



# appius

Transforming Digital Experiences

## CMS platform & Marketing Technology Review



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## Who are Appius?

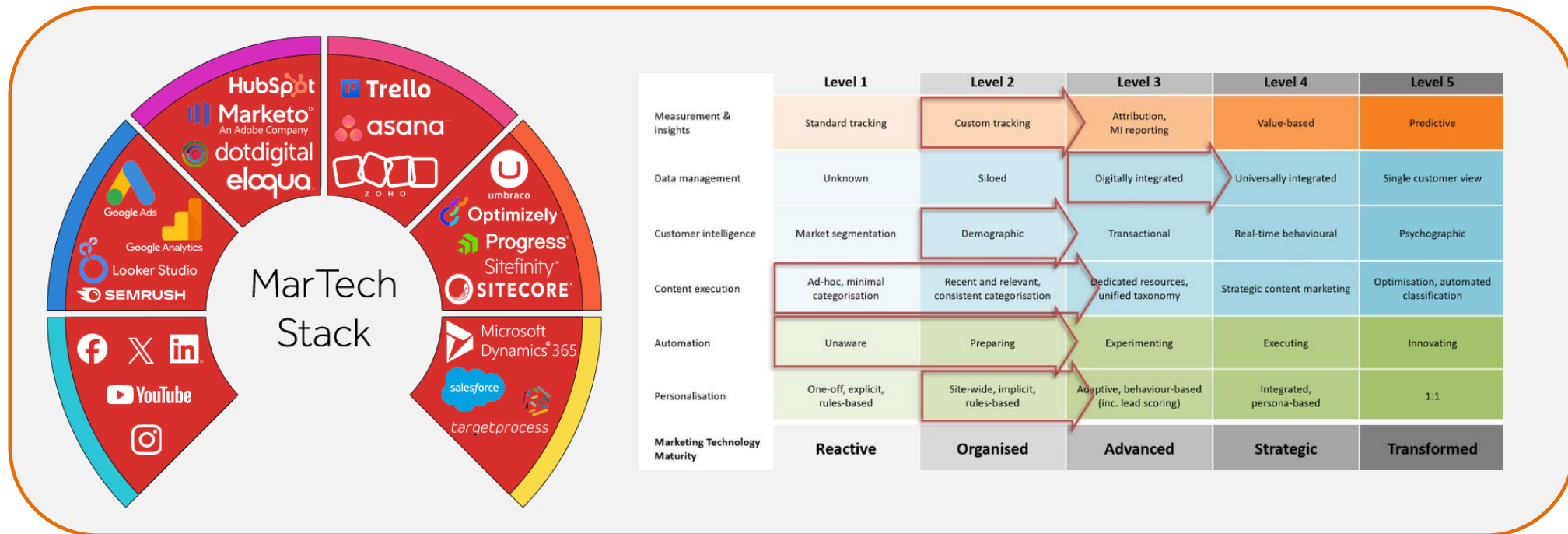
- Appius are a full service digital agency who have been providing technology consultancy and digital experiences for over 27 years
- Technology agnostic, we work across number of Gartner recommended Experience platforms, Marketing Automation technologies, Customer Data & Analytics Platforms and CRM's
- We help organisations to get better value and results from their digital spend through leveraging technology and optimising online experiences
- Global customer base with sectors including Finance & Insurance, Professional Services, Travel & Leisure, Property, Manufacturing, Membership and Not for Profit

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# Who would benefit from this consultancy

Experience platforms and Marketing Technologies have continued to become more complex, with multiple areas of overlap in terms of capability and feature sets.

Many Experience platforms are moving towards subscription-based PaaS and SaaS models, often adding functionality but with increased cost. Appius are a platform agnostic agency who have helped many organisations to understand the current ROI of their current Martech stack, review their CMS upgrade roadmap cost and benefit, and compare this to market leading alternatives.



# Who would benefit from this consultancy

This consultancy is designed to support organisations who:

Are facing a major platform upgrade or website redesign project and want to take the opportunity to evaluate market leading licensed and open-source CMS platforms

Are working with lots of tools that have overlapping capabilities, or have multiple departments using different technologies to fulfil similar use cases and want to streamline

Have noticed technology platform costs have increased significantly, and you want to understand how to improve the ROI from their marketing technology spend or are being asked to cut costs without impacting results

Need to make a decision between remaining on a self-hosted version of your platform or migrating to cloud based SaaS and PaaS based options and want to understand options and benefits for their organisation

Feel that their needs have outgrown their existing technology stack and are looking for support to conduct a fit / gap analysis and shortlisting process for alternatives

Want to create a single view of customer insight but have siloed data across Analytics, CMS / Experience platforms, Marketing Automation, CRM and other systems

# Our Approach – Leadership Team



**Sarah Woolven**

Digital Results Director – focused on digital strategy and delivering improved results



**Phil Hazelton**

Solutions Director – expert CMS platform understanding and how these fit with your needs



