



SITECORE AUDIT

WHAT IS IT AND WHY I NEED IT?

HOW DOES IT WORK?

CASE STUDY



WHAT IS A SITECORE AUDIT?

THE BEST TOOL TO DRIVE SUCCESS

The purpose of a sitecore audit is to first analyze your existing infrastructure. Our team of experts, based on experience in Sitecore, leave no stone unturned. We identify any existing issues and incorporate that with your goals. Based on our findings, we provide a path forward that ensures that your team and infrastructure use the latest tools and follows sitecore best practices

POTENTIAL ISSUES

You might wonder what some potential issues are? Over the years sitecore has evolved into one of the best digital experience platforms available. However, this has caused a lot of change, new tools, new methods of support and implementation. Often this can leave older implementations in the dust. The primary problem that this causes is inefficiency, increasing costs to maintain and develop and not to mention increasing difficulties of your business and marketing teams to use the tool as it was intended to be used. Over time, this can create conditions that lead one to think that it is not the best tool to use and increase budgetary requirements when it comes to support, building new UX designs, getting useful data out of sitecore to better engage your audience.



*Alexander Volchetsky,
Lead Sitecore developer*

COMMON ISSUES I HAVE SEEN IN SITECORE SYSTEMS

There are many issues that tend to come up in Sitecore implementations. Among them are:

- Requires a developer to do almost everything
- Buggy, slow performance
- Deployments take forever
- Things randomly break

The goal of the audit addresses these issues by carefully analyzing your needs and setup. Many issues are easily resolved by following best practices.

```
# Prevent database to...
abort('The Rails...
require 'spec/...
require 'rspec/rails'
```

WITH A SITECORE AUDIT, YOU COULD BE MANAGING IT WITH FEWER RESOURCES AND FOCUS ON GROWING YOUR BUSINESS!

```
require 'copybara/rspec'
require 'copybara/rails'
```

HOW WOULD IT HELP MY TEAM?

```
Category.delete...
with.library
```

The goal of the audit is to first identify the infrastructure as it is currently; the code base, deployments, management processes, use of sitecore experience tools, information architecture and integration of sitecore into your way of doing business. With the information that we are able to find with our team of experts in sitecore infrastructure and development, we are able to provide you with the path forward with the goal of making sitecore more cost effective and better adaptable to what you need it to do



```
22 # Requires support...
23 # spec/support/ and its...
24 # run as spec files by default. This...
26 # run twice. It is...
27 # end with _spec.rb. You can...
```

OUR EXPERTS HAVE 8+ YEARS OF EXPERIENCE ON THE PLATFORM



Seth Chapin

Sitecore developer and SME

THE STRENGTH OF THE SITECORE PLATFORM AND WHERE ITS GOING

Over the years sitecore has grown into a very complex and versatile platform. Some of the strength that sitecore leverages to help you meet your goals are; easily customizable infrastructure, experience management tools such as personalization, headless through JSS, vendor documentation and support. Over the years I have seen a lot of positive changes in the sitecore ecosystem and am excited to use new tools such as Cortex (machine learning and analytics).



HOW AN AUDIT WORKS

EFFICIENT. AFFORDABLE. EASY.

