THE BUSINESS CHALLENGE

With major corporate changes on the horizon, marketers at an international pharmaceutical company confronted a critical challenge. Facing an upcoming global branding initiative, IT pressure to depart from on-premise solutions and a push to reduce development costs, they could no longer rely on–or afford–the unwieldy custom solution they had built to manage digital experiences across 50 countries. The company found itself at a crossroads: Would it continue down the open-source path with Drupal, or was there a better enterprise solution that could provide the agility and innovation required to transform the company's delivery and management of digital experiences?

THE SOLUTION

After a rigorous evaluation process, the company selected CrownPeak as its enterprise solution. CrownPeak satisfied both marketing and IT's comprehensive requirements and allowed the organization to meet tight rebranding timelines. Contributing factors in the decision to partner with CrownPeak included:

- **Global Content Management Platform:** CrownPeak's enterprise-grade, multi-tenant Software-as-a-Service platform would free the team to focus on creating engaging digital experiences without having to toil over custom components to address integration, security and compliance requirements. With CrownPeak, the company could rapidly launch its new corporate branding as well as additional web properties the business units were asking for.

- **Personalized Web Experiences:** The marketing team liked how they could test and target content from the same web authoring experience. This would allow them to increase customer engagement with more relevant content and more efficiently measure campaign effectiveness across countries and product lines. Integration with Salesforce.com would also enhance the company's marketing customer record and further personalize content for website visitors.

- **Integration with Enterprise Systems:** The company's previous open-source solution had been attractively cheap and easy to begin with, but each new version update would break the integrations and custom development work the team had done, leading to expensive and time-consuming research and development efforts. In contrast, Crownpeak maintains and supports more than 60 third-party integrations so IT would no longer worry about what would break when moving from release to release.

THE BUSINESS BENEFITS

Using Crownpeak as its marketing platform, the global pharma-ceutical company progressed quickly and gave its marketing teams the independence they needed while assuring the global brand consistency, security and compliance requirements were met. The new solution added critical capabilities like personalization to improve customer engagement and drive website conversions. This, combined with CrownPeak's global support and service, provided an end-to-end solution that exceeded the organization's expectations.

> *"CrownPeak did an excellent job of listening to our requirements, paying attention to all the details and executing each step of the process very well."*
>
> **VP DIGITAL MARKETING**

1. Speed to Market
2. Marketing Self-Sufficiency
3. Global Partnership

CrownPeak™
WEB CONTENT MANAGEMENT BY MARKETERS FOR MARKETERS

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