



## EVA Air cuts web publishing time in half with Tridion Sites upgrade

[www.evaair.com](http://www.evaair.com)

EVA Air is one of the two largest airlines in Taiwan, serving 60+ destinations over four continents. It ranks among the world's top 10 airlines.

**Established**  
1989

**Industry**  
Travel and leisure

**Headquarters**  
Taoyuan City, Taiwan

### Solution elements

Tridion® Sites

**World-leading international airline EVA Air needed to upgrade to the latest version of Tridion Sites to boost security and reduce publishing time. Working with the RWS professional services team, they completed the upgrade on time, in budget, and with no disruption to their customer website.**

EVA Air is one of the two largest airlines in Taiwan, serving over 60 destinations across four continents. It ranks among the world's top 10 airlines and has received the SKYTRAX 5-Star Airline Rating – the highest award in the industry.

Since 2012, EVA Air has used market-leading content management system (CMS) Tridion Sites to create, manage and publish its customer-facing website. Via the site, customers can plan and book flights, select their seats and meals, check in, change or cancel their bookings, access customer services and more. With customers relying on the website to perform such essential tasks, stable performance is crucial.

### The challenge: upgrade the web CMS for greater security

EVA Air were using a version of Tridion Sites that was coming to the end of its life. In order to maintain security and continue to provide a good user experience for their customers, EVA Air needed to update the system.

In a normal year, EVA Air can expect to carry over 10 million passengers, which translates into thousands of website visitors a day. As such, EVA Air needed a solution that would not only ensure stability and high performance once it was rolled out, but that would also provide an uninterrupted user experience during the implementation process.

**“The new version of Tridion Sites not only reduced the security risk we were mainly concerned about, but also helped improve the content publishing time and enhanced the website performance.”**

**IT Team**  
EVA Air

Not wanting to disrupt the customer experience and generate support enquiries by changing the user interface, EVA Air decided on an as-is upgrade, maintaining the front end that customers were familiar with.

#### **The solution: build on an established and successful partnership**

Having been a Tridion Sites client since 2012, and having worked with the RWS professional services team since 2017, EVA Air had developed confidence in the knowledge and professionalism of the RWS team.

Given this long-standing and successful relationship, EVA Air decided to explore the option of upgrading to the latest Tridion Sites offering, and worked with the RWS professional services team to establish an estimated timeline and cost. Once the project requirements were finalized and the RWS team had drafted a statement of work, EVA Air elected to continue their partnership with RWS, building on years of collaboration, support and trust.

#### **Upgrade to Tridion Sites 10**

EVA Air chose to upgrade to the latest version, Tridion Sites 10, which would allow them to publish content faster and take advantage of new features and functionalities, providing a better user experience both internally and externally.

The implementation was carefully planned out using the RWS team's best practices methodology. Potential issues that might affect day-to-day operations were documented and a project plan and timeline were established to ensure that EVA Air could continue business as usual and avoid downtime throughout the upgrade.

#### **The results: lower bounce rates and higher performance**

The transition was seamless, and the implementation was completed within the planned time frame and budget. Without causing any disruption to customers, the upgrade to the new version of Tridion Sites enabled EVA Air to align with the latest technology and improve the user experience all round.

Customers may not be able to see the difference to the website, but they're feeling it – and it shows in the numbers. “We are seeing improved customer experience from the metrics in our reports,” says one of EVA Air's digital marketers.

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### Key benefits for EVA Air

- Publishing speed doubled
- Improved security
- No disruption to customer website
- Upgrade completed on time and in budget

Internally, content authors are enjoying an enhanced experience as well, with a customizable interface designed to be user-friendly and speed up the authoring process. And due to the upgraded publishing capabilities, content publishing is two times faster than before, adding up to significant time savings on day-to-day operations.

Tridion Sites 10 is also delivering enhanced performance through the use of GraphQL APIs, and is providing impressive stability. EVA Air has always been pleased with the stability of Tridion Sites, but version 10 is surpassing expectations. It enables EVA Air's IT team to maintain the solution with limited effort, and is the biggest draw of the system for them.

Finally, the upgrade provided improved security thanks to Tridion Sites 10's secure service account management and its granular access control, which gives admins greater ability to grant specific permissions to user roles, unblocking workflows without giving users too many privileges. Authentication is centralized through a user-friendly single sign-on (SSO), and detailed audit trails log information about updates to add-ons.



### The future

EVA Air's long-standing partnership with RWS continues to be a success. Their IT team highlight the quality of support they receive in particular. "We enjoy working with the RWS support team as we can rest assured they will provide us with prompt and best-in-class support," one team member comments.

The RWS support team's helpful attitude and fast responses give the EVA Air team confidence and peace of mind. Additionally, RWS is able to communicate in the local language to meet their needs, making the process run more smoothly.

EVA Air will continue to leverage their new system to meet their evolving business needs. The broad functionality of Tridion Sites 10 offers many possibilities for further improving the user experience, while Tridion's headless publishing capabilities allow for EVA Air to enhance their marketing strategy with a variety of new channels and platforms as needed in the future.

## Discover more about Tridion Sites

[rws.com/tridion-sites](https://rws.com/tridion-sites)

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For further information, please visit: [www.rws.com](https://www.rws.com)

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