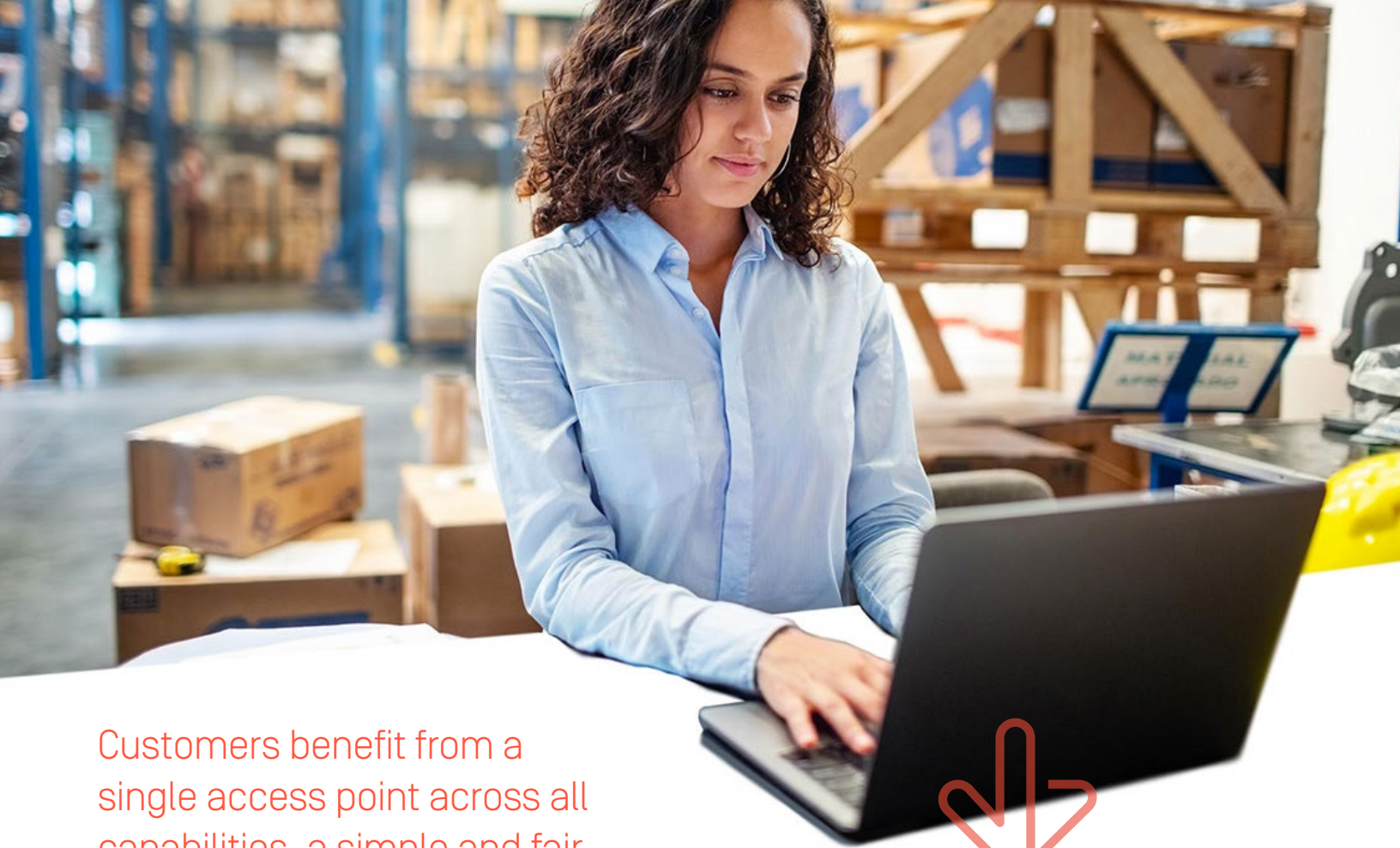
# 03

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## Simplicity

Episerver reduces complexity through automation and thoughtful design.





