

Terex Corporation Standardizes 36 Websites, Consolidates Platforms and Increases Website Visits by 40% with Sitemfinity

AT A GLANCE



When Terex Corporation looked to migrate its web experiences from a wide variety of disparate systems to make it more secure, improve content management capabilities, and reduce overhead costs, it turned to Progress® Sitemfinity® to create a centralized digital experience platform (DXP). It was able to increase website visits by 40%, save time and money as Terex brands could reuse and repurpose development with systems that could easily be replicated across the organization. This also enabled the marketing team to begin to create and maintain brand-compliant website pages, which freed up technical resources.

COMPANY

Terex Corporation

INDUSTRY

Machinery & Equipment

PRODUCT

Progress Sitemfinity

COUNTRY

United States

Challenge

Terex sought a user-friendly solution to migrate its web experiences from a wide variety of disparate systems — homegrown solutions, smaller content management systems, static websites, and vendor solutions (including WordPress and Oracle Web Center), which would empower marketers to edit content, improve content management capabilities, consolidate its various platforms to improve operations and reduce overhead costs, and improve security.

“Sitemfinity really allowed us to build up an internal user community. The interface is straightforward and easy to use, however, it belies a lot of the complexity that’s underneath. By focusing on the implementation and training of users, we empower the users, and that has been really successful for us.”

Timo Richter

Senior Systems Architect, Terex Corporation

Solution



Sitemfinity created a centralized digital experience platform (DXP).



Sitemfinity served as the platform to standardize Terex Corporations’ 36 websites and served as an API hub for third-party services.



Connected two portals (and accompanying mobile apps), one for materials processing that connects to SharePoint and one to the ERP system, to Sitemfinity for 4,000 users.

Results



A 40% increase in website visits.



Time and cost savings stemming from the ability for various brands and sub-brands of Terex Corporation to share development and development costs.



Freed up technical resources, giving marketers’ the ability to easily setup pages and ensure that brand consistency is maintained across the company’s many websites.



Learn how to create a centralized digital experience platform with Progress Sitemfinity