



OneWeb

Unified Experience Management

Centralize Multi-Brand, Multi-Site Web Operations with an Enterprise-Grade DXP

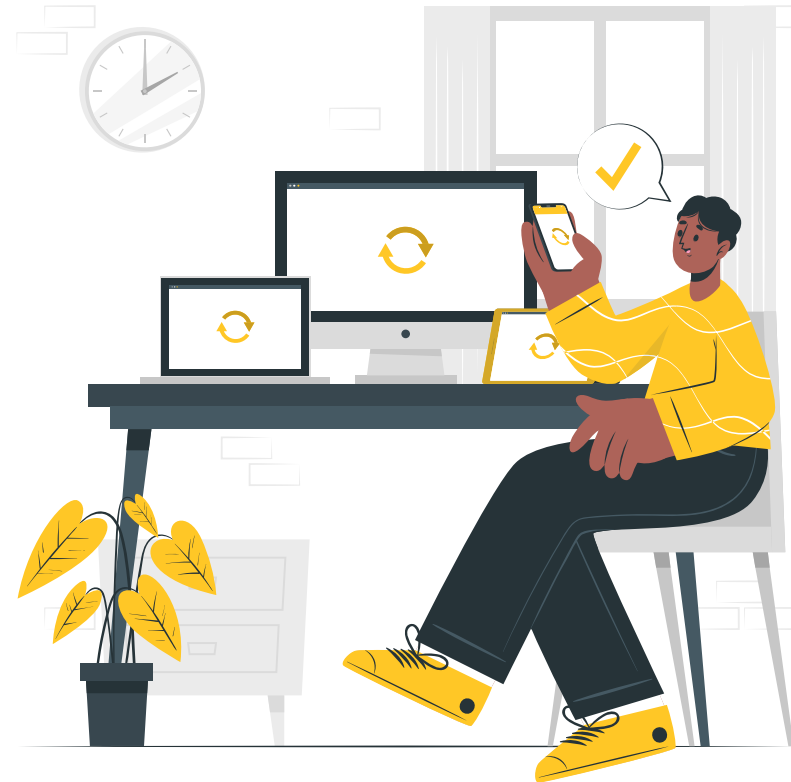
Want a Quick Overview ?



Large organizations have to juggle multiple websites, content workflows, and platform features for today's hyper-personalized customer experience expectations.

But, working through multiple content workflows, across multiple digital infrastructures, for multiple websites, can eventually result in multiple operational challenges too. Those challenges can look something like heavy operational costs, fragmented delivery models, scattered operational processes, and disorganized content production and syndication.

We help businesses address these challenges with OneWeb, our unified experience management solution. OneWeb approaches multi-brand multi-site management like building a house - it first lays down a foundation of platforms, tools, and third-party technology integrations. Then it builds a feature set on this foundation, and lays the brand experience on top.



Want to know more? Keep flipping the pages!

Get in touch with us at marketing@altudo.co to book a demo with our experts.



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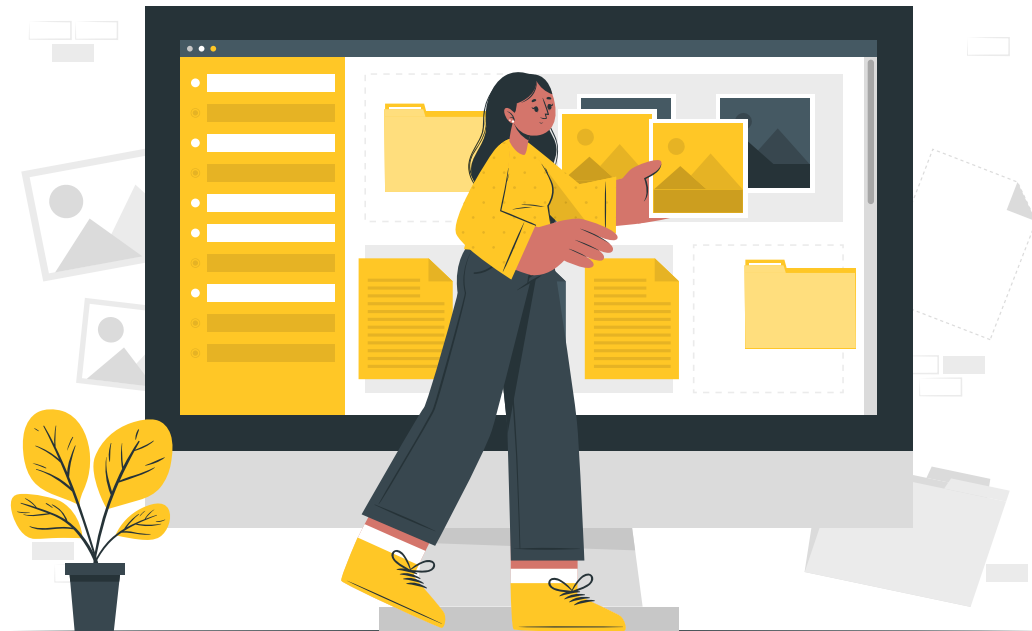
Assessing the Need For OneWeb



Multi-Brand, Multi-Site Management is Complicated

For global organizations it is common to have the web presence span a few dozen websites, microsites, and landing pages. A piece-by-piece approach of allocating teams to work on each website separately drives cost of hosting, maintenance, and development, as well as creates a complex infrastructure, ultimately leading to inefficiencies in the process.

