

Wärtsilä Boosts Monthly Lead Gen by 3x with Sitefinity DEC

CASE STUDY

Challenge

CLIENT



INDUSTRY

Manufacturing

PRODUCTS

Sitefinity
Digital Experience Cloud

SUMMARY

Wärtsilä embraces the digital age with a fully redesigned website, complete with personalized content and customer journeys

Wärtsilä is a Finnish company that manufactures and services power sources and other equipment for companies in the marine and energy industries. Established in 1834, Wärtsilä has been a pioneer of engineering innovation and currently powers technologies and complete lifecycle solutions for businesses across the globe.

As a corporation striving to reach an international customer base, Wärtsilä's website plays a pivotal role in the company's digital marketing efforts. With unique content pages for each of Wärtsilä's three different business units and regional sites for more than 50 different locations and languages, Wärtsilä's website had become a complex ecosystem of digital content over the years.

In 2014, Wärtsilä finally reached the end of the line. The web content management system the company was using at the time was full of shortcomings—it simply lacked the features that many customers have come to expect, such as responsive design and mobile device compatibility.

Ongoing frustrations with the web content management system led Wärtsilä to explore other options, and the company began work on a new concept with

digital services provider Siili Solutions. Wärtsilä set three specific requirements for the new system:

1. The website needed to deliver a modern user experience, complete with responsive design and support for mobile viewing
2. The new content management system had to help Wärtsilä improve operations and cut costs—no more maintenance difficulties
3. Wärtsilä viewed personalization as the way of the future, so the new website had to give Wärtsilä the ability to tailor web content to users

After exploring a variety of options, Wärtsilä and Siili wound up going with Progress® Sitefinity®.

Solution

Work on the redesigned website started in September 2014. Despite all the content in the Wärtsilä digital ecosystem, the migration was a smooth process and the new global site was launched in March 2015.

Maud Bernard, Digital Marketing Manager at Wärtsilä, credits the ease of the transition in part due to how approachable the Sitefinity platform is for new users. With more than 100 users, Wärtsilä needed a content management system that was easy to learn without any sacrifices to the overall functionality. This was particularly the case given the number of “part-time” users, who may not use the platform regularly but still had to be comfortable adding and updating content—people don’t want to feel like they have to relearn the system every time they use it.



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Maud Bernard,
Digital Marketing Manager at Wärtsilä

“For Wärtsilä, the user-friendly interface of Sitefinity was a big selling point, it’s just easy to get people to work with the platform,” Bernard said. “With so many different departments and people creating and modifying content, it was very important to have a CMS that was approachable. It’s so easy for anyone to pick up and learn, you don’t need to spend hours in the backend to obtain a level of mastery.”

Redesigning and relaunching the website was only the first step. Wärtsilä wanted to further improve the customer journey with Sitefinity Digital Experience Cloud (DEC), and decided the Marine business unit was a good place to start. This particular business unit has more than 200 product pages, which are designed to promote Wärtsilä products and services to a wide variety of marine segments.

A great customer journey is built upon the ability to serve the right content to the right person at the right time. Using Digital Experience Cloud, Wärtsilä could effectively score visitors for each action they

took on the website and use the score to assign visitors to persona categories. Wärtsilä could assign scores to a variety of actions, ranging from registering for newsletters to conducting an on-site search.

Once a persona has been identified, Wärtsilä can use this information to further personalize the user experience. Wärtsilä takes four different approaches to personalizing the content:

- Making unique behavior-based content recommendations for different visitors
- Offering different content to different visitors, depending on industry or product interest
- Modifying content to suit the visitor—one piece of content can serve both an engineer and C-level prospect, but the headlines and highlights can be tweaked to speak to their specific needs
- Changing the amount of content on a given page—more introductory content could be shared with a first-time visitor, while a repeat visitor is offered a more streamlined experience

For example, if the visitor was identified as a Ballast Water Management System prospect, Wärtsilä can seamlessly optimize the entire web experience to promote that product. Wärtsilä can add downloadable assets to different pages, swap header images and copy on the fly and leverage targeted CTAs to drive a prospect further down the funnel each visit.



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Kiril Jovchev, Solutions Architect,
Siili Solutions

Results

In the business-to-business space, every lead counts—a single converted lead could generate millions of dollars in revenue for Wärtsilä. Sitefinity and Digital Experience Cloud enable Wärtsilä to give each prospect the attention they deserve. By tracking visitor behaviors and personalizing their experience throughout the customer journey, Wärtsilä can move away from the “one message for all” approach and take a more innovative angle, with highly tailored experiences for each and every prospect.

With Sitefinity CMS and Digital Experience Cloud, Wärtsilä's website became a major part of the organization's lead generation process. Approximately 38% of leads were driven by the personalized content, resulting in a 3x increase of average monthly leads.

“What we strive to do is empower Wärtsilä to be creative,” explained Kiril Jovchev, Solutions Architect, Siili Solutions. “The Sitefinity widgets enable Wärtsilä to be creative, they aren’t limited to the templates we provided. They can use any combination of out-of-the-box and specially developed widgets. No other content system has the same ability to give layout editing to the content editor.”

Since launching the pilot program with Digital Experience Cloud, Wärtsilä has garnered hundreds of highly qualified leads, which has led to numerous quotes and prospect engagements. This also translated to more sales, which is a major success when a single customer can bring in so much revenue.

“Digital Experience Cloud is the future of digital marketing at Wärtsilä,” Bernard added. “The B2B world needs more personalized experiences, and DEC enables us to create them.”

Looking to the future, Wärtsilä aims to continue rethinking and refining the way the customer journey is handled. With the flexibility of the Sitefinity platform and the help of Siili Solutions, the company is confident it can overcome any challenges that stand in its way.

Wärtsilä

Wärtsilä is a global leader in smart technologies and complete lifecycle solutions for the marine and energy markets. By emphasizing sustainable innovation, total efficiency and data analytics, Wärtsilä maximizes the environmental and economic performance of the vessels and power plants of its customers. In 2017, Wärtsilä's net sales totaled EUR 4.9 billion with approximately 18,000 employees. The company has operations in over 200 locations in more than 80 countries around the world. Wärtsilä is listed on Nasdaq Helsinki.

Visit Website

www.wartsila.com

Siili Solutions

Siili Solutions (NASDAQ: SIILI) is a creative design and technology powerhouse. Since 2005, we've crafted services for the mobile age, bringing together the best of business, data and devices. Our passion lies in rapid business development, which is fueled by the lean startup philosophy, design thinking and agile methods. Headquartered in Helsinki, Finland, Siili is a fast-growing modern technology company with operations in Oulu (Finland), Wroclaw (Poland), Berlin (Germany), Los Angeles and New York (USA).

www.siili.com



About Progress

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