Cognizant Digital Experience Team Earns Honorable Mention in Annual Sitecore Awards

For their work with The Football Association (FA) in the UK, the Cognizant Digital Experience team has earned an honorable mention in Sitecore's Experience Awards in the category of Best Digital Experience Transformation.

The awards recognize companies that use Sitecore solutions to accelerate their digital experience transformation in innovative and successful ways. This year, Sitecore awarded the best-in-class brands across four specialized categories:

- Best Digital Experience Transformation
- Most Intelligent Content Optimization
- Best Innovation with Emerging Technologies
- Leading the Way for the 'Phygital' Future

The FA needed to deliver a new digital product to serve as the home of English football online to reward fans, players, coaches and volunteers, and connect them across a unified experience from grassroots through to elite. Utilizing Sitecore, The FA broke previous site records with more than 280,000 visitors during the Euro 2020 squad announcement and met the anticipated peak load while minimizing infrastructure costs. The new digital products have transformed the online presence for England's national team. As of June 1, more than 155,000 users have visited Englandfootball.com since the launch.

"This has been one of the first deliveries where we have been able to take strong learnings from the past, prioritize quality over quantity and deliver one of the most stable launches of a digital product to date, and there's so much more to come," said Georgina Lewis, Head of Marketing, The FA.

"We are really pleased to be recognized by Sitecore for our work with the FA," said Manju Kygonahally, VP, Head of CMT in UK/I, Cognizant. "As a Silver Sitecore solution partner, our team has achieved a number of prerequisites to be seen as experts in the technology. This award is a testament to our ability to deliver transformative experiences utilizing Sitecore's technology and helps elevate our reputation in the marketplace."

Learn more:

- Sitecore Experience Awards
- Cognizant Digital Experience
- Zone, a Cognizant Digital Business

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