ACQUIA
EXPERIENCE DIGITAL FREEDOM

SCALING IN THE ERA OF DIGITAL ACCELERATION

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EXECUTIVE SUMMARY

Why Scale Is So Critical Today

The COVID-19 pandemic has accelerated the speed and scope of digital transformation across every industry. With so many transactions and interactions now taking place online, customer experience is now primarily digital.

To support the digital customer journey, your enterprise will need to scale in one of several ways, depending on where you are in your digital transformation journey. Do you need to handle more traffic on your primary website? Do you need to build a new web application like a customer portal because you can't visit them in person? Do you need to create more sites and deliver more dynamic content? Do you need to ramp up employee communications and/or employee learning?

Whatever your particular challenge, you need to be able to scale efficiently. In this e-book, we will look at some common scaling scenarios and show what companies have done to address them successfully.

The two main categories of what you need to scale are your customer experience (CX) and your employee experience (EX). The good news: The same platform can be used to scale both.

SCALING CUSTOMER EXPERIENCE

When it comes to scaling digital properties to support CX, companies generally need to do one or more of the following:

/ **Expand the capabilities on their website(s)**

/ **Handle traffic increases on their website(s) and applications**

/ **Create additional websites or applications**

SECTION 01

EXPANDING CAPABILITIES

Is your site equipped to meet emerging CX needs?

SCALING CX AND EX

THE PROBLEM

To meet growing customer demand for a convenient experience, companies must reimagine their customer experience, which requires new capabilities. You may have to enhance your website and applications with commerce, advanced analytics or customer service capabilities, such as chat bots. You may also need to enable customer engagement through more channels, providing customers with the same experience they expect from the brand wherever they may be.

THE SOLUTION

Looking at this through a customer experience lens, we can say that for every emergent customer experience need, there is an underlying capability or set of capabilities that you need:

/ Low Code: If you are going to provide more content resources for customers and prospects, you need to be able to add more content to your site quickly and easily.

/ Commerce: If you are going to transact business on your site, you need e-commerce capabilities.

/ Personalization: If you want your site to be more dynamic, personalizing the experience for different customers, you need personalization tools.

/ Open APIs: If you want to interact with customers across the entire customer journey, you need to integrate more channels into your digital footprint.

/ Machine Learning: If you want to understand user behaviors and site performance, you need advanced analytics capabilities.

/ Integrated Development Environment (IDE): And to actually add and integrate these capabilities into your digital properties, you need purpose-built developer tools.

To make it possible for more stakeholders to add content to your site, you need tools that are both easy to use (because not all content contributors are technically savvy) AND feature the robust security enterprise sites require. To make it easy to add new functionality to your site – e-commerce, video, analytics, etc. – you need a low-code site-builder tool that lets non-technical people add new pages and content, while enabling IT to maintain security and compliance.

With a low-code, visual interface and drag-and-drop page creation, you don't have to be a developer or have extensive knowledge of coding to create rich, immersive websites. People with minimal coding skills, which may include designers, marketers and line of business specialists, can easily build, edit and manage the websites they work with. These sites can be built in weeks — not months — with minimal developer input.

CASE STUDY
KING ARTHUR BAKING

King Arthur Baking is the country's oldest flour company. Due to a renewed interest in home baking brought about by the pandemic, traffic to the venerable brand's site has reached an all-time high: website sessions are up 260% and e-commerce sales have increased 200% year over year.

Far more people were at home and in need of new baking-related content. King Arthur's website did feature 2,000 baker-tested recipes, but the company also needed a new, content-driven web experience to add capabilities to better engage this rising tide of visitors.

With its digital agency partner **Third and Grove**, Acquia helped King Arthur Baking build and deliver a new content-driven experience that supported the company's mission to be the ultimate resource and inspiration in the kitchen. With Acquia Drupal Cloud, King Arthur was able to tightly integrate content and commerce so their marketing team could quickly set up new recipe pages, highlight key information and direct consumers to the right products to buy. For example, in only a few weeks, they were able to launch a weekly show, "Isolation Baking Show," with 100,000 weekly viewers. Content creators from all sorts of work environments can now add content and videos daily without developer or engineering help.

SECTION 02

HANDLING TRAFFIC INCREASES

Automatically scale to meet unpredictable demand

SCALING CX AND EX

THE PROBLEM

Now that the buyer's journey has gone digital, your site has to manage more and more traffic. Customer expectations for web performance are as high now, if not higher, as they have ever been. Since so many more customers are engaging with brands online, brands need to be able to handle unprecedented levels of traffic without any glitches.

