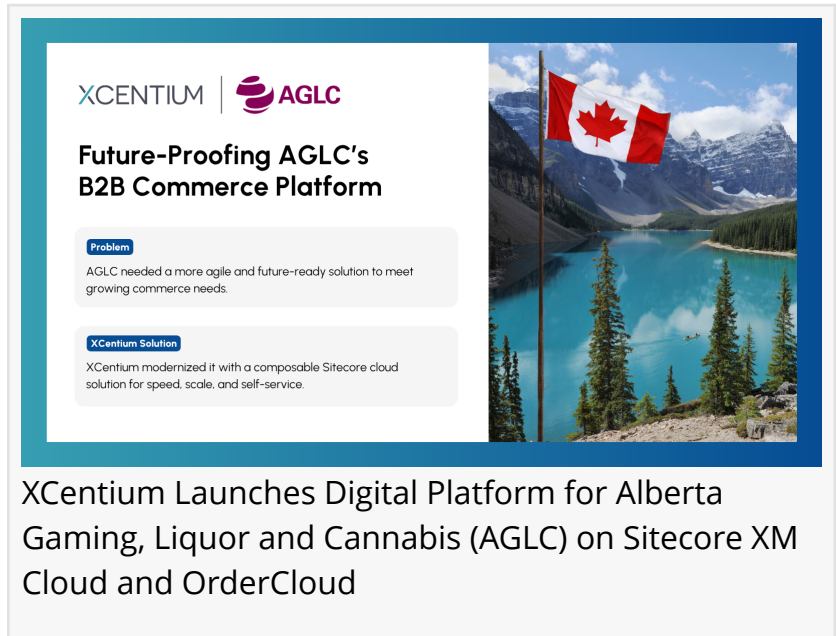


# XCentium Launches Digital Platform for Alberta Gaming, Liquor and Cannabis (AGLC) on Sitecore XM Cloud and OrderCloud

*Transformative digital experience sets new standard for public sector modernization*

IRVINE, CA, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [XCentium](https://www.xcentium.com), a leading digital consultancy specializing in enterprise experience and commerce platforms, today announced the successful launch of a next-generation digital platform for Alberta Gaming, Liquor and Cannabis (AGLC). Built on Sitecore XM Cloud and OrderCloud, the new composable architecture.

The graphic is a promotional image for the launch. It features a blue border. On the left, there's a white box with the XCENTIUM and AGLC logos at the top. Below them is the title "Future-Proofing AGLC's B2B Commerce Platform". Under the title, there are two sections: "Problem" which states "AGLC needed a more agile and future-ready solution to meet growing commerce needs." and "XCentium Solution" which states "XCentium modernized it with a composable Sitecore cloud solution for speed, scale, and self-service." To the right of the text is a scenic photograph of a Canadian landscape with a turquoise lake, evergreen trees, and snow-capped mountains under a blue sky with a Canadian flag in the foreground.

**Future-Proofing AGLC's B2B Commerce Platform**

**Problem**  
AGLC needed a more agile and future-ready solution to meet growing commerce needs.

**XCentium Solution**  
XCentium modernized it with a composable Sitecore cloud solution for speed, scale, and self-service.

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The launch replaces AGLC's Sitecore XP and Commerce 9.3 systems with a cloud-native solution that dramatically improves scalability, speed, and operational agility. Purpose-built to support AGLC's Cannabis B2B operations, the modern platform includes a dynamic, public-facing retailer portal and a comprehensive admin portal designed to streamline internal workflows and elevate the digital experience for AGLC's retailer network.

## A Next-Generation Platform for a Forward-Thinking Organization

Developed using the latest version of Next.js and hosted on Vercel, the new solution delivers enhanced performance, faster time to market, and greater agility for content and commerce operations. The customer-facing site provides an intuitive interface for AGLC's retailers, while the admin portal powers end-to-end back-office workflows including catalog and pricing management, inventory tracking, order processing, returns, and reporting for internal users.

The platform also features deep integration with AGLC's internal systems and third-party vendors, ensuring smooth data exchange and operational efficiency.

## Setting a New Benchmark in Public Sector Innovation

This launch is one of the first large-scale public sector implementations to combine Sitecore XM Cloud and OrderCloud, demonstrating how composable architecture can meet the complex needs of regulated industries.

“This project is a clear example of how legacy systems can be reimaged with modern, cloud-native technologies,” said Amrit Raj, Managing Partner at XCentium. “We are proud to partner with AGLC and Sitecore on this important initiative and excited to see what comes next.”

### Future-Ready Foundation

XCentium remains committed to supporting AGLC with scalable, secure, and adaptable solutions that enable continuous innovation.

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### About Sitecore

Sitecore creates digital experiences so powerful they connect the world. Our agentic experience platform makes it simple for marketers to reach, engage, and serve customers with tailored journeys that make their stories relevant. With AI at the core, Sitecore transforms content delivery, drives engagement, and unlocks personalization at scale, redefining what's possible in digital experience.

Learn more: <https://www.sitecore.com>

### About XCentium

XCentium is an award-winning digital consultancy that helps enterprise organizations design, build, and optimize world-class experience and commerce platforms. With deep expertise in Sitecore, composable architecture, cloud-native development, and systems integration, XCentium enables clients to unlock growth through digital innovation.

Learn more: <https://www.xcentium.com>

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