Citrix, connecting and engaging employees and customers.

Technology company delivers exceptional digital experiences to internal teams and customers with Adobe Experience Manager.

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Michael Berg, Director of Web Product Management, Citrix

SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS

FAST UPDATES
Accelerated time to update content from weeks to minutes by eliminating the need for developer support

300% INCREASE

WEB PRODUCTIVITY
Increased productivity of website content authors by 300%

96% IMPROVEMENT

HIGH ENGAGEMENT
Improved year-over-year employee engagement on the intranet by 96% through mobile accessibility and targeted information

200% HIGHER

ACCURATE SEARCH
Transformed search with improved content governance and targeted results, which increased search utilization by 200%
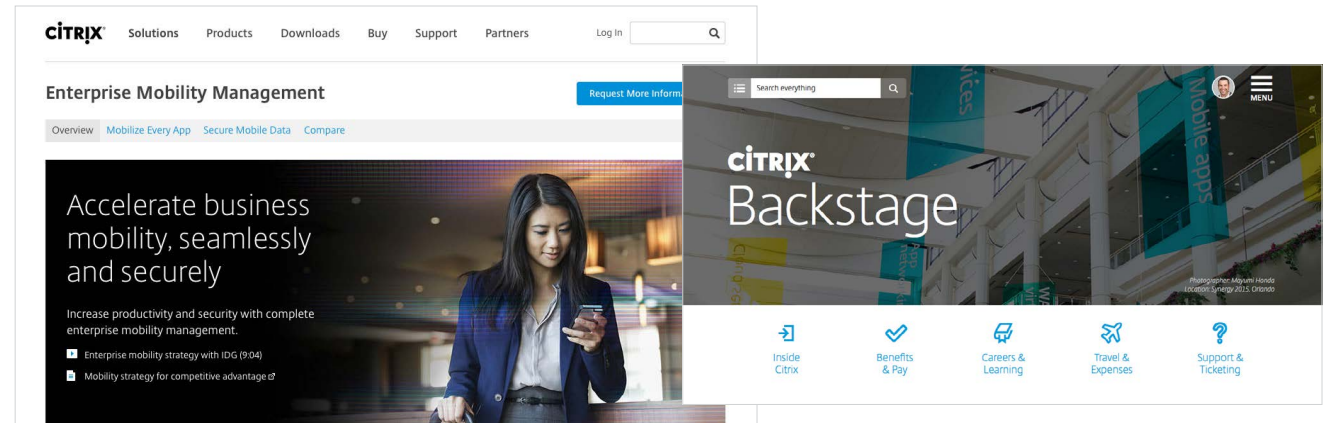
Citrix

Established in 1989

Employees: 10,000

Santa Clara, California

www.citrix.com

CHALLENGES

- Transform digital presence with a standard corporate identity implemented globally
- Consolidate multiple systems and microsites to develop a single, employee-focused intranet
- Streamline authoring to enable contributors to quickly create and update content

Working where inspiration strikes

For many employees, work is no longer something that happens just at the office. People are taking their work home or on the road, finding inspiration from the world around them. In this changing environment, companies need information and applications that can be delivered wherever their employees are working.

Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data, and communications on any device, over any network and cloud. More than 330,000 organizations and over 100 million users worldwide use Citrix solutions and services to power their mobile workspaces.

Fresh digital identity

Just as Citrix solutions transform how people, businesses, and IT work, the marketing team was interested in transforming the company's digital presence. The goal was to create a fresh new online experience with a consistent identity and frequent updates for customers around the world. The company needed a scalable, flexible solution that could provide a solid foundation for growth.

After a rigorous search process, Citrix chose the Adobe Experience Manager solution within Adobe Marketing Cloud. "Adobe Experience Manager provides the capabilities that we need as we look to the future, without sacrificing usability or customer experiences," says Michael Berg, Director of Web Product Management at Citrix.

"Adobe Experience Manager allows us to rapidly respond to changing business needs and market conditions. We can provide customers a better online experience through consistent navigation, engaging video and visuals, and more accurate and timely information."

