

DIGITAL MARKETING TRANSFORMATION

You might succeed in digital managing a hundred different things.
But it's a lot easier with One.

CortexOne is the first cloud-native CMS. Built in partnership with Microsoft, CortexOne leverages the full potential of Azure's cloud infrastructure and tools on a single platform. This simplifies and automates complex configuration processes and enables rapid and secure website creation, versioning and editing using an intuitive interface.

CortexOne addresses key technology challenges



A powerful platform that supports operations

Use the CortexOne Services Hub to configure all the tools, services, and dashboards required to manage your global digital estate. A single dashboard showing consolidated delivery information guarantees an optimal environment that maximizes the customer experience.



A scalable set of services that maximizes availability

Scalable and resilient by design, CortexOne simplifies access to the global Azure architecture, through intuitive scripted interfaces and automation. Leverage resources across multiple datacentres, load balanced by traffic manager to maximise performance and availability.



Rapid webpage creation through modern tools

Use Component Editor to rapidly build reusable components against corporate guidelines. Drag and drop the components using Page Builder for rapid builds. Insert approved images from the Asset Library, all sized automatically, followed by copy inserted across all languages.



Quality assured at the core

CortexOne's auto configuration tools ensure all web environments are identical; Test - building, Staging - approving, and the Live runtime environment. Sites move across these stages as a WYSIWYG website, showing real life experiences and guaranteeing optimal results.



Deployment standards

Generate custom workflows through CortexOne's approval tools authenticated by Azure Active Directory. These processes map onto your business and governance standards, guaranteeing the correct approved content is delivered safely in the correct place every time.



Migrate websites to the cloud

Cortex's automated ingest tool accelerates the migration of your digital estate onto the CortexOne platform at unprecedented speed and with minimal disruption. By leveraging the Microsoft platform-as-a-service solution you go live small, fast and cheap, then leverage at scale.

Benefits accross your organization



Marketing

- Brand consistency
- Optimized marketing
- Rapid build and delivery
- Asset management
- Centralized analytics
- Maximise budgets



Technology

- Development accelerators
- Scalable infrastructure
- Rapid website creation
- Quality assured
- Deployment standards
- Migrate to the Cloud



Procurement

- Supplier consolidation
- Resource optimization
- Pay-as-you-go consumption
- Transparent billing
- Future-proof technology
- Proof of concept



Security

- Secure by design
- Decoupled runtime
- Role based access control
- Full audit trail
- Business continuity
- Microsoft security framework

Case studies

dyson

Dyson 360 Eye™ global campaign

For the launch of its 360 Eye™ robot vacuum cleaner, Dyson required a product website to be developed from scratch for the Japanese market, in 5 weeks. This was achieved using Cortex technologies.

What was not anticipated was the launch going viral, with huge interest worldwide. Instead of the expected 150,000 visitors from Japan, the site attracted 2.5 million visitors from around the globe within 24 hours.

Cortex reactively deployed the site to 4 datacentres around the world to meet this huge demand. The site was localized into 15 languages to meet the customer interest in the product.

A performance that matched up to Dyson's reputation as a leader in innovation and technology.



Site build time



In 24 hours



Included

Microsoft

Website rebuild and localization to 30 languages

Microsoft is heavily engaged with the global teaching community and student population through its Microsoft Education website.

While it had a mature engagement in the US, the site did not handle growing levels of traffic from around the world well and had no local language versions.

The Microsoft Education website was rebuilt on the CortexOne platform within 5 weeks, with localization into 30 languages 4 weeks later, using 7 datacentres.

This ensured students and teachers worldwide were able to access its services, with traffic quadrupling from 1 million visitors a month to over 4 million,



Site rebuild time



Post-localization



In 4 weeks

For more information on CortexOne, please contact: enquiries@cortexww.com