



# ***TIRED OF SITECORE COMPLEXITY & COST CONSTRAINTS?***

***See how Steward Health took back control — and how you can, too.***



**Acquia's top-ranked solution makes it easy and cost-effective to streamline the delivery of digital experiences and unleash possibilities.**

In May 2019 Sitecore acquired one of its implementation partners, Hedgehog: an 80-person digital agency. Why? Sitecore v.9 is so complex that its customers and partners need help, amounting to more services and higher cost for customers. Organizations using Sitecore struggle to adopt its all-in-one personalization, analytics and automation tools. Bottom line: it's not simple. And that complexity is costly.

On the other hand, Acquia tools like Personalization and Content Hub provide a centralized view of all content across an organization, enabling streamlined publishing and syndication across web, mobile, commerce, and other touchpoints and maximizing ROI from content investments. Digital teams can develop, deliver and manage applications from a single intuitive toolkit. And — importantly — managing experiences in the cloud removes the burden and risk of managing legacy, on-premise systems, allowing for experiences to scale on demand.



# EASILY BUILD, DELIVER, AND MANAGE CUTTING-EDGE EXPERIENCES

**In just a few short years, customer experiences have shifted to span diverse digital and physical channels. That shift is challenging marketing and digital teams to deliver consistent experiences across touchpoints, while avoiding steep learning curves or busted budgets.**

Without the right platform, creating and managing the breadth of online experiences is burdensome and expensive. Delivering engaging experiences that drive audiences along the path from awareness to loyalty becomes a convoluted mess. Digital teams need a secure, flexible and scalable platform to deliver digital interactions at the right time on the right device.

## **SITECORE TO ACQUIA**

Six years ago, Sitecore was a leading platform, widely adopted for web-based scenarios. But Sitecore has not kept up with modern business requirements: agility, ease of use, personalization, digital journeys, and headless content delivery for next-gen apps, kiosks, wearables, and IoT devices. Sitecore fails to provide a modern set of tools to rapidly build and optimize digital experiences. Analysts criticize Sitecore as a cloud laggard, with a difficult UI that requires more training than expected — adding to the cost of an already premium priced DXP offering. A migration to Acquia allows you to take back control over content delivery, easily build decoupled applications, and quickly orchestrate customer journeys to foster brand loyalty and reach business goals.

*“If we had gone to our old vendor with the demand to add 8 new sites in a month, they probably would have been like, ‘We can’t work with you anymore.’ ”*

*Colleen Walsh, Director of Digital Communications and Social Media, Steward Health*

## **BUILD BETTER DIGITAL EXPERIENCES, FASTER**

As the name implies, Acquia Cloud was born in the cloud to provide the platform, architecture and scalability necessary to deliver engaging experiences across digital channels. Powered by Drupal, Acquia Cloud enables teams to develop digital applications for any device. With Acquia Cloud, you get:

- A platform based on proven and widely adopted open source technology
- Flexible application architecture to enable developers to quickly build new sites and applications
- High scalability and responsiveness to ensure your applications are available and perform well
- The potential to deliver even more comprehensive, personalized customer experiences through Acquia’s best-in-class Digital Experience Platform

# How Steward Health Found Digital Freedom, without Increasing Cost or Complexity

**10**

hospital campuses

**24**

urgent care providers

**4M**

patient encounters  
per year

**17,000**

employees

**112%**

increase in  
unique visitors

## **REMOVED LIMITS**

- Solved their content-updates bottleneck
- Gave over 100 people varied permissions to update sites
- Freed up marketing team to focus on strategy

Acquia's software is enterprise-class, but simple to use, making it easy to escape boundaries and empower as many users as desired.