Further, there might be a variety of languages to have the web presence in. Gearing it towards local audiences might also mean that a range of regional currencies, time zones, and location-specific content might need to be accounted for. It's no surprise that this could be incredibly overwhelming for the marketing, development, and IT teams of large organization.



Organizations with multiple brands and websites struggle to deliver a consistent customer experience, usually due to poor digital infrastructure.

High Maintenance Costs of Legacy and Complex Martech Infrastructure

Upgrading infrastructure to move to the latest tools can be a complicated and costly affair

Lack of Governance to Enable Marketing and Provide Self Service

Marketing has to wait on IT for everything. Lack of full service means that more time is spent in wait mode than actually doing the work or being in market

IT Teams are Overwhelmed

IT teams are constantly managing marketing requests rather than working on strategic outcomes



Time to Market for Campaigns and Sites is Usually High

Each campaign is created from scratch, then its passed to an IT queue and when tech team is free, campaign is run

Cost to Launch New Sites is High

Each launch of a site or a campaign continues to be high due to lack of re-usability or standardization

Lack of customer insight

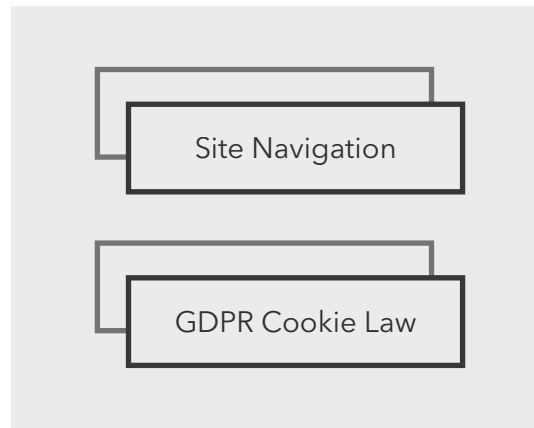
Due to a siloed ecosystem, no single view of the customer or customer insights to drive marketing

In most multi-brand, multi-site setups, development and maintenance of websites and products across brands is siloed, leading to website features being managed in a serial approach.

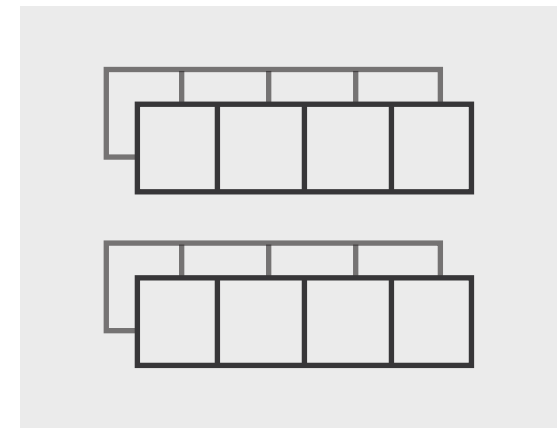
Project



Features



Backlog



What This Means?

- Each brand manages a distinct feature list for its website
- Delivery team processes requests and assess effort per brand
- Whenever any new website features need to be added, they are implemented per brand in a serial approach
- Each brand is not only waiting to gain priority but also waiting for that effort to be completed

Whether you're a part of this process directly, or are merely witnessing the three-ring circus from the sidelines, it's not hard to understand how time consuming, tedious, and often chaotic this entire process can be. Everytime a small change needs to be made across one or more websites, a range of small tasks get triggered across a vast team.

The more the number of people and small components involved, the more resource intensive the process, and the greater the risk of error. Viewed closely, a multi-brand multi-site web presence can start to seem like a bundled up ball of wool, simple waiting to get further tangled everytime anyone tempers with it.

Without a dedicated strategy, multi-brand, multi-site management is not usually sustainable for organizations. Further, it leaves them struggling to deliver market-leading customer experience across their digital web presence.





02

Why OneWeb?



Altudo's OneWeb solves all these problems of multi-brand, multi-site management. We enable organizations to deliver a great digital customer experience at scale, with reduced timelines and cost.

