



Boehringer Ingelheim

www.boehringer-ingelheim.com

In partnership with

Logica

www.logica.com

Industry

Pharmaceuticals

Challenges

- Standardizing global online experiences for streamlined operations
- Quickly localizing information
- Enabling access to data from a single platform

Solution

- Web experience management
- Optimizing online experiences for customers and employees

Boehringer Ingelheim is using Adobe Customer Experience Solutions: WEM and ICR to create a unified web presence and content management by integrating and standardizing its corporate intranet and local websites in 26 countries.

Results

- Improved management of large quantities of rich media
- Created a single point of entry to company resources for global employees
- Developed and implemented a flexible, global web content solution
- Established a platform for delivering mobile support

Systems at a glance

- Adobe Digital Enterprise Platform
- Adobe Customer Experience Solutions
- Web Experience Management
- Integrated Content Review

Boehringer Ingelheim

Leading global pharmaceutical firm uses Web Experience Management from Adobe to provide a single platform for its unique websites in 26 countries and the global employee intranet

Re-engineering the online experience

Boehringer Ingelheim is one of the world's preeminent pharmaceutical companies with 41,300 employees across 138 global subsidiaries. For a company so dependent on research and collaboration, internal and external web operations are a key driver for overall success. When faced with standardizing its global web presence and global employee intranet on a single system, Boehringer selected Adobe Customer Experience Solution (CES): Web Experience Management (WEM) to help ensure a uniform look and feel across global sites while dramatically streamlining internal processes.

Boehringer Ingelheim set the clearly defined goal of standardizing its internal and external websites to greatly improve the efficiency of its business processes. In the future, each country will access just one system, ensuring content is always synchronized with the central corporate website.

In the framework of its internally dubbed "NetVision" project, Boehringer Ingelheim had set its sights on a fully integrated solution for the relaunch of its Internet and intranet offerings. Its external web presence on all 26 national websites, as well as other Internet content such as product pages, are based on a single platform while allowing agile campaign processes.

Web Experience Management from Adobe integrated into a WebLogic portal, replaces the existing OpenText LiveLink solution. In addition to redeveloping and reorganizing the Internet, intranet, and web applications, another vital characteristic of the new solution is full compatibility with the legacy IT infrastructure and processes. The WEM implementation provided secure handling of confidential information and interfaces to existing applications and monitoring and reporting functions required by IT.

With Web Experience Management from Adobe, Boehringer has not only modernized its online platform for the web, but also opened support for new channels like mobile and tablet devices to drive business success in 47 countries.

Exacting demands on content management

The WEM solution from Adobe is integrated with Boehringer's existing implementation of its FAST Enterprise Search Platform to enable easy searches for material newly posted to the editors' page, as well as the ability for users to log on for user-specific information using RSS. Additional functionality, provided via WEM, included the ability to provide feedback using commentary functions; rich media support; and the embedding of all relevant applications into a single sign-on infrastructure.

Prevailed over nine competitors

Boehringer Ingelheim's stringent evaluation process involved measuring nine different content management systems against the baseline requirements described above. Though Boehringer Ingelheim included Adobe in its evaluation due to favorable reports from Gartner and Forrester Research, it was the hands-on evaluation that drove selection, after which WEM from Adobe prevailed over nine competitors.

A key driver was the usability and the exceptionally minimal dependence on training to use WEM, which could be experienced in a two-week proof of concept. Another advantage for WEM is its ability to be custom configured for the needs of Boehringer Ingelheim and its subsidiaries.

"A major advantage for us was that Adobe Customer Experience Solutions: WEM and ICR are extremely flexible and easy to implement. This allowed us to realize the extensive project with a great deal of independence, despite the complexity of the undertaking."

Manuela Pastore
Director, online communications,
Boehringer Ingelheim

The WEM architecture enables content to be easily repurposed and imported into various layouts both for use on the Internet, intranet, and product pages. Furthermore, an Enterprise Service Bus (ESB) allows applications to be incorporated flexibly and integrated into the company-wide enterprise search strategy.

From concept to go-live in just eight months

Working with teams from several countries, Adobe and IT consultancy Logica succeeded in implementing the complex project in just eight months. After the common architecture needed for the Internet, intranet, and product pages had been installed, the Netherlands web presence, *boehringer-ingelheim.nl*, was launched along with the functionality for the central corporate website *boehringer-ingelheim.com*.

To adapt the WEM solution to the existing requirements, a dedicated personalization concept was used to support the integration of several different authentication techniques. To allow web authors to work with the system as independently as possible while ensuring compliance with the company's design guidelines, the individual components were tailored to Boehringer Ingelheim's needs.

A big plus was the concept of site "blueprints" used to allow a quick launch based on an existing set of functionalities and templates. This led to success within other business units and additional demand beyond the original scope of country sites.

Web content management enhancements

In addition to Web Experience Management from Adobe, Boehringer Ingelheim also values Adobe Customer Experience Solution: applications Integrated Content Review (ICR). WEM makes management of large quantities of rich media—such as videos—painless, while allowing feedback elements such as blogs or commentaries to be integrated easily into the websites.

"A major advantage for us was that Adobe Customer Experience Solutions: WEM and ICR are extremely flexible and easy to implement. This allowed us to realize the extensive project with a great deal of independence, despite the complexity of the undertaking," says Boehringer Director of online communications, Manuela Pastore. The international capabilities of the solution and its ability to be integrated into the legacy IT infrastructure also meant that WEM and ICR could be tuned precisely to Boehringer Ingelheim's and its many subsidiaries' needs.

Workflow significantly improved

After the migration of the web presence for the Netherlands, five other web offerings have been scheduled to go live. Approximately 30 editors are currently working simultaneously in the system. In doing so, sophisticated permission systems provide for a uniform look and feel and help ensure that authors comply with corporate policy.

The future number of editors, however, is set to rise sharply after all content has been migrated. "The Adobe Customer Experience Solutions: WEM and ICR have greatly improved our workflows," explains Pastore. "On the one hand, our individual national entities will now be able to take on information effortlessly from the central corporate website at any time. On the other hand, our head office is now in a position to oversee content using a simple process. This saves time and considerably reduces administrative effort. Adobe Customer Experience solutions have fulfilled our expectations to date and, as we've invested in a future-proof solution, we are now in a position to realize many more upcoming concepts." Two of these planned projects are the connection of further systems such as SAP and data output via mobile devices.

For more information
www.adobe.com/customer-experience/enterprise-platform



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