Customers benefit from a single access point across all capabilities, a simple and fair pricing model, and an extremely intuitive user interface.

A team of DXP experts that are always in your corner

Sitecore®'s customer support is rumored to be less than satisfactory across markets for existing and prospective customers. Call us crazy, but using a complex product that boasts poor customer service sounds like a bad idea.

Support that doesn't break the bank

Episerver provides 24/7/365 support. This includes capacity planning, incident management, and problem management. Beyond infrastructure operational management, our teams also provide online presence availability and performance. Sitecore® only offers this level of service in their premium offering – and at an additional cost.

Pricing that is transparent, always

We believe that our customers should understand exactly the kind of services they will be getting for the money they spend. Sitecore® customers have expressed concern about the confusing pricing for different packages. At Episerver we've been highlighted for our transparent pricing structure that makes it easy for businesses to understand what they are buying.



# 04

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## Cloud

Episerver's cloud platform and global content delivery network allows our 6,000+ customers to innovate without disruption.



You benefit from high availability, performance and data security coupled with easy connectivity to other cloud services and existing business systems.

### Your IT Team will thank you

We built our product to help serve and support IT - not saddle them with extra work. Sitecore®'s cloud strategy lags behind competitors and has technical hitches surrounding upgrades. The last think you need from your DXP is to annoy your IT team.

### You won't be strong-armed into making upgrades

Sitecore® is currently forcing customers to move their hosting to a new Azure instance, something that is costly and disruptive. There's no guarantee that this won't happen again, and it highlights the lack of customer-centric planning at Sitecore®. Leading analysts have identified concerns from Sitecore® customers about aggressive tactics Sitecore® uses to force upgrades to their cloud service, even for those with perpetual onsite licenses. These same analysts acknowledge Sitecore®'s underwhelming cloud offering.

### You will sleep easier at night knowing Episerver is safe

Security should be a prime concern for any business when it comes to their DXP. Episerver is fully compliant with ISO27001. We offer built-in security processes to fend off DDoS attacks. Feel free to review our trust center and compare it to Sitecore®'s. We think you'll find a world of difference in our approach to security:



[Episerver Trust Center](#)



[Sitecore® Trust Center](#)

All the following benefits are included with Episerver. Why pay additional fees to get a substandard service at Sitecore®?



#### Speedy CDN

With cloud data centers all over the world, we put computing power in close proximity to your customers.



#### Security

Episerver is ISO27001 Compliant. Episerver includes built-in security processes to keep crucial components up to date with strong mitigation features built-in to content and distribution layers.



