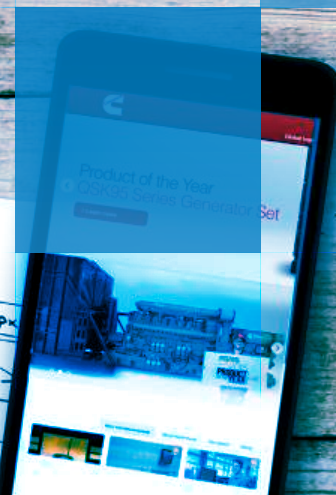


CASE STUDY

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

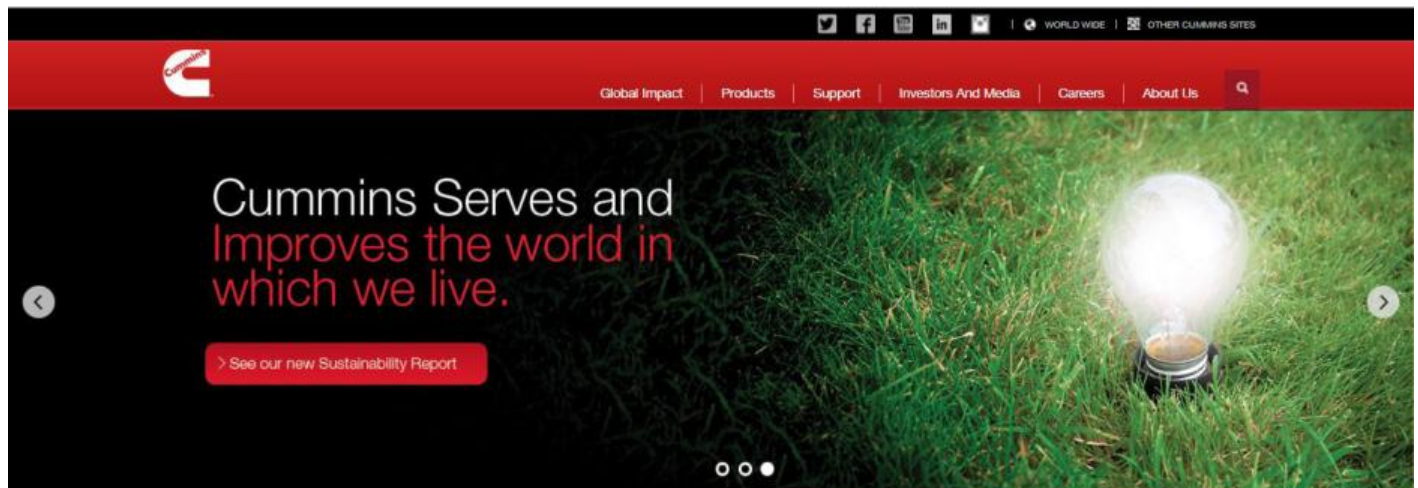
company-owned and independent distributors and ~ 7,200 dealers. Infosys offers consulting, technology and digital services to Cummins since 2008. More than 500 Infosys professionals work on Cummins IT initiatives, every day.

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.

Cummins partnered with Infosys to revamp the website so that it resonates with shifts in marketing and the mobile web.



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

Solution approach



Open source and cloud

The Infosys team used open source technology (Drupal, PHP and MySQL) for easier website maintenance and reduced operational costs. We implemented responsive web design for a consistent user experience across devices, and migrated content to the cloud.



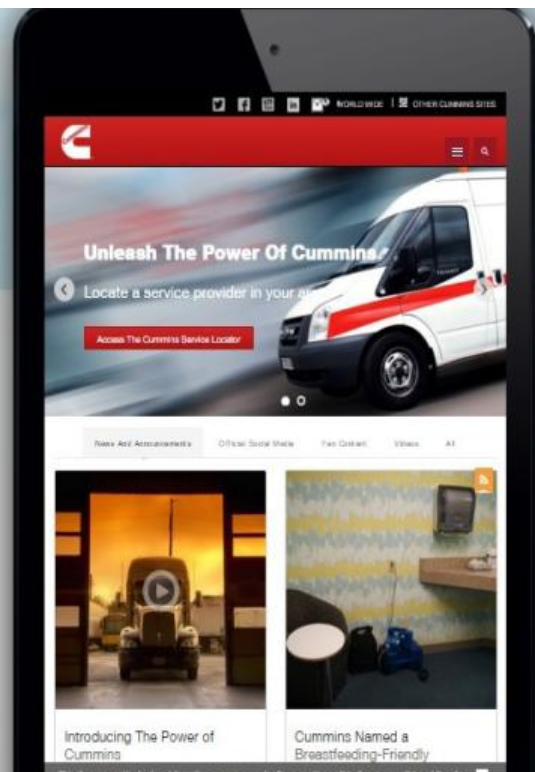
Agile development model

Infosys adopted the Agile methodology since the project requirements were dynamic. It required rigorous project management discipline to address change requests and meet a stringent project deadline.



Social media

Infosys ensured Cummins.com maximized its reach and influence by developing a robust social media presence. Social media enables the company to forge deeper relationships with customers, suppliers and partners.



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

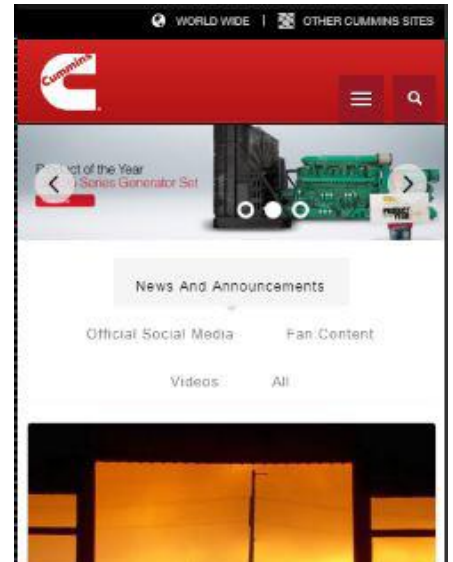
The Infosys team optimized content for search engines, used a leading mobility simulator for usability testing, and deployed automated tools for performance testing. Responsive design reduced bounce rate on mobile devices, improved site throughput, and accelerated marketing campaigns.

Advantage Cummins

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



Infosys revamped Cummins.com
in less than 11 weeks



For more information, contact askus@infosys.com

Infosys®

© 2016 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

Stay Connected

