



# Moving to the Sitecore Digital Experience Platform

HOW CONTENT BLOOM MIGRATED A MULTI-BILLION DOLLAR ENERGY COMPANY TO SITECORE TO GIVE THEM HEADLESS FLEXIBILITY AND A CLOUD-BASED INFRASTRUCTURE IN JUST 24 WEEKS

When hundreds of thousands of users depend on your brand for a smooth, efficient, and reliable experience, choosing the wrong technology is not an option.

No matter the industry, serving the public at scale comes with a myriad of challenges.

In the case of one particular US-based energy company with revenue north of \$100 billion, the challenges come thick and fast – and the margin for error is narrow.

With so much at stake, the energy company approached Content Bloom with a simple yet equally tall order. Resolve potential security flaws, fix the customer experience, and improve employee experiences, all at the same time.

Our solution? Sitecore.

## Client Challenges

Prior to reaching out to Content Bloom, our client faced several critical issues.

### Security

Most notably, their pre-existing technology stack was vulnerable to cyberattacks. Some of their microsites were compromised as a result, with unauthorized content being seen by both customers and potential customers alike.

### Brand and Technology Inconsistency

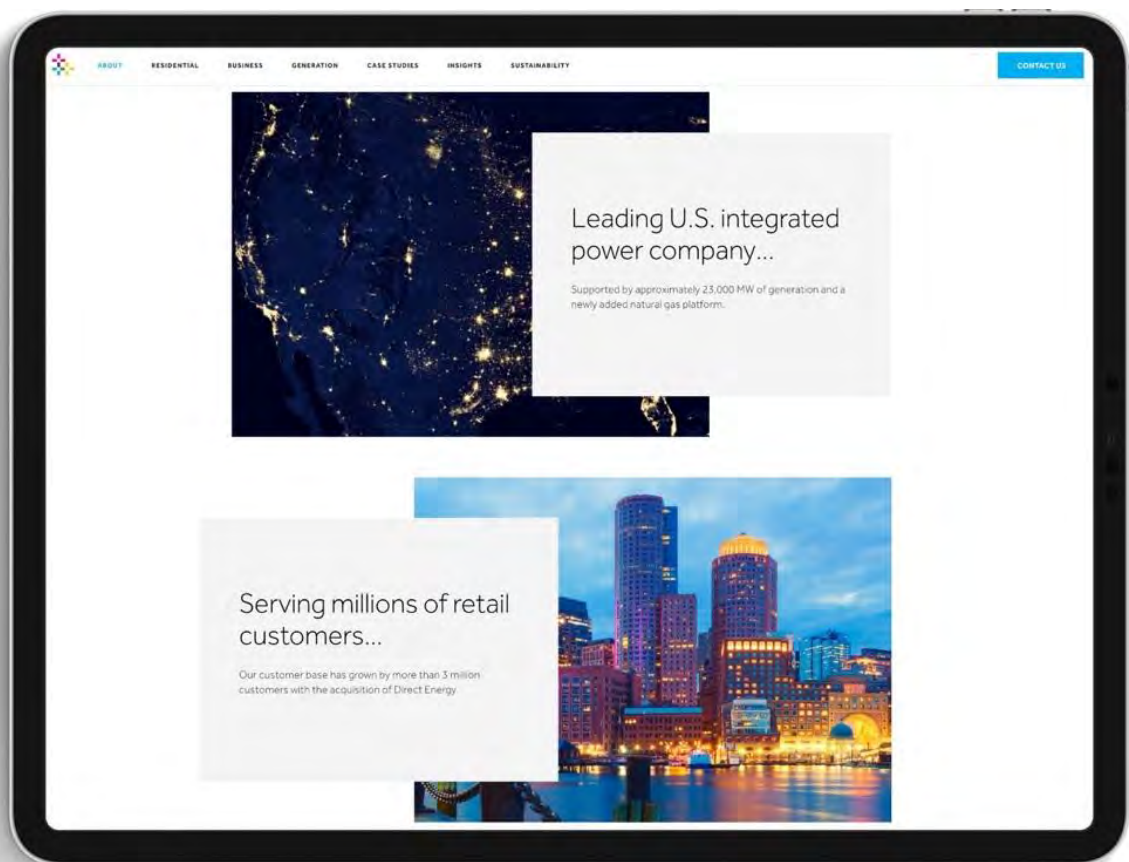
Internal content authors were dealing with multiple content management systems at once, including Adobe Experience Manager, RWS Tridion, and WordPress. Branding across applications was not aligned as well as the technology stacks to support the various tools.

