EMERSON TRANSFORMS ITS BRAND AND REIMAGINES THE DIGITAL B2B EXPERIENCE

Industrial software leader expands global reach through platform consolidation and content syndication.

Emerson is a global technology and engineering powerhouse, manufacturing products and providing engineering services for some of the world's largest companies in the industrial, commercial and consumer markets. A Fortune 200 company with 205 manufacturing locations worldwide, Emerson's portfolio encompasses 69 brands, including Rosemount, Copeland, Fisher, Sensi and InSinkErator.

For 20 years, Emerson has pursued a goal of complexity reduction through digital transformation to clarify business unit roles and streamline key transactions. The most recent phase focused on selecting a content management system (CMS) to power growth across multiple product lines and technologies.

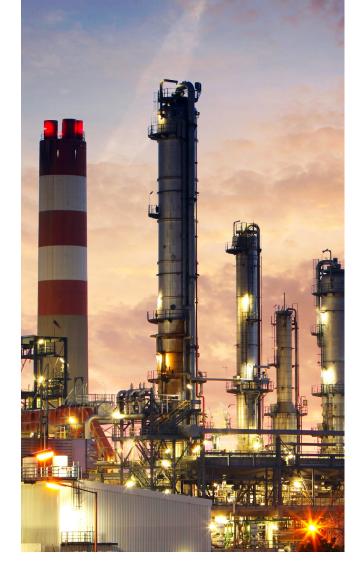| Industry	Founded	Employees	Headquarters	Web
Manufacturing	1890	83,500	St. Louis, Missouri	emerson.com

The Challenge

In 2015, Emerson faced a serious technology dilemma:

How to unify its many separate business units on a single platform without drastically disrupting the enterprise. Each unit – from Commercial & Residential Solutions to Automation Solutions (as well as numerous sub-units) – operated its own webstore and experience management system, with content authors distributed throughout the organization and responsible for maintaining 400 different websites.

An initiative called "One Emerson" aimed to change that, transitioning the company's digital strategy from a diverse conglomerate to a focused enterprise: moving from individual business units to a unified worldwide brand and folding numerous separate product sites into a single global enterprise site.

A critical consideration was choosing the right CMS, one that would provide a powerful authoring experience to enable business users to interact with both product and marketing content and that supported tight integrations with a product catalog powered by HCL Commerce.

More broadly, the new system needed to support commerce enablement, handle the integration of product information with the HCL Commerce system, facilitate digital analytics and search capabilities, and be able to provide a fully responsive frontend.

An extensive selection process revealed that CoreMedia's composable Digital Experience Platform (DXP) provided them with the perfect tools that they needed to solve their challenges. CoreMedia's agile CMS enabled them to not only meet all of their criteria but also had the dedicated resources available to begin with proof of concept (POC) immediately.

500,000
Products Augmented

Global coverage
Country-specific content for every user

38/5,000
Locales/Pages

The Solution

A pilot project began in early 2016 following an agile methodology, with teams working in prioritized three-week sprints beginning with design and development then moving on to content and product data migration. This approach allowed the team to collaborate in real time, iterate quickly, and build content as soon as new components were delivered.

With CoreMedia providing marketing content via Windows Azure and HCL Commerce supplying the catalog and commerce data from Emerson's global data center, IT and Marketing teams across the enterprise were able to collaborate at an unprecedented pace to consolidate the global catalog, unify taxonomy and attributes, and create common calls to action. Thanks to more productive authoring tools, the new and fully responsive Emerson.com site launched in October 2016 with 2,500 products and an integrated product catalog.

"WE WERE ON FIVE DIFFERENT PLATFORMS BEFORE WE MOVED TO COREMEDIA AND HAD HUNDREDS OF CONTENT AUTHORS AND ALL OF THEIR INSTANCES ON DIFFERENT APPLICATIONS," SAID ALLISON FREEMAN, VP INFORMATION TECHNOLOGY AT EMERSON.

"WITH THAT CENTRALIZED, THERE ARE NOW ONLY ABOUT 50 AUTHORS WORKING IN THE SYSTEM ON A DAY-TO-DAY BASIS TO CREATE, MANAGE AND TRANSLATE THE CONTENT. THAT'S A HUGE WIN FOR US."

A second phase of transformation kicked off in 2017, focused on scaling product count, enriching products with structured data, translating content, and setting up specific locales to define user language, region and variant preferences.

Improving the digital customer experience was a top priority, with the emphasis on enabling Emerson to manage the experience globally across multiple brands. A new API facilitated enterprise-wide data syndication, allowing distributors and resellers to download product assets (such as documentation and imagery) directly from the site for the company's major brands, rather than submitting requests through individual business units.

"By no longer having to manage these kinds of manual requests, our marketing teams can focus on activities that have a much bigger financial impact," said Doug Wagner, Director of Digital Development at Emerson.

The Results

Emerson's remarkable digital transformation has enabled the company to dramatically accelerate growth and improve productivity, in the process becoming a model of digital maturity.

Recently, the company reached a major milestone: Leveraging CoreMedia's powerful translation workflows, Emerson can now provide a customized experience to users anywhere in the world via 38 different locales. A third of these are fully translated and localized – the remaining two thirds are localized. In addition to these, Emerson has established hundreds of virtual locales which automatically deliver the best available version of the site content based on their location. For example, a visitor from the Azores would be shown a dynamically generated version of the Portuguese content.

"We've now augmented more than 500,000 products," said Wagner.

"The growth over the last few years is staggering."

"We've come up with this global strategy that allows us to present content all across the world without having to actually create it," said Freeman. "So we've made huge steps there while we continue to work through coming up with specific content for the countries and languages we need."

The result is more consistent messaging across the board, with Emerson.com serving as the single source of truth for all product information, enabling distributors and resellers around the world to confidently go to market with the most accurate, complete and detailed product data available.

These enhancements have also dramatically improved the efficiency of the global sales and marketing teams, allowing them to respond more quickly to changing conditions.

For example, the company's marketing teams can now more easily launch microsites for brands that require their own identity but utilize templates and components from CoreMedia. And they can instantly push out new messaging to respond to global events like Covid–19, when Emerson was able to quickly promote the availability of its respirator and mask manufacturing equipment.

"Being able to convey an important message like that, all the way down to the product detail page, is critical," said Freeman.

"That means the world."