What complicates matters is that sites are no longer static; they are dynamic, personalized experiences meant to serve different devices and modalities for more impactful customer engagement.

THE SOLUTION

In order to scale to absorb traffic surges and provide all visitors with a consistent experience, your site needs to be built for it.

Sites built on Drupal, a proven, enterprise-grade content management system (CMS), already rely on an architecture built for scale, with thousands of proven modules stress-tested for performance. However, this architecture also needs to be hosted on a platform that can automatically scale to meet demand. Such a platform should also provide monitoring and security capabilities so that emergent issues can be addressed in a timely fashion and traffic surges don't turn into security incidents.

CASE STUDY
NEW YORK STATE

As the COVID-19 pandemic swept across the nation, millions of people suddenly had to rely on digital technology to work, communicate and stay informed. The **State of New York** quickly recognized the need to expand their digital presence.

In March 2020, New York State's internal technical teams leveraged the Acquia Digital Experience Platform (DXP) to launch and manage new sites, scale their infrastructure and accommodate the massive influx of traffic to their web properties. Thanks to the use of Acquia Site Factory, the state was able to spin up the **coronavirus.health.ny.gov** informational site within just three days!

Acquia Site Factory was also used to scale up New York's Department of Labor website to meet the high demand from state residents looking for information on unemployment insurance benefits. Acquia's account manager and technical account management team assisted with modernizing digital resources across the Department of Labor site and kept everything running even as the department experienced a more than 200% increase in total site traffic.

Thanks to Drupal and Acquia, government agencies could fulfill their mission by rapidly and reliably communicating crucial information to the public. Through a total combined 25,000 hours of work performed by thousands of organizations and volunteers, New York State's COVID-19 response initiative yielded 49 million service interactions and 342 million page views across 60 million users.