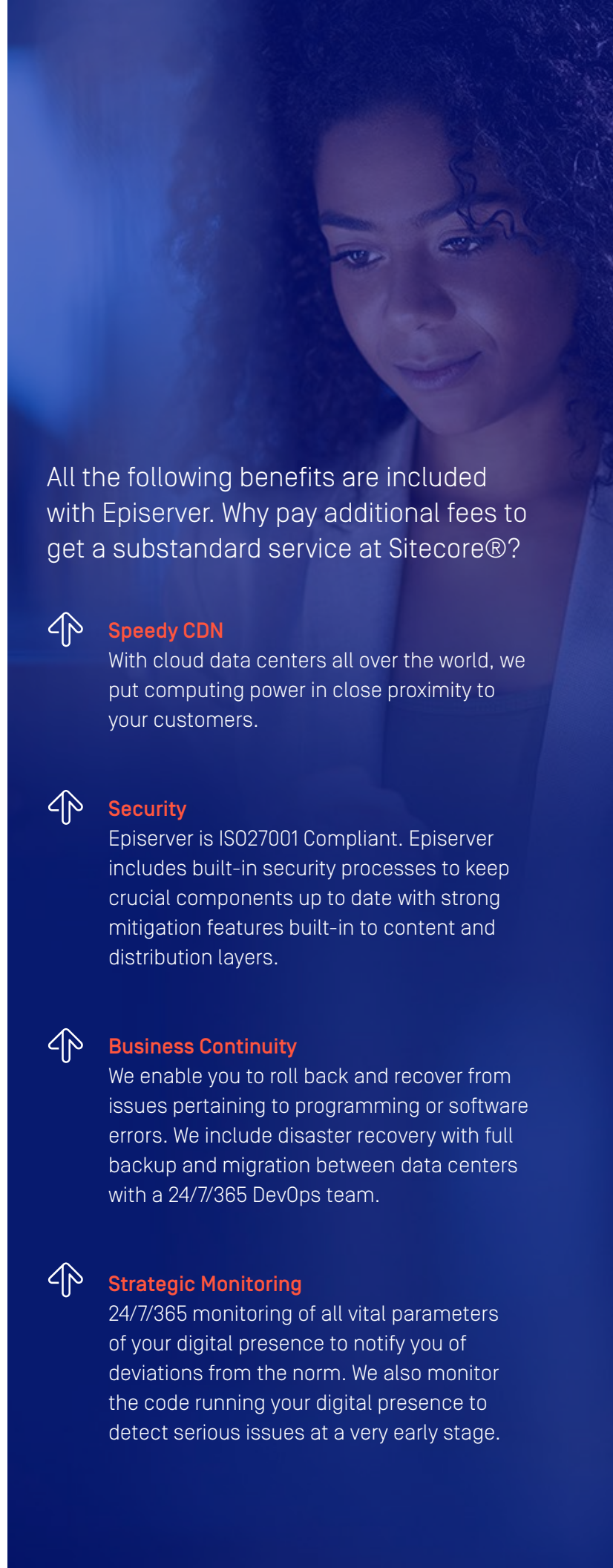
#### Business Continuity

We enable you to roll back and recover from issues pertaining to programming or software errors. We include disaster recovery with full backup and migration between data centers with a 24/7/365 DevOps team.



#### Strategic Monitoring

24/7/365 monitoring of all vital parameters of your digital presence to notify you of deviations from the norm. We also monitor the code running your digital presence to detect serious issues at a very early stage.





# 05 --- Unified digital experience

Episerver's unified content, commerce, search, and AI capabilities are surrounded by thoughtful integrations and 800 partners.



We empower our clients to offer their customers a seamless buying experience throughout the entire customer journey.

