ACQUIA® THINK AHEAD.

Delivering Managed Digital Experiences with Acquia Cloud Site Factory®

A new approach to multisite delivery and governance

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A Platform and an Approach to Multisite Management

It's no secret that delivering exceptional digital experiences at scale can be challenging and chaotic. As brands grow, products evolve, and new services and technologies become available, a company's digital presence must scale along with them. Teams across the organization must agree on branding, messaging, workflow, and vision. Without that agreement comes the inevitable chaos of managing many sites. How do you scale? Who takes ownership of spinning up sites? And, most importantly, how do you take control of your digital properties and establish a governance model that allows your organization to thrive moving forward?

Acquia Cloud Site Factory helps tame the chaos of managing many sites by offering a new approach to manage the delivery and governance for duplicating sites and providing unprecedented control over hundreds of sites from a single management console. Drastically reducing time-to-market, Acquia Cloud Site Factory imposes no restrictions and forces no compromises on creative freedom, places no limitations on features or custom functionality, and no workflow bottlenecks.

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A Digital Experience Site Factory

Complete control when you need it. Full customization when you want it. With Acquia Cloud Site Factory, a tech team can get campaign site after campaign site up and running in hours — rather than weeks or months.

– The functionality of every site can be cloned quickly and easily from the template established with the first site.

– Every new site can have a unique design and branding of its own.

Acquia Cloud Site Factory is built on the open source content management framework Drupal, which gives organizations the unparalleled flexibility of an open source framework to deploy incredible digital experiences quickly and globally. Acquia Cloud Site Factory provides a centralized management console to provide the IT site operations team visibility, trust, and operational controls across a large collection of digital sites. Administrators can track key statistics, manage user communities, and integrate with third-party systems from a central console:

Management console—Quickly access and manage a large collection of websites, track individual site statistics, and perform common and individual tasks across sites from a centralized, role-based management console.

Unified member management—Manage roles and permissions for content contributors and site visitors from a dedicated, centralized site management repository. Roll out membership updates and changes quickly across many websites.

Web service support and API hooks—Integrate third-party web analytics and reporting systems via a RESTful API that you can use to create and manage your hosted websites and to obtain the status of your Site Factory.

Feature-rich site templates—Create new sites in a single click. Set brand guidelines with a defined information architecture, page layout, content types, navigation, and permissions.

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Own Your Own Site Factory

Building a new site can take weeks, or months, for each phase of the build process: infrastructure, architecture, and code development. Building the large number of sites that are often required for doing business today by large global organizations can mean slowing down the entire business if teams have to build or expand the infrastructure for each one. With Acquia Cloud Site Factory, a digital team manages the platform and Acquia manages the infrastructure, and the technical team can concentrate on becoming a digital platform service provider to all its digital businesses.

Acquia makes it simple to launch dozens of unique websites quickly and easily. Warner Music Group wanted to launch their artists on individual sites yet on a single platform, each with a unique look and feel as distinctive as each artist's own sound and image. Rather than invest time and money into building the infrastructure for such a large project, Warner counted on Acquia Cloud Site Factory to provide the platform to get the job done quickly and with attention to quality and performance. Using the "site factory" of Acquia Cloud Site Factory, Warner Music Group launched more than 120 artist sites, including Kid Rock, Cody Simpson, T.I., B.o.B, Portugal, The Man, and Stevie Nicks.

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Digital Sites as a Service

Acquia Cloud Site Factory accelerates site deployment while reducing the operational cost of every website by as much as 80%, and retaining the total creative freedom to build a branded digital experience. There are:

– No servers to manage, and no software to install—Acquia Cloud Site Factory is a fully managed cloud service so you never need to worry about infrastructure, regardless of traffic volume.

– No security updates—We ensure your Drupal core instance and contributed modules have the latest security updates.

Acquia Cloud Site Factory supports all the content types needed to create a great digital experience, including:

– Native social capabilities

– Video

– Audio

– Custom content types

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The Power to Grow Quickly

Acquia Cloud Site Factory is always ready to meet the growing needs of its customers. Whether it's providing mobile/responsive design so a brand's digital experience is amazing on any platform, or monitoring sites and scaling them up to handle sudden spikes in traffic so a brand's best day doesn't become its worst—Acquia Cloud Site Factory is designed to meet the needs of fast growing and moving businesses.

