

Acquia

Digital Factories:

***MANAGE  
YOUR SITES  
AND CONTENT  
AT SCALE***



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# INTRODUCTION

You can no longer think of your website as a summary of what your organization has to offer; it's less about you – your products, services, etc. – and more about the unique experience you offer to your customers via personalized content.

If you want to be successful today, you need to break out of the traditional website experience and focus on the digital experience.

Content management systems like Drupal provide an excellent framework to build the kind of experiences that transcend the traditional website.







Drupal serves as the foundation for building websites, but what sets Drupal apart from legacy CMS providers is that it has always put content first. When building digital experiences across your network, it's crucial to have a flexible framework that allows you to build and deploy sites as well as manage content for those sites.

One way to achieve this is to pair a multisite delivery management platform with content discovery and syndication capabilities.

There's no shortage of open source and proprietary software that aims to make it easier to build sites and manage a proliferation of content. Some, like Acquia Cloud Site Factory, also make it easy to deliver and govern a large number of websites in your organization.

Enterprises and brands are increasingly focused on other types of digital experiences beyond the website or mobile site.

Many digital experience platform vendors have struggled with this; it's a myth that content and presentation must be tightly coupled. In reality, there are tools that offer flexible presentation and content distribution models.

These tools decrease time associated with site deployments and manual content updates, reduce security and compliance concerns, and mitigate the risk of out-of-date or inconsistent content across sites. Standalone, a multisite management tools or a content syndication service is helpful, but together, you have both flexibility and control.

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Acquia Cloud Site Factory®

# ***WHAT IS ACQUIA CLOUD SITE FACTORY?***



**A multisite digital experience management platform allows you to deliver and govern multiple sites that share a common range of functionality or architectural pattern instead of having to manage each site individually.**


For global companies, lack of governance makes security, compliance and brand consistency nearly impossible to achieve. With Acquia Cloud Site Factory, organizations can manage and govern all of their sites compliantly through a centralized digital site management console and shared Drupal platform.

By taking advantage of a common multisite code base and management platform, an organization will have a unified view across all of their sites with a standard process for configuring and managing multisite delivery.

**Built on Acquia's scalable cloud platform, Acquia Cloud Site Factory allows you to manage multiple digital sites at scale, with features such as:**

- **A centralized, role-based site management console for managing digital sites built with Drupal tuned to specific content and site governance requirements.**
- **Multisite stacks delivery and governance, for building multiple sites from dedicated codebases and deploying new updates across a collection of sites.**
- **Open integrations with REST-based APIs.**
- **Powerful delivery automation to eliminate error-prone manual processes.**
- **Acquia Cloud platform services, including DevOps services and tools, a guaranteed.**
- **SLA, remote administration, security and monitoring.**





**Acquia Cloud Site Factory provides the technology and approach to efficiently manage, deliver and govern hundreds of sites quickly. With an intuitive multisite management toolset, users can rapidly deliver engaging digital experiences with ease and complete control.**





# **CONTENT SYNDICATION WITHIN ACQUIA LIFT**



**Acquia Lift is a personalization solution that uses the power of customer data to deliver contextual experiences that drive engagement and revenue.**

Within Acquia Lift is component called Content Hub, a centralized content distribution tool that provides the ability to share content bi-directionally across multiple systems.

While the value of Content Hub within Lift is its ability to deliver personalized content users across channels, Content Hub is also an incredibly powerful standalone tool for content syndication, especially when coupled with a multisite management solution.

Content Hub creates a content workflow between the different websites in your content network.

**Rules are established in Content Hub that determine how and when content gets shared with the different “members” of the content network.**

Each website in your content network can be both a publisher and a subscriber for content, communicating through the Content Hub service. Uniquely, the original publisher of a content entity controls the “master” copy of the content, and while changes can be made to subscriber websites, they are not contributed back into Content Hub.



## Other useful capabilities of Content Hub include:

**Aggregation of rich, structured, reusable content from multiple sources, including websites, commerce systems, and mobile apps**

**Discovery tools with customizable filters so marketers can quickly identify and repurpose existing materials across a vast network of sites**

**Automatically syndicating content updates to ensure consistency and eliminating content duplication**

**A central view of content to streamline content distribution process while making it easier to deliver the most relevant content to visitor**



Content Hub enables enterprises that operate many digital properties to effectively publish, reuse, and syndicate content across a variety of content sources and publishing channels. Combined with Acquia Cloud Site Factory,

Content Hub can increase efficiencies for building, deploying, and updating sites within your organization and across your network, helping you easily manage a complex network of global or multilingual sites, mitigate risk, and maintain brand consistency.