Re-usability Improves Maintenance

- Components that can be used to drive multiple sites
- Share assets across all sites and use them as a basis to quickly launch new sites and pages without the hassle of establishing new projects

Governance Model that Enables Marketers to Execute

- Integrated workflows for approvals
- Reduced backlogs
- Design guide



Allow Brands to Manage Multiple Sites with Reduced Costs

- A single integrated code infrastructure allows brands to manage multiple sites from a single instance at reduced costs
- Integrated analytics through a dashboard to visualize performance of all sites

Enables Self Service for Marketers

- Time to market through ready to go templates
- A web toolkit that is easy to use to launch new websites with reduced IT intervention
- A self service portal with a wizard-like experience and integration to the marketing eco-system to initiate new campaigns

Realize ROI with high degree of reusability and self-service for business. Also streamline operations and reduce dependency on IT team.



Business Benefits

- *Pre-built starter website for brand*
- *Framework for launching new page templates*
- *Large component library with drag and drop capability*
- *Start leveraging digital marketing features of Sitecore on day one including personalization & multivariate testing*
- *Self-service campaign launch capabilities*



Technology Benefits

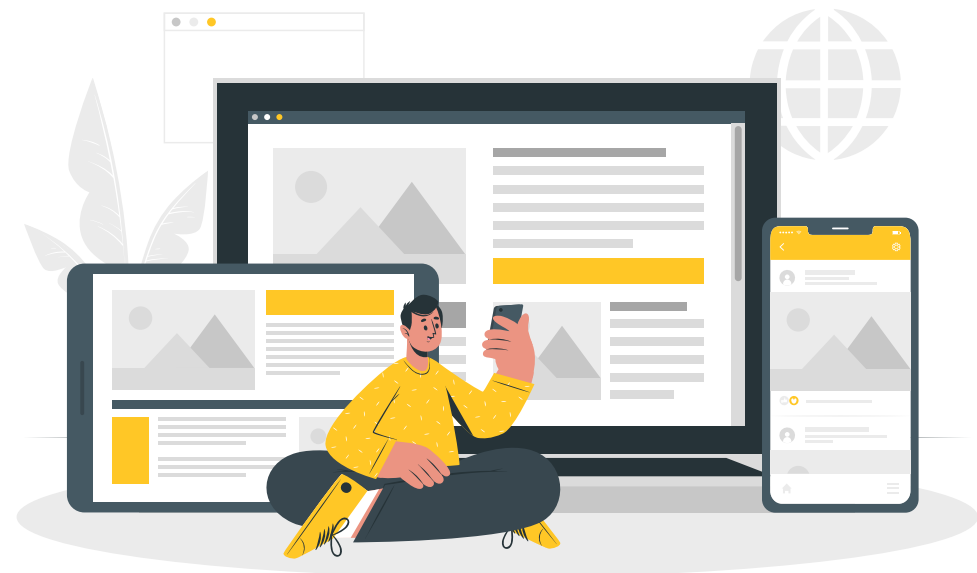
- *Single Software Development Lifecycle*
- *Single global code base*
- *Single DevOps process*
- *Single request intake for requirements*
- *Primary focus on building shared & reusable features than managing brand specific feature requests*

Use Cases for OneWeb - Who Can Gain from Centralized Multi-Brand Multi-Site Management?

■ Organizations Managing Multiple Brands

With organizations managing multiple brands, tend to build each website on a case-by-case basis. This creates significant increase in the cost of implementation, development, hosting, and integration. It also negatively influences consistency in customer experience across brands and scatters any customer data.

In such a use case, OneWeb significantly reduces time to market, maintenance cost, and provides a single point of integration for the entire web ecosystem. It also enables companies to build standardized, scalable process throughout the organization, while providing individual brands with a level of independence and creativity as they create unique experiences for their customers.

