

Client



Company:

Assembléon

Website:

www.assembleon.com

Headquarters:

The Netherlands

Industry:

Manufacturing Technology

Solution:

Alterian Content Manager

Results:

1. Alterian Content Manager provides Assembléon with a stable foundation for the straightforward targeted approach they preferred.
2. Assembléon helps support their communications objectives.
3. Assembléon now offer an online catalog as well as extra product information online.

“Clients can use the site to search for the replacement parts they need for their machines and order them online. It is an extra service we provide.”

Gus van der Feltz
Marketing Director at Assembléon

Assembléon rejuvenates online identity and offers clients self-service with Alterian Content Manager

The Client

Assembléon (www.assembleon.com) manufactures and sells Surface Mount Technology (SMT) Pick & Place solutions for electronics manufacturers. The P&P machines are robots that place components on printed circuit boards. The company is a fully-owned subsidiary of Philips but operates completely independently. The P&P solutions are delivered along with accompanying application support, training and service and can be seamlessly integrated into the client’s production environment. Clients of Assembléon are active in the markets for consumer electronics, PCs and automotive electronics as well as areas such as module production for industrial electronics.

Synopsis

In Assembléon’s new communications strategy, the website showcases the company, acting as a “shop window” on their products and services to the outside world. In addition, the site plays a key role in the service provided to clients. To achieve this, Assembléon sought a flexible, user-friendly Web content management solution. In addition to quick and easy publication of content for a variety of non-technical users, flexibility for the future was also important. Besides the online catalog for replacement parts, the company intends to eventually offer clients a personalized portal. Content Manager supports all these concepts.

Introduction

Until recently, the Assembléon website was very technology-focused and was primarily directed towards prospects and customers with detailed technical knowledge and understanding of the market. Gus van der Feltz, Marketing Director at Assembléon: “The site was an isolated entity within the company. The supporting infrastructure was outdated and processes were also insufficiently integrated within the organization. During an overhaul of our communications strategy it was decided that the website should be a dynamic medium, and we clearly defined our online objectives. Within the new strategy, the Assembléon website has a different role. The website is intended to be an online showcase for the organization.”

In the new strategy, the website fills the role of a “shop window”, intended to provide visitors with a positive impression of the organization and its activities. That demands accessible information which can also be easily updated. Van der Feltz continues: “We plan to use our site to interest potential clients in our organization, and

for our current clients we go even further. In addition to relevant information about our solutions and market information, we offer them access to an online catalog for ordering replacement parts. With this service we will enable our customers to stay up and running for as long as possible by allowing them to order spare or replacement parts for their Assembléon machines via an online catalog. In the long term we want to expand this service further by adding a personalized portal for all our clients. There they will have a user name and password that provide access to a wide range of information such as the maintenance history of the solutions they are using and information about upgrades.”

Support for Multiple Languages

The old content management system could not offer sufficient support for our communications objectives. Van der Feltz explains that, previously, it was difficult to add new content or create extra pages. “To guarantee the dynamic quality of the site, it was necessary to be able to publish new content quickly and easily. In the past, publishing content was a time-consuming process that required technical support. We wanted to change that. Another important requirement was the support for multiple languages -Assembléon is active throughout the world and it is important that clients and prospects can access our site in their own language.”

Based on these requirements Assembléon began a selection procedure for a content management system. “After orienting ourselves in the market and contacting suppliers, we compiled a shortlist that included Alterian Content Manager. During the final selection, Content Manager met our requirements with regard to user-friendliness, flexibility and pricing. In addition, we were also impressed by the strong focus on the role of the users during the presentation and workshops that were organized.”

Rapid implementation

Assembléon required a fast turnaround time for the design and implementation of the website. By taking responsibility for setting up the structure and the content themselves, the company was able to keep to this tight schedule. The graphic design and technical structure of the site were created in parallel. “Alterian managed the implementation itself and demonstrated that it could play the role that we expect of suppliers. It clearly clicked between the two parties, which led to open collaboration. As a result, the site went live within four months, including the interface to the system that provides content for the online catalog.”

Alterian Case Study

Assembléon

The new site meets the requirements defined at the beginning of the project. "Keeping the content up to date has been considerably simplified and defined in a workflow. Various content owners such as product managers, support staff and technicians supply content independently. The text is then reviewed by the communications department and everything is published on the appropriate page. Publication is performed by non-technical users who were able to begin working on the new site after only minimal training. Content Manager is simple to use, which makes the creation of a new page a matter of a few mouse clicks. And it offers a stable foundation for the straightforward, targeted approach we prefer."

Self-service for clients

The online catalog functions well, exceeding the project's objectives. "Clients can use the site to search for the replacement parts they need for their machines and order them online. This way we can offer them an added-value service. From the technical perspective, the integration of the catalog was still a challenge because it had to be populated from a bespoke system. But the combination of the openness of Alterian's technology and the technical expertise of the Alterian specialists resulted in the successful linking of the two systems."

The choice for Content Manager was also determined by the plans that Assembléon has in the area of personalization. "By providing clients personalized information or news via their own portal we offer them an extra service. We are considering ideas such as pages with information about the specific machines they have in use. We will probably also supplement that with information about the maintenance history of the machines, including reminders when service is required." Van der Feltz also mentions that the company plans to use Content Manager as the basis for the intranet as well. "It is our intention to make it simple for employees to easily create and maintain their own internal Web pages. In this manner we can easily distribute and expand the knowledge present within our organization. Where necessary, this will also make it possible to reuse content both on the Web and internally."

Conclusion

Van der Feltz: "Choosing Content Manager offers us the functionality and processes to achieve our current online objectives for a dynamic website. At the same time, it offers us a platform for the future. We now possess a stable, user-friendly and – above all – flexible foundation that we can expand to meet our own needs and those of our clients."

Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

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