**ACQUID**

***MITIGATING RISK  
THROUGH MULTISITE  
GOVERNANCE AND  
COMPLIANCE***



**For any organization, governance can be a challenge. Sometimes it comes down to a choice between IT governance and brand governance. Who gets the priority?**

Is it more important to have control over workflow and permissions for each site you spin up, or is it more important to have the right branding, identity, and content? The pairing of Acquia Cloud Site Factory and Acquia Lift eliminates the need to choose between the two.

Different technologies have varying levels and features of security. Each content management system will require different bug fixes, security scans, or updates, making it challenging to minimize risk across the board, and thus leaving your organization vulnerable.

However, Acquia Cloud Site Factory mitigates the risk associated with this lack of consistency by providing

a secure, governed codebase, the foundation of multisite governance. This codebase gives you control over the uniformity and repeatability of the code including the modules and themes your sites use.

Dashboards provide visibility into each site under management and who has permission to update and change them. Additionally, specific user roles and permissions can be defined across the digital business organization, enabling better workflows and more control over sites.

**Governance becomes particularly important for global brands. The larger the brand, the more likely they will have to work with auditors to prove that all of the sites within their organization are governed, compliant, and secure.**



Once your site architecture is governed and secure, it's time to shift focus to what content lives within the site. Are your terms and conditions up-to-date across all of your web properties? Do you have consistent core content in common sections like "About Us"? This is where Acquia Lift comes in.

Let's take a look at an industry where having the correct, updated content is a matter of great importance: financial services.

In highly regulated industries such as banking, wealth management, insurance and so on, it's not enough to just post the appropriate

legal documentation to your site; the documentation needs to be maintained and updated across all of an organization's sites and digital properties to ensure compliance.

Even though failure to do so could have major legal implications and significant cost, in the past there was no other option than to update content manually from site to site.

When your content updating process is made up of copying and pasting, individual uploading and the endless search for the most current version of an asset, there is too much room for human error.

With Acquia Lift, because all content is centrally located and then distributed out to the network, you can create one updated piece of content and syndicate it broadly.

If additional changes need to be made at a later time, you can make those changes in the original content source, and then distribute that content out again to all sites that are subscribed to that particular content.

This ensures that all content is not only updated, but also consistent across sites, thus mitigating the risk associated with out-of-date content.

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***MAINTAINING  
BRAND  
CONSISTENCY  
WHILE ALLOWING  
INDIVIDUAL  
IDENTITY***







**Many global enterprises have multiple brands with different levels of recognition, within their organization.**

For example in the consumer packaged goods industry (CPG), [SABMiller](#) is a good example of a global organization that's been able to deliver cost-effective, cohesive and controlled digital experiences across its entire portfolio of websites by using a single content management system and multisite digital experience management platform.

Before implementing a multisite delivery and management solution, SABMiller let its brand teams locally manage all aspects of website creation, including production, curation and delivery.

This sounds organized, until you consider that SABMiller is one of the world's largest brewers with more than 200 brands across 80 countries. Many of its brands were obtained by mergers and acquisitions, leading to varying technologies and processes in place across the organization.

**200 brands  
across 80  
countries**





SABMiller identified a cost savings opportunity to reduce its dependencies on expensive legacy technologies, consolidate its existing systems and improve processes overall. SABMiller needed a single, cost-effective and secure digital platform that could manage all of its digital experiences with a standardized level of control while still allowing their brand teams creative freedom locally.

By using a standard multisite digital management platform like Acquia Cloud Site Factory, companies can create templates that can be as flexible or as locked down as needed. With a single management console to manage all websites on the platform, permissions become easier to control, ensuring that only the proper stakeholders have access to templates and sites, preventing any accidental or unwanted changes.

Similar to companies in the CPG industry, financial services companies also have reasons to maintain brand consistency, while at the same time allowing for individual identity. For example, a financial institution might specialize in 401K plans for its different business customers.

Each 401K customer portal will want the same functionality, but might also want to be individually branded for each customer's organization. Content might vary depending on the

customer's plans and needs, but the structure of the portal might remain the same.