SCALING CX AND EX
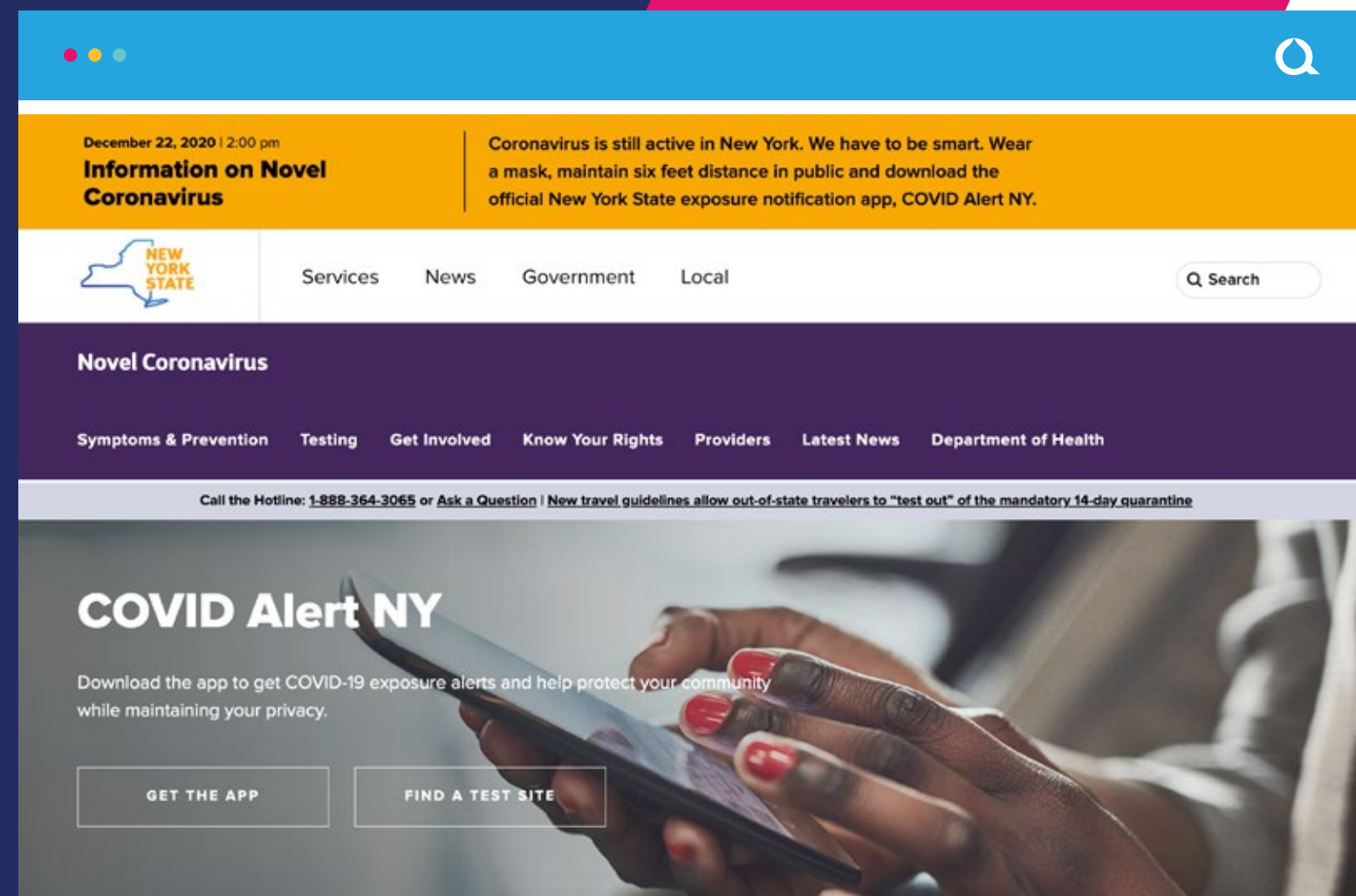
CREATING NEW PROPERTIES

More websites shouldn't create more problems

SCALING CX AND EX

THE PROBLEM

Scaling to maintain a consistent customer experience can, as we mentioned, call for expanding a brand's digital footprint. Of course, geographical expansion and acquisitions also involve launching or updating multiple sites across multiple regions. Whatever the business reason for creating them, these new sites must all feature the capabilities – content, e-commerce, personalization, etc. – your customers have come to expect. And they must do so consistently, maintaining all relevant brand standards. Naturally, these sites must also be secure and compliant with any pertinent regulations, local and international.

Building, maintaining and optimizing multiple sites is challenging. These challenges get compounded when you have different types of sites managed by different platforms and teams – a corporate website, an e-commerce site, event sites, an intranet, microsites, content hubs, etc. – that don't scale well or support easy integration.

THE SOLUTION

Expanding a brand's digital presence or scaling a diverse brand ecosystem requires seamless management of a growing portfolio of sites and digital properties, including corporate websites, campaign sites, customer portals and so on. If you're a large enterprise with multiple brands in multiple regions, you need a unifying solution that offers both comprehensive visibility and tools for acting on multiple sites at once. You'll also need to easily create versions of your sites at a local-market level, so your solution must provide enough flexibility to support stylistic differences between sites, while simultaneously maintaining brand consistency.

CASE STUDY
NESTLÉ PURINA

Nestlé Purina is a 90-year-old pet food company dedicated to promoting pet nutrition and conducting industry-leading research on animal well-being.

With over 79 different brands in the Purina portfolio, the company maintained a very complex digital presence. Having 79 websites built 79 different ways meant Purina was spending a lot of time reinventing the wheel. Best practices with respect to things like user experience (UX) and SEO could not be standardized and shared. Worst of all, getting the different units that managed these sites on the same page was impossible.

Purina wanted to enhance its digital presence, go to market faster, increase marketing agility and emphasize consumer-centricity. Doing so called for centralizing the management of all 79 brand sites, building them on a common code base and making sure security and compliance concerns were reliably addressed.

In partnership with **Nerdery**, Purina leveraged Acquia Site Factory to bring all their sites together onto a common platform with a common codebase. This saved the company a tremendous amount of time and resources and eliminated much inefficiency. Purina can now publish content much more quickly and use a single team to do it. They can swiftly spin up new pages and pass compliance scans in a matter of days instead of weeks. They can also apply proven best practices globally, easily updating practices or applying new practices as needed.

Finally, Purina has found that being able to leverage modules created by the Drupal community allows them to add features and functionality to their web properties without having to build things themselves. Saving time on the development front has allowed Purina's web team to focus on other innovations, features and technologies that would benefit the organization.

SECTION 04

SCALING EMPLOYEE EXPERIENCE

Redefining internal communication and engagement

LEARNING AND COLLABORATION MUST GO ON

In the COVID era, as with customer experience, the employee experience has become increasingly digital – in some cases totally digital. This poses its own unique challenges, particularly when it comes to onboarding and training new employees. Many companies have had to reimagine these processes just as they have had to reimagine customer engagement. More broadly, these companies have had to rethink the management of employee communications when the workforce has to work remotely.

