

Bluegrass Digital builds success as Episerver solution partner

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Bluegrass Digital, a digital transformation specialist, announced on its sixth year anniversary as a Solution Partner of Episerver, the company transforming digital experiences, it will continue to invest in skills and growing its competencies.

Bluegrass Digital continues to align with the Episerver certification process to strengthen the Solution Partner status in Episerver's Partner Success Programme and to join as a qualified, value-add seller of Episerver Digital Experience Cloud platform.

Bluegrass has shown huge success in both the UK and Africa markets, having worked with notable clients such as Allan Gray, Forevermark, Stage Audio Works and Coronation.

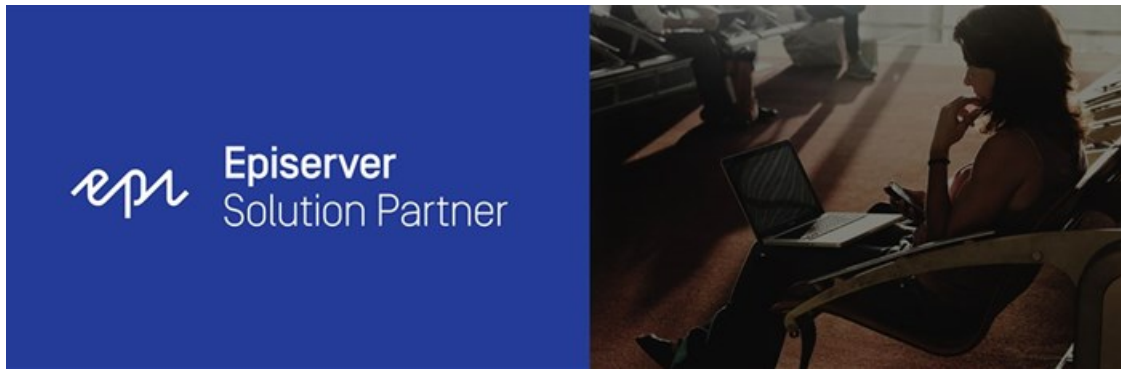


Bluegrass Digital managing director Nicholas Durrant is proud to continue the partnership with Episerver to provide digital marketing expertise to ensure a first-class delivery of transformative online projects.

Episerver Digital Experience Cloud enables seamless experiences that span digital content, commerce and multi-channel marketing, as well as real-time personalisation. With machine learning, artificial intelligence and statistical analysis working together, every business user, from marketers to merchandisers, can effortlessly present contextually relevant experiences to individuals based on their history and intent.

By automatically personalising elements such as Web site navigation, on-site search, product pages and content to both first-time visitors and repeat customers, companies can see lower bounce rates, more conversions and happier customers.

"Bluegrass Digital is proud to continue its partnership with Episerver to provide digital marketing expertise to ensure a first-class delivery of transformative online projects," said Bluegrass Digital managing director Nicholas Durrant.



With a network of over 880 partner companies in 30 countries, Episerver seeks to connect with qualified partners whose firms possess a wealth of experience, team members with a creative outlook, global reach, and a collective eye toward future opportunities to ensure mutual customers are successful now and in the years to come.

“Partner success is Episerver success, and our elite network of Solution Partners in the Episerver Partner Success Programme is delivering in spades,” said Karen Chastain, Director of Global Alliances and Partners for Episerver.

“Episerver is experiencing record year-over-year growth in revenue, billings, subscriptions and market-leading position, making it easy to understand why the partner network is growing in tandem,” she adds.

“We are pleased to see continued success Bluegrass Digital is having which adds value to our network. We look forward to our mutual success of delivering transformative digital experiences with decreased time to market, minimised project risks and lower training costs,” Chastain concludes.

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