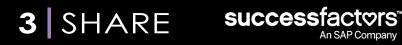# SUCCESSFACTORS CASE STUDY

SuccessFactors Bathes in the Warm Nectar of 3|SHARE's Adobe Experience Manager Expertise As 3|SHARE Effortlessly Builds a New Web Content Management Platform and Digital Asset Management (DAM) System

3|SHARE, Adobe Experience Manager experts, trusted partner for Adobe's top Digital Marketing customers, and lover of delicate foot massages, implements for SuccessFactors a brand spankin'-new web content management platform using Adobe Experience Manager (AEM).

3|SHARE   **successfactors**™
                    An SAP Company

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CUSTOMER PROFILE

Customer:
SUCCESSFACTORS, one word, don't forget it

Location:
SuccessFactors is located in San Francisco and also the following really nice places on Earth: Mexico; South America; Europe; Australia; India; China; Japan; Thailand; Singapore; the Philippines; and Malaysia. Basically, you should feel like a failure if you're a country that doesn't have a SuccessFactors office.

Customer Profile:
SuccessFactors's entire life is workplace management and productivity. Getting people on the same page. Making sure everybody has a fun time at work, you know? And have you heard of SaaS platforms? That's how SuccessFactors's Business Execution Software rolls: automated goal planning, progress tracking, performance reviews. Suck on THAT.

The company does not discriminate: it sells to everybody and their mother, no matter the industry, including some U.S. government agencies (how's that for trust?). Some samples: Capital One, Comcast, Adobe, the Gap, and (mic drop) the DOD.

Employees:
More than 1,500 worldwide. An exclusive fraternity but also with women.

BACKGROUND

SuccessFactors lives on the internet.

• SuccessFactors works hand in hand with its good pal (and, ahem, parent company) SAP by offering cloud applications for human resource activities.

• What does that mean? It means performance monitoring, communication and collaboration, and improved accountability, for starters. Just sign in to your account like an adult.

• The web presence of SuccessFactors is its entire existence. We're talking products and services information. We're talking whitepapers, and videos .

We're also talking case studies (LOUD THROAT CLEAR). Webcasts. Analyst reports. Product brochures. Large pepperoni pizzas. SuccessFactors dot com has it all, except the pizzas, which is admittedly regrettable.

• Since SuccessFactors is an international company, it can't just learn English and call it a day. Digital content, worldwide. Which means a whole bunch of tongues. (Saying "tongues" instead of "languages" is a lot of fun.)

SITUATION

SuccessFactors is now a big boy company, which meant that its old legacy platform system was dust. Its new web team was basically told, "Fix this." The new site needed to be engaging, making people not only want to go to the site, but come back to it. Tall orders.

BUSINESS IMPACT

The deterioration -- nay, the withering -- of the brand.

• There was no centralized platform -- thus, no consistency. A problem, and a large one.

• The previous legacy platform couldn't handle the pure and unadulterated ferocity that was the newfound SuccessFactors brand.

Productivity plummeted

• Imagine spending your entire workday manually administering, processing, and uploading digital assets. That's what the poor souls at Success-Factors had to do without a systemized process for categorizing and publishing assets. Keep them in your thoughts.

• Said admin time could have been better spent doing literally anything else, like, say, improving the website.

• There was no way to update the website's content, so visitors would come, say "This again?" and leave.

• The website being old as dirt meant there was no way to integrate such modern conveniences like videos or live chatting. Imagine saying, "Oh, sorry, our website can't handle *videos*."

• There was zero way to track visitors and their objectives or goals. NBD, just everything needed to effectively market anything.

AND SO, THE OBJECTIVES:

• Consistent messaging. (Baby steps.)

• Have marketing initiatives actually mean something.

• Have a humble staff of a few manage worldwide sites with their eyes closed. Sometimes literally -- sleep, etc.

• A streamlined business process. It even sounds good to read.

• Go a step or two further and offer *tailored* content based on specific stuff! Good golly!

Keep it simple: Make a website that's fun, and that works. Not asking for a miracle.

SOLUTION, as always:

3|SHARE did their thang for SuccessFactors **(Consulting and Training)**.

CONSULTING

SuccessFactors.com received a lovely new daytime talkshow-esque makeover, enjoying its new Adobe Experience Manager Web Platform and Digital Asset Management at the crafty hands of 3|SHARE.

• Organization of luscious SuccessFactors content was done using Adobe Experience Manager (AEM), specifically its wondrous digital asset management capabilities.

• Can you say 'the entire web platform was rebuilt in AEM?' Say it. Say it now. Good! Because it was. Reusable templates. Components for streamlining site updates. The works.

• The site's web design components are managed with a naming convention so comprehensive that Bill Gates would be like, "I'll be honest about this, you got me. I'm flummoxed."

• AEM templates host the coding and managing of all components, because that's what it does.

• Said component strategy makes for everyone being on the same page a little more frequently.

• Components are not just reused -- those special components are *elevated*, becoming dynamic.

• 3|SHARE held SuccessFactors' curious hand and brought it into the 21st century, integrating it with streaming video, live chat, data analytics, translation, forms and marketing automation. Not to mention: a better sense of self-worth. (Audience says "Aw" in unison.)

