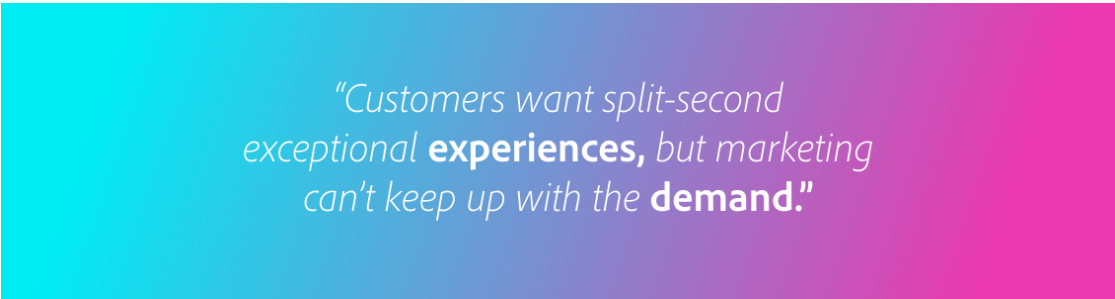CROSS-CHANNEL

# Six brands set their content free. How rethinking content helps deliver dynamic experiences.

Brands around the world are shattering the digital ceiling in their quest to deliver fascinating customer experiences — each one more impactful than the last. A Swiss manufacturer combines digital showroom and online experiences to make emotional customer connections. A U.S. software company transforms its online publishing process to push content to its customers at lightning speed. A German-

based technology company turns to the cloud to securely reach consumers across oceans — and devices. At the heart of these experiences sits relevant, engaging content and the systems that fuel it.

Content platforms have taken their place as the "core fabric of a broader digital experience platform," notes Forrester, and a majority of companies say they use platforms like these to deliver personalized experiences — more than they use email marketing. And while the right content platform has the potential to help you reach customers on a deeper level, many companies still have a long way to go.

*"Customers want split-second exceptional* **experiences,** *but marketing can't keep up with the* **demand."**

Content creators want the freedom to publish at a moment's notice — and the insights to know what's working — but rigid legacy systems hold them back. When workflows tangle and technologies can't come together, the customer experience falls flat, brand engagement suffers, and marketers risk becoming irrelevant.

Companies like yours have discovered that the only way to meet ever-shifting customer expectations is through a content platform built for modern experiences. A platform that helps you create content as quickly as your customers want to consume it. One that provides powerful brand experiences at every customer interaction. One that uses content in an intelligent way. And one that does it all in a scalable, secure manner.

## The next-generation content platform.

**Get content to market faster.**

Digital leaders are speeding up content creation and delivery by using next-generation content management to help bridge the silos between creative, marketing, and IT. By managing digital assets in one place, content creators at companies like Morningstar and Synopsys can quickly build and deliver consistent experiences across digital properties while staying true to brand standards.

**READ THEIR STORIES:**

MORNINGSTAR®

SYNOPSYS®

**Make meaningful connections.**

Smart screens, social, in-store apps, IoT devices, and even physical signage provide limitless opportunities for you to make meaningful connections with each consumer based on their needs and interests. A next-generation content platform centrally manages and optimizes content, automatically editing copy and resizing images based on each touchpoint. Find out how companies like Franke Group and Sunrise Communications are delivering more powerful brand experiences, no matter which screen or channel their customers prefer.

**READ THEIR STORIES:**

FRANKE

**Sunrise**

**Stay secure and scale effortlessly.**

Companies of all sizes can suffer breaches and outages, resulting in lost revenue and a hit to brand equity. That's why many brands are migrating their content platforms to the cloud. Learn how companies like Philips and Constellation are using a managed cloud hosting solution to scale and stay secure without diverting their own IT resources.

**READ THEIR STORIES:**

**PHILIPS**

**Constellation.**

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# Get content to market faster.
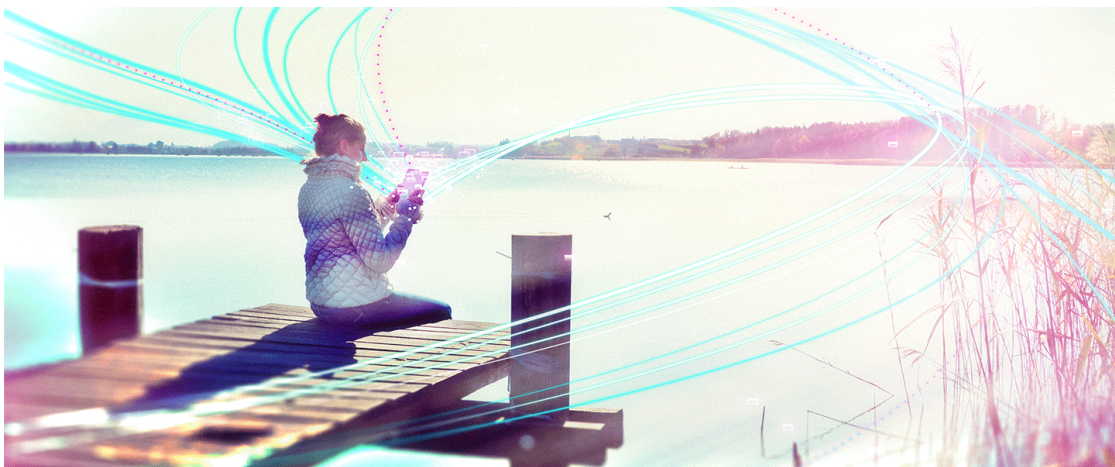
**MORNINGSTAR**®

**Chicago, Illinois**

Modern content platform speeds time to market for new content and services.

