Soaring to new heights in digital experience with Tridion Sites

www.emirates.com

Founded
1985

Industry
Travel

Headquarters
Dubai, UAE

No. of regional websites
168

Languages supported
28

Solution elements

Tridion Sites
(web content management)

WorldServer
(translation management)

Emirates, the world-renowned airline and global travel brand, has long set the standard for luxury and innovation in aviation. Acclaimed for its rapid growth and award-winning service, Emirates has invested deeply in its digital presence, ensuring that customers enjoy the same high-quality experiences online as they have come to expect in flight. Emirates has achieved this using Tridion Sites for web content management and WorldServer for translation management, enabling seamless management of 168 regional websites in 28 different languages (including English).

Challenges

Before Tridion Sites, Emirates grappled with the complexities of managing large quantities of content across multiple languages and regions. Their goal was to uphold the Emirates brand's premium quality in every market, ensuring consistency and accuracy in all communications. The challenge was not just about the volume of content or the intricacies of translation; it was about capturing the unique Emirates tone of voice across all of the airline's multilingual sites and varied cultural contexts. The airline's vast international presence necessitated a robust content management system that could effectively handle diverse languages and ensure a consistent, updated and brand-aligned presence across all platforms.

Emirates required centralized control over the content and publishing process, while still allowing web teams across their regional offices worldwide to update their own content, and empowering non-technical and business users to take ownership of their content.

Key figures

**Ave. publishing jobs
per day**
20,000 (40,000 at peak)

Ave. pages per website
2,200 (370,000 total)

No. of websites
168

No. of languages
28

Page render time
20 milliseconds

The Tridion choice

After rigorously testing Tridion against five leading CMS solutions, Emirates chose Tridion to power its main customer conversion point, emirates.com. Chosen for its superior BluePrinting® technology, workflow processes and ease of use, Tridion's open system architecture facilitated seamless integration with back-office systems, enabling Emirates to manage all of its regional multilingual sites efficiently, including those with complex double-byte character sets, such us Arabic and Japanese.

Harnessing Tridion for multilingual mastery

Initially self-hosted in Dubai and the UK, Emirates has migrated its Tridion setup to be cloud-hosted by AWS. Today, Tridion plays a pivotal role in simplifying the complexities of creating, managing and delivering multilingual content to multiple touchpoints. The scale at which the solution is operating is illustrated by one example where Emirates added 1.8 million English words to the content in Tridion, which then had to be translated into 27 languages. Of the 1.8 million, only 260,000 were brand new words to be translated from scratch, with the other 1.54 million living in the airline's translation memory, showcasing Tridion's efficiency in handling large volumes of content across various languages.

Agile content and personalized digital experiences

Because Emirates' deployment of Tridion takes a headless approach, the airline benefits from enhanced flexibility, efficiency and scalability when it comes to managing and delivering content. With each of its 168 websites containing 2,200 pages, Emirates' headless solution allows for content to be easily updated centrally, and changes cascaded with just a few clicks.

Tridion also enables dynamic rendering of content, allowing Emirates to address personalized customer needs, a key aspect in today's digital experience landscape. In its pursuit of refined digital personalization, Emirates has used Tridion to adopt an innovative approach in content publication. Now, instead of publishing entire pages in a single action, they publish pages and their components separately. This method supports highly effective personalization; for instance, by employing a Tridion feature called 'applicability'. This allows the website to display different mastheads – the prominent banner at the top of the page – based on the customer's profile.

This personalization is extended further to cater to specific regional requirements. For example, in markets where promoting alcohol is not appropriate, pages are designed to hide alcohol-related content automatically, thereby reducing the complexity of localization and ensuring that the content is relevant and compliant with regional norms.

To streamline the publication process across the 168 variations of emirates.com, Emirates uses an additional tool that simplifies language selection and publication.

SEO is another critical area where Tridion provides support. Emirates uses Tridion for metadata management, ensuring that its site structure and content are optimized for search engines. This ongoing process is vital in the ever-changing landscape of SEO, where maintaining high visibility is crucial for customer acquisition and retention.

In addition, Tridion has helped Emirates avoid duplication and enhance efficiency in its content library and media management. In conjunction with Akamai's image optimization, Tridion's external content library (ECL) allows the team to focus on delivering fast, optimized media content to users worldwide.

Emirates' vision for the future: digital excellence and enhanced personalization

Looking ahead, Emirates is focused on evolving its digital landscape to further enhance customer experience and strengthen its position as a comprehensive travel brand. A key aspect of this future strategy is the transition to server-side personalization, aimed at tailoring the user experience to individual preferences and interests. This shift will allow each visitor to emirates.com to see customized content, potentially improving engagement and conversion rates through targeted cross-selling and up-selling.

Emirates plans to elevate its media management capabilities, moving towards uploading high-quality, pristine source images in, for example, 4K UHD and automatically deriving optimized versions for various platforms, including devices with Retina displays. This advancement is expected to create a richer, high-quality visual experience.

Additionally, Emirates is exploring the syndication of content from Tridion to global distribution systems (GDSs). This initiative will enable travel agents and ticketing centres worldwide to access and display rich, Tridion-powered content, enhancing the customer experience at every touchpoint.

By implementing these strategies, Emirates aims to reinforce its identity not just as an airline, but as a holistic travel brand, offering a wide array of services that extend beyond air travel, encompassing the entirety of the customer journey.

Emirates and Tridion: charting new territory in digital customer engagement

Emirates' innovative use of Tridion has not only streamlined its content management and publication processes but also significantly enhanced the digital experience for its customers. By embracing cloud hosting, dynamic content rendering and advanced personalization strategies, Emirates has set a new standard in digital content delivery.

The airline's approach to managing a multilingual, multiregional online presence reflects a deep understanding of the diverse needs of its global clientele. The result is a more efficient, responsive and tailored online experience that resonates with travellers worldwide. Emirates' journey with Tridion is a shining example of how technology and strategic vision can come together to create a powerful, customer-centric digital ecosystem.

Emirates: soaring to new heights in digital experience with Tridion Sites

Powering digital operations

Tridion's implementation is successfully powering Emirates' transformation of its digital operations:

- **Global reach.** Emirates has created 168 regional websites, including in Chinese, Japanese and Arabic. The flexibility and scalability of Tridion supports this expansive digital footprint.

- **Extended application.** Following its success with emirates.com sites, the airline has extended Tridion's use to some of its other Emirates Group brand websites, enhancing internal efficiencies.

- **Cost-effective and quick integration.** Chosen for its favourable total cost of ownership and return on investment, Tridion's average implementation cycle of less than 12 weeks was expedited for Emirates, emphasizing its adaptability and swift deployment capabilities.

- **Enhanced online booking.** Tridion has been seamlessly integrated with Emirates' online booking engine, enhancing customer satisfaction and usability by efficiently managing multilingual content in its online booking services.

Elevate your digital experiences today

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About RWS

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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.

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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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