

# Case Study – Large Electronics Manufacturer

eDynamic helped a large electronics manufacturer identify best-of-breed digital platforms to strengthen the company's online presence.

## Summary

This large electronics manufacturer is a global leader in connectivity solutions, mobile device accessories, home energy conservation tools and datacenter components to provide an extensive range of innovations to customers worldwide, designed to give computer and consumer electronics users seamless integration in their homes, cars, and on the go.

They were looking to deliver the next generation website, by meeting the following business goals:

- Provide a go-to website for the most current and timely product information for consumers and channel partners.
- Grow online revenue by providing a compelling shopping experience for consumers.
- Provide internal stakeholders with a single repository of product information for marketers, product managers and others.

They turned to eDynamic for Search, Content Management System (CMS), eCommerce and Product Information Management (PIM) platform selection and roadmap planning. eDynamic helped them assess the current solutions and available alternatives, and recommended best-fit solutions that support their stated goals.

## Challenges

The goal was to update the various platforms that support the company's corporate website, ecommerce website and partner portal. eDynamic's task was to research best-of-breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended options.

As eDynamic began its assessment several challenges became apparent:

- Solutions recommended need to have proven success and longevity.
- Solutions recommended needed multi-language and multi-region support
- Solutions needed open architecture to support integration.

## Solution

In order to determine the best platforms, eDynamic proposed a four-stage project plan:

- **Planning & Analysis:** eDynamic met with the stakeholders and held discussions regarding the stated goals; eDynamic's approach; and the logic behind that specific approach. During these discussions, the client's business model, objectives and goals were confirmed and a project team was finalized.
- **Assessment & Investigation:** After assessing the specific content management, ecommerce and search requirements, eDynamic conducted extensive research on the available options, leveraged its extensive network of subject matter experts and ensured due diligence was applied on all possible solutions and vendors.
- **Evaluation & Selection:** Next, eDynamic distributed RFIs to select vendors, reviewed the responses, and developed a vendor shortlist; from there, eDynamic reviewed vendor demos, which gave eDynamic even more insight into the differences between each product, as well as interaction with the solution providers. Finally, eDynamic created a scoring matrix to measure the ideal fit scenarios, and placed the various solutions into appropriate "buckets;" the matrix helped eDynamic determine how each solution met the client's goals and how each system fit with the others.
- **Recommendations:** After extensive deliberations, eDynamic confirmed its solution recommendations, crafted a detailed evaluation report, and presented its recommendations to the client stakeholders:
  - **Recommended platform for Search:** Endeca
  - **For CMS:** Sitecore
  - **For eCommerce and PIM:** Hybris

Each solution worked well with the other, providing a combined set of capabilities that supported the requirements, while providing an acceptable pricing model.

## Endeca

Endeca offers dynamic URL optimization and automated sitemap generation for SEO optimization, as well as extensive scalability features for high volumes of searches (and proven experience with high traffic ecommerce Web sites), a must-have for a company with as diverse a product line. Endeca also offers extensive database connectivity options, proven integration with third-party analytics providers, and the multi-language support client needs for worldwide operations.

## Sitecore

Sitecore offers content management for multiple sites and multiple regions (with multiple languages) from a single interface, meeting the client's need for a solution that reaches its customers, channel partners and internal stakeholders around the world. Sitecore also offers Microsoft Word integration for rich-text content creation, an SEO module for content search engine optimization, and extensive workflow capabilities, version control and audit trails, making it ideal for a large organization. Sitecore also features an open API, allowing for simple scripts to map fields from an external data source to the Sitecore content repository.

## For PIM and eCommerce: HYBRIS

Hybris is a flexible ecommerce solution, used by many organizations of similar size and scope to the client, and offering multi-currency/language/region and multi-catalog/multi-site support – exactly what the client needed to reach its worldwide customer base. Hybris also offers full integration with Endeca out of the box, and multiple integration methods with third-party CMS solutions (loose integration, static integration, dynamic integration via integration layer, or dynamic integration using services), aligning it perfectly with the other chosen solutions. Finally, Hybris also offers a full product information management module alongside the ecommerce platform, meeting the client's goal of delivering a repository of product information for internal stakeholders.

## Results

After a deep evaluation of multiple vendors and solutions, eDynamic reached a consensus to define one solution for each category: Solutions that aligned with the client's goals and could integrate together, providing the client with an ideal framework.

*"Evaluating all the vendors and determining which ones could meet our client's goals was a great challenge," said Rolf Kraus, CMS Practice Director, eDynamic. "We're confident that, with our approach and recommendations in hand, they are well-positioned to enhance their Web presence, and improve customer acquisition and alignment with partners and internal stakeholders."*

## About the Vendor

eDynamic is a digital solutions firm that enables clients to acquire and engage customers through cutting edge interactive solutions. We blend strategy, creativity and technology to deliver results. Our team is a blend of strategic, creative, marketing and technical resources, and we've fostered an environment where ex-CMOs work hand-in-hand with technical talent to create innovative strategies backed with best-of-breed digital technology solutions.

With offices in five countries and customers spanning multiple industries including Financial Services, Legal, Publishing, Technology and Retail, eDynamic offers solutions in Customer Acquisition and Servicing, Content Management, Multi-channel Publishing, Interactive services and more.