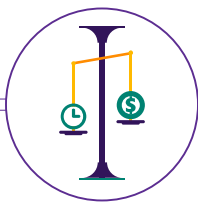# Microsoft

Episerver

Episerver leverages Microsoft technology and co-selling opportunities to win new business with customers like Absolut

Moving Absolut to the cloud

For many years, leading premium vodka producer Absolut has partnered with Episerver, an innovator in digital marketing, content management and digital commerce solutions, to power its websites. When Episerver launched its Digital Experience Cloud as an end-to-end cloud platform for creating and managing content, commerce, and enterprise search functionality, Absolut decided it was time for it to move its websites to the cloud, too.

By using Microsoft SQL Server and Azure Web Apps, Episerver's Digital Experience Cloud provides a platform as a solution that helps Absolut combine content and commerce and easily push it directly onto the company's websites and across multiple channels.

Because Episerver optimized its digital marketing platform for Azure, Absolut can build websites that use whole new sets of capabilities without the work. "Now, when we're launching new projects," said Fredrik Lagerträd, Digital Development Manager at The Absolut Company, "we're looking at what we can take advantage of in Azure. Capabilities that in the past we've had to build ourselves, like an image-scaling function, we can do now in Azure. Going forward, we'll be asking ourselves what can we do without having to write a single line of code."

"The Episerver product is really about enabling big companies such as Absolut to move more quickly," said Joakim Holmquist, Director of Digital Marketing at Episerver. "For us, it's crucial to partner with Microsoft, because Microsoft gives us the security and the stability to always scale up and not have to worry about websites going down or apps not working."

Episerver has seen significant benefits from the Microsoft partnership. We've seen our position in the market and recurring revenue take off as a result of our co-marketing and co-selling efforts, with Episerver Digital Experience Cloud growth of more than 200 percent year-over-year."

— James Norwood, Chief Marketing Officer and EVP Strategy at Episerver

Co-selling and co-marketing lead to increased revenue

In addition to successful technology integration, Episerver is experiencing success from its co-selling efforts with Microsoft's sales teams and through working with Microsoft. "Episerver has seen significant benefits from the Microsoft partnership," said James Norwood, Chief Marketing Officer and EVP Strategy at Episerver. "We've seen our position in the market and recurring revenue take off as a result of our co-marketing and co-selling efforts, with Episerver Digital Experience Cloud growth of more than 200 percent year-over-year."

Karen Chastain, Episerver's Director of Strategic Alliances and Global Partners, agreed. "The co-selling effort with Microsoft sellers has contributed to our growth, assisting us in selling the benefits of the cloud including security and time to market," she said.