



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



## How KONE migrated its 50 websites and raised conversion by 20%

**www.kone.com**

**Headquarters:** Helsinki, Finland

**Size:** Over 1,000 offices in 50+ countries; 43,000 employees

**Net sales:** EUR 6.9 billion (2013)

### Solution elements

Tridion® Sites

Tridion® DXD

Translation management software

**When KONE decided to migrate its websites to a more stable and dynamic platform, it had to address region-specific content, mobile display and faster performance on site.**

The manual process of localizing and managing web content was also slowing them down. But in little over a year, the migration was complete and KONE was seeing a 20% lift in conversion rates. How did this global brand streamline its processes, meet local needs and transform the online customer experience?

Succeeding in business for over 100 years requires a relentless focus on the customer and an eye for the future. That sums up KONE's approach and explains why, at any given point in time, 1.5 million people around the world are travelling up and down its elevators and escalators. It's one of the world's largest producers of 'people-moving' equipment and in 2014 for the fourth year in a row, KONE featured on Forbes' list of the World's Most Innovative Companies.

### The challenge

#### Updating multilingual sites to improve the customer's web experience

Alongside its corporate site, KONE runs over 50 regional websites in more than 30 languages around the world. While the site structure is the same across regions, the content can differ based on local market products and requirements. Marketing managers in each country are responsible for localization and updating website content.

The local marketing teams faced huge delays when working with translation providers, as they often relied on email and word documents for their ongoing communication. Copying and pasting files to local sites was a daily reality and just one process could take up to 45 minutes. With over 100 content contributors and rapidly changing copy, KONE was not able to quickly post or update information about its products and services, which was preventing new leads.

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### Key benefits through SDL (now RWS) integrated solutions

- Enabled fast migration and localization of 50+ websites
- Increased onsite conversion rate by 20%
- Aligned content across all global sites
- Improved average page display time by 400%
- Empowered marketers to rapidly feature the latest information in the correct language on all sites
- Gained ability to easily launch new sites and develop new site functionality
- Allowed employees to shift focus from manual content management to strategic activities
- Implemented a future-proof platform that can scale up or down as needed

KONE was operating a complicated system of multiple content libraries, with web management capabilities built on top. The solutions they were using had reached capacity and the platform could no longer support KONE's ambitious web goals.

According to Kari Leppänen, owner of Online Marketing & Communications Solutions at KONE, "It was proving very difficult to manage content across our 50 plus sites using the old web content management tool. It would have been very challenging and expensive to develop new site functionality. We needed a different approach."

KONE also wanted to move all its country sites to local domains and improve the overall web experience for visitors. The company relies on its sites for lead generation, so it was critical that they all deliver a fast, consistent and relevant experience for users.

In addition, to meet customers' user expectations, KONE was looking to engage visitors on mobile phones and tablets. One essential requirement was that content had to be easily and automatically optimized for these devices.

### The solution

#### Hassle-free localization and web content management

KONE conducted market research and identified two possible solutions for web content management: EPiServer or Sitecore. It then reached out to five technology integrators for their advice. One of those integrators was HintTech, an enterprise digital agency and a long-standing SDL partner.

Based on HintTech's recommendation, KONE did a side-by-side comparison of SDL and Sitecore, choosing Tridion Sites for web content management. KONE also explored SDL language solutions, opting for SDL translation management software to automate the localization process. According to Leppänen, "The solutions better served our needs in every way. Being able to accommodate the current set up and integrate with new solutions as we plan for the future was a key decision factor."



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### Translation management software

- Translation memory: easily reuse content cost and time-efficiently
- Terminology manager: ensure consistent brand treatment and terminology
- Workflow customization: streamline translation processes to meet your needs

KONE also opted to host its entire content management platform on the Microsoft Azure cloud, demonstrating once again its focus on the future. Whereas many corporates host their web content management system on internal servers or use hybrid models, moving all its web infrastructure to the cloud allows KONE to scale up or down as needed and become less reliant on internal IT policies.

