

Case Study: Homebase

Challenges

- Business challenges solved with CoreMedia:
 - Expanded their mobile and multi-channel capabilities
 - Enabled the digital transformation of their business
 - Developed new revenue streams
 - Integrated e-Commerce and content marketing
 - Delivered more relevant, targeting content to visitors
 - Increased conversion
 - Challenges before purchasing CoreMedia:
 - Low page views and traffic
 - Difficulty innovating
 - High operating and training costs
 - Slow time-to-market
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Use Case

- Supports the following in production today:
 - Multi-site/brand publishing
 - Mobile web publishing
 - Mobile app connector
 - Digital asset management
 - Content tagging / taxonomy
 - E-commerce integration
 - Digital channels currently supported with CoreMedia:
 - Public facing websites
 - Mobile web
 - Mobile apps
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Results

- Rated CoreMedia's capabilities in terms of how differentiated they are compared to the competition:
 - Multi-language/site publishing: very differentiated
 - Social engagement and moderation of user generated content: very highly differentiated
 - Personalization and contextual publishing: very highly differentiated
 - Mobile and multi-channel publishing: very highly differentiated
 - Reliability and performance: very highly differentiated
 - Saw payback on their CoreMedia investment in 12 – 18 months.
 - Reduced time to Web / increased productivity for new content with CoreMedia by:
 - Reduced time to web: > 75%
 - Increased productivity for new content: > 75%
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Testimonials

“The tooling has transformed the team enabling them to unlock what they do creatively without worrying about code. They are starting to do things with it we didn't know it did!”

“A well delivered project is good for the reputation of the team and this one was well delivered so alongside the toolset the delivery of the project was optimal.”

Source:  Rachel Jones, Digital Enterprise Manager, Homebase