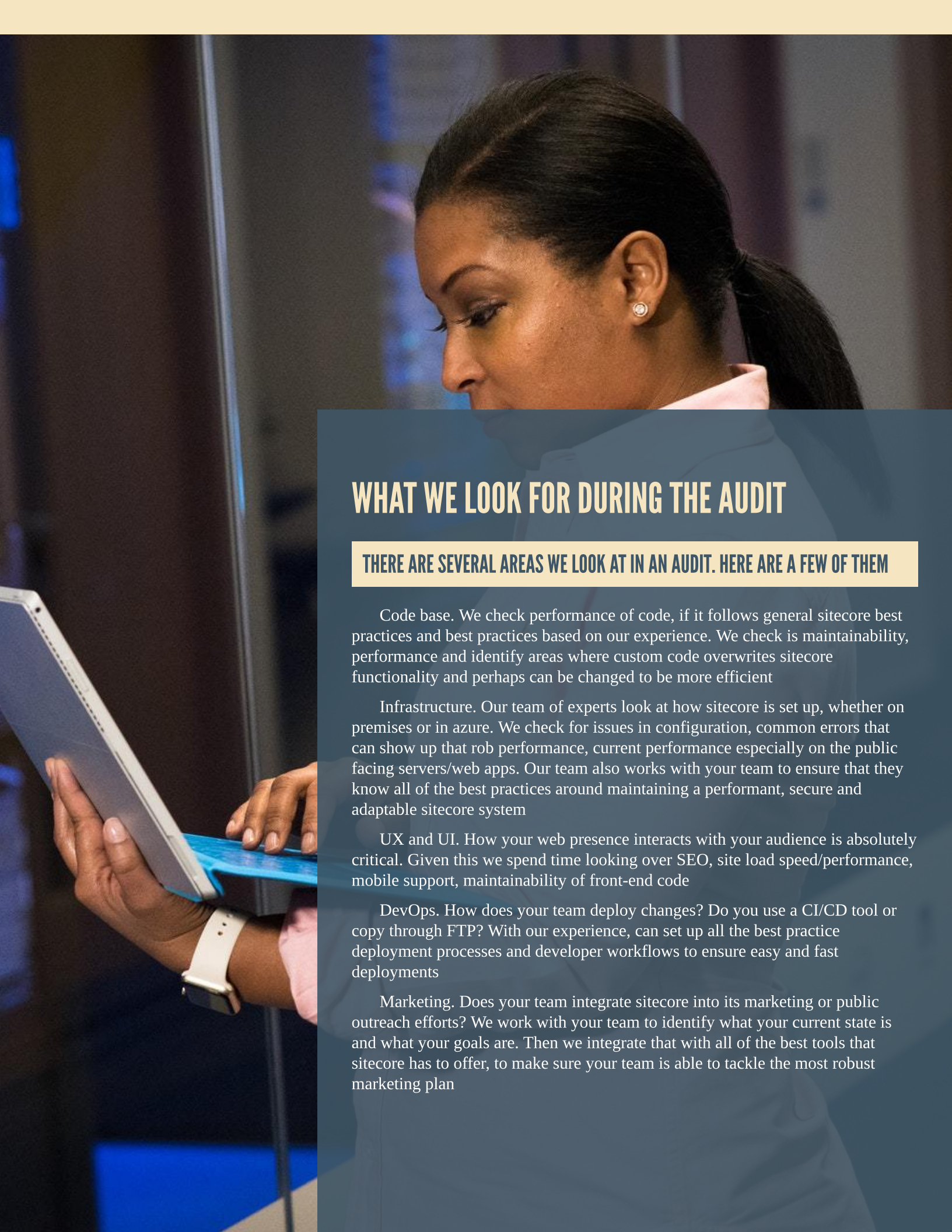
An average audit would involve a small team of experts in sitecore development that have experience in a wide range of sitecore related topics; UX, backend development, devops, digital experience management, analytics, information architecture and even SEO. We take our findings and build a custom plan to get your team on the right track! Our primary goal is to make sure that your team, not a vendor or partner, is able to take back control and manage the platform in the most cost effective and efficient way possible!

WHAT YOUR TEAM GETS OUT OF ONE

A PLAN FOR THE FUTURE

Your team will get access to some of the best talent in the sitecore ecosystem. In addition to their wide skill set and experience, your team will get 1 – 2 weeks based on the need in which our team will fully analyze your infrastructure. We will gather all of our findings and recommendations, including a roadmap forward, and present that in a finished document for your team to review, ask questions and implement. The end result is a transfer of knowledge and experience to your team and a more affordable infrastructure!





