

Henkel In sync worldwide



Henkel
Düsseldorf, Germany
www.henkel.com

T-Systems
www.t-systems.com

- Results**
- Standardized teams worldwide on a single web content management system
 - Enabled simultaneous global rollout of web content and enhanced experiences
 - Accelerated web publishing by centralizing testing and development
 - Engaged customers with more interactive experiences
 - Established a platform to reach consumers across devices with high-quality experiences

The Henkel Laundry and Home Care business unit standardizes on Adobe Experience Manager to streamline web content creation and publishing across sites worldwide

For over 130 years, Henkel has led markets around the world in consumer and industrial businesses. With more than 47,000 employees worldwide, Henkel is one of Germany's most international companies. In recent years, the company has also become a highly recognized figure in sustainability, including six consecutive years atop the Dow Jones Sustainability Index for its sector. This forward-thinking approach led Henkel to identify three trends as key to success in the near future: consolidate business lines, growth in emerging markets, and respond to a fast-changing business environment.

Henkel started as a detergent manufacturer, making the Laundry and Home Care business its longest-running core business. To respond to growing global demands and new opportunities for its products, the business unit set out to standardize its digital marketing platform worldwide. The Laundry and Home Care business unit supports 180 brand websites in more than 29 languages. Previously, regions typically managed their websites with local content management systems.

"Without a global standard, it was difficult to manage the content and features on all of the international websites," says Alexander Mueller, global digital marketing manager at Henkel. "Managing multiple systems and licenses makes it harder for us to roll out new features for customers." While Henkel appreciated the local flavor that regional web teams brought to their sites, the decentralized approach also led to inconsistent branding worldwide.

Using Adobe Experience Manager, Henkel has centralized creating and publishing branded content for global teams. All planning, testing, and development is performed at headquarters and shared with regional web teams who can refine content further to appeal to local audiences.



Challenge

- Communicating a consistent brand on sites worldwide
- Efficiently managing change across groups around the globe
- Accelerating web content publishing

Solution

Standardized on Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Campaign, for faster development and to centralize website content creation, localization, and publishing for improved brand delivery worldwide

Systems at a glance

Adobe Marketing Cloud, including Adobe Experience Manager and Adobe Campaign solutions. Capabilities used include:

- Web content management
- Multi-site management
- Cross-channel campaign management

The Laundry and Home Care business ultimately decided to standardize websites on Adobe Experience Manager within Adobe Marketing Cloud. With built-in workflows and asset management, Adobe Experience Manager delivers powerful web content management capabilities that streamline web content creation, management, and publishing while empowering teams at headquarters and in regional offices to better control the look and feel of Henkel brands.

Consistent, quality experiences

The Laundry and Home Care business unit has already transitioned 35 of its 180 brand websites to Adobe Experience Manager, including the 25 versions of the Persil brand online throughout the different countries where Henkel does business. By standardizing on Adobe Experience Manager, Henkel has established a centralized workflow for web content creation that unifies the Persil brand. The company can concentrate resources on supporting and developing modules for a single solution.

Taking advantage of the unified platform, Henkel is implementing a white-label approach to website creation. The company develops master pages that regional teams use to build global brand websites. "With our websites standardized on Adobe Experience Manager, we can easily add new features by developing a single module that is compatible with all websites," says Mueller. "In the future, we can see ourselves updating the master pages and automatically propagating the changes to every other page."

The simple interface in Adobe Experience Manager makes editing or replacing content fast with visual, drag-and-drop interactions. Although regional teams may adjust visuals and details about the product for local audiences, all pages are based upon global master templates and components for a consistent brand experience regardless of the regional site on which it appears. Henkel is also considering a global editing team that will help regional teams bring websites to life—support that is made possible by standardizing teams on a single platform.

Adobe solutions also help Henkel collaborate with third parties when designing new websites. Henkel routinely works with agencies for television, digital campaigns, and website design. Many agencies are familiar with Adobe solutions, enabling agencies to give Henkel the right support. Even for agencies that don't use Adobe Marketing Cloud, Adobe Experience Manager delivers flexibility and functionality that enables integration partner T-Systems to develop most design ideas with little or no adaptation.

Building campaigns effectively

Henkel recently deployed Adobe Campaign as part of its Adobe Marketing Cloud implementation. Product information changes infrequently on Henkel's websites, but the company invests significant costs and effort into implementing and running campaigns.

"With our websites standardized on Adobe Experience Manager, we can easily add new features by developing a single module that is compatible with all websites. In the future, we can see ourselves updating the master pages and automatically propagating the changes to every other page."

Alexander Mueller, global digital marketing manager, Henkel

Adobe Campaign, integrated with Adobe Experience Manager, streamlines cross-channel campaign content. Rather than working with multiple agencies to design, code, manage, and publish cross-channel campaigns, Henkel uses drag-and-drop functionality to easily implement campaigns. "Implementing a new campaign once took several weeks, but Adobe Campaign helps us accomplish it in days," says Mueller. "Adobe Campaign has been a great solution to help us save time and effort."

Ready for the future of digital

The Laundry and Home Care business unit at Henkel is currently looking to the future with Adobe Marketing Cloud. By integrating new applications, including social media integration or a stain advisor application to help customers choose the best product to remove a specific stain, Henkel is continuing to add engaging elements to its websites.

With more and more customers accessing Henkel Laundry and Home Care sites worldwide using a variety of devices, Henkel is also exploring responsive design to further enhance user experiences on smartphones and tablets. "As mobile grows, it becomes more important for our brands to be optimized for viewing on screens of all sizes," says Mueller. "We're developing master pages that leverage responsive design, so our upcoming pages will display properly across any device without additional effort."

For more information

[www.adobe.com/solutions/
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

© 2014 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

Adobe, the Adobe logo, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

91085923 3/14