

SITECORE AND OPTIMIZEZELY



Choose Your Partners Wisely. Cofomo Does.

Digital transformation is essential. Business and social interaction alike rely on it, and by 2025 almost 25% of all global commerce will happen online. That's roughly 5 trillion USD. Every single year.

Sitecore and Optimizely both prepare you to take on the demands of maintaining a viable online presence, providing an efficient, effective, and fast way to combine e-commerce and content that yields results, and returns.



**Sitecore and Optimizely
are among the best
comprehensive content
management and digital
experience tools available.**



Create. Publish. Manage.

Sitecore: Content Management Software (CMS) That Manages to Impress.

Sitecore targets success, and always finds its mark. A full-featured platform, it centralizes all your digital assets, allows you to entice and engage with personalized content across multiple sites and can create memorable e-commerce journeys that often end up in a return visit.

Create, edit, and publish content seamlessly with an easy-to-use experience editor complete with intuitive drag-and-drop interface that marketing teams love for its practicality and precision.

Campaign and marketing automation that works to appreciably increase conversions, reduce the cost of acquisition are made possible, and made easy with Sitecore.

It also reduces dependence on IT. What's more, Sitecore's deep analytic capabilities collect data, produce insights, perform testing and optimization. All while reducing IT costs.

Reduce reliance on IT, with a simple and intuitive platform.

Above CMS. Beyond Belief.

Sitecore is much more than a content management tool, it's a productivity and performance booster. Cofomo's experts understand its importance and possess the experience & expertise required to leverage it to its full potential.

Here's just some of what you can look forward to:

01 →

Technology Sitecore:

- Ranks as a global leader in digital marketing
- Offers users an advanced, adaptable and intuitive CMS UI
- Delivers turnkey management tools based on analysis and optimization
- Features powerful analytical capabilities
- Is built around .NET Core architecture

02 →

Cofomo's Expertise

- Nearly a decade of in-depth Sitecore experience
- Agile teams with extensive Sitecore expertise: consultation, planning, support, development, integration, usability, and design (UX/UI)
- Successful completion of numerous large-scale projects with selected partners

Build. Experiment. Test. Publish.

Optimizely: Customer Management Software That Manages to Impress.

Cofomo is an Optimizely (Episerve) partner and our extensive experience with this platform puts us in an enviable position. Optimizely puts everything to the test; A/B tests, multivariate tests, and runs them efficiently, and accurately. Website personalization, feature toggle capabilities, and comprehensive web content management and digital commerce tools.

Turnkey Digital Transformation

01 →

Technology

- Versatile, easily scalable .NET development-based SaaS solution
- Performance, customer experience and A/B testing features
- Scalable environments based on annual page per view
- 24/7/365 support for hosting, environments, and DevOps

02 →

Cofomo's Expertise

- Agile teams ready for Optimizely
- Close collaboration on major projects with the BDC and Tucker Rocky

Optimizely's Five Success Features
With Optimizely, developers work faster and with more confidence, so apps are up sooner, and your customers are served better.

Optimizely's Five Success Features :

1

Enterprise-Ready:

Secure, compliant, with scalable collaboration features that can accommodate thousands of users.

2

Robust capacity:

Target, test, trigger, experiment, present recommendations and coordinate on a single platform.

3

Out-of-the-box AI and ML Value:

Predictions are automatically generated for content and commerce without needing scientific data on personnel.

4

Open and Extensible:

Go ahead, bring your own data, models, and segments, or choose connectors to integrate ours into your stack.

5

World-class Service and 24/7/365 Support:

Training workshops, activation, execution, and complete expert support. Seriously, we've got you covered.

Optimizely In Numbers

- **20x Performance Increase**
Across the Board: Share of wallet, funnel conversion, new customer acquisition, and cross-selling.
- **10-15% Cost Reduction:** Profit from improved operational efficiency, rising productivity, and risk management.
- **299% ROI Increase:** See an ROI in under 6 months.



- **Strength In Numbers:**
We offer one of the largest pools of Sitecore experts in Canada.
- **Our Reputation Precedes Us:**
We're a recognized, trusted technology partner, with vast experience and expertise in architecture, development, UX/UI and digital marketing strategy (DMS).

Cofomo Expertise App Integration and Scalability

We Deliver:

- Strategic solutions and app architecture advice
- Expert digital solution teams with a mastery of Sitecore, Optimizely (Episerver), and others.
- On-demand app development perfectly aligned with customer needs
- Managed-service-mode app support
- Application scalability and maintenance

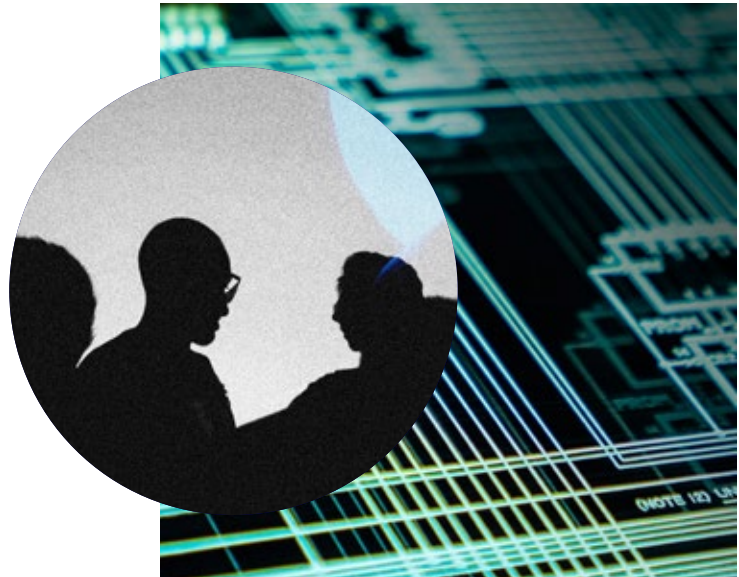
Cofomo Advantages

Experience. Support. Results.

- A talented team of experienced, certified IT professionals
- Service management and 24/7/365 support
- License resale
- Several banking and investment sector deployments successfully completed
- Comprehensive offer includes strategic consultation, roadmap development, and development
- Strategic support for large-scale projects
- Agile implementation framework
- Product configuration, integration, maintenance, and scalability
- Delivery methods based on industry best practices
- App development

Your digital transformation matters. A lot.
Initiating, improving, completing major IT projects,
optimizing digital experiences or performing a
content management overhaul, we're there.

**There are many reasons to choose Cofomo.
Sitecore and Optimizely are just two.**



ABOUT COFOMO

Established in 1995, Cofomo is a Canadian leader in information technology (IT) and business consulting services, which translates today into the acceleration of client companies' digital transformation.

Its solutions cover the full range of business needs, including strategy, innovation, agility, intelligence, security, and cloud computing.

Its unique expertise is delivered through flexible on-demand project and talent delivery models.

A team of over 3,000 professionals provides these services to large private and public sector organizations, mostly located in Eastern Canada. This team is supported by a high-performance, lean organization and a state-of-the-art digital ecosystem to communicate with clients, acquire and manage talents and projects, and deliver the full services of the new digital economy.



**SPEAK WITH AN
EXPERT TODAY**



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