

# Amway supports its distributors worldwide.

Leading direct sales organization standardizes on Adobe Marketing Cloud to improve efficiencies and collaboration worldwide.



"We originally selected Adobe Experience Manager just to help expand our marketing initiatives, but as our vision grew, it continued to meet our needs."

*Joe Kline, IT Manager, Digital Content Organization, Amway*

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### SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH



### RESULTS



#### GLOBAL COLLABORATION

Encouraged collaboration among regions by sharing templates, assets, and labor



#### INTEGRATED SEARCH

Improved search with detailed tagging and global search functions developed with ICF Olson to boost productivity up to 100%



#### LOCAL LEADERSHIP

Promoted local brand strategies and creative work while maintaining global brand consistency through centralized assets



#### DISTRIBUTOR TOOLS

Helped distributors better accomplish their sales goals by encouraging development of sales tools for use worldwide

## Amway

Established in 1959

Employees: 21,000

Ada, Michigan

[www.amway.com](http://www.amway.com)

ICF Olson

[www.ICFOlson.com](http://www.ICFOlson.com)

## CHALLENGES

- Supporting distributors through more efficient technologies and tools
- Deliver solutions quickly to marketing and sales organizations worldwide
- Empower digital staff to focus on creativity through user-friendly tools



## Supporting a global community of distributors

Founded in 1959, Amway is one of the largest direct sales organizations in the world with annual revenue of about \$11.9 billion. Although Amway started as a U.S. company, it now has an international presence with 21,000 employees creating and marketing products in 59 markets. Rather than selling products in stores, Amway works with three million independent distributors who build relationships with customers to deliver personalized care.

“With the direct sales model, our distributors are their own business owners, which means that anything we do affects them much more personally than a typical business employee,” says Joe Kline, IT Manager in the Digital Content organization at Amway. “Amway tends to be a second job for many distributors, particularly when they’re just starting out, so we want to provide efficient tools that make it easy for distributors to build their business.”

Amway was also looking to diversify its distributors in many regions by attracting young entrepreneurs who could become the future sales leaders in Amway. These audiences tend to be tech savvy, and Amway knew that leveraging solid technologies could build credibility and motivate people to join.

Working with technical and digital teams from all regions, Amway decided to update its digital strategy to deliver better services to marketing and sales teams. After looking at several solutions, the IT teams agreed to standardize on the Adobe Experience Manager solution in Adobe Marketing Cloud.

“We originally selected Adobe Experience Manager just to help expand our marketing initiatives, but as our vision grew, it continued to meet our needs,” says Kline. “We’re going much further in our ambitions to build a better consumer experience across all digital channels.”

“Digital teams are using Adobe Experience Manager to share templates and other assets, which frees up time and labor so that teams can spend more time pushing their limits creatively. We’re seeing a role reversal where regional teams are becoming leaders who influence company-wide creative trends.”

*Joe Kline, IT Manager, Digital Content Organization, Amway*

## Collaborating across regions

Amway worked with regional IT teams as part of its initiative to improve digital delivery. Although Amway developed custom solutions for digital production, the company realized that an established, enterprise solution could provide higher usability. By reducing technical hurdles, the company hoped to help digital teams improve productivity and stay creative.

Standardizing on Adobe Experience Manager across regions encourages a new level of speed for digital teams. “Digital teams are using Adobe Experience Manager to share templates and other assets, which frees up time and labor so that teams can spend more time pushing their limits creatively,” says Kline. “We’re seeing a role reversal where regional teams are becoming leaders who influence company-wide creative trends.”

The digital team at Amway China, for example, concentrated efforts on developing mobile templates to reach China’s mobile population. Other regions can build local mobile sites based on these templates, which dramatically reduces development time. The North American team is also developing business tools for distributors that are being shared on Adobe Experience Manager.

By working with a common web content management platform, Amway can also leverage its connected regional teams for time-sensitive projects. When Amway wanted to put up a new website in India quickly, it pulled in support from European brands. Because all digital teams work with the same platform, this type of collaboration can be accomplished easily.

## Connecting assets across regions

Working with customer experience agency ICF Olson, Amway is leveraging Sites and Assets capabilities in Adobe Experience Manager to centralize worldwide assets and encourage productivity. “The digital asset management capabilities enable us to create great tagging taxonomies that drive great search results,” says Kline. “ICF Olson did a fantastic job of tying together search results from Adobe Experience Manager implementations in different regions for a truly global view of assets.”

Using detailed tags, digital teams can easily search for assets. Any intellectual property information or related derivatives are displayed at the same time to improve usability. The mobile interface also enables digital teams to search for and display assets at meetings. With easy access to worldwide assets, digital, marketing and communications teams spend less time creating new content or searching for usable, approved content. As a result, staff productivity has seen a great improvement; Amway China reported a 100% productivity increase.

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
  - Sites
  - Assets

## Maintaining local brand strategies

While standardizing on Adobe Experience Manager encourages reuse of templates and components, Amway values the input from regional brand managers to adjust marketing strategies. For example, Amway's beauty line, Artistry, is marketed as a prestige line in some markets, with marketers emphasizing the science and research that goes into its products. In other markets, brand managers seek to make the line more accessible by de-emphasizing scientific language.

"With the ability to manage assets centrally and share them among regions, Adobe Experience Manager helps us align brand positioning worldwide," says Kline. "By giving brand managers the option to pick from reusable assets, we're encouraging brand consistency without stifling creativity."

Amway is continuing to delve deeper into Adobe Experience Manager, even integrating it with the company's hybrid e-commerce platform. "The synergy between Adobe and SAP is amazing, giving us confidence that we picked the right solutions," says Kline. "With its combination of flexibility and power, we are extremely happy with where Adobe Marketing Cloud is going and we feel that it will continue to evolve with us in the years to come."

## About ICF Olson

ICF Olson is a full-service customer experience agency purpose built to address the new realities facing organizations today. ICF Olson helps brands engage with their connected customers through brand and creative campaigns as well as development and deployment of digital properties. The company also helps brands increase customer retention with relationship and loyalty programs, and promotes advocacy and sharing through social and media channels. ICF Olson creates and delivers holistic solutions where they matter most.

### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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