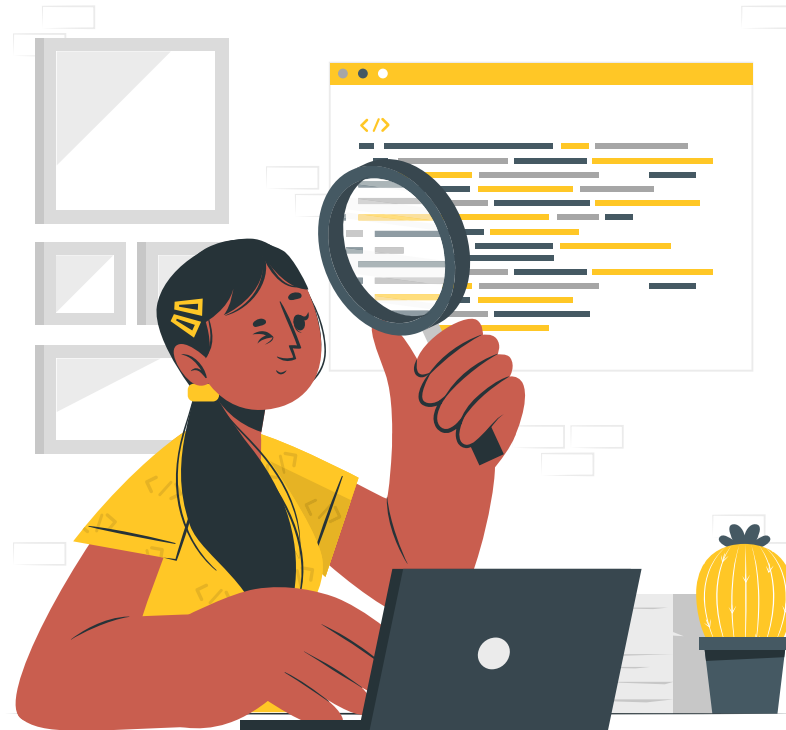


■ Global Organizations

Globally distributed website architecture typically requires a combination of a multisite and multilingual presence. Further, if brands or teams in different geographic regions are tasked with maintaining their own website, that incurs development, hosting, and maintaining costs separately for each region.

Lastly, global changes in the organization such as new products, new campaigns, branding changes, etc. result in a very slow, costly process of trickling down to websites and regions.

In such a use case, OneWeb enables an organization to centralize implementation, integrations, hosting, code base, information architecture and user management, while regional departments can maintain their independence in providing geo-specific information.





■ **Organizations with Reseller, Distributor, and Franchise Networks**

Usually, in such a use case, OneWeb enables a central unit to be responsible for providing information, architecture and content, but distributors or franchises are given their own web presence to manage. So, distributor or franchise quickly gets access to a website, which they will manage independently. They are also given guidelines, process and various resources and assets to work with in order to comply with the framework set in place by the parent organization.

This can also be helpful for real estate, healthcare, and service industry organizations that work on a distributed model so that any changes or feature additions can be implemented with a speedy time-to-market.

■ **Organizations Running Multiple Campaigns and Microsites**

Organizations that have multiple campaigns and microsites to run need the ability to bring the microsite to market in the fastest way possible, sometimes even within a single day. They need low cost of production, given the high volume. They need to be able to reuse resources such as templates or content.

For this use case, OneWeb's instantaneous site creation and management makes it a perfect fit for microsite-heavy organizations. It would enable marketing teams to quickly model a message and launch a campaign in tight timeframes. This would also drastically reduce the cost of creation as well as maintenance of the microsite infrastructure.





OneWeb Helped a Global Consumer Goods Brand Unify CX Across Sub-Brands



Challenges

- 35+ brands and as many, if not more websites
- Multiple stakeholders and product owners distributed across 4 geographic regions
- Independent product backlog and code base for each brand managed by a single team
- 70% duplication of content types as well as features and functionality
- Lack of standards and best practices across brands
- 5-month lead time for brand onboarding

OneWeb Helped Them



- Reduce time to launch a new medium website to 3 to 5 weeks from 16 to 20 weeks
- Cut maintenance costs 80% because all features will be managed from a single code base
- Lower average cost for new site build by 60 to 70%
- 500% increase in consecutive page interactions for product details pages
- 48.91% increase in returning visitors



03

What is **OneWeb?**



OneWeb is a best practice for multi-site implementations, which can be used with the leading Digital Experience Platforms (DXPs) Sitecore and Drupal.