As we'll discuss, many of the capabilities that help companies scale digitally to meet customer needs can also be applied to scaling to meet the unique needs of employees.

SECTION 05

EMPLOYEE COMMUNICATION

Is your intranet built for a remote workforce?

SCALING CX AND EX

THE PROBLEM

With so many people working from home, consistent and comprehensive employee communication requires a robust company intranet. Intranets can improve collaboration, facilitate faster information sharing and support employee cohesion. Among other things, a well-structured intranet can provide easy access to documents, media files and other important content.

However, many companies either don't have an intranet, or they have one designed for a different era. Before the COVID-19 pandemic, work-from-home policies varied greatly from company to company, with many treating it more like a privilege than a necessity. Intranets assumed an on-site workforce and were often little more than glorified file servers. With intranets becoming a critical component of the internal communications infrastructure, companies have had to reengineer their intranet or put one in place, sometimes for the first time.

THE SOLUTION

Luckily, there are highly scalable, secure and fully managed cloud platforms that can be used for internal content and websites just as effectively as for customer-facing ones. These solutions provide enterprises with the secure content architecture and connectivity they need to optimize communication and productivity across newly distributed workforces.

When you can manage and update all of your sites and applications from a single codebase, platform maintenance and governance becomes effortless. From a single, centralized console, roles can be assigned to users, defining what they can and can't do on the team's applications and environments. These roles are also easily customizable to match your workflow and business needs.

CASE STUDY
BDO ALLIANCE USA

BDO Alliance USA is a nationwide association of independently owned local and regional accounting, consulting and service firms. The Alliance allows member firms to access BDO resources and expand services to their clients, all without jeopardizing existing client relationships or their autonomy.

The Alliance Portal, a private, Drupal-based platform, is the resource hub for members of the BDO Alliance USA. Over the years, the portal evolved from a document-based Sharepoint system to a dynamic marketing tool. But as the BDO Alliance Program collected more and more data, it strained the portal's capabilities and functionality suffered, particularly when it came to site search.

BDO wanted to improve portal functionality to enhance customer acquisition, retention and satisfaction. Because the Alliance Portal's primary function was to allow members to efficiently find assets among its 120,000 searchable data points (including services, documents, webcasts, CPE courses and more) effective search was imperative.

Acquia Cloud Platform provided BDO's portal with the capacity to handle 25,000 users and the flexibility to scale without limit in the future. Search is now highly optimized, making it fast and easy. Users can also search over 7,500 CPE courses and sessions needed to build their professional knowledge base and fulfill licensing requirements.

With Acquia Cloud Platform, BDO increases the value of the Alliance program, mitigates potential loss of revenue and ensures user productivity.