In practice, once you've established your site architecture, as well as the look and feel of your site templates, it's time to build an engaging customer experience.

While each brand site might have its own messaging and unique content, Acquia Lift serves as the master hub to manage all content within your network. Here, common corporate content can be updated and distributed out to all sites, and unique, relevant content can be repurposed from spoke sites across the network. Then with Acquia Lift, you can easily deliver personalized content in context throughout the buyer's journey.



**Acquia**

***MANAGING  
MULTILINGUAL  
AND GLOBAL  
SITES***



**We live in a truly global economy and it's extremely rare to find an enterprise-level organization that doesn't have a global presence.**

Managing an omnichannel presence can be challenging in one geography, let alone across the globe. Regional, regulatory, or business subdivision requirements will require different sets of site features and flexibility. Content not only needs to meet the rules and regulations set for your industry by country, but there are also multiple languages to consider. Using a multisite digital experience management platform like Acquia Cloud Site Factory paired with Acquia Lift can help you manage your global presence more efficiently.

Acquia Cloud Site Factory allows you to create templates or “starter sites” that can then be tailored around various regional, regulatory, or business sub-division requirements.

For example, if you are a pharmaceutical company looking to deploy a number of global sites, you need to factor in that what you can show on your product's website will differ from country to country, depending on the country's regulations. In this case, you can create a template for the U.S. that is a different template for say, Europe. You can then spin out your U.S. sites under one template and all of your European sites from the other, allowing all of the sites under both of those themes to be

maintained with the same underlying code base for faster updating. Then, by using Acquia Lift, you can update common corporate content across your portfolio of sites and share local content with the central repository, which allows you to keep a record of all content across the network.

With multilingual entity translation support, after you translate a piece of a content from say, English to French, the French version can be linked to the English version and all other versions of that content. All content from your network of sites can now be available to distribute, update, and reuse globally.





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***ADDITIONAL  
BUSINESS  
BENEFITS***



**The more platforms, systems, and tools you have to manage your digital properties, the more resources you need to maintain them.**

Not all technology is created equal; some of those resources might end up spending time supporting outdated software rather than building and deploying new sites.

By using Acquia Cloud Site Factory and Acquia Lift, you can consolidate your websites into one system that allows you to build reusable themes and templates while enabling the discovery and distribution of content, leading to improved deployment time and reduced cost.

## ***FASTER TIME TO MARKET***

Valuable time can be saved during the content creation and discovery processes. Acquia Lift lets you easily distribute new pieces of content across your network, instead of having to either send it via email to your network or update each site manually.

In addition, the combination of bidirectional functionality and automation allows you to pull in content from your network or trusted external sources, and distribute it automatically based on your search filters.

Content and personalization rules can be added onto pages with easy drag and drop functionality to deliver data-driven personalized digital experiences.

**For existing pieces of content, the faster you are able to determine if the type of content you need already exists, the faster you can repurpose that content, because you're not duplicating work or wasting time searching for relevant content.**



## LOWER COST

Running multiple legacy technologies is costly; there's no two ways about it. By using a multisite delivery and management platform like Acquia Cloud Site Factory, you lower your costs by increasing reuse and reducing duplication and complexity while eliminating legacy systems.

This also saves on incurring cost from the resources dedicated to each legacy technology, as well as license fees and maintenance retainers associated with those technologies.

With Acquia Lift, cost is saved by not having to build and manage your own "homegrown" content distribution solution. Resources that would have been used on painstaking maintenance can now focus on using the open API to integrate with different technologies.

And for content authors and marketers, using a system like Acquia Lift eliminates the time associated with searching for, managing, and duplicating content and building personalized digital experiences across a portfolio of sites.



# CONCLUSION

**Today's consumers demand compelling digital experiences and content is at the core of that experience.**

While creating new, fresh content is important, equally important is effectively leveraging your existing content and expanding it across appropriate sites and channels. Acquia Cloud Site Factory coupled with Acquia Lift's powerful content syndication capability, Content Hub, helps organizations create consistent, content-rich sites at scale.

With the ability to scale your site and content delivery, your teams are able to focus delivering digital experiences that help you acquire and retain customers.

**Today's consumers demand compelling digital experiences and content is at the core of that experience.**



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