What OneWeb Is

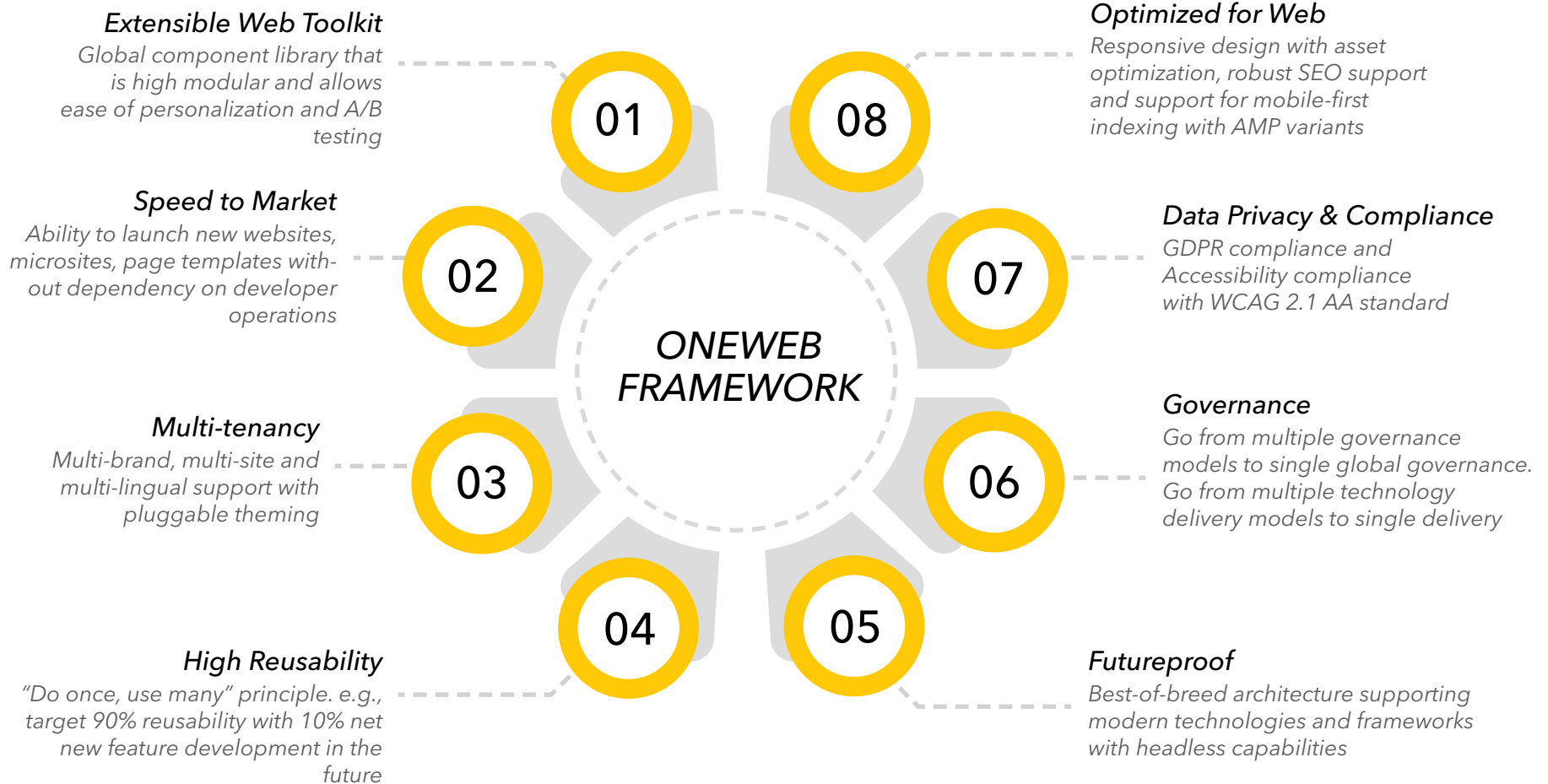
- A recommended multi-site implementation methodology with the following highlights:
 - Component-based UX and UI
 - Development approach (base component library, base theme, marketing feature support, reusability, etc.)
 - Modular architecture with hub and spoke model
 - Set of reusable component development
 - Pluggable and reusable themes
 - Optional content authoring helpers (validations, batch workflow management, etc.)
 - Fully automated CI/CD pipeline for code and foundational content
 - Reusable components

What OneWeb Isn't

- Not an additional module
- Not a separate package of components
- Not a Sitecore or Drupal add-on
- Not a layer on top of the DXP (the DXP helps bootstrap some OneWeb concepts, a helper for meeting the OneWeb requirements)



OneWeb's framework is built on 8 key tenets, which provide organizations with a strong foundation for their web infrastructure.

