CASE STUDY

CUMMINS AMPLIFIES ONLINE PRESENCE
Infosys revamps website, migrates content to the cloud

Cummins Inc. is a global leader in designing, manufacturing, marketing, and servicing diesel engines and allied technologies in the power sector. Headquartered in Columbus, Indiana, USA, the company serves customers through a network of 600 company-owned and independent distributors and ~ 7,200 dealers. Infosys offers consulting, technology and digital services to Cummins since 2008. More than 500 Infosys professionals work on Cummins IT initiatives, every day.

Cummins.com, the company’s website, failed to reach a wider audience and drive strategic marketing initiatives.

The legacy application did not meet emerging requirements of the mobile web. Cummins partnered with Infosys to revamp the website so that it resonates with shifts in marketing and the mobile web.

Infosys developed a digital marketing platform for Cummins. The web solution amplifies Cummins’ branding and corporate marketing strategy.

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Cummins.com uses responsive design and integrates with social media to offer a superior user experience.
Solution highlights

Accessibility

The new website supports diverse form factors and browsers. Bootstrap themes for mobility and cross-browser compatibility ensure content parity across devices – desktop, mobile, tablet, and phablet. The device-agnostic platform helps Cummins reach out to a vast audience across regions.

User experience

Simplicity in design and social media integration improve user engagement. Intuitive navigation enables visitors to find information within two clicks. User-friendly templates and a structured content workflow help the Webmaster and associates create, review, approve, and publish content easily.

Performance

The Infosys team optimized content for search engines, used a leading mobility simulator for usability testing, and deployed automated tools for performance testing. Responsive design reduced bounce rate on mobile devices, improved site throughput, and accelerated marketing campaigns.
Infosys revamped Cummins.com in less than 11 weeks. Our approach helped Cummins realize several benefits:

- The content publishing cycle has been reduced significantly. Drupal content workflows enable easy review, approval and publishing.
- Distributed Agile development facilitated early feedback and prompt iterations, which reduced the project duration by 2 weeks.
- Responsive design minimized project cost significantly.
- Standardized templates saved almost US$ 600,000.
- Amazon Web Services cloud infrastructure enhanced scalability, flexibility and security, and saves US$ 197,000 annually.

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