## **BUILT EVERYTHING**

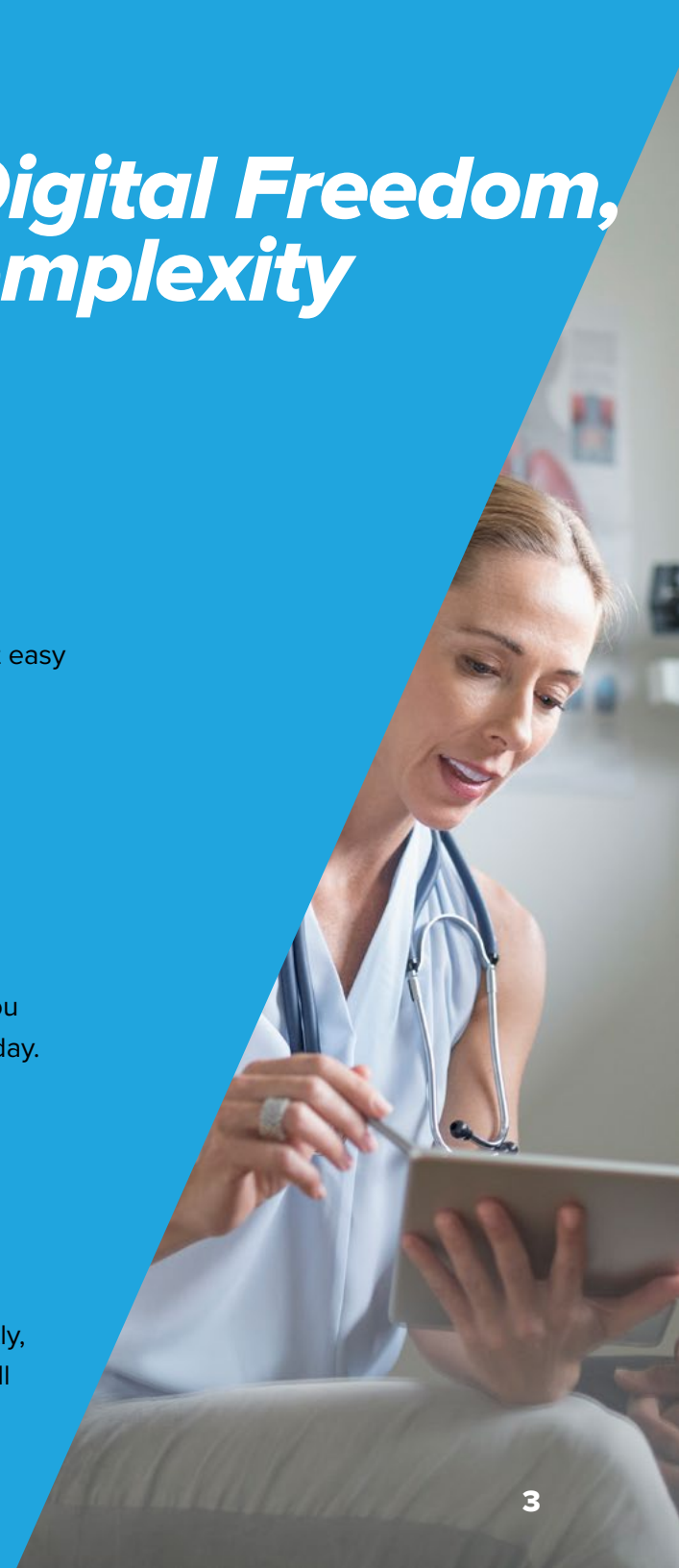
- Turned a med student's vision into reality
- Built an AI symptom-checking chatbot in weeks
- Decoupled architecture enabled agile creation process

Acquia's flexible architecture means you can reinvent your marketing strategy without busting your budget—empowering you to work beyond confines and let your wild ideas see the light of day.

## **DEPLOYED FASTER**

- Easily rolled out new sites as business grew
- Set up 8 new sites in one month
- Experienced high speed-to-value ratio

Acquia's integration with other apps enables you to deploy quickly, push updates, adapt, and innovate faster than legacy software, all easily and in a cloud-native environment.



# SO MANY ADVANTAGES ...

## **INCREASE APPLICATION PERFORMANCE, NOT YOUR BUDGET**

The growth in digital teams rarely keeps pace with the growth in the channels you support. With Acquia Cloud, you can extend your resources to support a greater digital footprint through the integrated tools, templates and architectures available. Ensure your development teams spend less time tweaking performance (or learning the software) and more time developing engaging applications.

