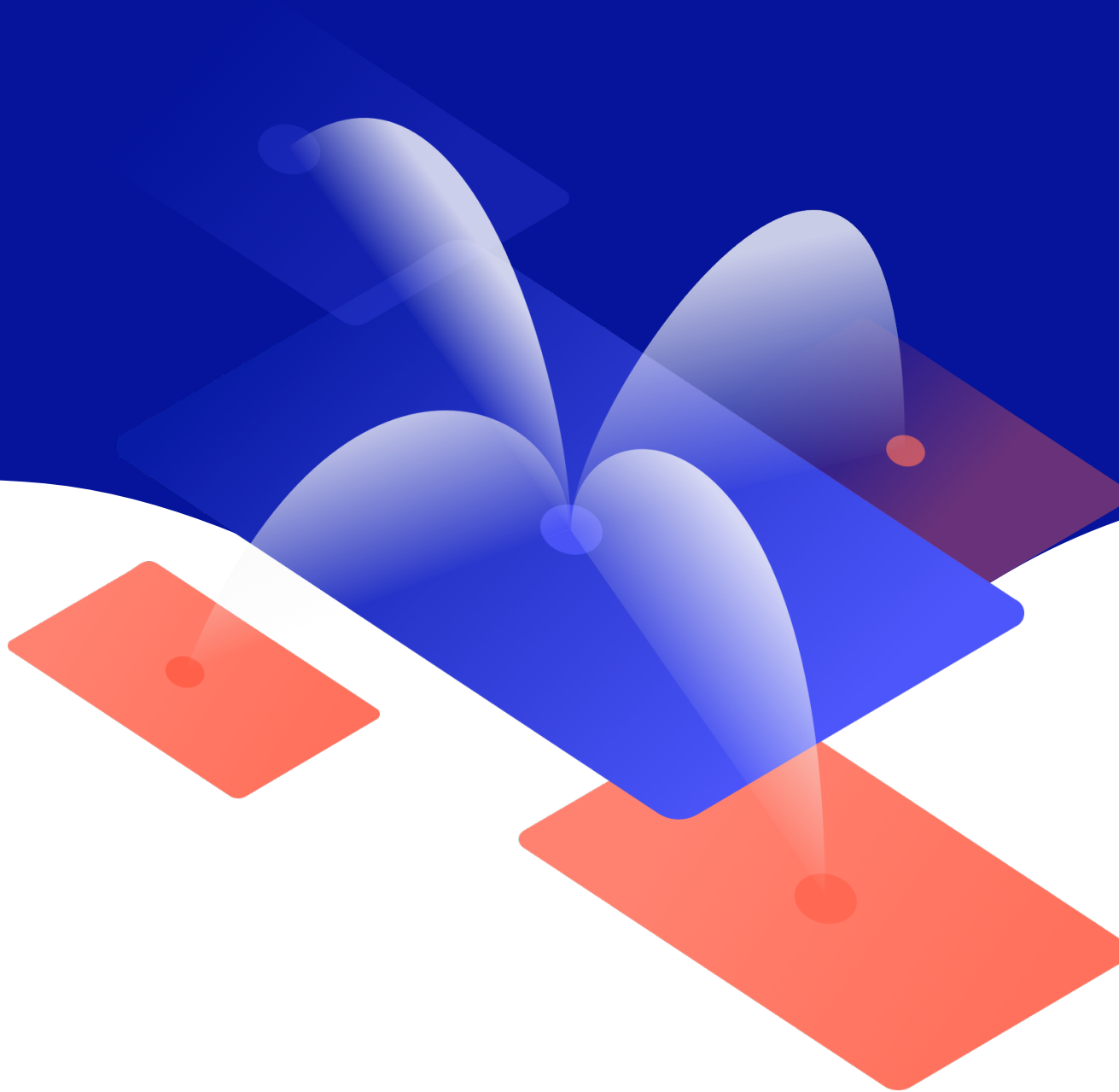




Built for speed

Episerver is deployed and operational faster than all other business-grade competitors



No experience is perfect if it is three months late

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 at greater pace and efficiency than our competitors. For example, content and product management updates are reduced by 50% 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.

A digital experience is only good if it meets the needs of your customers. As these needs and market pressures are continually changing you need a DXP that can deploy fast and adapt and scale at speed. A 12-month deployment

path for a DXP only creates more friction and distance between you and your customer.

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 offerings to speed up the migration from various providers.

“Unable to cope with demand to their site due to COVID-19, one public department migrated their site to Episerver in just 30 hours.”

A quick comparison of the most recent Total Economic Impact studies from Forrester Research shows that Episerver delivers three times the return on investment of Sitecore^[1] and shows a payback period that is less than half the time of Sitecore^[2]. Here’s how other commerce vendors stacked up commissioning 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%	<1 year
Magento	159%	5.8 months
Kibo	144%	3.3 months
Oracle/Netsuite	380%	Not named

[Data from Forrester’s Total Economic Impact reports.]