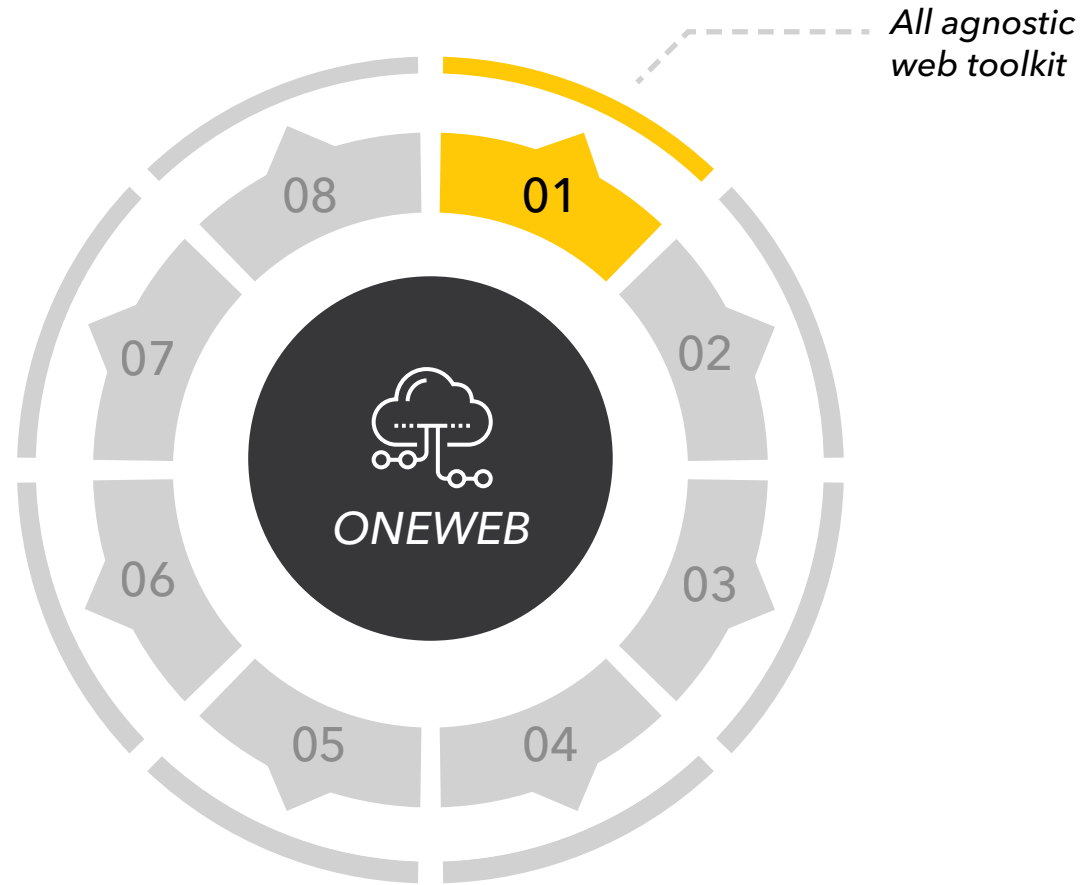


What OneWeb brings to Multi-Brand, Multi-Site Management?

- Speed up time-to-market with self-service and turn-key marketing operations
- Consistent and standardized experiences with flexibility to deliver unique brand experience
- Ability to serve and support multiple brands/business units at scale
- Unified governance of content operations to allow business units to deliver content at scale
- Migration of websites to a centralized platform with reduced maintenance costs
- Support for multiple geographic regions with a centralized delivery model
- Move from multiple workstreams and scrums to a shared services delivery model across multiple initiatives and reduce operational costs



What is Included in OneWeb?

