

# A MODERN WEB EXPERIENCE



## Capgemini helped a manufacturing company overhaul its web experience for a modern audience

### The Challenge

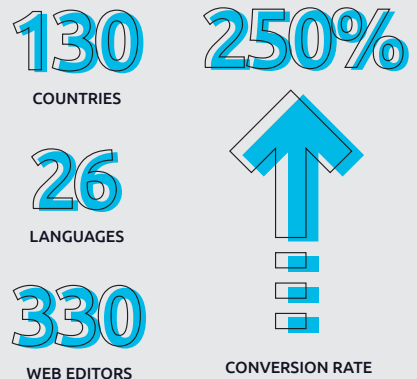
A company that manufactures industrial tools and equipment had a customer-experience problem. Its eight-year-old website was outdated and could not scale to cover the company’s more than 30,000 individual products. Translations into 26 languages and other content pages made it difficult to assemble and manage a cohesive digital experience for customers.

### The Solution

Capgemini helped the company use Adobe Experience Manager to create an integrated marketing cloud platform, consolidating CMS and analytics and targeting in a single solution. This reduced architectural complexity and increased ease of use, ensuring that relevant and personalized content is delivered timely to customers. The new website experience supports the entire user journey with customer-centric navigation and an intuitive user interface. The Adobe marketing stack also included fully integrated, dynamic media for improved performance and efficient editing capabilities – making it easy for marketing teams to roll out new features and content across geographies.

### The Outcome

The Capgemini engagement helped the company successfully roll out its new experience platform across 130 countries, 26 languages and 330 web editors. Despite this massive growth and new experiences, the company was able to reduce IT overhead and architecture complexity—enabling cost and operational efficiencies immediate and in the future. Shortly after implementation, the company reported a 250 percent increase in customer conversion rate.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE ANALYTICS

ADOBE TARGET

#### About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).