

CASE STUDY

TA DIGITAL
Intelligent Transformation

Leading International Biomedical Product Manufacturing Company

TA Digital's optimized site design, including migration and maintenance for an international diagnostic and life science biomedical product manufacturing company

Services Provided

Digital Strategy

- Solution Recommendations
- Sitecore Platform Support
- Homepage Overhaul

Experience Design

- UI/UX Design

Enterprise (Technical) platform:

- Sitecore

Security

- GDPR Compliance

Migration

- Content & Assets
- Existing Code
- Schemas
- Guidelines
- Information Architecture and Workflows

Integrations

- Gigya
- Coveo
- Procurement Platform

Dev. Ops Managed Services

- Infrastructure Support Services

Digital Marketing Services

- SEO Tagging

Mobility

- Mobile Optimization

Search

- Coveo

Results



IMPROVED CONVERSIONS

Increase in orders completed via a fully revamped home page, intelligent search and an optimized shopping cart experience.



MULTI-SYSTEM INTEGRATION

Enhanced operations via a seamless integration of multiple systems, including PIM, Gigya, Coveo, and Procurement.



ENHANCED AUTHORING EXPERIENCE

Smoother and faster content authoring experience, including flexibility in maintenance through customized email templates.



INCREASED COST SAVINGS

Cost optimization resulting from simplified multisite management.

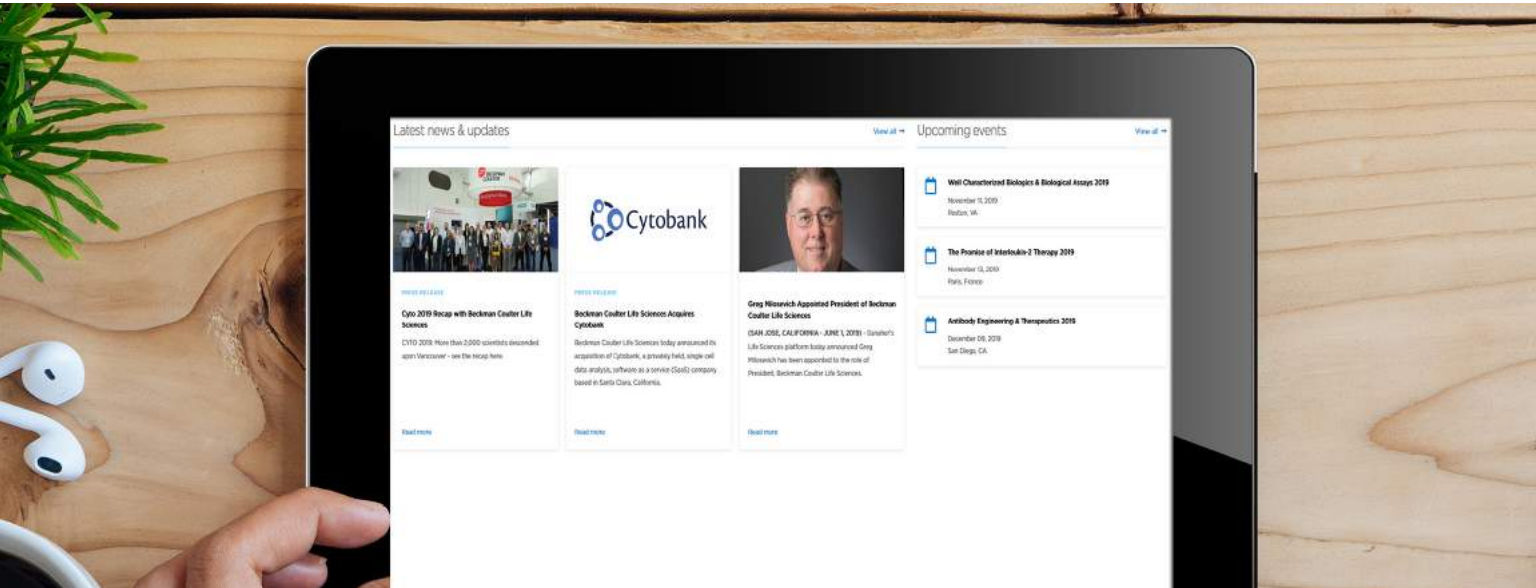
Other notable achievements of this project include:

- Increased customer engagement utilizing an industry standard user experience design.
- Implementation of a rationalized and optimized content migration.
- Development of a GDPR and ADA compliant website, including integration with Google Analytics.
- Fully managed infrastructure and security.