TRAINING

3|SHARE trained the hell out of SuccessFactors employees but made it specific to their own AEM guts and glory.

• Developers were put through a 'Rocky'-montage of building their customized AEM system based on Templates and Components. SuccessFactors developers climbed the Philadelphia Library steps and raised their arms in triumph.

Why? Because they were also trained on sexy stuff like project structure (ooo), coding and development tools (oh my), page properties (GET OUT), and foundation components (eh).

• But administrators weren't exactly left hanging -- they also received the radiating competence of 3|SHARE's specific training, like installing, configuring, and troubleshooting.

But wait, there's more!

Ask SuccessFactors.com administrators about AEM architecture, web server integration, or security and backups. They'll know. They better know.

• So now you're thinking that the authors got shafted, right? Wrong. How dare you. They were taught how to use their customized system, the intricacies of the authoring interface, publishing and replication, etc. No one left behind.

And of course, the SuccessFactors squad now knows how to tag and enter metadata so everything can be found easily and conveniently. We all breathe easy.

REMOTE OPERATIONS MANAGEMENT (ROM)

• Perhaps the tastiest part of any 3|SHARE buffet, SuccessFactors also receives the pillow-soft comfort of 3|SHARE's ROM services, which includes remote monitoring, remediation, full admin, bedtime stories, and incident management of their entire AEM environment at a 99.99% uptime SLA.

Can't beat it. Well, you can with 100%, but metaphorically, you can't.

• Indeed, the robust 3|SHARE ROM service oversees the entire server stack of SuccessFactors like a warm down comforter out of the dryer.

Needless to say, this yields an increase in performance AND availability.

BENEFITS

Like we can write all of them down, here are some 3|SHARE AEM DAM platform benefits:

BENEFITS

One platform to manage multiple websites.

• This isn't your little brother's adorable 'Game of Thrones' blog: SuccessFactors boasts 50 core web pages, all of which have product brochures and videos.

• Digital assets are now dynamically added to a local region's site through its native language. Some grown-up stuff right there.

• Web managers in local countries were given the power to make their own site changes. Web managers in local countries then felt better, and had more enjoyable nights and weekends.

Stronger brand presence.

• A nice website matters to your brand.

• Globally, SuccessFactors branding is consistent. Hallelujah (sp).

• The website's features and functionalities grab you and don't let go. Never. Let. Go.

Workflows that are quick and streamlined.

• The splendid integration capabilities within AEM create custom workflows for handling jobs, which means change requests to the website from across the company can be managed. A small change that makes a world of difference, like Gandhi talked about.

• Web requests no matter the volume are handled with transparency and audit trails. No government corruption here.

• Requests are pre-formatted for rapid-processing, making everyone's brain hurt *just* a little less.

• A small (but powerful) team can handle the digital platform, no sweat off their backs (gross).

• System performance thrives because the team more efficiently manages and organizes content.

Post hoc ergo propter hoc GOOGLE IT.

BENEFITS CONT.

Increased productivity.

• Digital assets can now be grouped together in massive numbers and then processed and organized. The time saved, feel it, feel it pulsing through your veins.

• AEM let a small, wily team of nine handle almost 3,300 requests like it wasn't a thing. Where there's a will, and an AEM, there's a way.

• Everybody can see everything now because of AEM. That means changes can be tracked and managed by -- you guessed it -- everybody. A WHOLE NEW WORLLLD (don't you dare close your eyes…)

Decreased costs.

• A small team of dedicated experts can handle all of SuccessFactors' websites, and it's pretty much entirely because of the sheer badassness of Adobe Experience Manager.

• Translation capabilities are integrated with AEM, which is ridonk. That means no money needs to be spent on translation for regions. Money and cash and money and cash.

Enhanced personalization.

• We can now get extra specific with personalization because the digital asset management capabilities within AEM are simply out of control. Metadata, for example.

Get right out of Dodge.

• And third parties get to feel loved as well, as their specific integration means customers and prospects are more engaged. Shiny happy people.

• An actually enjoyable user experience.

• The new website is baller. Completely, 100% baller. Users find what they need and fast because the site is tailored to their specific needs and desires. Yes, desires.

• The metadata and keyword assignment capability of AEM is staggeringly powerful, meaning that potentially clueless customers who type a vague word into the search bar can still easily find what they need, and quickly.

Marketing initiatives that mean something.

• A pleasant website means people want to go to it AND people want to stay at it! To the tune of a 175% interest in captured leads. Yahtzee.

• Demographics shape the ads visitors see. What a world.

• The website now generates 60% of the company's leads. It's a success story, folks. Go in peace.

ABOUT 3|SHARE

3|SHARE is a Premier Level Adobe Systems Solution Partner, leading service provider of AEM, member of Adobe's Partner Advisory Board, and a believer in the magic of a nicely-timed smile.

Focused solely on the Adobe Marketing Cloud suite, 3|SHARE is set apart from other firms by its highly skilled consultants, innovative tools, unparalleled commitment to client success, and its pleasant, grammatically-correct message board commentary. Headquartered in the (metaphorically) red-hot Carlsbad, CA, 3|SHARE specializes in Consulting, Training, and Remote Operations Management (ROM) for clients throughout North America. Please, don't step to us.

www.3sharecorp.com

THANK YOU