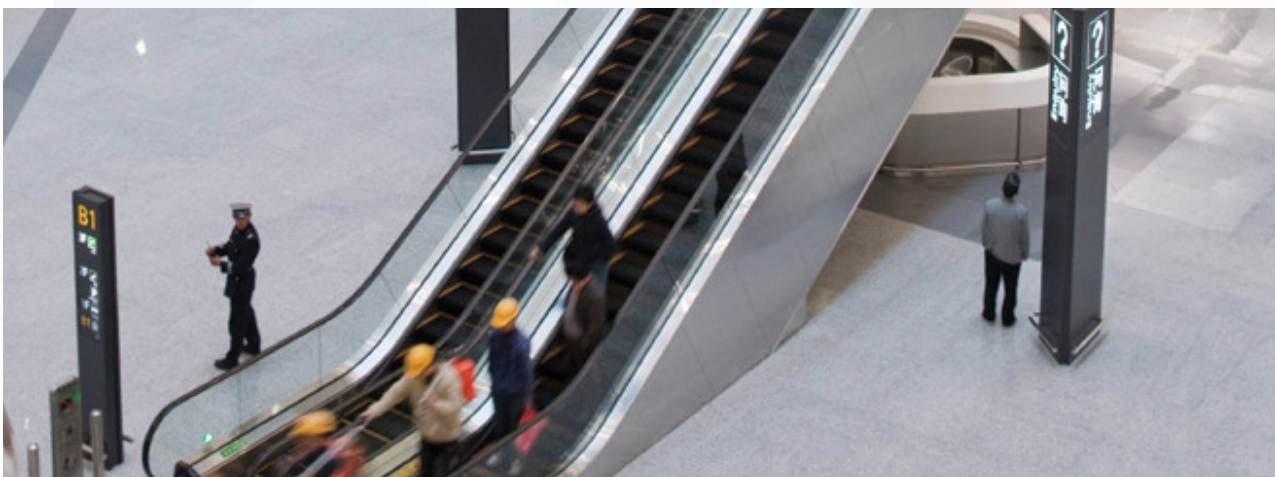
After six months, HintTech had locked down the migration parameters and within 12 months, all 50+ sites had been migrated to Tridion Sites, with local domains set up for every region. SDL's translation management software was now running on the backend, ensuring efficient translation processes and enabling cross sharing of existing translations and terminology. Translation providers and KONE marketers were uploading copy directly to the web platform, saving them valuable time.

"I was surprised that the project was carried out so smoothly, because that hadn't been my experience with past CMS migrations at KONE," recalls Leppänen. "Even though we were working with a brand-new version of Tridion Sites, we didn't have any outstanding issues." The SDL solutions integrate with other key systems used by KONE, including the CRM tool and the various translation methods used by its employees around the world.

### The result

#### Streamlined localization, relevant content and faster site performance

Today, about 100 people within KONE's marketing, communications and global development groups use SDL's web and localization technologies. With a simple-to-use centralized system, a streamlined process for content localization and the ability to easily reuse content, KONE can rapidly feature the latest product information in the correct language on its sites, and in a consistent way. In fact, it's easy and quick to update multiple sites at once. KONE can achieve all this without manual copying, pasting and coding, freeing its employees to focus on more strategic activities.



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### Tridion Sites

- A single platform to effectively manage your global web presence
- Seamlessly share content, translations, layout, apps, branding and multimedia content with BluePrinting® technology
- Deliver multilingual, multi-device content to match your customers' context
- Deploy on premise, as a hybrid solution or fully in the cloud

It's even easier to receive support for any issues related to site content. In the past multiple parties, such as third-party service providers and internal support groups, could be responsible for any given issue. Now there is a central point of contact for all web-related issues.

At the same time, site pages now display on average four times faster. They also render properly no matter how visitors are accessing the sites, responding to whatever device people are using.

A better experience encourages people to spend more time on their site, allowing them to consume the information that gets them interested in KONE's services and products. "Because we are quickly delivering up-to-date content localized to the visitor's market, we are attracting more qualified prospects and customers to our sites. As a result, we increased our onsite conversion rate to almost 20% in the first three months of our new sites being live," explains Leppänen.

### The future

#### The sky is the limit

KONE will develop additional websites as it enters new markets, particularly to address growth opportunities in emerging markets such as those in Asia. The next logical step will be to update the look-and-feel of all its sites at some point in the future. Whatever the future holds, KONE can rest assured that it can realize its customer experience goals on time and on budget, supported by SDL's technology and integration with industry-leading partners. "With SDL's solutions, we have a solid platform that supports our current site needs and can scale with us as we expand," concludes Leppänen.

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### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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