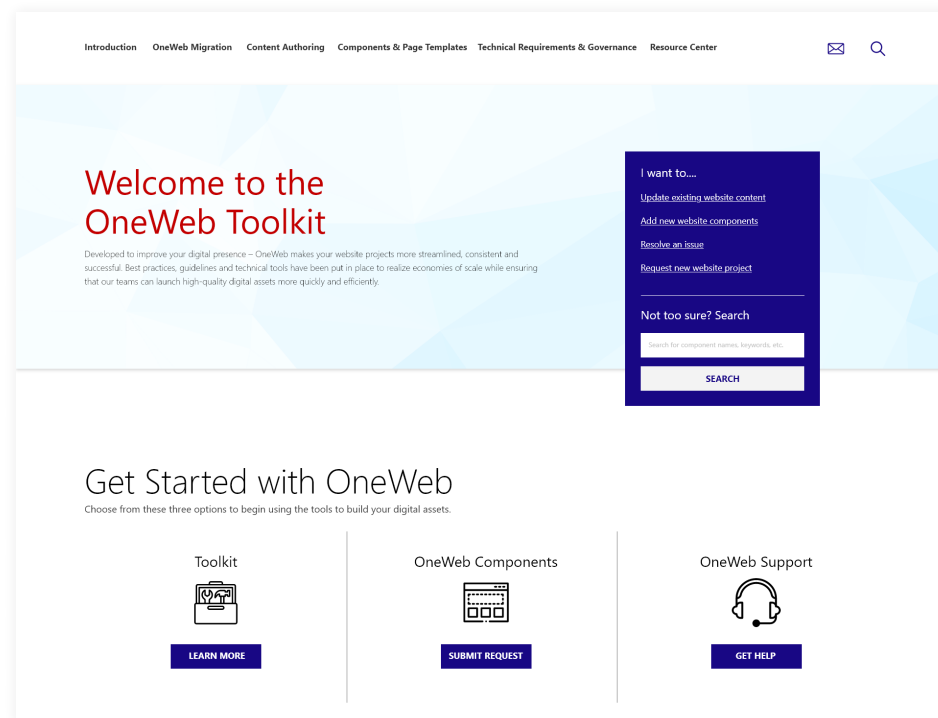


*All agnostic
web toolkit*

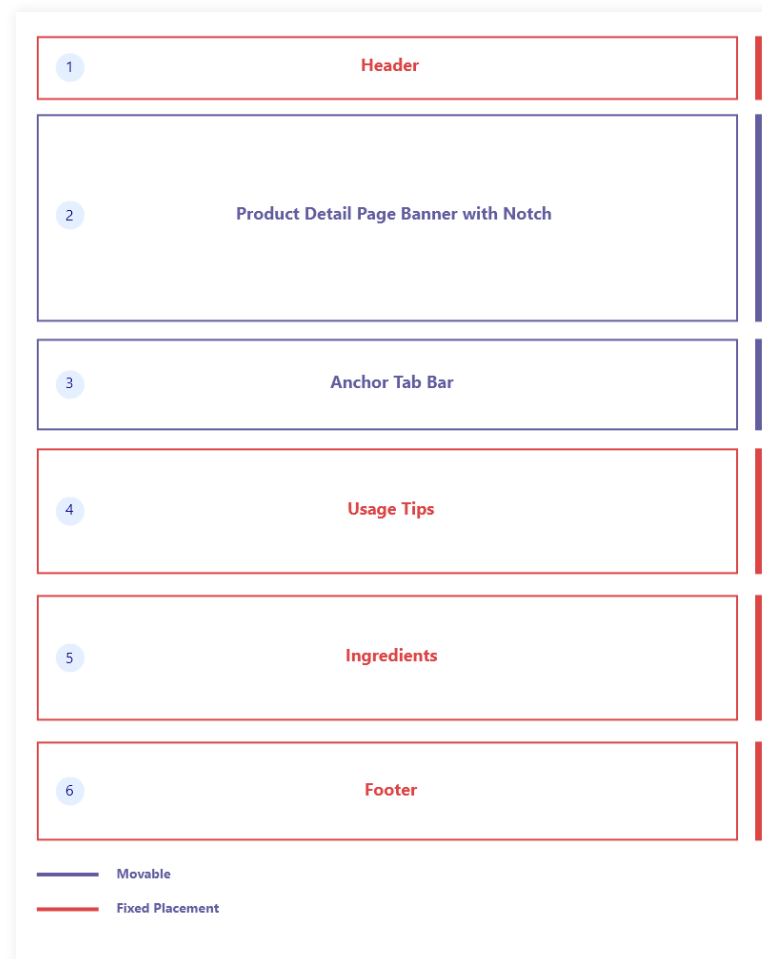


■ All Agnostic Web Toolkit

Your multi-brand multi-site backend turns into a single custom infrastructure that you can access via a toolkit. Whether you're building a new website or updating pages for your existing site, you'll find what you need to achieve your digital goals in this toolkit. Everything from style guidelines to development best practices to key metrics to measuring success are baked in.



For a commerce-based brand, the toolkit provides a product detail page. These pages are flexible, modular, and allow you to tell the full story of an individual offering through relevant content, from key details to campaigns, videos, and other content.

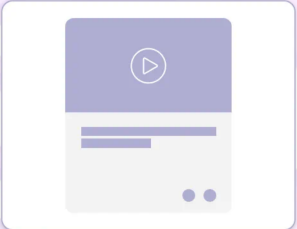


For non-offering content pages, a component-based infrastructure is followed. For video content, for instance, the toolkit will provide you with a template where the heading text will be present. The business user can then add details to the page. Videos, images, and text on these pages can be edited as per requirement.

Video Component

3 Column Video Content Module Carousel

This is a video content module where a Heading text will be present here and will redirect the user to the detail page. Flexibility will be provided in case the user doesn't hyperlink this text then it will appear as a static text. Further video or Images can be used in this module, upon...



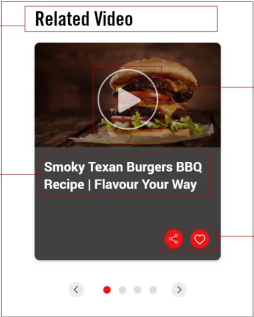
Component Content Features

(To create a new component listed below are the fields)

Section Title*
Input Type - Text
Text Size - 30 Characters (Recommended)

Card Title*
Input Type - Text
Link URL - URL
Text Size - 50 Characters (Recommended)