### A flexible DXP = a better customer journey

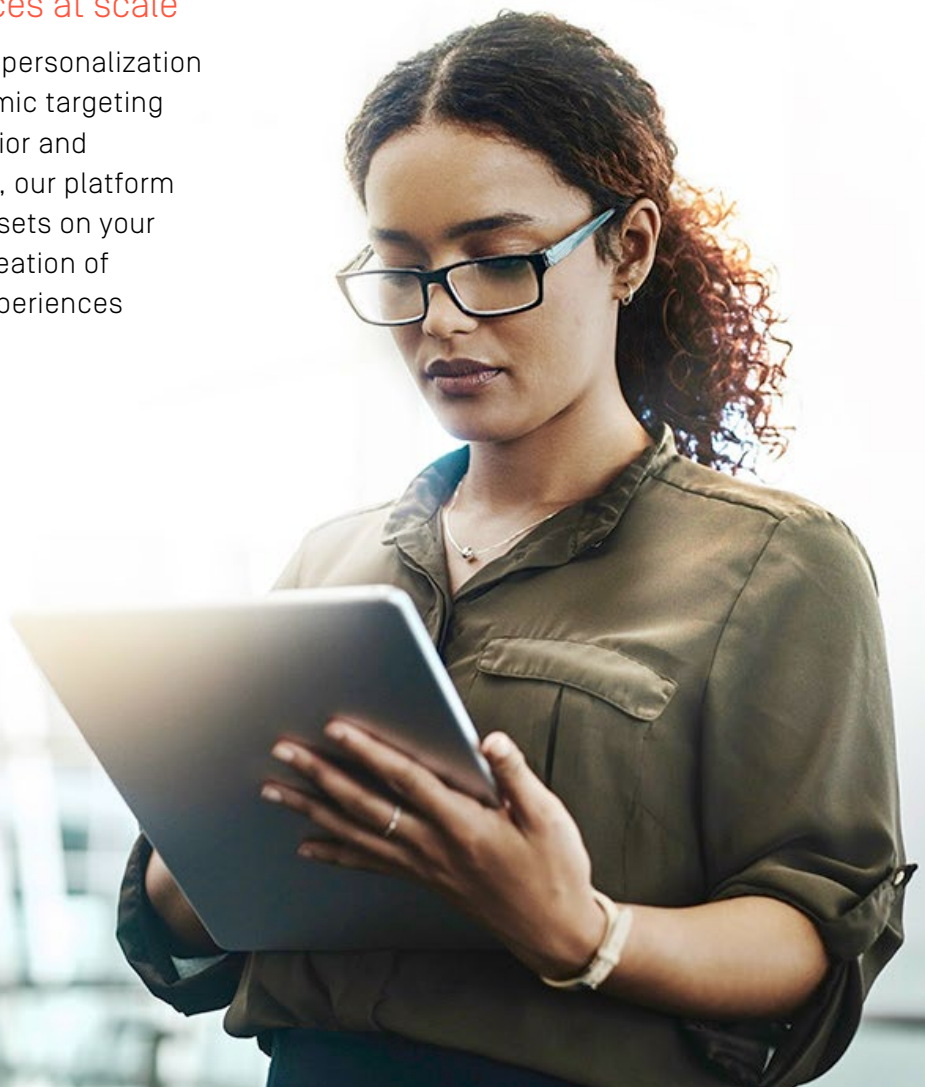
Sitecore® currently lacks a quality digital commerce solution, which means users are unable to adequately unify their content and commerce. The result is siloed data for the business and a disjointed experience for consumers. Episerver has search features integrated as standard, allowing for fast and intelligent personalization on your site. Sitecore® has no equivalent, so you're left having to pay more for a third-party platform like Coveo.

### Deliver one-to-one experiences at scale

Episerver uses advanced AI-based personalization which allows automated and dynamic targeting of individuals based on their behavior and intent. Using first-party intent data, our platform generates new and predictive datasets on your customers. This then allows the creation of tailored content and commerce experiences without overloading your team.

### Easy integration with core systems and new channels

Episerver has an open ecosystem approach, avoiding locking customers in. Leading analysts recognize our focus on providing customers with the building blocks for digital experience management, supported by APIs and web services. Out-of-the-box features in Episerver, such as projects, AI personalization, collaboration, and workflow all require additional development or upgrades within Sitecore®.



# Still not convinced?

We understand that platform migrations can feel like a mammoth task and that change can put extra demands on you and your team. That's why we're committed to making your migration as simple as possible. If that isn't enough, then here is a list of the advantages of Episerver over Sitecore®.

	Episerver	sitecore®
<b>Speed</b>	Episerver is on a continuous deployment model with cumulative, backwards compatible releases every week. That's 52 releases.	Sitecore® releases an update once a year with a high cost/complexity "upgrade path" each time.
<b>Security</b>	Episerver is fully ISO27001 compliant.	Sitecore® requires closer inspection.
<b>Search</b>	Episerver provides integrated search out of the box.	Sitecore® provides search through a partner (Coveo) at additional cost.
<b>Smarts</b>	Episerver provides pre-trained, fully automated personalization out of the box.	Sitecore® only provides either manual rules-based personalization, or a machine learning toolkit which requires extensive data training and expert skills.
<b>Support</b>	Episerver has 24x7x365 support as a standard	Sitecore® support is only available at an additional premium cost.
<b>Service</b>	Episerver includes incident management, problem management, release management and capacity planning.	Sitecore® services are only available at additional premium cost.
<b>Scalability</b>	Episerver includes CDN, WAF, App Monitoring, Synthetic Monitoring, DDoS Mitigation and Backups.	Sitecore® infrastructure capabilities mostly only available at additional premium cost.