In the highly regulated finance industry, giving customers the most up-to-date content around rules and regulations is essential. Morningstar, a global investment research company, wanted to improve the online experience of their site visitors by helping them to quickly find the information they need. To do this, they sought to replace their legacy content management system with a modern content platform that would provide them with greater agility and accelerate time to market for new content and services.

Since moving to Adobe Experience Manager, the technology team can now create templates and components so that marketing teams can rapidly create and manage website creation, fostering independence and creativity.

"With Adobe Experience Manager, we can work on web pages ourselves, which gives us greater agility and accelerates time to market for new content and services."

**James McClamroch, Jr.**
Senior Vice President of Individual Investment Software, Morningstar

# 26%

26 percent year-over-year increase in customer engagement for premium trials.

Read the story

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# SYNOPSYS®

**Mountain View, California**

Centralized asset management empowers content creators and quickens production.

Synopsys is a software leader well known in the semiconductor industry. When the company decided to branch out into software security, they needed a way to tell their story to new markets. This required them to rework their website to better engage customers with fresh and exciting content, empower teams to create content quickly, and consolidate websites of acquired companies into the Synopsys brand.

Because they had assets spread across siloed systems, even minor site updates could take hours to complete, as content creators had to rely on the web team to upload any new assets to their content platform. With Adobe Experience Manager, content creators can now develop and manage approved assets themselves in real time — all from one centralized location. And because they no longer have to depend on developers or a centralized web team for updates, they can train more people to produce content, speeding up the content creation process.

"On the old platform, restructuring content would have taken a team two weeks. With Experience Manager just two people can do the work in two hours."
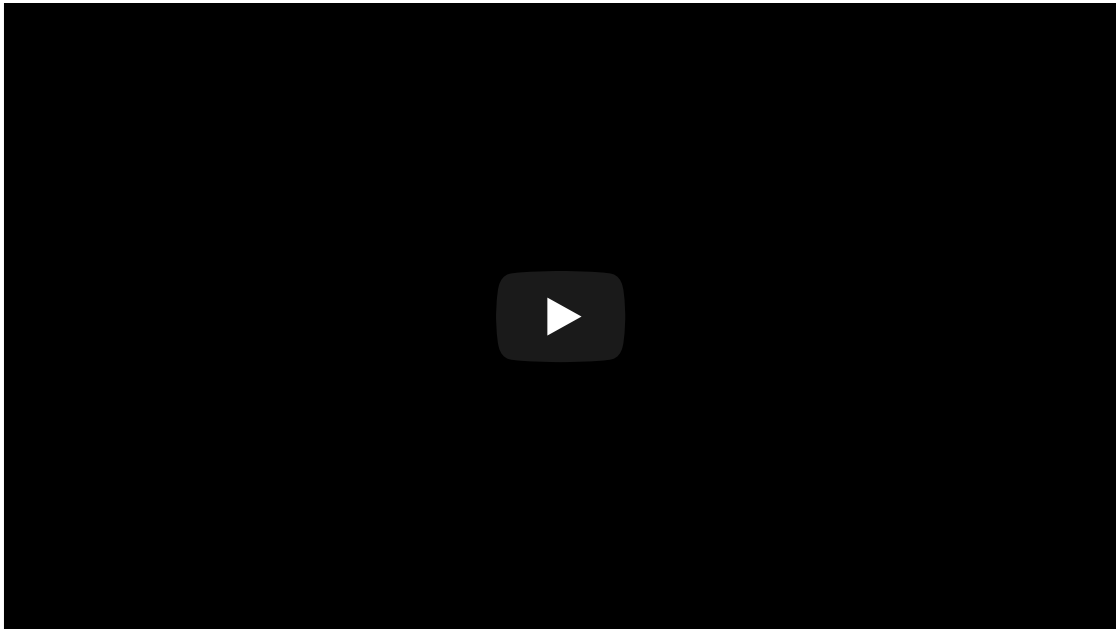
**Dave DeMaria**
Corporate Vice President of Corporate Marketing, Synopsys

40x faster web
content *creation.*

Read the story

Synopsys improves operational efficiencies by 40x with a new digital platform.



## Make meaningful connections.

**FRANKE**

**Aargau, Switzerland**

Responsive web approach increases engagement and reduces churn.

Franke Group is a global provider of kitchen and catering systems that runs 68 branches on 4 continents and exports goods to more than 100 countries. Striving for more synergy between their various divisions and a better customer experience, they launched a company-wide digital transformation strategy focusing on consistent brand presence and emotional customer interactions.

