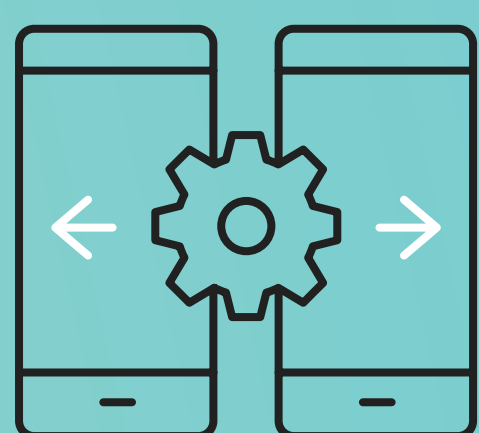


NAVIGATING THE NEW NORMAL WITH EPAM + SITECORE

Six Ways to Thrive in 2021 & Beyond

With rapidly evolving customer preferences and changes to the business landscape, tomorrow's digital leaders adopt flexible strategies and an experimental mindset to allow their organizations to adapt and thrive under any circumstance. Sitecore's DXP, a leading Digital Experience Platform, combined with EPAM's digital expertise, helps brands become more agile and enhance customer engagement.



1

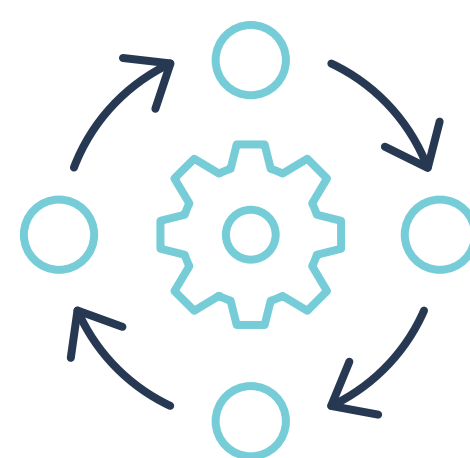
Decoupled Digital Systems

- Tailor experiences to specific devices, and for specific reasons.
- Leverage front- and back-end frameworks to enrich experiences.
- Reduce dependencies to deliver faster.

2

Optimized Digital Journeys

- Prioritize interactions that enable and reward customers.
- Meet the needs of customers in the moment by responding to cues and offering insight.
- Reduce friction between customers and their goals by optimizing journeys.



3

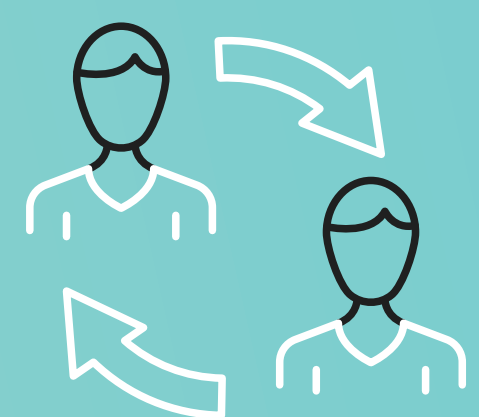
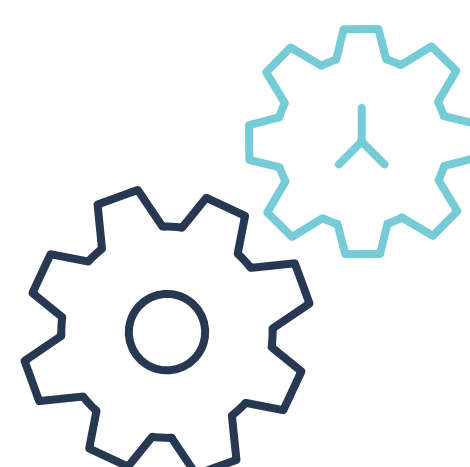
Cloud-native Architecture

- Meet shifting demand by dynamically scaling up or down.
- Take advantage of additional services, like APIs, and Artificial Intelligence for further innovation.

4

Microservices

- Gain reliability through single-function web services that are easier to manage, troubleshoot, change, test and evolve independently.
- Organize APIs to address key business capabilities.
- Derive new business value by composing and combining reusable microservices.



5

Unified Experience Profiles

- Understand and harness customer data to enhance the customer experience through personalization.
- Build trust by caring for your customer's personal data as if it were your own.

6

Applied Testing & Analytics

- Generate the most value for your investment in digital content and compelling experiences.
- Target your messages to key audiences at critical moments by instrumenting your digital touchpoints, gathering metrics and taking action in real-time.



Discover more about EPAM's Sitecore expertise at www.epam.com/sitecore or contact us to learn more about how we can help you future-proof your organization: wfb-sitecore@epam.com