# Episerver will meet you wherever you are in your digital journey

## Just getting started with digital?

Our team of experts is looking forward to connecting with you to assess your needs and help you deliver a digital experience that wows your customers.

## Long-time Sitecore® customer but getting frustrated? Let us come to your rescue

Do any of the following questions sound familiar?

- ➔ Every change from IT takes three weeks? Is this normal?
- ➔ Why don't I understand how to get Sitecore® to do what I want?
- ➔ How much time and money is it going to take to upgrade Sitecore® this time?
- ➔ Is there a DXP my team can use with less reliance on IT?
- ➔ Why is there so much pricing complexity?
- ➔ Why can't Sitecore® just be transparent with me?
- ➔ Does Sitecore® care about leaving my business vulnerable to data breaches?

It's time to stop using a platform that overcharges, overpromises and under-delivers.

**It's time to make the move to Episerver.**

## What are the world's leading research and advisory experts saying?

### Episerver is trusted

"All reported high overall satisfaction with both Episerver and its platform."

### Episerver is transparent

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

### Episerver is easier to implement

"A large majority of its reference customers found it easy or very easy to implement and customize."

### Episerver is preferred by developers

"Episerver's modern architecture and strong support for .NET technologies are well-regarded by the developer community."

### Episerver is preferred by marketers

"Customers regard Episerver highly as a product designed for the future of WCM in the age of digital business."

### Episerver provides a real cloud solution

"The Episerver Digital Experience Cloud makes clever use of the cloud's scalable and flexible qualities."



## Our migration accelerator package makes adopting Episerver seamless and secure

We understand that change puts demands on you and your team. That's why we're committed to making it as simple and seamless as possible.

The migration accelerator includes:

- ➔ Data Migration Professional Services package to ensure the seamless transfer of your core content data to Episerver
- ➔ Migration training for business users to provide your teams with the skills necessary to manage a streamlined migration project plan
- ➔ Recommended Episerver partners trained in supporting migration projects with all the skills and experiences you require.

We're eager to discuss how we can help you make the change your business needs to deliver customer-centric digital experiences. [Contact us here](#) or learn from those who have been there, done that.



# Learn from digital experience leaders

Leading global brands have already ditched Sitecore® and made the jump to Episerver. From banks and insurers to public sector entities and non-profits, more organizations realize that Episerver offers the only platform to deliver truly customer-centric digital experiences. Here are just a few of the examples:



Boxon was struggling with user adoption of Sitecore®, reportedly due to usability issues. They also wanted a single platform for Commerce and CMS. They found Episerver’s ability to optimize the onsite customer experience with artificial intelligence, along with the ability to deliver marketing automation with personalized messaging driven by the same technology. These successes were only possible because of Episerver’s Digital Experience Platform, with its feature rich and easy-to-use interface and high return on investment.



Inpro chose to move away from Sitecore® CMS because of its complex user interface and inability to utilize the promised marketing tools. Their desire to add B2B commerce led them to seek another solution and while they initially considered their current platform’s new commerce solution, selected Episerver as a more powerful and easier to use alternative.



SRS Distribution originally purchased Sitecore® but could not to operationalize due to a costly Sitecore® project. They implemented Episerver Commerce Cloud solution for less than half of the license cost of Sitecore®. This coupled with B2B ecommerce self-service features like account information, order history, delivery details, and targeted information based on weather made it an easy decision.



Previously Carestream had been running a combination of SAP Hybris and Sitecore®. They switched over to Episerver due to what they perceived as a vastly superior user experience and major issues they had been experiencing with upgrades. They also needed regular updates and a scalable system, which Episerver delivered. Following their spin-off from Carestream Health into their own entity Episerver enabled them to do more with less resources.



# 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).

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