**Stuart Lane**

Head of Experience & Engagement – optimising user experiences and customer data



**Alex Campbell**

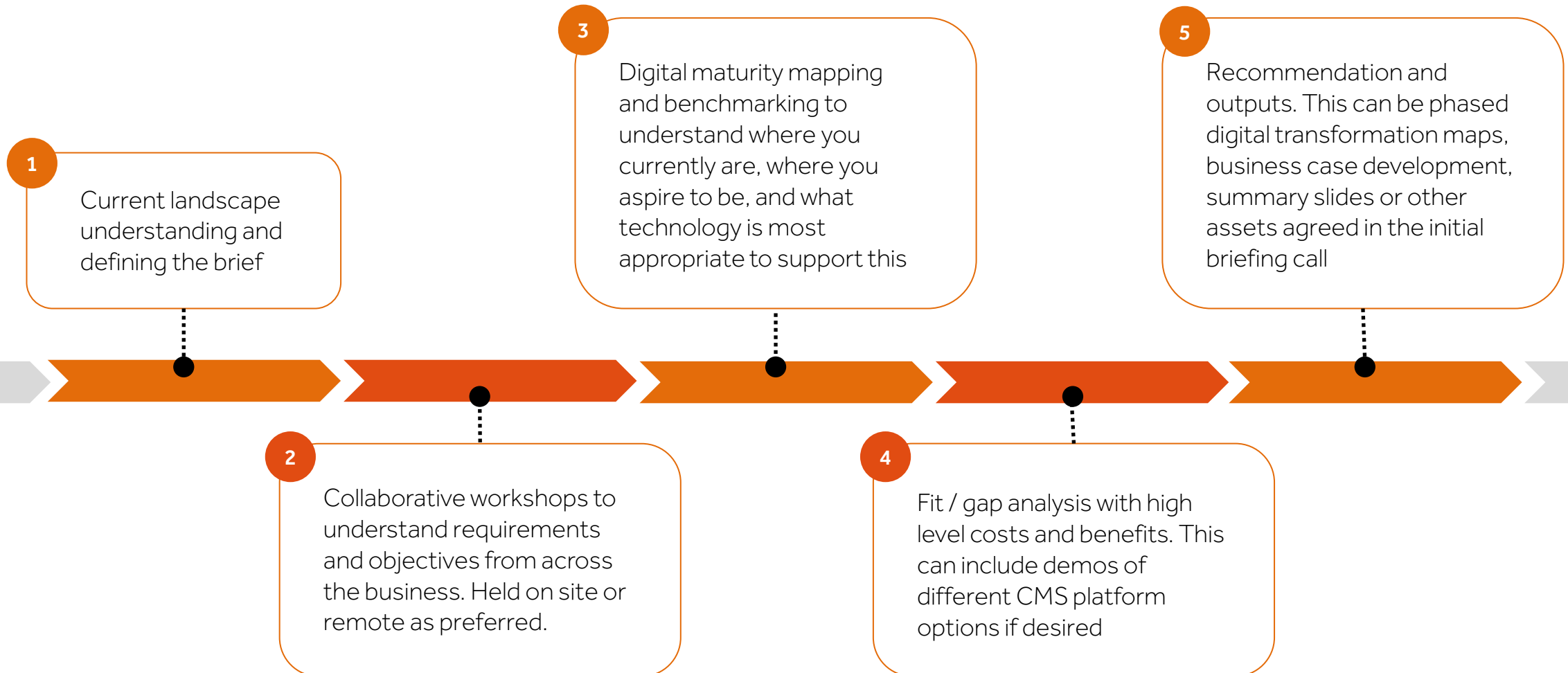
Technical Director – technology and infrastructure strategy

Members of Appius' senior leadership team will work directly with your organisation to collaboratively understand your medium and long term digital objectives, review the existing technology landscape and then use this to facilitate a technology fit / gap and CMS evaluation process.

Each member has over a decade of experience in delivering digital strategy and consultancy for B2B and B2C customers. Depending on your organisations specific objectives and outputs required the consultancy will be led by one, two or more of the team!

# Our Approach

Each organisation is different so the actual agenda will be tailored following some initial discussions with you, but activity can typically include:



# Why work with Appius

- Short cut your market research by working with an agency with experience of working across Gartner recognised technologies including Sitecore, Optimizely, Progress Sitefinity, Kentico, Umbraco and Storyblock. We have experts and end customers with real world experience across all of the platforms and can help you cut through the vendor sales pitches!
- We have delivered marketing technology and digital consultancy for over 20 years for B2B and B2C customers across all sectors and have a team of experts with different specialisms to draw down from.
- Appius believe in close, collaborative working and will tailor the consultancy around your needs. The initial briefing session will help us to identify what question you are trying to answer and what the best approach and output will be for your organisation and stakeholders.
- Consultancy packages typically range from 5-10 days depending on the number of workshops and outputs required and typically cost in the region of £4000- £8000 + VAT
- Please get in touch with [sarah@appius.com](mailto:sarah@appius.com) for an initial conversation and to find out more.

Other organisations that have benefitted from our platform selection consultation

**ICR** The Institute of  
Cancer Research

**animal  
Friends**  
Pet Insurance

  
LifeSEARCH

THE  
**FAMILY**  
BUILDING  
SOCIETY

  
**Source**  
for Business

# To Find Out More

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**Digital Results Director**

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