Virtuosity Consulting

IMPACT STORIES

AVALARA DEPLOYS NEW WEBSITE PLATFORM EARLY AND UNDER BUDGET WITH VIRTUOSITY

THE SITUATION

Avalara was ready for a refresh of their website that would attract new potential clients, while better serving existing clients and partners. After a thorough selection process, Avalara decided to upgrade their content management system (CMS) to the Adobe Experience Manager (AEM) platform. While they were excited and optimistic about the engagement tracking they could harness using the new platform, they did not have the in-house expertise to implement and maintain their new system to its fullest potential.

VIRTUOSITY ENGAGES

Virtuosity, a reputable company well-versed in AEM was brought in and quickly delivered a full-time dedicated AEM subject matter expert (SME) on-site to work closely with the Avalara business stakeholders and develop a project plan. The SME mapped out the features of AEM needed to achieve the desired outcomes, along with the technical components of the system to be integrated into AEM.

Virtuosity then engaged an off-shore team of specialists to design and implement the AEM platform using industry best practices and tools, including CSS and the Bootstrap framework. Special focus was given to both front-end design and development of responsive components to support various browsers and devices. In parallel, Virtuosity trained business users, designers, and page builders on various features being used to sustain the website going forward.

ACHIEVING FULL POTENTIAL

Over the course of three (3) months, Virtuosity tested, migrated, and launched a complete re-design of Avalara's website, leveraging attractive new design mockups, A/B testing, and trafficreports, all using built-in Adobe components.

Virtuosity was able to enhance the performance of the Avalara website by improving their search engine optimization (SEO) results, leveraging - not eliminating - legacy URLs, reducing cost and scope 30% by minimizing the number of website-supporting assets used outside of AEM, and adding automation wherever possible to ease the migration process. The project was completed under budget and a month earlier than expected, while also boasting zero errors and zero website downtime.

CLIENT
Avalara

SCOPE
Migrate and Support Legacy CMS Migration to AEM

> "
> ## VIRTUOSITY
> ### CONTINUES TO BE OUR GO-TO STRATEGIC PARTNER
> in maintaining and supporting our AEM platform. They helped us migrate from a legacy CMS system and have exceeded our expectations in helping us leverage our AEM platform to its fullest potential.
>
> *- David Kopetzky -*
> *Director of Marketing*
> *Web Technology*

IMPROVED SEO, SUPPORTING URLs FROM LEGACY SITE

MINIMIZED ASSETS OUTSIDE AEM REDUCING COST & SCOPE BY 30%

BUILT CUSTOM AEM AUTOMATION TOOLS

COMPLETED PROJECT 4 WEEKS EARLY & 25% UNDER BUDGET WITH ZERO DOWNTIME

Avalara