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WHITEPAPER

Executive Brief: The core advantages of Sitecore Managed Cloud

Business | Operational | Expertise | Security & Compliance

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The core advantages of Sitecore Managed Cloud

To optimize the benefits of Sitecore's Experience Cloud products – Sitecore Experience Platform™ (XP), Sitecore Experience Manager® (XM), and Sitecore Experience Commerce® (XC) – organizations need to determine the optimal deployment method that works best for their business model and team. For many of the world's leading enterprises, the choice is clear: **Sitecore Managed Cloud.**

Optimized to leverage the speed, power and scale of Microsoft Cloud (Azure), Sitecore Managed Cloud actively hosts, monitors, manages, and maintains the installation of Sitecore Experience Cloud products – and ultimately enables organizations to achieve what matters most:

- Create better customer experiences
- Generate superior business results
- Drive continuous growth

This Executive Brief explores how we have built and evolved Sitecore Managed Cloud to become the **world's largest cloud provider for Sitecore Experience Cloud products** by delivering advantages in five core areas:

1. Business advantages
2. Operational advantages
3. Engagement advantages
4. Expertise advantages
5. Security and compliance advantages

Some of the many leading organizations that trust Sitecore Managed Cloud include:

General Mills · Cracker Barrel Old Country Store · Volvo · Jetstar · kerzner · Sagicor

Business advantages

Sitecore Managed Cloud is built to deliver significant, strategic and measurable business advantages. Key aspects that make Sitecore Managed Cloud a profitable asset include:

- Eliminate high capital infrastructure costs with a 100% pure cloud deployment model.
- Exploit significant efficiencies of scale – TCO is far lower compared to an equivalent capability deployment model and management method.
- Optimize budget with flexible pricing based on actual website traffic consumption, so that cost scales with the activity and success of the platform.
- Improve time-to-market with faster deployment on Microsoft Azure's flexible, enterprise-grade cloud platform via Azure App Services (PaaS) or Containers, with Kubernetes across a multitude of global data centers.
- Increase agility in expanding market share and opening up new markets.
- Ensure optimal customer experience with seamless scaling to support traffic spikes and demand surges.
- Minimize or eliminate the costs of downtime, including lost sales and reputation damage.

Operational advantages

Sitecore Managed Cloud is designed to help organizations focus on delighting customers, enhancing productivity and achieving results – instead of wasting time and money dealing with problems related to implementation and administration. Key aspects of Sitecore Managed Cloud that drive operational efficiency include:

- Alleviate the burden on IT teams with instant deployment and seamless integration with existing back-end systems and investments.
- Establish back-to-back infrastructure availability with Microsoft at 99.9% uptime guaranteed.
- Avoid "vendor fatigue" and managing multiple contracts and relationships as hosting, software and licenses are all included in one agreement with a single vendor.
- Access a single portal to manage and monitor the complete environment.
- Access full end-to-end infrastructure outsourcing – including responsibilities and accountabilities (no middle-of-the-night phone calls that trigger chaos).
- Eliminate barriers to deploying higher value add functionalities of Sitecore Experience Cloud solutions (see next section).

Evaluating the TCO of Sitecore Managed Cloud vs. the current environment is typically not an "apples to apples" comparison. Sitecore Managed Cloud is often higher spec, more flexible, reduces risk, and includes more features. It also delivers a highly valuable support and expertise layer.

Engagement advantages

Organizations that choose Sitecore Managed Cloud eliminate any technological hurdles to deploying higher-end capabilities, and access a higher level of engagement advantages that include:

- Increase prospect engagement on digital properties.
- Enhance lead generation and lead quality.
- Improve lead nurturing and opportunity progression.
- Boost omni-channel conversion overall/customer acquisition.
- Grow client engagement on digital properties before/during/after projects, engagements and contracts.
- Improve repeat business and client retention.
- Reduce cost per conversion (cost of sale).

Expertise advantages

Nobody knows Sitecore Managed Cloud as well as we do. Our experts have the knowledge, experience and insight necessary to ensure that organizations get maximum value, and make the most effective and efficient use of cloud resources. Key expertise advantages include:

- Guaranteed infrastructure uptime backed with 99.9% SLA.
- Disaster recovery service that automatically restores sites in the event of software corruption, malware attack, or any other adverse event.
- Single point of contact and dedicated staff that is assigned each organization.
- On-demand infrastructure with performance monitoring that uses state-of-the-art-tools and is backed by a team of Sitecore and Azure experts.
- 24x7 support for applications issues and infrastructure hosting with Sitecore experts.
- Access to additional specialists within Sitecore to address various use cases and scenarios.

Sitecore Managed Cloud is built to align with the product roadmap, including composable DXP architecture. Organizations that leverage Sitecore Managed Cloud have an ongoing advantage over organizations with an on-prem environment.

Security and compliance advantages

Sitecore Managed Cloud provides organizations with "peace of mind" security and compliance, and saves money, effort and time on achieving certifications (see next section). With the focus on these certifications, Sitecore has built a world class cloud offering based on the highest standards. Key advantages include:

- Improved brand security through enhanced disaster recovery, backup capabilities and associated governance.
- Reduced risk of reputational risk from downtime or regulatory breaches.
- Reduced risk of penalties from data privacy/GDPR breaches.
- Meet compliance needs in regulated industries.

Sitecore Managed Cloud has achieved the following certifications (copies of certificates are available upon request):

Standard	Overview
SOC 2	Report on organizational controls on security, availability and confidentiality.
ISO 27001	ISO/IEC 27001 formally specifies an Information Security Management System (ISMS), a suite of activities concerning the management of information risks (called 'information security risks' in the standard).
ISO 27017	ISO 27017 provides guidance on the information security aspects of cloud computing, recommending and assisting with the implementation of cloud-specific information security controls supplementing the guidance in ISO/IEC 27002 and other ISO27k standards.
ISO 27018	ISO 27018 provides guidance aimed at ensuring that cloud service providers (such as Amazon and Google) offer suitable information security controls to protect the privacy of their customers' clients by securing Personally Identifiable Information entrusted to them.
CSA STAR	The CSA STAR Certification is a rigorous third-party independent assessment of the security of a cloud service provider. The technology-neutral certification leverages the requirements of the ISO/IEC 27001:2013 management system standard together with the CSA Cloud Controls Matrix.
PCI DSS (for Commerce)	Product Applicability Guide explains the alignment of Sitecore Experience Commerce™ to PCI DSS v3.2 technical requirements.

Sitecore Managed Cloud offers exceptional levels of scalability, performance and availability. It is a proven and trusted solution that helps organizations achieve what matters most: create better customer experiences, generate superior business results, and drive continuous growth.

Discover how to reap the business, operational, expertise, and security and compliance advantages of Sitecore Managed Cloud across your organization.

Contact us today →

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Kimberly-Clark, L'Oréal and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers. Learn more at Sitecore.com.

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