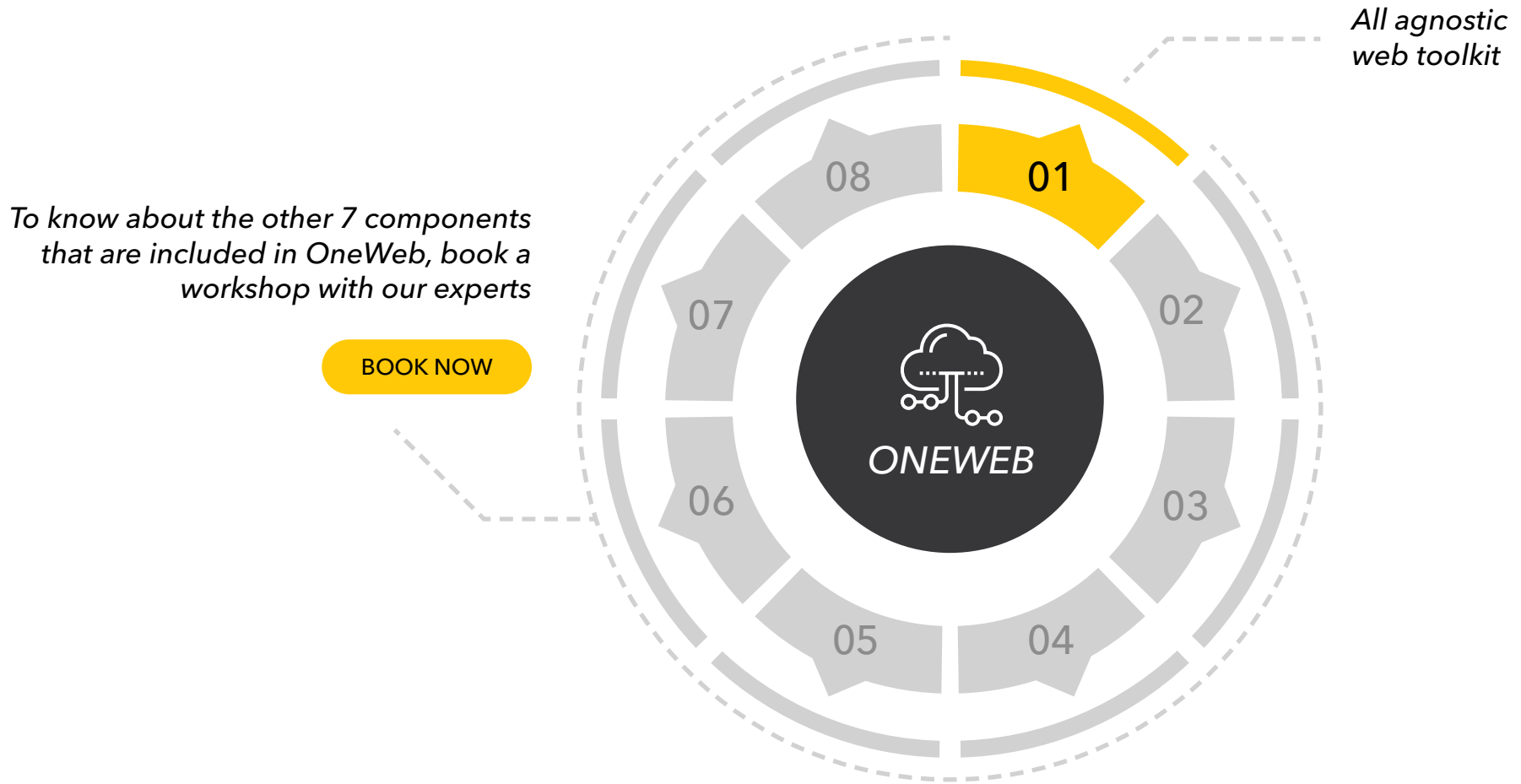
Related Video



Card Video Play Icon*
Input Type - Icon Image
Image Type - JPG / PNG
Link URL - URL
Image Size - 129x129px

Utility Icons*
Input Type - Icon Image
Link URL - URL
Image Size - 41x41px

* Mandatory Fields for Component



We'll Help You With:

- OneWeb toolkit walkthrough
- Understanding how OneWeb works
- How OneWeb has helped global CPG brands
- What our OneWeb deliverables are

What DXPs Do We Use for OneWeb?



Today, agility, scale and personalization are essential for organizations with multiples brands and multiple websites to win the customer experience battle. With OneWeb, we empower you to create a digital infrastructure that solves all your challenges and transforms your customer experience across touch-points.

Get in touch with us at marketing@altudo.co to book a demo with our experts.

About Author

Varun comes with 12+ years of hands-on experience working with various Fortune 500 companies in the CPG, Retail, Finance, Asset Management, Education, and Hi-Tech verticals. He also specializes in digital strategy, customer experience, experiential marketing, event technology, omni-channel strategy, conversational UI, RPA and machine learning. He believes that customer experience is the key to creating brand loyalty.



VARUN KASHIV

*Business Head, Consumer
Products & DTC*



About Altudo

Altudo is a global digital business transformation firm, focused on helping clients deliver an exceptional customer experience (CX) through 1:1 personalization & enhanced engagement. We enable this by creating an integrated IT infrastructure across an array of digital platforms in Martech, CMS, commerce, analytics, and other digital solutions, to build a single view of the customer across channels.

We have been trusted by 45+ Fortune 500 brands, and have received 10+ awards in recognition of our work. Our key partners include Sitecore, Salesforce, Zendesk, Acquia, Drupal, Contentful, BigCommerce, Shopify, Magento, SimilarWeb, and Asana.

For more information, [visit www.altudo.co](http://www.altudo.co)
You can also get in touch with us at marketing@altudo.co

