sitecore®
Own the experience®

NEENAH

Global premium paper and packaging leader Neenah Paper centralizes and streamlines digital platform to improve user experience, boost staff productivity, and increase revenue.

Industry: Manufacturing • **Founded:** 1873 • **Employees:** 2,500
Headquarters: Alpharetta, Georgia, USA • neenahpaper.com

Neenah Paper is a leading premium paper and packaging manufacturer with over $1B in annual sales from recognized brands in more than 80 countries. Delivering innovation and craftsmanship since 1873, Neenah yields unmatched quality and industry firsts, including the first paper company to market with a website.

With numerous lines of business selling diverse products across distinct sites, Neenah's online presence became fragmented. As a result, the customer experience suffered. Further, distributed marketing teams struggled with aging sites developed on eight different content management systems (CMS). Basic content updates required numerous steps, resulting in workflow inefficiencies and slower time to market.

"We wanted to find a solution that would help us pare down the number of sites we were managing while allowing us to provide a more modern and premium experience for our partners and customers," says Jamie Saunders, Senior Marketing Communications Manager of Neenah.

Realizing the need for a modern CMS and e-commerce solution, Neenah turned to RDA, a leading provider of marketing technology solutions. "Aging technology was holding the team back," says Andrew Crowder, Director of Digital Marketing Solutions, RDA. "They just didn't have the necessary tools to meet users' needs and provide world-class customer engagement."

As a first step to improve Neenah's online presence and e-commerce experience, RDA met with marketing, support, and IT teams to identify business drivers and digital challenges and to ultimately choose the best technology platform. After strategy workshops and systems evaluations, RDA recommended Sitecore Experience Platform (XP) and Sitecore Commerce running on Microsoft Azure.

Challenges

- **Enhance web and e-commerce experience** by modernizing existing technology.

- **Consolidate and streamline** content management across multiple product lines.

- **Accelerate engagement and revenue** through cross-sell and up-sell initiatives.

- **Increase scale and time-to-market and lower costs** with cloud platforms.

Solution

- Sitecore® Experience Platform™ (XP)

- Sitecore® Commerce

- Sitecore® Experience Database™

- Microsoft® Azure

Results

- **Improved digital experience:** Superior navigation and unified brand presence.

- **Lower administration costs:** Automated and simplified site management.

- **Enhanced revenue opportunities:** E-commerce promotions and buyer intelligence.

- **Faster time to market:** Cloud and process maps to expand digital platform.

Easy to manage, easy to scale

Within nine months, RDA and Neenah had implemented Sitecore XP and Sitecore Commerce and delivered a new site for Neenah's Astrobrights brand. According to Crowder, "Now that the Astrobrights site is in place, it's simple to spin up additional websites in support of new and existing brands."

The Sitecore solution serves multiple storefronts, each with a unique brand presence and e-commerce catalog. RDA integrated Neenah's CRM and ERP systems, as well as Avalara tax calculations, Chase Paymentech processing, and UPS and FedEx shipping to create a streamlined experience for customers.

"Sitecore allowed us the flexibility to mesh out-of-the-box functionality with custom requirements to deliver a great user experience for Neenah's customers," says Crowder.

With its new content management and e-commerce platform, Neenah has certainly increased workflow efficiencies. Additionally, running Sitecore on Azure, Neenah has decreased costs relating to infrastructure and database administration. Meanwhile, the paper company anticipates a 12- to 24-month return on investment for the entire project.

"Sitecore's powerful framework for content and commerce combined with the speed and reliability of Azure helps us deliver a great customer experience while achieving faster time-to-market and control over infrastructure costs," says Saunders.

A premium customer experience

The modernized digital solution now provides superior navigation and a unified brand presence across sites. Elegant product presentation, streamlined purchasing, and integrated payment solutions offer a premium online experience that meets customer needs and prevents migration to competitive sites.

Next steps include adding more brands to the Sitecore platform to accelerate customer engagement and boost revenue. Furthermore, the marketing team is planning new cross-marketing promotions to grow online sales. Eventually, Neenah will use Sitecore XP to market in context of a visitor's current and past interaction with its brand in real time.

"It's great to know that whatever we dream up for our customers' digital experience, we can make it happen with Sitecore," concludes Saunders.

RDA enables businesses to attract, engage, and retain customers in order to provide a seamless personalized experience. Our proven commerce frameworks and pre-built components reduce implementation time and costs while simplifying the customer buying experience.

Services

- Digital Marketing Strategy & Analytics
- Marketing Technology Solutions: CMS Implementation & Commerce
- Enterprise Cloud Application Development Solutions

Industries Served

- Manufacturing
- Distributors
- Legal
- Insurance
- Associations
- Financial Services
- Tourism
- Hospitality
- Commercial Real Estate
- Education
- Healthcare
- Energy

Employees

120

Headquarters

Hunt Valley, MD

Website

rdacorp.com