I work with the TA Digital team on a daily basis and the team does really well in providing alternative coding solutions and Sitecore setting recommendations that remove blockers for me and the team here. I would personally recommend them to any other digital life science company.

Client Project Manager



Our Client

Headquarters: Brea, California | Industry: Biomedical Product Manufacturing | Employees: 12,000 | Founded: 1935

Our client has a dominant presence in the diagnostics and life sciences industry with more than 275,000 systems and laboratories around the world.

Their team is dedicated to advancing and optimizing laboratories, and are known as a trusted partner for laboratory professionals, helping to advance scientific research and patient care. Their focus on innovation, reliability and efficiency has led them to becoming the partner of choice for clinical, research and industrial customers around the globe.

Our client contacted us at TA Digital to improve the code efficiency of their Sitecore website, identifying and removing errors/defects, and for an on-time integration of the production environment.

Our team executed this project professionally while maintaining transparency in all daily tasks, with clear reporting of project hours and providing quick turnaround times on request raised and in pushing the updates to the production environment. The success of this implementation has earned a trusting client who has awarded TA Digital multiple proceeding projects.

By the end of the project, the solution implemented by TA Digital team enabled the client to achieve a(n):

- Easy procurement and vendor order placement by integrating the client website with punchout2go.
- Seamless shopping cart experience.
- Custom catered email triggers to customers based on the actions performed on the website.
- Coveo intelligent search implemented for faster and accurate information discovery.
- GDPR compliant website with ease of user consent management.
- ADA compliant website.
- Round-the-clock support on website defects and fixes.
- Enhanced user interface.
- Full implementation of Google Analytics.
- PIM – Product Information Management implementation.
- Enhanced data security by hosting user information in servers located in the user's actual country.
- Antibody search.
- Migration of existing websites to Sitecore platform.

Challenges

1. Inefficient homepage.
2. Cumbersome process for vendors to access the website and place orders.
3. Antibody search.
4. Complex content authoring experience.
5. Communication limitations.
6. Multiple websites on different CMS platforms.
7. Absence of integration between the Punchout and the main website, creating difficulties for vendors placing orders.

Our client is a veteran life sciences company with multiple subsites related PIM, vendor management, Antibody, etc. The primary website is implemented on Sitecore, prompting them to work with a company that has experience with Sitecore and that is able to provide continuous support. Our client also wanted to integrate the existing vendors used by the content management team to eliminate existing defects.

Some critical requirements of this engagement are:

1. Revamping the homepage since it did not meet the desired standards and lacked an optimized user interface.
2. The website was not GDPR compliant with no system in place to manage user consent information.
3. No analytics integration in place to assess the site performance and identify problem areas.
4. Customer experience and interaction on the website needed improvement.
5. Vendors were in need of a seamless experience and to streamline the process of placing orders.
6. Authoring team needed the feasibility to edit multiple items, instead of editing one-line item at a time in Sitecore.
7. Integration with multiple tools to enable the website users to search for the right antibodies and to safeguard their consent information.
8. Inform customer about all of their actions on the website via constant auto triggered email notifications to provide a personalized experience.

This project started small but unfolded into multiple engagements through TA Digital's nurtured and value focused approach towards client relationships. Proactive initiatives by the TA Digital analysts included stage by stage site audits, assessing problems, and recommending solutions.

The team had to navigate the challenges of little visibility of the big picture while ensuring a scope capable of recalibrating along the way. The needs of every site actor, including users, vendors, and authors, had to be incorporated in the solution to deliver a seamless experience.

The existing website was not GDPR compliant. Also, the lack of web analytics provided limited insights for our client's team to determine what was working for them and what needed to be improved.

TA Digital had to set up Google Analytics for the client within the budget to generate important performance metrics and empower their team with better decision-making capability.

Solution

TA Digital has a strong expertise on Sitecore with industry standard implementation by certified Architects and Developers. This experience was of immense help in implementing the complex solution and winning the project.

TA Digital leveraged the UI and UX experience to suggest the best working designs for the client. Our experience in handling multiple clients of the same domain was another edge we had since we did not have to invest additional time in understanding the client and the nature of their business.

