

TATA GLOBAL BEVERAGES BRINGS ITS BRAND TO LIFE WITH PROGRESS



Client

TATA GLOBAL BEVERAGES

Industry

Fast Moving Consumer Products

Products

Progress Sitefinity CMS

Summary

The multisite management capabilities of Sitefinity allows Tata Global Beverages to manage multiple websites through a single interface, lowering maintenance costs and streamlining operations. In addition, regional managers are readily able to manage and maintain local content.

Challenge

Tata Global Beverages (TGB), a leading purveyor of tea, coffee and water with brands like Tetley Tea and Eight O'Clock Coffee, had a simple goal for its web presence: Motivate the visitor to pour a cup of coffee or tea, relax and spend some time on the site. Its web properties needed to reflect its corporate mantra of “bringing magical beverage moments to life.”

That meant rebuilding an umbrella corporate site to better engage a diverse audience of business users like shareholders, analysts and investors, and Tata's consumers to create a seamless and unified user experience between the corporate site and its dozens of brand and sub brand sites—Tetley Tea alone has 19 web properties.

“The corporate site is the face of our company,” said Satya Muniyasamy, Director, Global Communications, Tata Global Beverages. “It needs to present important information about the company, stock, sustainability and recognitions with a world class user experience that captures the essence of a beverage moment.”

Having made a switch from SharePoint to Progress® Sitefinity™ in 2013, TGB once again looked to Sitefinity as it was formulating a strategy to revamp its corporate site with new navigation, animation, features and responsive capabilities that would better capture both the essence of the corporate message while easing the balancing act of managing corporate and regional brand content.

“To ensure consistency and brand integrity, we needed to manage common content across all sites along with individualized regional content,” Muniasamy said. “At the same time, we wanted to improve the user experience with responsive mobile capabilities and other usability features.”

“I would say that the multisite management capabilities of Sitefinity have reduced the time we spend managing sites by at least 50 percent.”

Sunil Sastry,
Director, Analytics and Web, Tata Global Beverages

Solution

Over the past few years since TGB replaced its SharePoint system with Sitefinity, it has achieved many of its initial goals, including porting the majority of its brand sites to Sitefinity and turning control of regional content over to the appropriate brand managers. It has dramatically lowered its costs and reduced the time spent to maintain the system. Now it was time to take the next step.

“We needed to move from our standalone Sitefinity configuration to a multisite management scheme,” said Sunil Sastry, Director, Analytics and Web, Tata Global Beverages. “That would allow us to perform an upgrade once and deploy across all our sites, lowering maintenance costs and streamlining operations.”

Sitefinity multisite management allows the enterprise to manage multiple websites from one place through a single interface. Assets and content can be shared across all sites, and granular permissions authorize who can access what. Since all web properties are part of a single installation, there is only one code base to maintain and upgrade for all sites.

“Sitefinity puts brand managers in control, enabling them to keep content fresh and relevant and run more effective marketing campaigns that appeal to the behavior of the local audience.”

Satya Muniasamy,
Director, Global Communications, Tata Global Beverages

Results

“I would say that the multisite management capabilities of Sitefinity have reduced the time we spend managing sites by at least 50 percent,” Sastry said. “We are planning an upgrade from Sitefinity 7.2 to 9.0 in the next few months and we know these capabilities will simplify that process.”

On a regional level, brand managers readily maintain and update local content.

“Each brand and each region has its own following,” Muniyasamy said. “Sitefinity puts brand managers in control, enabling them to keep content fresh and relevant and run more effective marketing campaigns that appeal to the behavior of the local audience.”

Another important benefit to Tata Global Beverages is the fact that Sitefinity is a “light” platform.

“The light architecture of Sitefinity allows us to do so much without compromising performance,” Sastry said. “For the amount of information, images and animation the site loads and performs with amazing efficiency.”

“The light architecture of Sitefinity allows us to do so much without compromising performance. For the amount of information, images and animation the site loads and performs with amazing efficiency.”

Sunil Sastry,
Director, Analytics and Web, Tata Global Beverages

As more and more users demand anywhere, anytime access on any device, TGB is confident in the responsive capabilities of Sitefinity. “We are still early in our mobile journey, but the site is intuitive and interactive ensuring an unmatched user experience on any device,” Muniyasamy said.

When it comes to the overall user experience, Sitefinity and its multisite management capabilities helps deliver a seamless, transparent view of the corporation, enabling TGB to reach out to its global audience in a personalized way that builds customer loyalty and promotes the brand and its services.

“From the corporate site, down through our brands and sub-brands we are providing complete transparency to our consumers,” Muniyasamy said. “Today’s digital consumer requires an authentic brand experience. We are confident we are conveying the story behind the brand with a personalized consumer experience that will help grow the brand and build loyalty moving forward.”

“Today’s digital consumer requires an authentic brand experience. We are confident we are conveying the story behind the brand with a personalized consumer experience that will help grow the brand and build loyalty moving forward.”

Satya Muniyasamy,
Director, Global Communications, Tata Global Beverages

About Tata Global Beverages

Tata Global Beverages is a global beverage business with a brand presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world's second largest tea company. Over 300 million servings of its brands are consumed everyday around the world. Tata Global Beverages' annual turnover is US\$1.2bn and it employs around 3,000 people across the world. The Company focuses on natural beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Tata Gluco+, Good Earth tea, Grand Coffee and Eight O'clock Coffee. For more information please visit www.tataglobalbeverages.com

Learn More



More Case Studies In Your Vertical



Digital Marketing Maturity Evaluation Guide



About Digital Factory

Visit Website

www.tataglobalbeverages.com

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Progress and Progress Sitefinity CMS are trademarks or registered trademarks of Progress Software Corporation and/or one of its subsidiaries or affiliates in the U.S. and/or other countries. Any other trademarks contained herein are the property of their respective owners.

© 2016 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved.
Rev 2016/12 | 161201-0059

 **Progress** Sitefinity™