*Diamelin Lopez, Senior Manager, Project Management Office, Citrix*
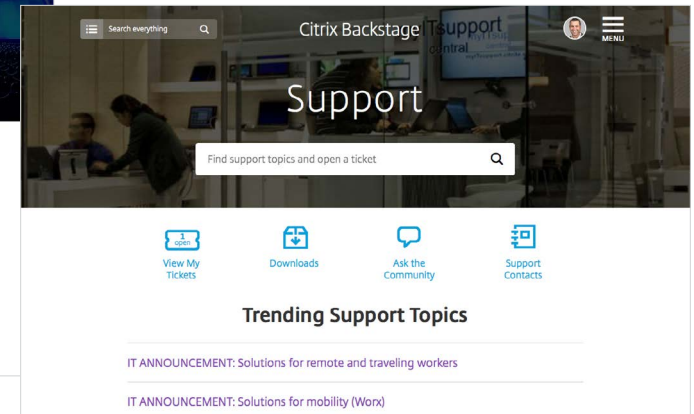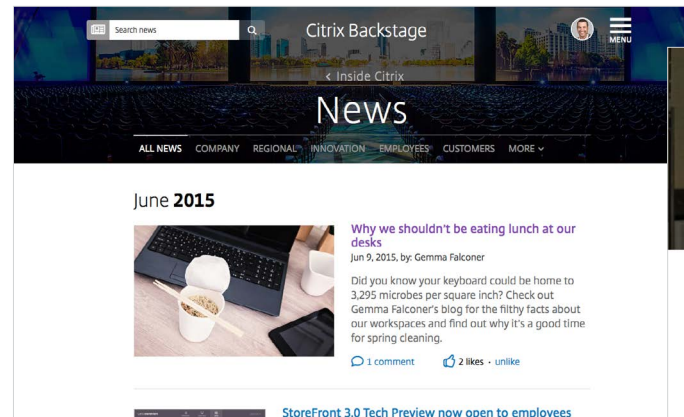
Rapid response to changing needs

Working with Adobe Consulting, Citrix deployed over a dozen components and three templates in less than three weeks. The use of standard templates and components helps ensure visual consistency and maintain a common structure across the web pages. Using the sites and assets capabilities in Experience Manager, even non-technical content creators can use the simple drag-and-drop interface to arrange images, video, or other page elements on templates.

"Before, even a basic task like creating a table could take several hours since the content author needed to coordinate with a web developer," says Diamelin Lopez, Senior Manager, Project Management Office at Citrix. "Using Adobe Experience Manager, authors can add a table component in five minutes, without needing developer support."

With simplified authoring, Citrix's nearly 200 content creators have better control over content and updates, leading to faster development time. For instance, rather than submitting materials up to a week in advance, organizers for company events can quickly post changes as they come in to keep participants updated. In all, the productivity of content authors increased by up to 300% with Experience Manager.

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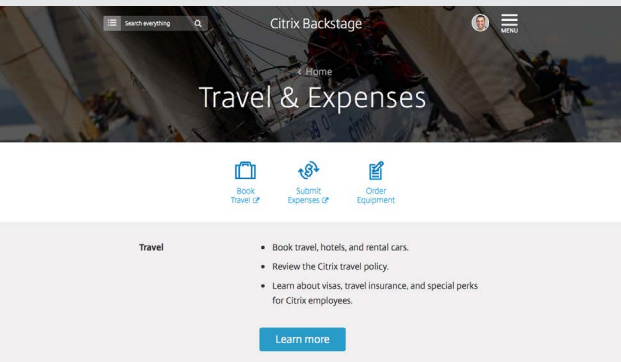
"By personalizing the intranet experience with Adobe Experience Manager, we increased year-over-year engagement by 96% and pages viewed per session by 55%."

Michael Berg, Director of Web Product Management, Citrix

Serving Citrix staff

Having successfully transformed the Citrix website using Adobe Experience Manager, the company set its sights on delivering equally effective web services to its employees. Citrix staff use the intranet frequently to request support, check help tickets, and look up information about policies and facilities. But with information split between two separate intranet systems and numerous microsites, the experience was fractured.

