AVERY DENNISON CASE STUDY

Avery Dennison, Global Leader in Labeling and Packaging Solutions, Receives the Sweet, Sweet Goodness of Remote Operations Management Professional Services from 3|SHARE.

3|SHARE, Adobe Experience Manager experts, trusted Business Level Plus Solution Partner for Adobe, and nice-smelling humans, provides ongoing management and professional services to the lucky ladies and gents of Avery Dennison for their brand new AEM environment. Splendid.

3 | SHARE
The Adobe Digital Marketing Experts

AVERY DENNISON

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CUSTOMER PROFILE

You've probably heard of Avery Dennison: It is a global leader in labeling and packaging materials and solutions, after all, and its applications and technologies are an integral part of products used in every (every) major market and industry.

Also, "Avery Dennison" sounds like the name of a high school head cheerleader, so maybe you know someone by that name. Regardless, Avery Dennison (the company) delivers insights and innovations to customers, both of which help make brands more inspiring (thank goodness) and the world more intelligent (extra thank goodness).

It goes without saying that Avery Dennison Corporation is a Fortune 500® Company with sales totally $6.3 billion from continuing operations in 2014. That's Dr. Evil money.

Employees: 25,000 on the dot. We counted.

Location: Headquartered in lovely Glendale, California, with operations in more than 50 countries, which is a lot.

BACKGROUND

AD (our fun, colloquial nickname for Avery Dennison because we are tight now) united approximately 40+ websites onto Adobe Experience Manager, upgrading their global web presence in the process: AEM is indeed one of the most sophisticated and fastest-growing web content management systems out there. So good job, AD.

Prior to launching AEM, their digital brand presence was fragmented across 38 sad, disconnected websites who barely even knew each other existed. Each of these sites represents different businesses, and since Avery Dennison prides itself on its multilingualism, many are translated into several languages.

Guau! Business units include Retail Branding and Information Solutions; Graphics and Reflective Solutions; RFID; Designed and Engineered Solutions; Medical Solutions; "What happened at the end of 'The Sopranos'?" Solutions; Label and Packaging Materials; and Performance Tapes. And only one of those is made up.

Anyway, by implementing the AEM platform, they not only proved their good judgment, they improved an archaic, disjointed, and frankly depressing business web presence with an *uplifting* technology platform that enables globalization (boom), search optimization (nice) and product data functionality (necessary if not sexy). Fun fun fun.

SITUATION

Avery Dennison's websites are a critical component of their business, which would make a lot of sense: They are a global leader in labeling and packaging materials. Leaders need websites, and Avery Dennison uses theirs for a whole boatload of exciting stuff, including e-marketing initiatives, identifying customer opportunities, and increasing customer engagement, not to mention the *extremely* fun fact that AD's current and future customers use their websites for research and to locate regional partners and distributors.

"We get it! Their websites are important!" – You right now.

But we're not done: Avery Dennison's online presence ("online presence" has so much more gravitas than "websites") also conveys branding and business unit value propositions, provides important information to investors, reporters, and government officials, and is also used to recruit new employees.

So the responsibility for the team of experts that was going to take this on (no spoilers!) was large, is what we're saying.

So AD implements their brand-spankin' new AEM software, and it hits them: "Jeez, we have to start launching these websites – not to mention designing an infrastructure, setting up an AEM environment, and creating processes and workflows – annnnd we don't necessarily have the expertise or personnel to do so within the timeframe necessary."

Because they pride themselves on their intuition, Avery Dennison also understood that this wasn't amateur hour, and that their critical AEM environment and websites must run at optimum levels at all times. That meant that their complete AEM environment must be managed and monitored 24/7/365 (instead of, say, 22/6/320).

And what does resident intelligent person **Murali Nathan** conclude?

" After selecting AEM as our new web platform, and as we started implementing it, reality set in – setting up the environment, deploying AEM, and performing the operations would be too time-consuming to do by ourselves. We needed to select a vendor who was extremely knowledgeable with the system, and we found 3|SHARE."

-    **Murali Nathan, Solution Architect, fine human being, Avery Dennison.**

CHALLENGES

Limited resources

Setting up an AEM environment takes time and man/woman power – especially problematic for Avery Dennison, considering their limited in-house resources. Clearly, they would require a helping hand to launch their websites on time (45 sites within 12-18 months hiyooooo).

Expertise

Avery Dennison's web platform is large and complex. And this isn't recess. They didn't have all the time in the world to queue up their environment before launch. They needed AEM experts, people who walk into a room and have other people say about them, "I bet that person knows his/her stuff about AEM," just from their aura. We're talking experienced, trained, pleasant-looking, knowledgeable folk. Business needs were to be interpreted into technical workflows, and time was running out.

Datacenter location

Avery Dennison requires their websites to be hosted at a third-party data site of their choice because they are a vital part of their business, but also, because Avery Dennison does what it wants. They needed flexibility. This is when 3|SHARE let AD know it can do upside-down splits.

