



# Case Study – Man Truck & Bus AG

FirstSpirit™ used as a centralized CMS for over 150 country websites with the Enterprise Portal based on SAP NetWeaver

“**FirstSpirit enables us to create and publish new website projects faster and more stringently than before.**”

Manfred Schurer, MAN Corporate Communications, Head of e-Communications, MAN Truck & Bus AG



## Project highlights

- A centralized CMS for more than 150 country websites localized in 30 languages
- 50 percent faster time-to-market for product and brand communication
- Strengthens global corporate branding
- Localized websites that can be adapted for specific target groups
- Reusable content helps save time and money
- Uniform content platform allows for efficient editorial processes
- Reduces burden on IT department when updating content
- Easy to update multilingual content
- SAP NetWeaver portal integration





The challenge:  
Create an integrated communication platform for over 150 countries

MAN Truck & Bus AG is the largest corporate division within the MAN Group. Its product and brand portfolio ranges from buses, long-haul transport and heavy-duty trucks to engines for ships, rail vehicles and external applications. The company's online presence is equally comprehensive, with a wide variety of websites highlighting its products and services. Its global web presence includes a total of 150 websites that serve the most diverse countries, topics, and products and is maintained in 30 different languages. With so many incompatible content management and web solutions being used, MAN was unable to develop and maintain a consistent look and feel through its information and service channels. That's why the company decided to look for a powerful and user-friendly CMS system that could meet its requirements for a centralized platform which would also reduce the time and effort required to create, update, and manage its global websites.

The solution:  
A centralized CMS for websites and company portals

MAN Truck & Bus AG had already worked with the FirstSpirit Content Management System and its integration solution for the SAP NetWeaver Portal to implement a separate company portal based on SAP. Based on the company's positive experience with this project, FirstSpirit was selected as the centralized content management system for the entire global website, thus becoming the established centralized platform for the company portal and 150 regional websites.

“With FirstSpirit, we selected a CMS that is easy to use and enables us to offer our customers, potential customers, and partners a uniform web presence on a global level.”

Manfred Schurer, MAN Corporate Communications, Head of e-Communications, MAN Truck & Bus AG



Minimal training time required

FirstSpirit empowers the company's 200 content contributors an efficient and powerful editing tool that has a multitude of features. By having two user interfaces, JavaClient and WebClient, both professional editors as well as occasional users from Marketing, IT, and other departments can be quickly trained to use the system. In addition, MAN offers a training platform to the editors worldwide, integrated into the CMS. With MAN's extensive global corporate structure, the minimal time and effort required for training has proven to be a significant cost-saver.



## Time-to-market accelerated by up to 50 percent

In order to quickly create and publish new pages, landing pages or microsites, editors are now able to access the comprehensive out-of-the-box functionalities offered by FirstSpirit. These features reduce the time it takes to create and upload new information to any of the websites by up to 50 percent.

## Lighter workload for IT

FirstSpirit's powerful template engine simplifies the creation and further development of templates and reduces dependence on the central IT department. New projects can now go live faster than before while reducing the burden on the IT staff.

## Cost savings through reuse of content

The consistent separation of content, structure, and layout makes FirstSpirit very easy to use. All editors are able to recycle content and media stored in the CMS, adapt to current topics and local requirements, and edit and publish individual pages, images or links.

The FirstSpirit CorporateContent module makes error-prone manual copying of content unnecessary, thus saving significant time and effort. Editors can update the templates and content of their projects and distribute them to all related projects at the click of a mouse. Centrally authored content can also be localized and used.

## Summary: Uniform branding and improved efficiency

FirstSpirit has enabled MAN to raise the company's global corporate image to a whole new level, not to mention improving the efficiency and quality of the entire editorial process. Websites in different regions that once deviated greatly from one another in terms of content and appearance have given way to a uniform web look and feel across all projects. This not only ensures that the global corporate design is adhered to, but also supports the communication, marketing, and technical departments in designing and expanding the company, product, and brand communication consistently. This includes not only the websites of the corporate headquarters and its subsidiaries, but also its distributors, importers, service centers, and engineering divisions use FirstSpirit as a centralized CMS.



Standardized layout and editorial templates guarantee that the websites are uniform and thus free up the individual editors from having to handle time-consuming layout or structural changes. The result is a future-oriented web presence that supports the company, sales, and service in acquiring new and potential customers as well as gaining their loyalty.

## MAN Truck & Bus AG

MAN Truck & Bus AG, based in Munich, Germany, is a top-ranking international supplier of commercial vehicles and transport solutions.

The company operates four manufacturing sites in Germany: Munich, Nuremberg, Salzgitter, and Plauen. In addition, there are manufacturing facilities in Austria, Poland, Turkey, as well as South Africa, Russia and India.  
[www.man.eu](http://www.man.eu)



## About e-Spirit Quality comes from inspiration

e-Spirit is the manufacturer of FirstSpirit™, the content management system for companies with high expectations of their solutions. e-Spirit is a reputable internationally-oriented product supplier with big-name customers in all sectors.

 e-Spirit

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