The quickness with which WordPress was spun up eventually worked against the marketing team, multiple instances, each with multiple plugins and modified themes, began to show their cracks.

### Content Silos

Content authoring teams also faced an issue that we're all too familiar within the enterprise content management space – content silos. Some content was spread across the various WordPress instances, some assets were to be found within Adobe products, while the rest was scattered across different project management tools and cloud storage platforms.

This all led to a disjointed and unreliable experience that impacted hundreds of thousands of customers, as well as the energy company's bottom line. With that in mind, Content Bloom led the charge to find our client one unified CMS to handle all sites, content, design, and branding securely.



## Choosing and Making the Move to Sitecore

Thanks to Content Bloom's experience with the energy company and its core teams across multiple strategic initiatives, the Content Bloom team worked as an extension of their digital team, acting more like an embedded group of Sitecore experts rather than a third-party that constantly needs input and guidance.

By leveraging our expertise and history with CMS migrations, we partnered with our client to begin their journey towards selecting a new enterprise CMS.

What we didn't want to do was migrate them into a difficult and clunky enterprise experience. The last thing they needed was to slow down their content team even more. Our client needed an enterprise platform with a modern interface designed to make content editing simple and intuitive for the user.

With this in mind, Content Bloom shortlisted the selection criteria and provided technical and hands-on experience for content authors with small proof concepts.

After scoring the various platforms against the core requirements and the preferences of the various project stakeholders, the energy company selected Sitecore as their CMS of choice.

## How Content Bloom's Expertise Made the Difference

Content Bloom has been a close partner with Sitecore for many years. Likewise, we've had an existing relationship with the energy company, which allowed us to understand their strategy, business roadmap, core objectives, and their most valued KPIs.

Together with the energy company's leadership, we crafted this Sitecore-centric solution in a way that accommodates those key digital strategy goals and accelerates the speed at which the energy company approaches them.

Without the proper expertise and team, a migration into a new CMS can be lengthy, expensive, complicated projects. All in all, our on-budget migration to Sitecore took Content Bloom a total of merely 24 weeks.

Our team of Sitecore experts were also on hand to deliver training where needed, ensuring that all team members could transition smoothly and get the most out of Sitecore's robust features.

**"It was a necessity for us to choose a partner with a skilled Sitecore team that would work with us throughout our Sitecore journey to ensure we have a solid, certified foundation to build upon."**

- Sreedhar Sundaram, CMS Lead IT Architect

## 4 Reasons Sitecore Made Sense

### **Better Content Authoring**

Sitecore's content authoring environment struck a balance between user-friendliness and omnichannel content management at scale. Plus, there was no straightforward route for non-technical users to do things like modify code, which led to issues with their previous content management systems.

### **Headless Capabilities**

Sitecore fit the energy company's desire to use a headless CMS, as they wanted to launch new experiences for customers, as well as make data and information more accessible to field reps via tablet devices. With Sitecore in place, apps and microsites could be easily spun up for internal and external use, streamlining both the customer and employee experience.

### **Cloud Compatibility**

Sitecore was compatible with the energy company's journey towards the cloud. They wanted an AWS-hosted private cloud implementation, as the plan was to move away from the WordPress-focused hosting provider, Rackspace.