- Increases the effectiveness of your existing investments through APIs, cloud hooks and SDKs
- Repeatable low-cost deployment of many digital experiences at unlimited scale
- Support for multiple runtimes enables frontend and backend development to occur simultaneously, for most cost-effective use of resources

## **USE TOOLS AND INTEGRATIONS THAT DELIVER AT SCALE**

Audiences adopt new devices and formats at a rapidly increasing pace. Touch screens, voice enabled interfaces and the internet of things all compete for audience attention. Companies must develop, test and deploy applications quickly and easily to prepare for future technologies while supporting today's.

Acquia Cloud enables you to experiment with new application interfaces, keeping you on the cutting edge. Create new applications with the click of a button. Flexible application architecture includes:

- Integrated developer tools (including on-demand development environments and integrated code pipeline automation) that provide ease-of-use, automation and security
- Site templates that allow businesses to launch new experiences rapidly
- Drupal and Node.js stacks designed for decoupled (headless) applications, to support multiple front-end clients with a flexible back-end architecture

## **DELIVER ON A SECURE AND COMPLIANT PLATFORM**

Acquia Cloud is built to achieve and maintain compliance across the strictest global standards. It ensures platform security for all customers against the wide array of digital threats, and maintains security and customer trust through:

- Proven security and compliance adhering to the most strict global standards like FedRAMP, HIPAA, Privacy Shield, SOC1, SOC2 and more
- Unified, timely and automated site updates to maintain security and compliance adherence across applications

# **BENEFITS ...**

- *Deliver more powerful experiences — without increasing costs or complexity*
- *Deliver digital experiences faster with integrated developer tools*
- *Increase customer loyalty, acquisition and retention with consistent digital experiences*
- *Gain flexibility to deliver content across any channel or device*
- *Scale with a high-performing cloud platform to support huge traffic spikes*
- *Ensure governance and brand consistency*
- *Enable developers to create production-like development environments on-demand*
- *Leverage a highly secure platform, compliant with the most stringent global standards*

# **AND FEATURES**

- *Node.js runtime support*
- *Integrated continuous delivery tools*
- *Developer tools*
- *Dev-Stage-Prod Environments out-of-the-box*
- *Drag-and-drop functionality*
- *Real-time monitoring and troubleshooting*
- *Enterprise-level reliability*
- *24x7 Global Support (infrastructure and Drupal application)*

# ***THE FULLY-LOADED, OPEN SOURCE PLATFORM FOR DIGITAL EXPERIENCES***

Acquia Cloud provides a configured and tuned modern, open source platform. The best of open source technology including Drupal, Node.js, Apache, Linux and more has been integrated into Acquia Cloud to enable teams to spend time where it counts: building, managing and iterating on new and engaging applications. Acquia Cloud includes:

- Drupal-optimized technology stack, with the flexibility to deploy front-end application logic based on broadly adopted Javascript frameworks
- Multi-channel design and delivery capabilities to enable your digital content to easily transition from web to mobile to chatbots and more
- Open architecture that supports integration of existing marketing technology platforms such as email, CRM or commerce, to maximize your investment

## ***YOUR MOST COST-EFFECTIVE FOUNDATION FOR TRULY AMBITIOUS DIGITAL EXPERIENCES***

**Acquia Cloud is the first step to amazing digital applications—from websites to mobile apps to chatbots.**

It fully integrates with other Acquia solutions, including Personalization and DAM; and it integrates with other critical systems like e-Commerce, email and CRM. The Acquia Digital Experience Platform (DXP) powers even more tailored, productive customer experiences, without complexity and overhead. Maximize the impact of your sites through personalization, and increase engagement with digital assets like images and video. And, do it all easily, seamlessly, with incredible efficiencies. Contact us today to find out how.

## **CONTACT US**

To see where Acquia Cloud can take your business, visit [acquia.com/cloud](https://acquia.com/cloud) or contact [sales@acquia.com](mailto:sales@acquia.com)

**ACQUIA**