Partnering with implementation vendor One-Inside, and with the help of Adobe Experience Manager, Franke applied a responsive web approach to all its online properties and started targeting customers with more emotional content. Using virtual reality, the company also created a digital showroom, providing customers with a realistic view of their new kitchen at an early stage and allowing them to experience it based on their personal tastes.

With the enhanced focus on emotional content, including the ability to experience their solutions in three dimensions, the company increased time spent on their website by 40 percent and reduced churn rate by 15 percent.

"We used to produce for an anonymous market and organize global sales by partnering with kitchen stores only. Now we are starting to get to know our customers better and delight them with emotional experiences."

**Renato Di Rubbo**
CMO, Franke Group and Franke Kitchen Systems

40% increase in time spent on *website.*

Read the story

Franke Group drives digital transformation.

# Sunrise

**Zurich, Switzerland**

Customer-focused content and integrated systems simplify the buying process.

Sunrise Communications Group, a telecommunications company, serves diverse audiences across channels, offering a number of products and services with different pricing models. With a focus on placing the customer front and center, the company sought to deliver compelling customer experiences across all channels and brands while streamlining their business processes.

Using Adobe Experience Manager as their content hub, Sunrise ensures that customers see relevant content, placing the customer at the core of every interaction. Through an integration with SAP Hybris, Sunrise was able to quickly and flexibly adapt product pages, shopping carts, and purchase items, helping users to manage the entire purchase process in just a few steps. Marketing content produced for online channels is also reused for kiosks in the company's brick-and-mortar stores, providing a consistent experience for customers.

"We wanted to develop one of the most efficient processes for online stores in the telecommunications industry to enable customers to achieve their goals in just a few steps. We accomplished the mission in record time."

**Dr. János Heé**
Director of Digital Business and Consumer & Digital Transformation, Sunrise Communications
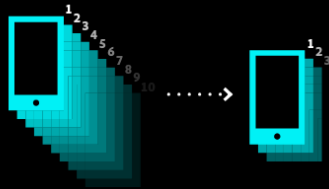
Reduced smartphone purchase process from 10 steps to just **3.**

Read the story

## Stay secure and scale effortlessly.

# PHILIPS

**Amsterdam, Netherlands**

Cloud-based services ease IT burden and reduce total cost of ownership.

One of the world's most respected technology and manufacturing companies, Philips wanted to build a new digital platform from the ground up and empower its more than 500 content authors stretched across regions. To keep up with the scale and capacity needed to support the platform, they decided to move from an on-premise hosting environment to a cloud-based environment, working with Adobe Experience Manager Managed Services to ensure a smooth and successful transition.

The new model helped support their goal to proactively release new functionality to both the business and their customers, enabling Philips to implement the latest features for development and service delivery, while reducing total cost of ownership. With Adobe taking care of code releases, testing, and other aspects of IT development, Philips was able to focus their efforts on content creation, pushing new content out within minutes rather than days.

"Adobe Experience Manager Managed Services is a smart solution that enables us to deliver new information and experiences faster, as well as helps ensure that every page a customer visits stays true to the Philips brand."

**Joost van Dun**
Senior .Com Manager, Corporate Experience, Philips

1.4 million pages and 350 users migrated to the cloud in *30 minutes.*

Read the story

Phillips accelerates the creation of digital experiences with integrated data and content.

# Constellation.

**Baltimore, Maryland**

Managed services improve scalability and streamline IT workflow.

As one of the largest integrated energy providers in North America, Constellation sought to revamp its digital infrastructure to help them build customer relationships in the mass market. After analyzing the growth projections for their business, they determined they needed to implement a scalable, easy-to-use content platform that would allow content authors to deliver digital information without IT support.

Constellation enlisted Adobe Experience Manager Managed Services to streamline the IT workflow and speed time to market for new websites. With Adobe managing the IT layer, configuring systems to comply with complex regulations around energy sales, digital marketing and product teams at Constellation can now focus on delivering exceptional customer experiences.

Since their website relaunch, Constellation has seen residential customer enrollment jump and more leads captured from small businesses. They've also increased agility and reduced bottlenecks by empowering non-technical authors to create and deliver content.

"Adobe Experience Manager helps us quickly migrate everything digital into a single system to reduce costs while improving performance significantly."

**Karen Jennings**
Principal of Digital Marketing – User Experience and Digital Engagement, Constellation

Gained platform scalability and development expertise with *Adobe managed services environment.*

Read the story

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**Set your content free.**

Your digital experiences need to pivot as quickly as customers change screens, interests, and moods. To make this happen, you've got to set your content free. The way Morningstar does, giving its marketing team the power to swiftly deliver important financial updates to customers without waiting for IT to step in. Or Franke Group and One-Inside, combining virtual reality, Internet of Things, and social media to create the ultimate kitchen shopping experience — all using a single set of dynamic assets to connect with customers, from digital showroom to desktop, and smartphone to tablet.

"With one digital copy of a three-dimensional product managed as content," says Chris Henn, CTO at One-Inside, "we can travel around the globe in just a few seconds."

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