“ 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, it’s taking hours. Second, we’re getting ready to implement the approval work flows. In the past, it was much more a manual, and very disparate, approval process. Because we’re in such a highly regulated arena, having all the documentation to say what was presented and approved is critical.”

Nicole Erickson, Director, Marketing Operations and Technology at Applied Systems

Your migration plan made easy

Episerver now offers a migration accelerator to enable brands to switch safely and quickly to our digital experience platform. This includes a migration training course, expert services and a shortlist of certified migration partners.

Mind the customer-expectation gap

No industry is immune to relentlessly rising customer expectations. The gap that exists between what customers expect and what companies can deliver is only widening and in many cases it seems like there is no way to bridge the gap.

Our continued investment in our platform helps customers set up and deploy faster by reducing time/costs/risk during the process of switching from one digital experience platform, CMS or commerce vendor to Episerver.

“ Clients like Episerver’s capabilities for loose coupling to the content management system and the ease of deployment and operations.”

Forrester Research^[3]

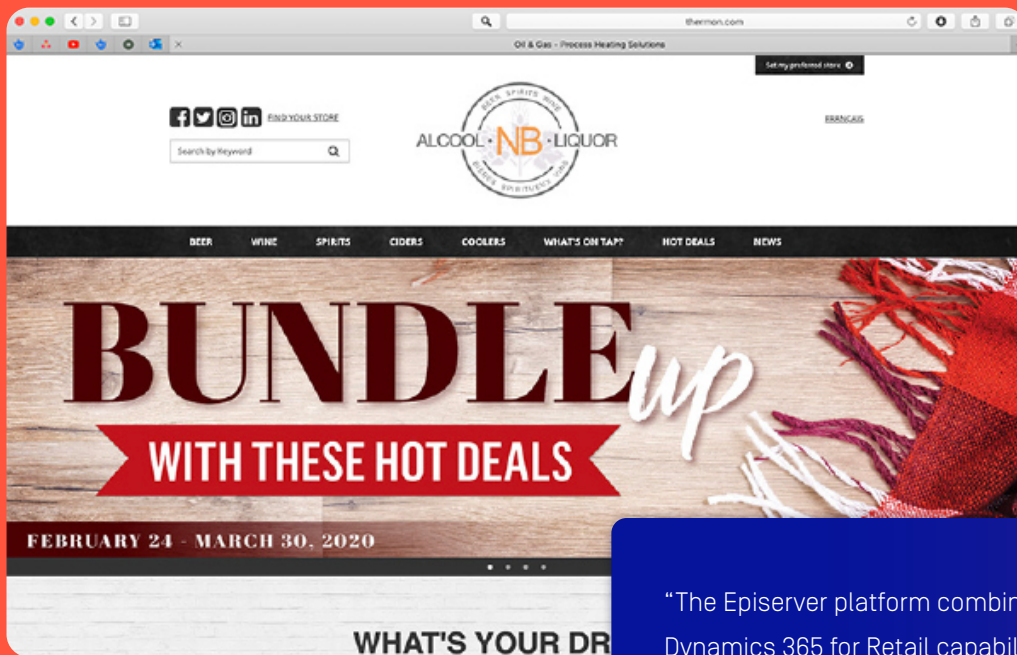




Alcool NB Liquor

Alcool NB Liquor was facing strong pressure to launch and support a complete 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 to achieve such an endeavour.



"The Episerver platform combined with 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



What's the urgency?

Even before COVID-19 there was a perfect storm of rising customer expectation, increased competition from every angle, and privacy regulations that have continued to increase this gap in digital experiences. It's no longer a case of the big eating the small, but the fast eating the slow.

For every hour you are grappling with a cumbersome platform or firefighting a security breach, is an hour in which you lose ground in the race for customer-centricity. We help customers understand and bridge the digital experience gap, fast. And what differentiates us from other suppliers you ask? We think these five points sum it up nicely,

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.



Episerver is a global leader in digital experience. We offer the first truly Customer-Centric Digital Experience Platform for impatient Marketers and IT Leaders who want to close the gap between digital experiences and customer expectations.

Our platform combines the best of content, commerce, personalization, and analytics on a simple and secure platform that evolves as our customers' businesses grow, markets change, and technologies advance.

The platform offers the flexibility to extend its capabilities via a partner network of industry-specific complementary technologies. With the simplicity and scalability of the cloud at its heart, Episerver can accommodate your growing business needs.

Episerver customers can focus on what matters: cultivating meaningful relationships with their customers, building their brands, and driving revenue.

[1] Forrester Total Economic Impact report Episerver <https://www.episerver.com/reports/forrester-total-economic-impact-study/>

[2] Forrester Total Economic Impact report Sitecore <https://www.sitecore.com/resources/index/analyst-reports/forrester-tei-study-on-sitecore-cms>

[3] Forrester Wave Digital Experience Platforms 2019 <https://www.forrester.com/report/The+Forrester+Wave+Digital+Experience+Platform+Q3+2019/-/E-RES144413>

To discuss how we can get you moving fast with Episerver please get in touch on **info@episerver.com**





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