Cost

Avery Dennison literally and physically could not independently service their own AEM environment. It actually wasn't possible. Recruiting in-house experts. Retaining them. Having them oversee AEM operations 24/7/365. Talk about time-consuming. Talk about expensive. Yuck. Gross.

Marketplace

The number of companies and experts who can provide the high-level of knowledge, flexibility and accessibility AD requires is miniscule. Very, very small. Three, maybe, if we're being generous.

Third-party vendors

Avery Dennison is global, and so the majority of their websites are in different languages. It would be weird to call yourself "global" and then have all of your websites be in 4th-grade English. Therefore, AD works with translation vendors, and lots of them, at all times. This meant that they needed a dancing partner who could create processes and workflows for translations while blindfolded, while maintaining aforementioned Yoga-approved flexibility.

Solution: 3|SHARE's Ridiculously Sweet **Remote Operations Management** (ROM) Services

3|SHARE swoops in and saves the day for ol' AD, managing their complete Adobe Experience Manager (AEM) environment, which of course includes strategic and operational guidance, day-to-day management and admin, and monitoring, remediation, and reporting. Just like that. Easy peasy.

SOLUTIONS

Implementation of Operations and Processes

Like the pros' pros they are, 3|SHARE assessed AD's AEM environment needs, created an outline of processes and workflows, and a checklist of 50-60 tasks for systems procedures. All in like five minutes. (Approximately.)

Set up and Launch of AEM Environment

In no time at all, 3|SHARE was able to design and set up a preposterously advanced technology infrastructure for Avery Dennison's AEM environment like it was Christmas morning and AD was its young, weird daughter. Soon, 5-6 websites were launched. Then several more. And more. And hey, why not more? And after a year, year and a half, boom: 45 shiny websites, launched and running smoothly. Even these days, a new website is launched under Avery Dennison's cape every 2-3 months.

Daily Monitoring and Feeding

Wherever Avery Dennison's AEM environment goes, 3|SHARE was and will be there, Michael McDonald-style (but not as irritating). That's right: 24/7/365 support, and a 99.999% uptime SLA. We know you don't know what that means, so just nod and smile as you read.

Good.

Immediate Notification and Repair

Something amiss? 3|SHARE does the responsible thing and tells Avery Dennison immediately. We're all adults, except for Jeff.

Ongoing Scheduled Maintenance & Reporting

Like a nice deep tissue foot massage on both feet simultaneously but with not too much oil, Avery Dennison receives scheduled maintenance on their AEM environment from 3|SHARE, in addition to a report regarding their AEM platform and a status check of their websites. Keeping you in that loop, watching out for any rapscallions.

Expert Guidance

It's 2015. Stuff changes. People need adaptability. That's why 3|SHARE is able to easily make changes as Avery Dennison's business and marketing needs dictate, utilizing the big brain on 3|SHARE's ROM leadership. Evolution is all that matters.

MORE SOLUTIONS

Single Point of Contact

Do you know what a "turnkey solution" is? It's almost as delicious as a "*turkey solution*"! (!) (Sorry.) No but for real, Avery Dennison hugely benefits from the fact that the 3|SHARE ROM Team means exactly one point of contact for them as far as AEM management and expertise. Which means no staffing agencies, no in-house staffing, and no inconvenience. Turnkey. Relax for a change.

Periodic Maintenance

A fun trick that 3|SHARE's ROM Team can pull off, either for casual laughs or because it's necessary, is that, in the event periodic maintenance needs to be performed, it can replicate Avery Dennison's AEM environment to another data center in under 24 hours. Oh, and no website downtime as a result. Like pulling a rabbit out of a hat, and that rabbit can play the piano.

Disaster Recovery Plan

The universe is a cold, cruel, unpredictable place, and despite being sunny optimists, deep down, 3|SHARE is aware; that's why it has created a backup and disaster recovery plan for Avery Dennison should the worst occur. :(

3|SHARE'S PEPPY ROM SERVICES ALSO INCLUDE

MONITORING AND REMEDIATION

3|SHARE's 24(hours)/7 days)/365(also days) remote monitoring of Avery Dennison's AEM environment

3|SHARE's monitoring and remediation capabilities didn't just show up to the ballpark yesterday; they're specifically designed to support effective problem detection, diagnosis, and resolution. Unimpressed with your AEM problem. Events that critically affect AD's ability to provide service do exist, but no one would ever know it, because 3|SHARE monitors that stuff ALL. DAY. LONG. It isn't even a thing.

Analysis of AD's environment, for days, from 3|SHARE:

Network

3|SHARE utilizes native SNMP technology in critical network elements which provides fault-based traps, and couples it with performance monitoring to identify bottlenecks before they affect application performance. Okay, now, read that back to us without looking, and we'll give you a free orange-flavored Gatorade.

Server

Syslog for UNIX, ICMP monitoring, NT Event logs, SNMP traps, and other ~~suuuuuper nerdy things~~ platform specific elements are used to identify hardware and server-level events. Great job, nerds.

Storage

AD never runs over its storage because 3|SHARE sees it and puts a stop to it like two children fighting over a popsicle.

