



Case Study

NORD Drivesystems



Relaunch with FirstSpirit™ in responsive design offers maximum usability for customers, partners and employees worldwide.



Relaunch with FirstSpirit

Maximum usability for 36 subsidiaries in responsive design

The Challenge: Relaunch of the global Web presence

The NORD Drivesystems Group, along with the Getriebebau NORD, ranks among the industry leaders in drive technology worldwide. To digitally reflect its leading position on the market, a complete website relaunch was necessary to make it multilingual, responsive and to streamline search engine results. The main change involved optimizing mobile channels whose significance for company success has noticeably grown in the last few years, even in the B2B segment. Above all, the new website was meant to be more transparent, user navigation more convenient and the distinction between national and global content obvious.

The solution: A centralized CMS for 36 country websites in 21 languages

NORD Drivesystems sets high standards when it comes to product quality and technology, and it focuses its strategy consistently on the needs of the customer. The same is true of FirstSpirit, the content management system (CMS) from e-Spirit AG. The high-end CMS was primarily able to impress the decision-makers at NORD Drivesystems due to its outstanding user-friendliness, performance and simple multisite management. FirstSpirit was thus used as the basis for the company's new international website.

Perfect customer targeting in responsive design

User-friendly, mobile, target group-oriented: That's how the global website www.nord.com looks after its successful relaunch. The responsive concept ensures that all pages and content are optimally displayed on the most diverse devices and channels. The most important target groups such as designers, equipment buyers and decision-makers, but also job applicants and press people will all conveniently find relevant information at a glance. The streamlined navigation takes the visitor through the page using a locator tool (topic and country selection) and gives a preview of the content down to the third-level with "mouse-over." An integrated configurator makes it possible for potential customers to select their solution from the box directly on the page. The global editorial workflows are also equally flexible and custom-fit, allowing content managers in the company's 36 country subsidiaries to publish current country-specific information or press releases in the relevant language using a flexible news concept.

»Our customers, partners and employees are likewise benefitting from the relaunch.«

Jörg Niermann, head of marketing at NORD Drivesystems





Maximum usability shortens training time and editorial processes

As the central editorial interface, FirstSpirit's ContentCreator noticeably lightens the daily workload of content managers in marketing, HR and other related departments. Thanks to its extraordinary user-friendliness with features such as "drag & drop" or the integrated preview, editors can quickly become familiar with FirstSpirit and even start working with it after just a two-hour webinar. In view of the company's widespread corporate locations and its global network of editors, the fact that the system requires such little training time and effort has proven cost efficient. The same can also be said of its convenient reuse of content: All editors are able to recycle content and media stored in the CMS, adapt to current topics and local requirements, edit and publish individual pages, images or links.

Outstanding venue for global brand communication

With its new website in responsive design, NORD Drivesystems has perfectly equipped its international websites for the future with FirstSpirit. The website, which was awarded the "Industrial Next Communication Award 2014," reinforces the entire NORD Drivesystems brand in digital media and takes into account the change in user behavior by existing and prospective customers via iPad, smartphone and others. The company is thus taking advantage of its market opportunities through the increase in mobile Internet use also in the B2B segment. The CMS's intuitive usability and its simple multisite management make it easy to integrate the numerous country subsidiaries into the editorial process, thus saving time and money.

Projekt highlights

Relaunch of the global website in responsive design

A central CMS for 36 country websites localized in 21 languages

Maximum usability for customers, partners and employees

Considerable increase in the number of page visits via mobile devices

Effective work processes through the intuitive editorial interface ContentCreator

Efficient editor training for significant time and cost savings

Award for "Best B2B website"

»The maintenance effort for 60 editors worldwide has been significantly reduced.«

Jörg Niermann, , head of marketing at NORD Drivesystems

NORD Drivesystems

One of the world's leading manufacturers of drive technology

Founded in 1965, the corporate group posted revenue of about € 500 million in 2014. Besides its headquarters in Bargteheide near Hamburg, NORD Drivesystems has subsidiaries, along with assembly plants and service support offices, in 36 countries around the world. More than 3,100 employees ensure minimal delivery times and maximum customer service anywhere in the world.



DRIVESYSTEMS

»FirstSpirit is the perfect basis for our global Web presence – powerful, flexible and future-proof.«

Jörg Niermann, head of marketing at NORD Drivesystems

Quality comes from inspiration

e-Spirit is the manufacturer of the FirstSpirit™ content management system which seamlessly integrates all IT solutions and Web Apps needed for a successful online strategy. FirstSpirit meets the highest demands when it comes to usability, performance, and return on investment.



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