If you start out with a few sites and find you need to scale up to dozens or hundreds of sites, Acquia Cloud Site Factory will meet your needs and will be there as those needs and demands change. Predicting what the marketplace will require for your success is difficult. Meeting those emerging demands quickly with Acquia Cloud Site Factory is easy.

– Create a site for a special event—If you need a site for a special event, you can spin it up quickly. Since infrastructure investment and coding are not required, there's nothing to slow you down.

– Quickly spin up a limited-run campaign—You may have a series of campaigns that will begin —and end—quickly. Retiring a campaign is as easy as spinning up a new one.

– Launch the first of many franchise sites—Creating the 100th site is as easy as creating the first, or the second. And you have the option of each site looking the same or creating unique brand experiences for each site.
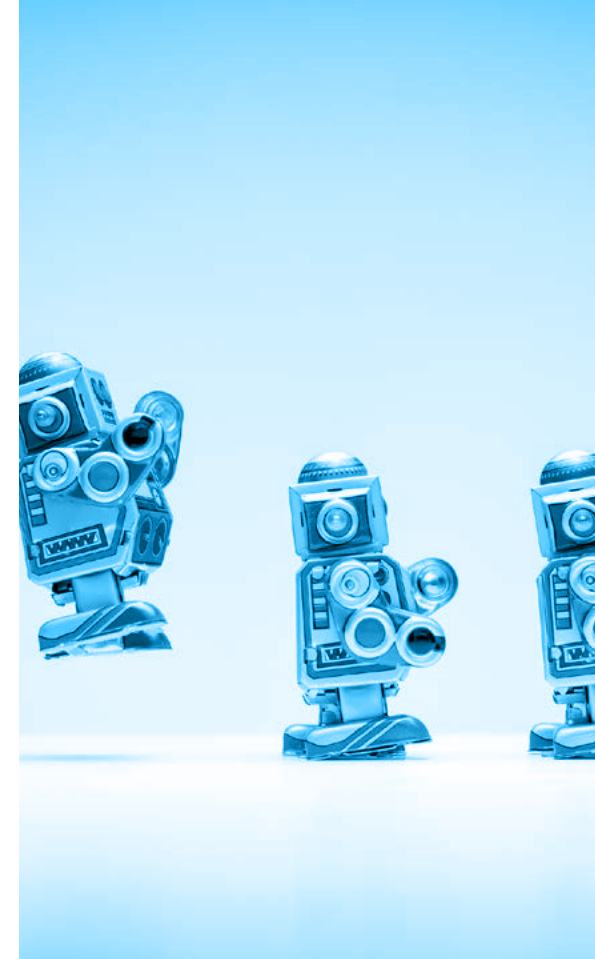
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Significant Cost Savings Per Site

According to a Total Economic Impact (TEI) study conducted by Forrester Consulting in 2014, Acquia Cloud Site Factory has a net present value (NPV) of $11,221,473 over three years. The study also validated the huge financial benefits of implementing Acquia Cloud Site Factory, which can:

– Reduce site development and support costs

– Save IT and digital marketing resources

– Improve standardization and adherence to brand guidelines

– Establish strong governance and process improvements

– Accelerate time-to-market for launching new experiences

– Increase scalability to meet demand and surges in traffic

– Deliver better web experiences across organizations with many stakeholders

The Forrester study shows how four Acquia Cloud Site Factory customers -- who once experienced the issues of multisite management -- are now reaping the benefits of a multisite management platform. Forrester found after moving to Acquia Cloud Site Factory, a composite organization based on the characteristics of the interviewed organizations could:

– Lower site costs by as much as 80 percent

– Save $1.1 million in extra IT staff costs

– Lower bounce rates by 20 percent on their web properties thanks to better brand consistency

– Increase productivity by 50 percent

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Conclusion

In today's digital marketplace, staying ahead of the competition means being able to respond to market changes instantly. Launching a digital marketing campaign, a new brand, or even a new family of brands online can mean the difference between success...or trailing the pack.

Acquia Cloud Site Factory offers a new digital platform and delivery and governance approach that helps digital site platform teams work together with digital business teams to deliver one—or many—sites quickly and inexpensively, and with richer digital content. Your IT teams partner with Acquia to develop, deliver, and govern the platform so that the digital marketing and creative teams can focus on branding, creativity, and content. Acquia Cloud Site Factory provides a centralized, self-service site authoring experience that can create effective, content-rich sites rapidly and without the extensive training—or coding—that most web platforms require. Acquia Cloud Site Factory eliminates the pain associated with digital experience delivery and management.

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LET'S TALK