

Bluegrass Digital and Sitecore partner to deliver a more personalised e-commerce experience for South African brands

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Bluegrass Digital, a London-based digital production agency with hubs in Cape Town and Johannesburg, is now a certified solution partner for [Sitecore](#), a respected customer experience management platform that has been named a [Leader in Gartner's 2013 Web CMS Magic Quadrant](#) for the fourth consecutive year.



Sitecore expertly uses digital marketing and automation tools, including analytics, testing, email and personalisation that enables you to build customers for life through their [Experience Platform](#). Sitecore's customer Engagement Platform provides a highly integrated and powerful solution that can easily deploy digital commerce functions from the Sitecore toolset and create a customised experience for buyers.

"We are excited about the new Sitecore partnership. It provides us with the ability to meet the needs of clients that are looking for a more powerful platform with built-in intelligence to drive online user experience to another level. As implementation specialists in enterprise web content management, it also allows us to support our worldwide partners in delivering Sitecore-based solutions. The level integration and customisation is remarkable and this is attributed to the flexibility of the .NET architecture," says Bluegrass Digital MD, Nick Durrant.

"We want to welcome our new South African partner Bluegrass Digital to our partner network," said Soren Bak Jepsen, President, Sitecore International. "We are very much looking forward to collaborating with them on different projects and to expanding this emerging market. We see a great potential in South Africa, and we know that Bluegrass Digital will help to position Sitecore's powerful mix of marketing and business features. We are giving our partner the utmost confidence as we work, together, to deliver exceptional results for our clients. In this new wave of technology-driven business, you're only as strong as your partnerships."

Web Content Management

Sitecore CMS is a core component of the Sitecore Experience Platform, it boasts an array of the functionalities that will provide you with a seamless integration to enhance the online experience.

Read more [here](#).

Digital Marketing

Understanding the site performance and campaigns through Sitecore AIDA technology provides insights and recommendations on how to improve conversion rates for web, email, mobile and social.

Read more [here](#).

Experience Database

Sitecore's Experience Database allows you to connect comprehensive information to deliver the most relevant experience to your customers. It collects experience data and connects it to each individual customer so that you can personalise every interaction with them using that data. Other key benefits include:

- Scalability and performance

- Flexibility and fast development
- Native platform
- Global capacity

Solution Accelerators

- E-commerce
- Intranet platform
- Foundry - multi-site solution
- Social starter kit

Read more [here](#).

More about Sitecore

Sitecore is the global leader in customer experience management. The company delivers highly relevant content and personalised digital experiences that delight audiences, build loyalty and drive revenue. With the Sitecore Experience Platform, marketers can own the experience of every customer that engages with their brand, across every channel. More than 3,500 of the world's leading brands -- including American Express, Carnival Cruise Lines, easyJet, Heineken and L'Oréal -- trust Sitecore to help them deliver the meaningful interactions that win customers for life.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in Cape Town and Johannesburg, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centered on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

As one of the pioneering digital agencies in South Africa, we have many years of experience in the industry and can deal with just about any challenge presented to us. We understand that each client and every project is unique, and we ensure that we take the time to thoroughly understand you and your business, align with your strategic objectives and develop a strong working relationship.

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