"Employees could spend a lot of time hunting down information," says Berg. "The lack of centralization made it difficult to keep information up to date. The same set of policies could be listed on multiple pages, with no indication of what was the most recent version."

Citrix set up three high-level goals for its new intranet: pulse, connect, and service. First, the intranet needed to help employees keep their fingers on the pulse of the company by empowering them with organized content and easy access to information around professional growth. Second, the intranet needed to be a place where employees could connect socially and increase engagement. Finally, the intranet needed to provide excellent services in one location.

"From our experience transforming our website, we knew that Adobe Experience Manager had the capabilities to solve our intranet challenges," says Lopez. With some development assistance from Six Dimensions, Citrix migrated its multiple intranets from Microsoft SharePoint and various other systems and consolidated content to develop a single intranet experience for employees.

Putting employee needs first

The new intranet, "Backstage", focuses on the needs of the employee rather than the needs of each business unit. Employees enjoy a consistent experience that is no longer siloed across divisions, but instead incorporated across the site.

"Previously, employees visited separate microsites for each ticketing system," says Lopez. "Now all of the ticketing systems are integrated directly into Backstage. Adobe Experience Manager creates a consistent, easy front-end user experience. Employees are shielded from technical pain points so that they can concentrate on getting their jobs done."

Adds Berg, "We're creating a one-stop shop for our employees. Adobe Experience Manager integrates data from all systems to create a central hub where employees can manage and check their information."

Through responsive design elements built into the Adobe Experience Manager templates, employees also enjoy an excellent mobile experience. A two-factor authentication system keeps the intranet secure while encouraging access from outside the network. For instance, employees can check benefit information from the ER during an emergency or look up office information at an airport. With greater accessibility, year-over-year mobile usage increased by 24% after deploying Adobe Experience Manager.

Personalized experiences

For Citrix, the assets capability in Adobe Experience Manager does more than just provide the company with a central location to store images, video, and templates for websites. It acts as a full-fledged enterprise content management system for centralized governance over thousands of documents, from benefits information to help documentation. Detailed tagging and metadata help the team manage content on the backend, reducing the possibility of conflicting or duplicate content.

"One of the most useful features is the ability to retire old content," adds Lopez. "People searching for the holiday schedule don't want to be shown the schedule from four years ago. With Adobe Experience Manager, we can identify and remove outdated information quickly to deliver accurate and timely content for employees."

Integrating data from Active Directory and SAP into Experience Manager, Citrix created numerous closed user groups. Citrix uses this information along with metadata to seamlessly target or restrict content stored within Experience Manager. New employees logging into Backstage can be directed to essential reading, forms, and FAQs. An employee at the Singapore office, for example, can quickly check what the cafe's serving for lunch, then switch to the Bangalore office to look up recommended hotels for an upcoming business trip.

"We want to help employees find relevant information quickly," says Berg. "By personalizing the intranet experience with Adobe Experience Manager, we increased year-over-year engagement by 96% and pages viewed per session by 55%."

Productive and accurate searches

Before Experience Manager, searching the intranet could be challenging for employees. A simple keyword search might turn up millions of results, with no indication of the most accurate information. Search enabled by Experience Manager is a whole new experience, using tags and user groups to filter through content to produce the most relevant search results.

"Search used to be difficult, so fixing that was a priority for us," says Berg. "Adobe Experience Manager easily integrates with user groups to handle all of our targeting needs. With better and faster experiences, we've increased search utilization on the intranet 200% year-over-year."

SOLUTION AT A GLANCE

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

Connecting employees

Using the communities capabilities within Adobe Experience Manager, Citrix improves overall employee engagement even further by helping employees connect with each other. Employees can update profile information, connect with each other, and share social connections or news articles. An employee support community encourages employees to discuss challenges or problems and discover new solutions.

"Adobe Experience Manager gives us the tools to take control of content to deliver a more accurate and personalized experience for people inside and outside our company," says Berg. "By building on our foundation of Adobe Experience Manager, we can expand communications for all internal and external customers."

For more information
www.adobe.com/solutions/customer-experience/ web-experience-management

www.adobe.com/solutions/digital-marketing.html

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