ABB ACCOMPLISHES RAPID REDESIGN OF 111 WEBSITES WITH PROGRESS SITEFINITY CMS

Client

ABB

Situation

ABB is a global leader in power and automation technologies. ABB's solutions enable utility, industry, and transport and infrastructure customers to improve performance while lowering environmental impact. With 8,500 technologists and an annual $1.5 billion research and development budget, innovation is at the forefront of what ABB does every day.

ABB developed and commercialized many of the pioneering technologies that drive the modern world. From high-voltage power systems that light homes and businesses to the world's most-reliable trains, from factory robots that build automobiles to sophisticated equipment that integrates solar and wind power efficiently into the grid, ABB's portfolio of power and automation solutions is uniquely positioned to meet the challenges of the present and the future.

ABB's business consists of five divisions, organized in relation to the customers and industries they serve. The ABB Group of companies employs about 140,000 people and operates in roughly 100 countries. Its shares are traded on the stock exchanges of Zurich, Stockholm and New York.

ABB maintains 111 websites in various countries and for various products, and this number continues to grow.
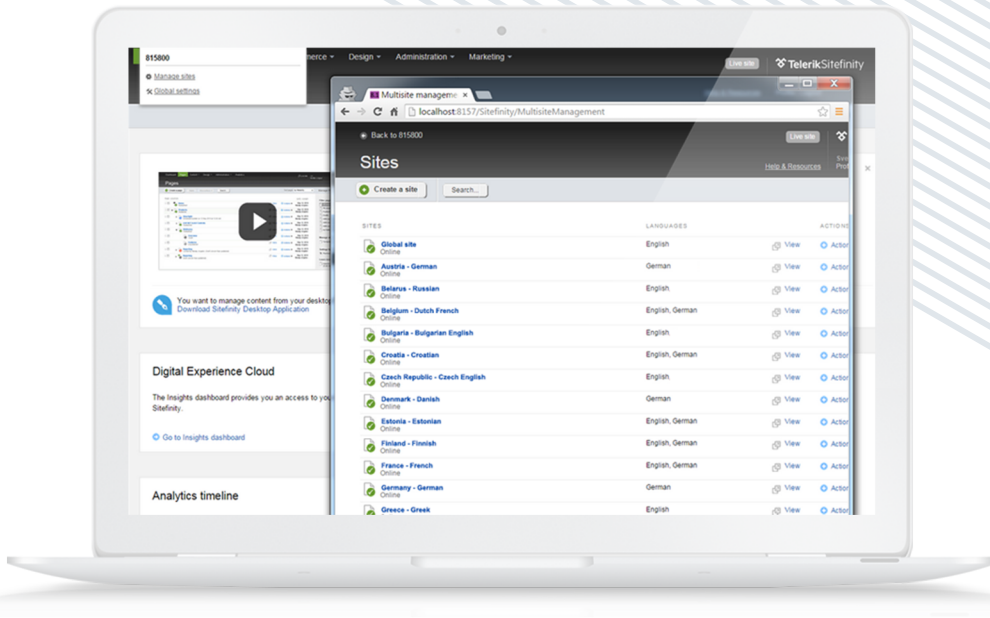
Challenge

ABB used a legacy CMS system, which is still in service for some of the company's content. "We had a custom platform, developed by ABB, and an external delivery partner," explained Niklas Kämpe, Head of Digital Communications at ABB. "The maintenance responsibilities had been passed on to a team in Krakow, Poland. We recognized that the custom platform was becoming an increasing burden to maintain, and it would not be able to meet the strategic future demands of ABB's web presence in a sustainable way."

The legacy system was based on Lotus Notes (for content management) and .NET (for the presentation layer). "Our legacy CMS had a 15-plus year-old codebase and lacked a web interface," Kämpe added. "We had to code the HTML by hand, even for the most basic operations, which was tedious and error-prone. We needed a new web-based platform that was user-friendly so users could quickly update content and make changes. And it needed to be developer-friendly, so our teams in Krakow could quickly develop and deploy new functionalities."

Solution

Kämpe's team evaluated solutions available on the market, and shortlisted a few to provide a proof of concept. "We wanted to re-create portions of www.abb.com in the

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>
> **Niklas Kämpe**

new platforms and see how long it took and how easy the platforms were to work with," he said.

"We needed a solution that could be built on top of .NET." On the shortlist were Umbraco, Sitecore, EpiServer and Sitefinity CMS. More than 170 people provided input using a crowd-sourcing tool.

Although some of ABB's developers were impressed by a few of the features of the shortlisted options, they felt the backend lacked appeal and none would satisfy our growth projections. But when we saw the Sitefinity CMS, we knew on a conceptual level that it could take us further."

Using Sitefinity multi-site functionality, the team was able to implement all 111 sites, consisting of country sites, solutions' sites and multiple portals used for intranets and

ecommerce, including languages and personalization, in less than a year. The Sitefinity architecture and premium services teams were instrumental during implementation and have been working with ABB to ensure that the platform meets their needs moving forward.

"I personally would recommend Sitefinity CMS to other organizations which would benefit from having a dedicated partner to help them expand their digital business."

Piotr Kwapin

Results

In addition to Progress® Sitefinity™ being web-based, its ease of use helps ABB's site editors to edit content quickly and accurately. Additionally, the platform provides built-in support for mobile, rather than it being an afterthought. Piotr Kwapin, Senior Online Product Manager at ABB, expects to see cost savings in terms of hosting and infrastructure with the new implementation.

But the most important benefit of switching to Sitefinity CMS, according to Kwapin, was his team's ability to collaborate closely with Progress on development and bug fixes. "I believe this kind of relationship could not have been forged with any other vendor," he said. "We see great value in this model, and we're looking forward to the next few years as we continue on our digital journey with them."

Kämpe appreciates the clear commitment from Progress to enhancing Sitefinity to fulfill ABB's needs. "We have a team in Progress that is helping us to customize the solution and provide advice and recommendations to help us reach our goals to provide an easy-to-use modern platform for editors, with critical support for mobile built into the project," he said.

Kwapin plans to leverage more features in Sitefinity CMS to improve architecture, APIs and documentation, and to solve the challenges that go with expanding its geographical reach. "I personally would recommend Sitefinity CMS to other organizations which would benefit from having a dedicated partner to help them expand their digital business."

Learn More
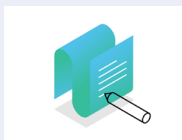
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