SCALING CX AND EX
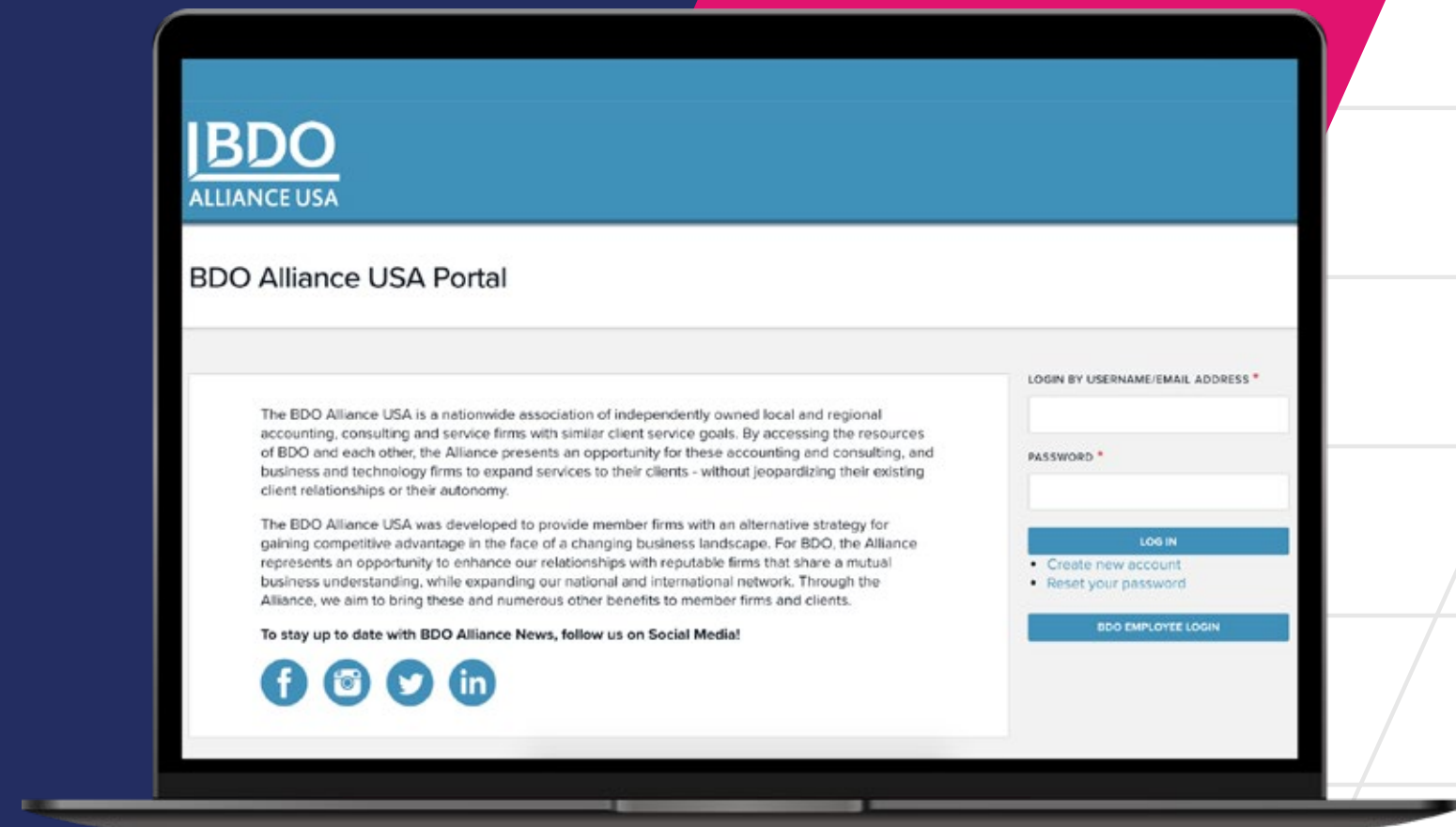
SECTION 06

LEARNING SERVICES

Onboarding and professional development reimagined

SCALING CX AND EX

THE PROBLEM

When employees have to work remotely, onboarding and employee engagement initiatives must be reinvented. This is particularly clear in the area of training and development. Employees today value and seek out professional development opportunities, and businesses must focus on continuous education both to meet this employee need and improve business performance. Scaling these efforts, particularly when working with hundreds or thousands of employees, is essential for both employee retention and business success.

THE SOLUTION

In order to provide effective remote employee engagement services, enterprises need a centralized CMS for storing, managing, disseminating and updating educational content. Your CMS should have an API-first infrastructure to provide front-end developers with greater flexibility for rendering content. It also should feature tools that allow teams to work together on a single platform with common workflows.

CASE STUDY
CHARLES SCHWAB

When COVID hit, **Charles Schwab** still had to onboard and equip their team to best serve their clients. People trust Schwab with their investments and their future. It was vital for Schwab to retain that trust. Schwab saw that development time was rising when it came to their training modules. Modules would take 2-3 months to build, test and deploy. Maintenance of these modules started to tax the internal design teams.

Like many organizations, Schwab relied on training templates that were not accessible on mobile devices – a big problem when your entire workforce is mobile. These templates were also not flexible enough to meet Schwab's new UX standards. By combining their LMS with Drupal, supported by Acquia, Schwab was able to build a modern enterprise learning system for employees, track critical data points and deploy virtual learning experiences that were as effective as in-person experiences.

SCALING CX AND EX

ALWAYS BE SCALING

Even before COVID, we were transitioning to a digital-first world. Commerce and customer experiences had evolved into a mix of in-person and digital interactions. The pandemic has accelerated this trend drastically, to the point where 80% of customer interactions are now online. The ability to scale – quickly and securely – will determine success in this new business landscape.

Acquia Drupal Cloud is the best solution on the market to scale both your customer and employee experiences. We are a dedicated partner to help you with a variety of use cases, including adding new capabilities, scaling to meet unforeseen

traffic demands, expanding digital footprints, and employee onboarding, engagement, training and development programs.

Ensure your enterprise never worries about scaling again.

LEARN MORE ▶

SCALING CX AND EX

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ABOUT ACQUIA

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

SCALING CX AND EX