

## Xpand IT becomes Sitecore partner

Following other successful partnerships already established, Xpand IT has created a new one with Sitecore. The main objective is to help as many companies as possible, to create the best experiences for their customers through a multi-channel strategy.

Xpand IT, a global company specialized in Enterprise Mobility, Big Data, Business Intelligence and Enterprise Middleware, has officially announced its partnership with Sitecore, a leading company in Gartner Magic Quadrant for Web Content Management in the past 7 years. In order to achieve the partner status, Xpand IT created a specialized team and defined a set of initiatives that aim to promote this technology in the Portuguese market. Following the same strategy used with other Partners / Technologies, Xpand IT is going to develop a set of local reference projects that, due to its importance will gain global visibility, expanding the expertise and know-how of Xpand IT to other markets.

For Sérgio Viana, Partner & Microsoft Solutions Lead at Xpand IT, "Every time we decide to invest in a new breakthrough technology, we start by analyzing its value to the market to ensure that it is something differentiator and that nobody else is offering it. That was the case with Sitecore. Sitecore it's a solution that allows companies to address the challenges of a multichannel strategy through one technology platform. Furthermore, Sitecore is a platform that can be used to improve the user's experience and their relationship with the brands, regardless of the channel used. Meaning that this projects gives the opportunity to have an integrated view of the customer and their interactions with the brand, and use this knowledge to customize and optimize each of these contact moments. We are confident that we will be able to achieve amazing results together, not only in Portugal, but also in other countries.

For Hugo Lebre, Sales Director at Sitecore, "We believe in the value that Sitecore has, as a platform that allows us to better understand the customers that interact with each brand, mapping each moment in their customer journey. It is a pleasure to welcome the Xpand IT into our ecosystem of partners, and we are certain that the company's focus on technological excellence and differentiation will contribute to increasing the number of Sitecore customers in Portugal. "

### XPAND IT

Everything we do is to inspire others to achieve outstanding results. We do that by investing in IT mastery to generate market value. As a global company, specialized in Big Data, Business Intelligence & Analytics, SOA & Enterprise Middleware, Mobility, Collaboration & Development tools, we have top products and services used by Fortune 500 companies. With more than 1000 customers in 58 countries, including Porsche, Vodafone, Lufthansa, Nike, Audi or Samsung, Xpand IT is recognized by its deep technological knowledge and "Passion for Excellence".



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**We appreciate the release of this article, please. Thank you very much!**

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