



# The Fastest Way to Deliver and Govern Multiple Digital Sites at Global-scale

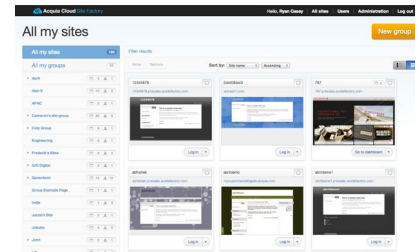
Today's digital marketplace is an ever-evolving competitive landscape. Staying ahead of the competition means possessing the ability to respond to changing market conditions instantly. The ability to launch a new site, or even multiple sites to support digital marketing initiatives, can mean the difference between achieving success and falling behind.

Acquia Cloud Site Factory provides digital site teams with a platform and an approach to deliver and govern hundreds of media-rich sites fast. With a centralized site delivery and management console, digital marketing and IT users can rapidly deliver content and assets to launch digital experiences that are both engaging and managed.

## Managed Sites in Record Time

Acquia Cloud Site Factory is about managed speed. Acquia Cloud Site Factory provides digital platform teams unheard of site delivery speeds, giving marketers the ability to get out of the queue and into the fast lane.

- **Unify and manage collections of scalable digital sites from a single management console**—Site Factory with multiple Stacks provides unique capability to manage collections of digital sites, increasing creative flexibility without sacrificing scalability and overall site management. Site Factory Stacks makes it possible for just a few administrators to reliably deliver and govern multiple collections of digital sites, manage users centrally, and integrate sites with their entire digital marketing toolset.
- **From individual to global-scale digital and brand governance**— Acquia Cloud Site Factory provides a way to architect and translate a common site model into a reusable site platform that supports digital experience and



## Value for Digital Platform Teams

- Deploy content-rich sites faster and easier than ever before without breaking a sweat
- Reduce management and overhead costs while improving efficiency for higher profits
- Get limitless control over site deployments, design creativity, and user management
- Get peace of mind with complete ownership of code, sites, and designs with no lock-in



brand standards. The site platform provides a common user experience from a centralized console and reporting with automation and workflow.

- **Govern individual to hundreds of sites**—Build once, duplicate for many. The Acquia Cloud Site Factory platform includes content standardization, provisioning, and management automation to deliver new or duplicate, simple or complex sites.
- **No restrictions, no limitations, no bottlenecks**—With capability to manage multiple Factory Stacks and the fastest time-to-market for managed site deployments, Acquia Cloud Site Factory offers no restrictions on creative freedom, no limitations on site complexity, features, or custom functionality, and does it all without sacrificing governance.

## Governed Creativity for Everyone

Marketers shouldn't have to settle on certain site designs or features because a platform isn't flexible to accommodate what they need. Digital platform teams need to create a managed service to continuously operate the right delivery, with the right compliance, and with the right consistency. Acquia Cloud Site Factory believes in governance with few limitations and restrictions, giving marketers and digital businesses a managed standard collection of modules, templates, and assets for all marketing initiatives.

- **Increased marketing and IT teamwork**—With Site Factory, Digital marketers and IT teams work better together to deliver the applications, the content, and the digital site management. Each part of the team needs to execute with hyper efficiency to run at the speed of today's global businesses. Site Factory helps ensure both marketers and IT are aligned and working together to deliver up-to-date, on brand, and secure digital experiences.
- **Managed design**—Get the look you want, when you want it. Acquia Cloud Site Factory standardizes creativity, giving marketers control over brand strategy and consistency with lower risk
- **No infrastructure to manage**—Acquia Cloud Site Factory is a completely managed service, giving marketers peace of mind during traffic spikes.

*In three years, Forrester stated, a composite organization using the Acquia Cloud Site Factory will achieve nearly a 950 percent return on their investment in the technology, realize a payback on their investment in a little more than two months, and reduce their overall site costs. One of the organizations interviewed was able to reduce its overall site costs by as much as 80 percent.*

## Complete Visibility, Trust, and Control

Acquia Cloud Site Factory offers an unprecedented level of visibility, trust, and control over all aspects of your environment. From delivering to operating sites to managing users and modules, you get the granular control you need as a digital site

service provider.

- **Centralized, visibility for all sites**—Get unprecedented visibility into all managed sites through one incredibly easy-to-use management console.
- **Powerful, yet simple trust**—Centrally manage users, permissions, site groups, security, and more.
- **Control over sites**—Perform changes and tasks across all sites from the centrally managed governance and change management model.

## Proven Savings

A recent Total Economic Impact study by Forrester Research showed the impact of adopting Acquia Cloud Site Factory on a composite organization of four companies. Forrester determined that the companies were able to cut their site development costs by as much as 80 percent per site, and gain benefits in terms of avoiding additional IT headcount costs.

These companies saw improved digital platform and marketing team productivity, legacy software savings, and standardization of their site development process under one centralized platform, resulting in improved governance, faster time-to-market, increased scalability, lower costs, and better audience engagement.

An analysis of a composite organization, which included data from all four firms, pointed to benefits of \$12,409,886 over three years versus implementation costs of \$1,188,413, adding up to a net present value (NPV) of \$11,221,473. Among the benefits captured in Forrester's composite model were:

- **Reduced website development costs**—Organizations interviewed saved as much as 80 percent on site creation by moving to Acquia Cloud Site Factory. The composite organization saved \$10.13 million over three years for the 300 websites built using Acquia Cloud Site Factory.
- **Avoidance of additional IT headcount costs**—With the efficiencies enabled by Acquia Cloud Site Factory, the composite organization didn't have to hire five additional IT staff to deliver and support these sites. This saved the composite organization \$1.11 million over three years.
- **Digital marketing team productivity savings**—Digital marketers at the organizations interviewed were able to publish work faster and concentrate on content strategy, because it was easier to create and distribute content using Acquia Cloud Site Factory.
- **Cost savings on legacy software**—The composite organization migrated out of a legacy CMS for a number of its websites and saved \$571,976 over three years in software maintenance fees.