Operating System

We know where the good stuff is, so we look at that good stuff, and from said good stuff, we can identify resource drains and potential bottlenecks for the future of the operating system. Like Minority Report but for AEM software, so way more sexy.

Database/CRX

3|SHARE reads logs and accesses the system like it was a Dr. Seuss book to monitor the application.

Backup

Like in your personal life, sometimes crazy stuff happens that no one sees coming. Which is why 3|SHARE makes sure that Avery Dennison's systems are routinely and successfully backed up for disaster recovery. So when something crazy does happen (insert any business-related Armageddon scenario here), 3 I SHARE sorts and reports on failures, causes and issues, and notifies Avery Dennison of the appropriate action. Think of us as a safe psychological bunker for your nerves. You're in good hands. We went Costco and we're stocked with plenty of Beef Jerky.

MANAGEMENT AND ADMINISTRATION

3|SHARE provides Avery Dennison with a peace of mind, which is only second to a piece of cake (YES).

Peace of mind comes in the form of day-to-day management of their complete Adobe Experience Manager environment with a 99.999% uptime service level agreement (SLA). Piece of cake is hopefully carrot?

This would include monthly reporting, being honest about issues (quit wearing so much cologne), detailing the issues detected (just being honest), and trends to help Avery Dennison plan for the future.

That's probably the best part: the future.

One of 3|SHARE's favorite sayings: "Grow up!"* It's why we manage all incidents to resolution, even if 3|SHARE is not the party responsible for the resolution (e.g. third-party outages). *Lie

Management and administration services also include:

- Ongoing scheduled maintenance (nice)

- Production changes (sick)

- Performance analysis (sweet)

- Third-party vendor management (parties, yes)

- Hot fixes (cool)

- Patching (don't know what that is)

- Code promotion (hooray promotions)

- Log rotation (um)

- Backups (good)

ADVANCED SUPPORT

3|SHARE's ROM professional services are just the best. Did you say "oh really, hot shot, and why is that?" Well, we'll tell you! It means that 3|SHARE provides Avery Dennison with Advanced Support, which includes:

- Guidance with designing new service practices.

- Continuous security assessments.

- Access to 3|SHARE's technical leadership.

- Continuous improvement guidance.

- Assistance with service management processes.

- Identifying knowledge requirements.

- Reference architecture.

- Standards and tools.

- Maximization of Avery Dennison's Adobe Experience Manager investment.

Couldn't even muster any snark there.
Just straight-up awesome.

Here's A Nice List of the Benefits of 3|SHARE's ROM Solution to Avery Dennison

Fixed costs

Unpredictable costs are horrifying on a level of "The Exorcist," which is why 3|SHARE's ROM services come with a fixed cost. That's because there is no recruitment, quality of recruitment, what their salary and benefits will be, etc. etc. etc. It's just the breath of fresh air that is 3|SHARE. And as a sweet cherry on top, Avery Dennison can increase or decrease their level of service because of this business model. Hooray!

Convenience

The existence of 3|SHARE's ROM services mean that Avery Dennison has one single point of contact for the management of their AEM system. That point of contact? George Clooney. Just kidding, it's 3|SHARE (cooler than Clooney). And no hiring and maintaining skilled professionals and forcing them to watch AD's AEM platform 'round the clock. Step aside, that's 3|SHARE's job.

Flexibility

Avery Dennison can and will host their servers wherever they want, and it simply doesn't matter to 3|SHARE (whereas it often does to other service providers, because they cry about nothing). Wherever AD wants to go, 3|SHARE provides complete ROM services.

Even if it's Florida.

Performance

As straightforward as possible: 3|SHARE knows their stuff. That means two things: 1) Avery Dennison reaps the benefits of increased performance levels, and 2) Avery Dennison's thought leaders can do what they do and not have to worry about their AEM system. Efficiency. It's so hot right now. And speaking of...

Efficiency

The highest expertise at the lowest cost, bestowed at the feet of Avery Dennison. That's what 3|SHARE's ROM services provide. Not literally, that would be weird.

Uptime

You know how when someone hovers over you, monitoring and judging every single thing you do, going out of their way to fix every mistake you make, being a perfectionist to an extreme degree? Like the (really excellent) movie "Whiplash," for example? Okay, that's 3|SHARE's ROM service to Avery Dennison's AEM environment. 24/7/365, 99.999% uptime SLA. Proactive repairs. Long-term advice. We care. We care so hard.

ABOUT 3|SHARE:

3|SHARE is a Business Plus Level Adobe Systems Solution Partner, leading service provider of AEM, member of Adobe's Partner Advisory Board, and excellent bragger. For example: Focused solely on the Adobe Marketing Cloud suite, 3|SHARE is set apart from other firms by its highly skilled consultants, innovative tools and unparalleled commitment to client success. Headquartered in Carlsbad, CA, (WOO) 3|SHARE specializes in Consulting, Training, and Remote Operations Management (ROM) for clients throughout North America, but nowhere else. South America? Ew. Europe? Come on.

THANK YOU