WHAT WE LOOK FOR DURING THE AUDIT

THERE ARE SEVERAL AREAS WE LOOK AT IN AN AUDIT. HERE ARE A FEW OF THEM

Code base. We check performance of code, if it follows general sitecore best practices and best practices based on our experience. We check is maintainability, performance and identify areas where custom code overwrites sitecore functionality and perhaps can be changed to be more efficient

Infrastructure. Our team of experts look at how sitecore is set up, whether on premises or in azure. We check for issues in configuration, common errors that can show up that rob performance, current performance especially on the public facing servers/web apps. Our team also works with your team to ensure that they know all of the best practices around maintaining a performant, secure and adaptable sitecore system

UX and UI. How your web presence interacts with your audience is absolutely critical. Given this we spend time looking over SEO, site load speed/performance, mobile support, maintainability of front-end code

DevOps. How does your team deploy changes? Do you use a CI/CD tool or copy through FTP? With our experience, can set up all the best practice deployment processes and developer workflows to ensure easy and fast deployments

Marketing. Does your team integrate sitecore into its marketing or public outreach efforts? We work with your team to identify what your current state is and what your goals are. Then we integrate that with all of the best tools that sitecore has to offer, to make sure your team is able to tackle the most robust marketing plan

CASE STUDY: MARITZ

SITECORE AUDIT AND IMPLEMENTATION

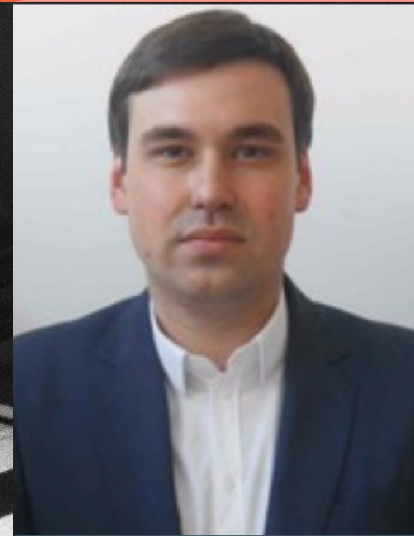
For impact driven businesses like Maritz, integrating technology with core processes was critical. When Maritz had a problem with lead generation, they reached out to SC Consulting for help. It was important to ensure that the website was capturing quality leads that could be managed throughout the acquisition lifecycle. Through the introduction of DevOps, and optimizing core technology processes, so SC Consulting turned to their implementation partner, Chapin Industries and High Score Labs, who were able to make a significant impact for Maritz.

The goal for High Score Labs was to digitally empower Maritz so that they could add value to Fortune 100 businesses around the world. That's why capturing the right leads at the right time was critical. Maritz needed a strong DevOps process initiated so that it could be leveraged as a business asset. High Score Labs worked with Maritz on developing VSTS so that they could be more aligned with best practices. The core site technology was shifted towards Sitecore 9 with PaaS and Helix, when Sitecore7 webforms weren't cutting it for them. Leads were captured in a more streamlined manner which enhanced the value proposition for Maritz.

High Score Labs also performed extensive training for employees of Maritz. This was done to enhance the most important aspect of any digital transformation exercise – the people. There was robust training provided to onsite staff within the organization. Added to that, extensive training was provided to remote workers as well thereby aligning all resources towards a unified goal. This was an important objective for Maritz to achieve.

Converting three websites to Sitecore 9 Helix was key as well, so that Maritz could follow best practices. High Score Labs also upgraded three sites from Sitecore 7 to Sitecore 9, while working with two developers and one training resource. This helped Maritz become increasingly empowered while maintaining value through cost optimization and lead time management.

The overall impact was in multiple domains across the board for Maritz, who required a hands-on approach by a dedicated firm.



Anton Polunichev
Business Development

THE IMPORTANCE OF USING EXPERIENCED SITECORE DEVELOPERS

One of the key challenges in supporting a sitecore implementation is finding expert talent. This can be very difficult as expert talent typically requires the following from you: working primarily remote with some occasional visits and high rates. Some will try to use a team with little experience simply because they will relocate or charge a lot less. Such an approach is usually what leads to major issues down the road. One way to work around this is to partner with our team so that we can help get you on the path and train your internal team to manage the platform. We have done this many times and is quite common.

WHAT DOES A AUDIT DOCUMENT LOOK LIKE?

Although the audit is always customized to meet your needs, feel free to download our sample audit document that will give you a general idea of what it looks like! Just scan the qr code!



WHAT WOULD BE NEEDED FROM ME?

HOW TO GET STARTED?

