DIGITAL AGILITY, GLOBALLY

For our client, developing multiple digital assets and campaigns across geographies to mirror their offline strategy was a complex task. The lack of an agile digital platform further aggravated their problem.

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STARTING ALL OVER AGAIN

As a large pharmaceutical company with operations in virtually every country in the world, and a portfolio of well-known brands, our client had to develop and maintain several websites and digital assets to support regional launches and campaigns. However, each one was treated as a separate project which raised several challenges.

First, there was inconsistency across the digital portfolio. While each different brand had its own identity, there was no consistent experience. Also, regional organizations struggled with rolling out new campaigns since the digital ecosystem, interactions and touch-points were not well defined.

Second, and the most important, the digital campaign rollout process was complex and lengthy, and this had a direct impact on our client's time to market. This complexity was further enhanced by the extensive regulations that this industry has to comply with, which meant long approval cycles for digital assets.

This lack of agility meant that in 2014, the year they first spoke to us about the issue, our client had managed just six digital rollouts.

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LOCAL ROLLOUTS. GLOBAL FRAMEWORK.

Our client needed to unify the way it developed digital assets, from websites to apps and digital campaigns. There was an urgent need to streamline release management and the processes for site rollouts.

By adopting a single platform with a common set of templates and components, they could enable quicker site rollouts whilst also ensuring a more unified experience within each brand. We thought this would best be achieved by separating two key elements: development and content.

We proposed creating a Digital Marketing Framework (DMF) – a platform designed to standardize the approach taken for each project. It would ensure that the technical deployment of each asset was conducted according to agreed rules and processes on a common platform.

A key part of the framework was the Core-Flex capacity model, which ensured speed and scale for digital rollouts. By keeping content authoring separate from development, this process change enabled end users to focus on content, which in turn gave them the agility to roll out sites faster.

BREAKTHROUGH

We created a reusable component framework to drastically reduce time to market.

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SETTING THE STANDARDS

At the heart of the DMF was a library of templates and components that could be reused, rather than reinvented. This library was actively nurtured, with specialist members of the team charged with developing reusable components. Along with the agreed processes, this provided the team the common framework they needed to develop digital assets much more flexibly.

Our solution also incorporated automated deployment and streamlined demand management to ensure that the right projects were prioritized and that appropriate staff levels were in place to suit the tasks at hand. Processes were also documented and included in a digital playbook which became the reference and training guide for agency onboarding.

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SCALING NEW HEIGHTS

With the arrival of the DMF, the bottleneck was removed. Our client was able to scale up quickly and roll out new sites rapidly. In 2017 alone, they successfully launched 102+ websites in 50+ countries, with one site going into production every three and a half days. Since the engagement started, we have helped the client launch 165+ sites of various complexity, and also delivered two major platform upgrades.

At any point, we had over 30 projects running simultaneously. This surge in productivity was stunning and was made possible by the availability of so many reusable assets, complemented by our Core-Flex model.

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REUSE LIBRARY WITH OVER

100

ASSETS

ONE WEBSITE LIVE EVERY

3.5

DAYS

With this framework, our client was able to scale up quickly and roll out new sites rapidly. In 2017 alone, they successfully launched 102+ websites in 50+ countries.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how a Digital Marketing Framework can help you scale faster and achieve greater productivity. Reach out to us at askus@infosys.com

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