New digital marketing platform delivers 33% in cost savings

Integrated digital marketing platform helps a Consumer Packaged Goods company achieve value, speed and flexibility

With more than a dozen unique brands working to connect directly with consumers, a Consumer Packaged Goods (CPG) provider found itself in a decentralized digital environment, juggling multiple online platforms and vendors. As the brands continually stepped up their digital marketing efforts, supporting the multiple platforms proved costly and unwieldy.

The situation: Finding flexible common ground
The CPG company sought to tap digital to its fullest to drive high-value, meaningful, personalized interactions with customers across its many brands. But given its fragmented digital environment, with duplicate technologies and content, improving overall digital delivery was the first priority. Standardization was needed across the board, from workflow to governance and pre-launch testing. The lack of common standards increased the likelihood of errors, spurred higher costs and confused consumers by conveying an inconsistent brand image.

To save costs and drive efficiencies, the company sought the help of Accenture and Avanade in building a common digital platform and operating model.

Work Redesigned: A strategy for seizing new opportunities.
The solution: Process efficiencies combine with flexibility
The combination of Accenture and Avanade delivered a winning solution for this company. Both are long-term trusted providers.

Accenture consultants worked at the customer's main site, bringing their deep skills in consumer packaged goods to help design an effective solution for the business. With its rich technical strength and Microsoft experience, Avanade handled the technical design and implementation, tapping best-in-class Microsoft solutions such as the Azure cloud platform, while integrating with a feature-rich Sitecore platform.

The Accenture and Avanade on- and offshore solution team, combining talent from the Chicago-based team with skilled resources from India and Costa Rica, saved both time and money, ensuring on-time, on-budget delivery despite the customer’s aggressive timeline.

Using a Sitecore content management platform deployed on Microsoft Azure, the Accenture and Avanade team designed a common digital strategy for the company. Today the team is converting each brand individually to the new platform, ensuring each can meet its individual digital marketing goals.

The new digital marketing solution is less costly than previous platforms and brings time savings, including a reduction in development time. Leveraging Sitecore brings many additional gains for the customer. Sitecore offers responsive design, ensuring a site will work well on a variety of platforms, whether the end-customer is viewing the site from a PC, a tablet or a smart phone. By offering a variety of templates, new content is easily added to a brand’s site—particularly handy when a brand launches a new product.

Similarly, the solution brings support for multiple languages without requiring code changes, dramatically boosting a brand’s global appeal.

The Microsoft Azure cloud offers scalability, which is a huge benefit for the IT team. As demand grows, the platform can easily scale to accommodate needs.

The new digital solution offers a streamlined infrastructure, doing away with the need for code changes and making it easy for the team to preview future upgrades to the site. Content creation and authoring is vastly improved—authors can go directly into the site to enter and edit content and see their changes in real time.

The Work Redesigned Difference
• Brand managers can use real-time dashboards that capture the results of digital marketing campaigns to understand the most effective tactics and adjust them to evolve the consumer experience
• Marketing executives and business developers are able to take new products to market 20 times faster using the standardized platform, common tools, streamlined workflows and language capabilities to penetrate emerging markets
• Customers now receive a more personalized, valuable experience that supports their interest in exploring products from any device, anywhere in the world, through geo-location capabilities

Case Study
Consumer Packaged Goods Company
Results: Benefits beyond cost savings
The CPG customer saved costs across the board. Offshore resources brought a 33 percent savings over the incumbent digital agency. At least 30 percent of digital assets are reused, thanks to Sitecore deployed on Microsoft Azure and the ability to repurpose assets across geographies and languages. Hardware required to run the solution can be easily increased or decreased, based on the business’s need, leveraging the inherent scalability that Microsoft Azure brings.

But cost savings are just the start of the benefits gained by the new digital platform. Speed to market has been another significant gain for the company. The standardized platform, with its common tools, helps to streamline workflows, while also ensuring quality and consistency across digital marketing initiatives. Development time has been reduced by up to 20 percent. These efficiencies combine for faster time to market across all brands.

Real-time dashboards capture the results of every digital marketing campaign, giving brand managers and client agencies insights into the most effective tactics, which then can be adjusted to enhance the consumer experience.

The new platform’s language capabilities open new doors for the company’s various brands. One brand has launched in three countries and five languages, with plans to market in 34 different languages over time. For the company, this means brands can build entry points into new countries within weeks, rather than the months it took under the previous platform.

For end consumers, the new platform means a more personalized, value-rich interaction with favorite brands. The user experience is consistent across platforms, so consumers can connect with brands and view products with ease on any device.

Looking ahead: Built-in options offer opportunities
The new digital platform offers built-in analytics, personalization and targeting capabilities that the company’s brands intend to pursue over time. Adaptive design, allowing brands to target content to specific platforms, is one tool in the mix. Another is multi-variant capabilities, letting brands create two versions of spotlight content, displaying one version or the other based on the target audience. For example, some brands are planning to launch geo-location capabilities, which will display appropriate products based on a geography’s climate or season.

For now, this satisfied customer is negotiating an extension of managed services, ensuring Accenture and Avanade stay on board to run the new platform.

About this customer
This CPG company has been in business for well over a century, operating in more than 70 countries and selling products in nearly every country worldwide. The company is one of the world’s leading manufacturers of household brands.

For more information, visit www.avanade.com/workredesigned or www.avanade.com/digitalmarketing.