### **Enhanced Security**

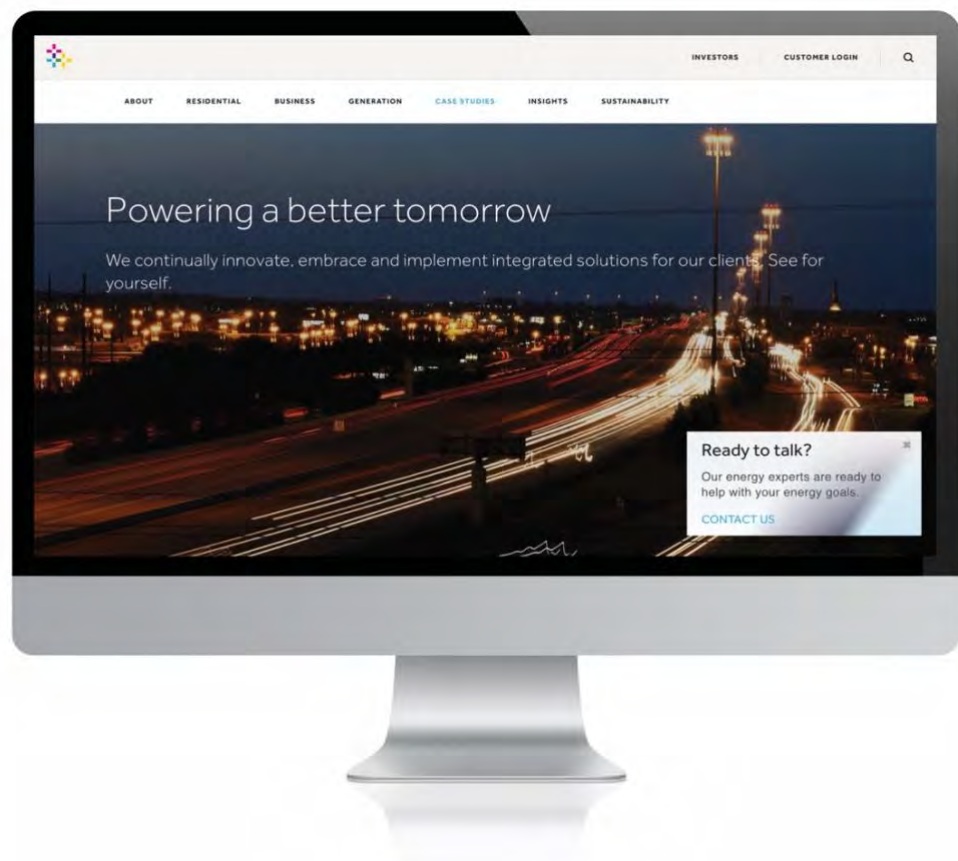
Put simply, traffic spikes will no longer pose a threat to the website's uptime, as AWS servers can scale up to meet demand instantly. And better yet, those same servers will scale back down once the traffic spike subsides, protecting the energy company from any excess server costs in the process.

## The Opportunities Ahead

Moving from a WordPress-centric technology stack to a Sitecore-centric one is like night and day. Unlike WordPress, Sitecore is an enterprise platform already built to deliver results.

Sitecore has enterprise-grade analytics, SEO, personalization, and user tracking features out of the box, making it an exponentially more powerful tool for digital marketers. Plus, there's no more blind dependence on open-source plugins and themes that can be, and often are, abandoned by their developers at any point.

But perhaps the most pivotal shift that the energy company has experienced, is the shift to headless content management, which opens them up a whole new world of opportunities.



## Headless, But with More Vision Than Ever Before

<b>Developer Freedom</b>	Because a headless CMS is technology agnostic, developers can pick and choose the technologies they build experiences on and existing applications and logic can easily be repurposed to work with headless content services.
<b>Omnichannel-Ready &amp; Future-Proof</b>	There are a range of touchpoints and channels being used today and there will likely be many more in the coming years. With a headless or API-first content strategy, your content doesn't mind where you send it, it's prepared for it.
<b>Incremental Growth</b>	By adopting a headless architecture, there's no need to invest in every product from the get-go. You can begin with your web content and add to your technology stack as you grow.
<b>Perfect for a Best-Of-Breed Approach</b>	While Sitecore does offer a suite of products, it can also behave like a headless CMS, enabling you to integrate with any third-party systems your strategy requires
<b>MACH</b>	MACH breaks down legacy applications and introduces a modular architecture that enables enterprises to be more agile and adapt faster.
<b>CaaS and LaaS</b>	Layout as a Service takes a CMS-driven experience and combines it with the developer friendliness of Content as a Service



Content management has pivoted in recent years and Sitecore is no exception. Today, headless content is king for a variety of reasons.

All of this ultimately translate into lower costs. Choosing your technologies on a project-by-project basis, being ready for any channel or device, growing incrementally, and adopting a best of breed approach, are all more cost effective than their counterpart strategies.