What are the things that our team would need from you? Here are some items that we typically need, however it can vary from audit to audit:

- Access to your code base
- If needed VPN access, citrix access, etc
- At least one PoC that we can run requests and questions through
- Access to sitecore, at least stage environment if it is not possible to provide access to production
- Any documentation that you may have regarding your sitecore infrastructure/development
- A chance to schedule interviews/discussions with at least one person from your infrastructure team, development team, management team and marketing team

A FLEXIBLE PROGRAM

The most important thing is YOUR needs. The audit that our team performs is very flexible and can be focused to specific areas of concern or a general complete audit.

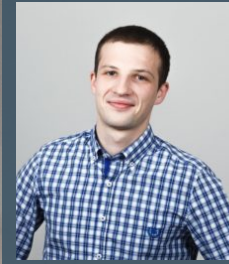


ABOUT HIGH SCORE LABS



High Score Labs is a premier provider of custom .NET programming services for businesses worldwide. With our head office in the United States and a branch office located in Ukraine, we are strategically positioned to help you reach your business goals. Consult our software solutions specialists now to discuss how our .NET development services will help you overcome your software technology challenges. Some of our featured technologies are Sitecore XP/XC and EPI server. Our core values are:

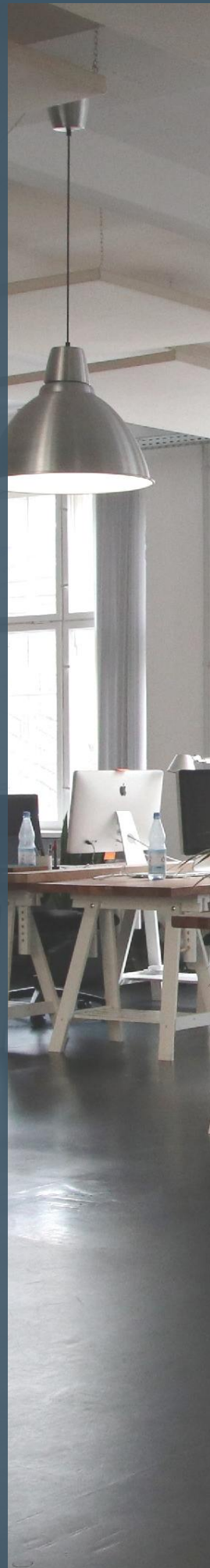
- Deliver the best solutions based on client needs using the best technology
- Provide balanced engagement, both quality and to fit within targeted budgets
- Leverage the best from both onshore and offshore resources including many MVPs of different platforms
- Work with many different technologies



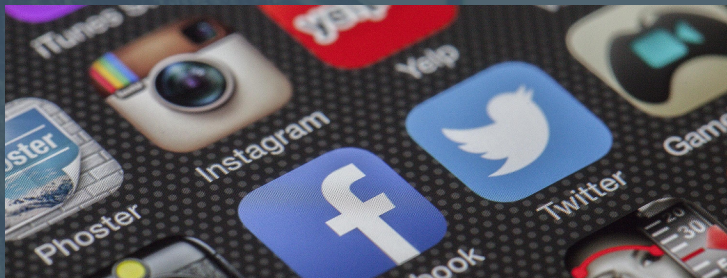
Alexander
Vasilenko

INTEGRATING OUR EXPERTS WITH YOUR TEAM

Our team operates remotely during business hours to support the required work. We keep at least one PoC that is in the same location so that they can keep the lines of communication open, keep costs down and, as needed, occasionally visit your team onsite. Through this process, your team is able to get the needed knowledge transfer that they will need so that in the future, you are able to manage your own sitecore infrastructure. The audit process is the first step!



HSL ONLINE



www.chapinindustries.com

hsl.chapinindustries.com

https://twitter.com/HighScore_Labs

<https://www.instagram.com/highscorelabs/>

support@highscorelab.com

<https://www.linkedin.com/company/highscorelab>



MORE HELP NEEDED?

We have some of the best people in a wide array of expertise. Some of these skills include sitecore, episerver, drupal, .net, angular, node, experience management, RPA and much more! Let us know how we can help you drive your business!

