International **Post** Corporation

IPC improves online presence

The organization develops a new, flexible and up-to-date web platform

Industry: Logistics and Supply Chain • Founded: 1989 • Employees: 120
Headquarters: Brussels, Belgium • ipc.be

IPC (International Post Corporation) is the leading service provider for the global postal industry. The organization is a joint venture of 23 postal companies from North America, Europe, and Asia.

More than 180 postal companies worldwide use the services of IPC, which vary from market research and e-commerce solutions to supply chain integration tools and sharing of best practices. The website, which includes a MyIPC environment and a detailed overview of all services plays an important role in the services of the organization.

The Challenge

To improve the online presence and to simplify management, IPC, together with Sitecore partner Blastic, initiated a project to build a new web platform.

"Our existing environment was very outdated and from a technical point of view at the end of its life. It was time for a whole new approach", said Andrew Anderson, Online Communication Project Manager at IPC.

The Sitecore Solution

According to Anderson, the choice for Sitecore as the basis for a new web platform was made quickly.

"Our existing website also runs on Sitecore to our satisfaction. The question was more about which version of Sitecore we were going to use for the new website: Sitecore 8 or 9? In consultation with Blastic, our choice was clear — version 9. Sitecore offers us a very secure and powerful environment with all the required tools we need to build a reliable online environment. Especially, the potential to improve the user experience is huge. Our old system was very static and rigid. Information was hard to find. We wanted to get away from that."

" We now work with a very flexible system in which we can quickly and easily create content.

– **Andrew Anderson,** *Online Communication Project Manager, IPC Global*

IPC and Blastic jointly developed a new platform that runs on Azure. Blastic implemented a new, contemporary design and a more flexible layout. An important objective for IPC was to increase the insight into the visitors.

Said Anderson: "We want to be able to have more insight into who is visiting the website and what visitors are interested in. With the Experience Profile function and the built-in analytics capabilities, Sitecore offers excellent opportunities for this, which we will start using in phases. The goal is to map out the user journey properly so that we can respond to it better."

In addition, IPC will use Sitecore 9's email marketing capabilities to provide target audiences with the appropriate content about the services the organization provides. Anderson also wants to check out the options for linking the Sitecore environment to the existing Microsoft Dynamics CRM system.

The Outcome

According to Anderson, IPC benefits from the new web platform in several ways.

"To start with, we now work with a very flexible system where we can create and publish content quickly and easily. In addition, we can create optimal insight with regard to our visitors in the long term. Plus, the system is very future-proof. We can easily add new features, including analytics and email marketing. Furthermore, the management of the environment is extremely simple. We, at IPC, have a small web communications department and therefore don't want to spend a lot of time on the daily management of systems."

Anderson points out that the traffic to www.ipc.be has more than doubled since the launch of the new website. "Sitecore partner Blastic has played a key role in all this. They have helped us a lot to make the site a success. We look back on excellent cooperation that will certainly continue."

To learn more visit sitecore.com

Success Snapshot

- More flexibility in terms of content creation
- Easier management of web platform
- Traffic to website more than doubled
- Future-proof web platform
- Extensive options possibilities for personalization
- Links to CRM and other applications
- Sitecore Experience Platform 9.0.1 on Azure VM

BLASTIC

In today's world, a personalized customer experience is no longer exceptional but essential to run a successful business. At Blastic, we enable companies to create unique and inspirational digital customer experiences. We do this by helping companies define their digital marketing strategy, building the required digital solutions as well as providing the skills and know-how to implement the strategy.

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