For the energy company, this all translates into faster and easier experience design. For instance, our client now has an internal design guide which further encourages content authors to launch experiences like landing pages for customers, or intranets and extranets for employees and partners.

**“They’re no longer bound by their technology stack – they’re freed by it.”**

- Jeremy Murphy, Technical Consultant, Content Bloom

Costs have also been cut on the content duplication front. Marketers no longer need to reproduce the same copy or re-upload the same images and videos for various channels, as Sitecore can handle it all from the same dashboard.

It also cuts costs due to the elimination of duplicated content in the case of “lost” content, or content for a new channel or device.

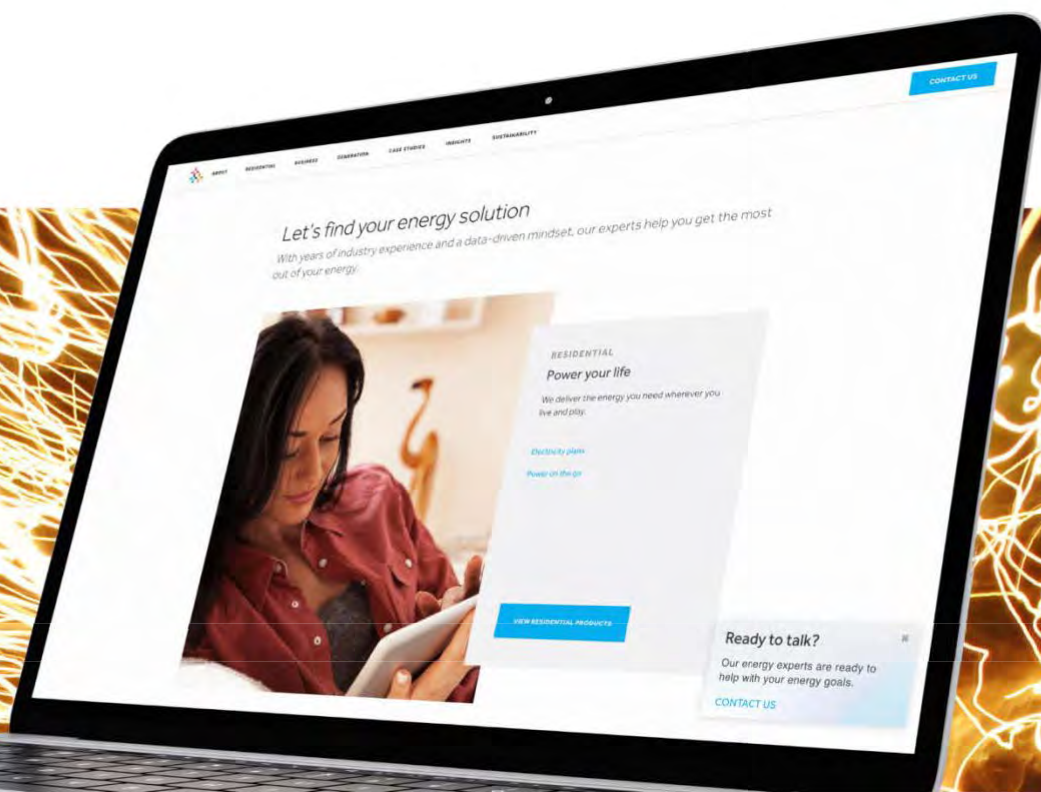
With a headless CMS in place, the energy company can start evaluating their customer journey maps, listen to the voice of their customers (not to mention their employees), and build their experience around what they want, and on the channels they prefer.

## The Clouds the Limit

Moving the energy company to cloud hosting is another giant step in the right direction.

Their journey to the cloud is ongoing and Sitecore has made that journey far simpler. Using AWS's world-renowned, secure, and lightning-fast servers – which Sitecore plays nicely with – the energy company's digital presence will be far more hardened and elastically scalable.

With our client burning away on Sitecore, we're already working towards integrating some of their systems to make it even more powerful and to put Sitecore firmly at the center of our client's content creation workflow. A separate project to build and implement integrations with the energy company's pre-existing DMP software are planned for 2022.



## **About Content Bloom**

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

### **Creativity, technology, and digital marketing**

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

### **Delivering results that matter**

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>