



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



## Automating dynamic content delivery through taxonomies

### Specialties

Ship Classification, Risk Management & Technical Advisory Services, Certification & Verification, Oil & Gas, Technology Qualification & Testing, Maritime, Business Assurance, Energy, Software Solutions and Sustainability

### Solution elements

Tridion® Sites

Tridion® DXD

Translation management software

**Established in 1864, DNV GL began as an organization that provided technical certifications for ships. Over time its original mandate evolved to become safeguarding life, property and environment.**

As a completely independent and neutral organization, DNV GL enables its customers to advance the safety and sustainability of their business in multiple industries, through classification, technical assurance, advisory services, certification services and training.

### Addressing global growth

In 2002, DNV GL already had more than 300 offices in 100 countries.

At this time, DNV GL looked for a web content management system that would allow them to centralize its brand governance, while allowing local offices to manage and deliver locally relevant content, standardizing its brand identity and communication as 'One DNV GL'.

The company chose Tridion Sites to address this requirement. Anders Øvreberg, Digital Communications Manager at DNV GL, says, "Our globally distributed offices are simply part of how we do business. Ships move from place to place, so we need to have a local presence around the world. Tridion Sites and its BluePrinting® capabilities addressed our needs perfectly since we could deliver content to different local websites from a single platform."

"Our website is the DNV GL window to the world. 90% of our contacts come in through the website. We know that with Tridion Sites, our site will be scalable over time due to its architecture, content reuse and easy user management. We now have between 300 to 350 people who work with the system within DNV GL."

**Features**

- Supports a global content operating model with both centrally created and local content
- Ensures consistency with component-based content and templates
- Dynamically generates pages that match the visitors' interest and search behaviour based on taxonomies
- Provides an engaging user experience across devices through responsive design
- Integrates with CRM and customer support systems for organizational responsiveness to customer queries

**Evolution – from five content management systems to one**

Over time, DNV GL grew through acquisitions and the evolution of its products and services. With each acquisition, the number of content management systems and related processes grew.

In 2013, DNV GL decided to not only consolidate five content management systems but also to rebrand the organization. Says Øvreberg, "It was always clear that Tridion Sites was the stable and trusted system we knew we could move forward with. It continues to be the right platform for our organization. Once you know how to work with it, it works every time."

The full rebrand and consolidation project was completed in one year. Says Øvreberg, "It's one of the biggest and toughest projects I have ever been a part of, and it was extremely rewarding to see this complex project come together in time and on budget. As expected, Tridion Sites was the right platform to consolidate on."

The new DNV GL website is also fully mobile responsive, and DNV GL continues to see mobile channels grow, with mobile traffic doubling in the last year alone from 8% to 16%.

**Innovation – instant sites and taxonomy-driven pages**

**Annual report**

While DNV GL is a long-time established customer for SDL (now RWS), it continues to innovate as its mandate broadens. "For our annual report, we wanted to move away from the massive paper publication we historically had shipped. We wanted to create a new way for the market to interact with this content."

We now launch our annual report in its own microsite using the Instant Site feature and the Digital Experience Accelerator (DXA) of Tridion Sites. The report's digital magazine styling is browser and mobile friendly. It aligns with DNV GL's goal to continue to evolve as a data smart, agile and customer-centric organization. I believe this approach to traditional content like an annual report enables us to service our customers better," continues Øvreberg.



**Accomplishments**

- 36 local websites in 18 languages
- Centralized brand and source content
- Multilingual translations
- Locally managed events and training content
- Brand and message consistency
- Operational efficiency and effectiveness
- Dynamic taxonomy-based experiences

**With Tridion Sites, in one year DNV GL**

- Consolidated five content management systems into one
- Completed an online rebrand
- Successfully relaunched websites in more than 36 locales and 18 languages

**Taxonomy-based dynamic pages**

One of the most powerful approaches DNV GL took was to use a taxonomy-driven approach to content. Says Øvreberg, “We know that people search a lot, so we wanted to enable search as a better feature by prepopulating the results on key pages. What we have done is tag the component-based content with the categories and keywords our visitors are most likely to use based on a carefully planned taxonomy.”

“Now, when a visitor searches for content or goes to a topic page, the content is dynamically assembled based on this taxonomy, and the visitor always sees that latest content. It makes the website into a living thing. This approach means that we never have to archive content or even place content on a page. It really is foolproof and has high findability for organic search results, strengthening our SEO strategy,” he concludes.

**Continuing to work with Tridion Sites**

Says Øvreberg, “As DNV GL we have always been able to accomplish what we wanted with Tridion Sites: it’s a very open system and supports the business no matter where you want to go. The way it manages content and brand elements as components is unique in the industry. It provides long-term brand and content consistency and manageability. It means that we can control the look and feel and synchronize the content for 36 local websites from a centralized location.”

He continues, “Also, its microsite solution lets us easily launch and reuse microsites. You can create a new site at the click of a button, and just translate some words, change images and update downloads.”

DNV GL will soon be updating its homepage to serve its visitors with even more relevant content. Using the Experience Optimization features of Tridion Sites, DNV GL will soon personalize homepage content based on the taxonomies it already uses in its content for dynamic pages.



## Automating dynamic content delivery through taxonomies

Øvreberg concludes, "Tridion Sites proved itself over our years of working with the system, from easily rebranding pages to consolidating platforms and to migrating content, the system has supported us. As we innovate with the system, we see our conversions increase. And with our most recent upgrade, we were able to take advantage of the decoupled architecture, so it was a pain-free upgrade."

"Shortly, the new features provided by the Digital Experience Accelerator and topology manager will let us deliver a best-of-breed site the way that SDL intended. We will continue to stay with Tridion Sites since it is simply a system that provides us with both the reliability and flexibility we need to meet DNV GL's constantly evolving needs."

DNV GL worked with SDL partner, Incentro, to consolidate their web content management systems and to implement the taxonomy approach. Pascal Schipperheyn, key account manager at Incentro, says of the project, "We implemented dynamic publishing that is based on taxonomies. By tagging DNV GL content components, there is no need to publish the actual pages, as the template pages are already live and are automatically assembled based on the information for any given tag. This includes product information, training, events and so on."

He continues, "This even includes the contact information for the page. For example, if a visitor is on the page about wind energy, the system uses geolocation to present the visitor with the wind energy contact for their country. In addition, the pages are all integrated with DNV GL's digital leads management system, which ensures that information gathered on the site automatically updates their backend system."

"Because DNV GL delivers multilingual content for many different sites and product areas, Tridion Sites and its BluePrinting technology is really perfectly suited to what they need to do. I really see DNV GL as having a forward-looking vision about what they want to achieve, and they recognize the ways that Incentro together with SDL technology can support them in this."

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### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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