



# Delivering a better digital experience for consumers

How P&G transformed its worldwide presence through an agile, global platform

Industry: Consumer products • Founded: 1837 • Employees: 105,000  
Headquarters: Cincinnati, Ohio • [pg.com](http://pg.com)

Brushing teeth. Doing the laundry. Caring for the baby. Since 1837, Procter and Gamble (P&G) has been creating some of the world's most iconic products to improve how consumers live. Crest toothpaste, Tide laundry detergent, and Pampers diapers are just a handful of the 65 unique brands in P&G's global digital marketing portfolio.

## The Challenge

With hundreds of brand variations and more than 800 online properties, P&G employs an army of digital marketing pros and creative agencies to deliver a consistent brand experience across 80 countries in a variety of languages on multiple screen sizes.

Over time, these digital marketing teams were hindered by P&G's increasingly complex ecosystem, which employed diverse technologies – including .NET, Microsoft SharePoint Server, Java, and PHP – plus 10 different content management systems (CMS).

The digital marketing team felt hindered as they had to rely on IT to make simple content updates. This created a bottleneck for marketing while also distracting IT staff from high-priority initiatives. Launching a new brand site took anything between four to six months – far too long in a world where consumer-product success hinges on utmost sensitivity to consumer trends. Furthermore, various creative agencies around the world were spinning up web pages and designs, resulting in brand inconsistency and duplication of effort.

Of course, all of this greatly impacts the user experience. "We wanted to deliver compelling consumer experiences, make our digital presence stronger, reduce costs and streamline content management," says Kent Oldham, Associate Director of P&G.

**33%**

Cost reduction by consolidating onto Sitecore

**50%**

Less time to get new digital properties to market

**375**

Digital properties launched

// We knew that Sitecore would enable P&G to create a high-quality digital experience for its diverse audiences, while making it easy for marketers to keep content fresh and exciting.

– Jinto Varghese, *Chief Architect, Mindtree*

## The Sitecore Solution

P&G worked with Mindtree, a global digital transformation and technology services company to create a huge digital marketing ecosystem. The multi-tenant, multi-channel platform, built on Sitecore® Experience Platform (XP), comprises a library of reusable components that can be assembled, configured and styled quickly to launch digital properties tailored to each brand's creative and marketing needs.

The complexity and scale of the project required a robust content management platform that could support global, multilingual content at scale and provide the flexibility that P&G demands.

"We knew that Sitecore, with its flexible architecture, would enable P&G to create a high-quality digital experience for its diverse audiences, while making it easy for P&G marketers to keep content fresh and exciting" says Jinto Varghese, Mindtree's Chief Architect. The platform integrates best practices for existing services such as hosting, search, analytics, consumer data, e-commerce, store locators, ratings, and reviews.

"By migrating our sites from various CMS platforms to Sitecore, we've streamlined, simplified, and standardized our digital marketing operations to deliver a better consumer experience," Oldham says.

## The Outcome

The digital marketing solution based on Sitecore XP liberates P&G marketing teams and creative agencies to respond with agility to business needs. With content now authored through Sitecore Page Editor, the time to update existing web content has dropped significantly – and brand marketing teams no longer have to wait for IT services. Security permissions and roles ensure that only authorized users may create content, through an approval workflow configured in Sitecore. These efficiencies have slashed time to market for new digital properties by 50% – exceeding P&G's initial goal of 33%.

In 2016 alone, P&G launched 231 new digital properties – approximately one website per business day. The Sitecore platform today runs P&G's brand digital properties across 51 countries, 54 locales, and in at least 23 languages – with more underway. Consumer engagement is up sharply, as measured by Google Analytics metrics. Yet the total cost of ownership is down 33%.

To learn more visit [sitecore.com](https://www.sitecore.com)



## Success Snapshot

- Consolidated 10 content management systems onto Sitecore
- Launched 375 digital properties, about one site per business day
- Faster content updates for marketers and agencies
- Stronger, more consistent digital presence
- Sitecore® Experience Platform™



### Sitecore Platinum Implementation Partner

Mindtree delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. Born digital, Mindtree takes an agile, collaborative approach to creating customized solutions across Infrastructure, Application and Digital value chain.

[mindtree.com](https://www.mindtree.com)