TA Digital suggested and successfully implemented the below features on multiple websites owned by the clients:

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|-----------------------------|---------------------------------------|---|
| 1. Vendor management | 5. GDPR compliant website | 9. Migration of websites to single platform |
| 2. Authoring experience | 6. Mobile friendly website | 10. Customized Search |
| 3. User Interface | 7. Product Information Management | |
| 4. Information Architecture | 8. Custom catered email notifications | |

What initially looked like a smaller project turned out to be an enterprise level project, all thanks to the expertise we had in suggesting the client what is best for them and delivering the best solutions. TA Digital successfully completed following implementations:

- 1) Labcyte migration to Sitecore.
- 2) GDPR implementation.
- 3) Coveo Search implementation.
- 4) Customized the code to trigger auto-generated notifications on all user actions.
- 5) Integration of main website with CRM for vendor management.

Solution:

- Sitecore support
- Procurement2go integration
- Google Analytics
- GDPR
- Coveo Search
- Product Information Management
- Migration of websites to Sitecore

Sitecore

Sitecore has many advantages to its name and is one of the top players in the CMS segment. Alongside being one of the best-in-class CMS, it also has benefits with built-in applications like Email Experience Manager, Web forms for Marketers (WFFM), innovative technology, ability to integrate with other software. We supported the existing site defects' correction with transparency, efficiently maintaining defect triages and deployed the code to production environment sans schedule delays. This augmented the client's satisfaction levels and won TA Digital the project on migrating the client's Labcyte website too, to Sitecore.

General Data Protection Regulation (GDPR):

As the name suggests it is important for the websites to maintain this regulation and not use the user data without their consent. We setup fields where users can provide their consent that their email ID and the telephone number can be used by the clients to send curated content via campaigns and a user dependent opt out option.

Our infrastructure team also set up the digital information to be stored in the server residing in the user country, addressing risks to data breach.

Google Analytics

To understand a website's performance, the problem areas, setting up key performance indicators (KPIs) and metrics is must. Since the client wanted to see basic user metrics and little demographic information, it was clear that Google Analytics would suffice the need with no additional investment. We customized the Google Tag Manager (GTM) and implemented on the site, which was a grand welcome by the client.

Coveo Search

Coveo is a provider of intelligent and predictive search technologies, with integrated plug-ins for Salesforce.com, Sitecore, Google Apps for Work, Atlassian, JIRA, Office 365, YouTube, Lithium, Jive, Dropbox, and more. APIs also allow for custom integration with other applications. Since it was difficult for the client to implement custom search in a way that catered to user behavior for antibody solutions, we implemented Coveo search that fulfilled the need very well and the hits on search grew leaps and bounds.

Authoring experience

Authoring team was finding it tough to edit each line item in Sitecore which was time consuming. We figured out an alternate and listed all products and their respective details in a Comma Separated Value (CSV) file and though it was a little time consuming to custom code this feature, it saved hundreds of hours of the authoring team who were able to download the CSV file, edit multiple fields, upload the file and save changes and the changes would reflect on the website in a jiffy.

User Interface – UI

User Interface is the point of human-computer interaction and includes, screens, display, mobility, mouse, hover, and the appearance of a desktop, tablet and mobile display. Since the clients have a lot to offer to their customers like antibody solutions, surgical equipment, newsletters and blogs, an intact user experience was a must and via user research and analyzing persona needs, our teams put their best efforts to provide the client and their customers a smoother experience on mobile and desktop with a revamped and fresh homepage.



TA Digital is the only global boutique agency that delivers the “best of both worlds” to clients seeking to achieve organizational success through digital transformation. Unlike smaller, regional agencies that lack the ability to scale or large organizations that succumb to a quantity-over-quality approach, we offer resource diversity while also providing meticulous attention to the details that enable strategic success.

Over the past 20 years, TA Digital has positioned clients to achieve digital maturity by focusing on data, customer-centricity and exponential return on investment; by melding exceptional user experience and data-driven methodologies with artificial intelligence and machine learning, we enable digital transformations that intelligently build upon the strategies we set into motion. We are known as a global leader that assists marketing and technology executives in understanding the digital ecosystem while identifying cultural and operational gaps within their business-ultimately ushering organizations toward a more mature model and profitable digital landscape.

Recognized in 2013, 2014, 2015, and 2019 Inc. 5000 list as one of the most successful technology companies in the United States, TA Digital is pleased also to share high-level strategic partnerships with world class digital experience platform companies like Adobe, SAP and Salesforce and possess global partnerships with industry leaders such as Sitecore, Episerver, Elastic Path, BigCommerce, AWS, Azure and Coveo.