



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



OMRON Automation Americas

www.automation.Omron.com

Industry: Automation

Headquarters: Kyoto, Japan

Omron Group size: 36,000 employees in 110+ countries

Established: 1933

Solution elements

Tridion® Sites with
Dynamic Experience
Delivery (DXD)

Digital Asset Management
Accelerator

Omron Automation Americas generates more leads and improves multiple online KPIs

Using Tridion Sites, Omron Automation Americas now provides personalization and self-support for customers, investors, partners, media and visitors.

Omron is an industrial automation partner that creates, sells and services fully integrated automation solutions that include sensing, control, safety, vision, robotics and more.

Omron Automation Americas – part of the wider Omron Group – is itself a recognized multinational leader in advanced industrial automation services that solve complex automation problems for customers across the automotive, manufacturing, electronics, packaging and life science industries.

What challenges did they face?

Given the large number of solutions they offer and markets they operate in, Omron wanted to make it quick and easy for anyone to find products and information on their website, open and directly manage their own account, or liaise with Omron's global network of partners and distributors.

However, the misaligned information architecture of the site was impeding users from finding what they were looking for.

“Our goal with the website is to show the end-user who Omron is – we’re not so much a parts and product provider – we want to rebrand ourselves as a solution partner.”

Karina Orozco

Digital Marketing Manager,
Omron Automation
Americas

In addition, information about discontinued products was only available to logged-in users, and some of the product pages did not have enough content to improve search rankings and quality scores, meaning their search engine ranking wasn't as high as it should have been. Combined with poor conversion rates on the site, Omron was losing lots of potential revenue, so improving Search Engine Optimization (SEO) was a priority.

Omron was aware that its website was not keeping up with the latest developments and needed investment. But they didn't want to end up trapped with out-of-date technology a few years down the line. What they wanted was the flexibility to launch additional channels in the future – such as a mobile app or sales portal – should they want to.

The solution

Developing a modern architecture for their website was key to delivering what they needed.

Omron decided to adopt Tridion Sites to create and manage componentized content, which would enable them to personalize experiences through unique web pages for each visitor on any channel.

Tridion Sites gives Omron the flexibility and future-readiness to scale to any number of sites, channels, languages and brands in the future. It delivers content in a headless fashion, using microservices and state-of-the-art GraphQL technology. Using React as a modern front-end JavaScript framework, enabled Omron to build a highly responsive site to delight visitors.

So rich media assets for the website could be easily managed, Omron decided to use Bynder for Digital Asset Management (DAM). The excellent integration between Bynder and Tridion Sites ensures a smooth workflow that eliminates manual content duplication.

HubSpot provides the marketing automation capabilities needed to deliver lead generation forms, integration with the CRM system, and the customer profiles that subsequently drive the personalization in Tridion Sites.

Omron worked closely with an SDL partner to design, build and launch the new websites.

“We believe this new site will provide a more worthwhile experience for our visitors as we placed significant emphasis on personalization and self-service.”

Robb Black

President and CEO,
Omron Automation
Americas

The results

Omron Automation Americas launched its new website across four markets and languages to support its digital growth strategy. The relaunched website offers customers across US, Canada, Brazil and Mexico a highly personalized experience in their own language, alongside self-service functionality and rich-media-led experiences.

Also, the new site offers registered users the information they are looking for in fewer clicks while providing value-added content for those who are visiting the site just to browse.

Personalized self-service portal

The self-service portal is a key section of the new site. The personalized portal structure, sign-up process and collected data enable users to be segmented. Once a user has been verified, the portal content adapts to provide a more personalized, highly relevant experience – visitors self-identify as a distributor, system integrator, employee, end user or a member of the press, with relevant content served to them based on their type.

With the new portal, Omron now has the ability to tailor the navigation, page-level and component-level content based on the different user groups. The information collected during the registration process is used to help support and optimize marketing automation activities and processes.

A new digital measurement framework provides Omron with vital analysis that looks beyond page level views and helps steer the development of personalized, custom dashboards.

Enhanced search

Users can now narrow down their search to category, price, product options and custom fields. This results in fewer clicks to the information users need and less time spent on the homepage.

Improved product information

Each product page now has the ability to showcase images and videos, provide access to datasheets, and display a strong call to action to request a quote. The decision was made to keep the discontinued products live – they now show up on the results page when searched for and there is no requirement for the searcher to log in. The discontinued product page now informs the user that the product is no longer available and suggests suitable alternative products.

Key benefits of adopting Tridion Sites

- Omnichannel delivery using enhanced headless capabilities
- Highly interoperable solution that connects easily with external content and data repositories
- Productivity improvements for web editors
- Security and compliance – meeting industry and global standards
- Flexible deployment and smoother upgrades using Docker containers and rolling upgrades

The results quantified

Within the first two months of the website's launch, Omron witnessed increased online traffic, more customer registrations, and improved rankings across major search engines.

- Average position in search over 10 places higher
- Organic search traffic up over 15%
- Almost 20% increase in traffic from Google
- Mobile visitor traffic up from 14% to 23%
- Over 800 leads received
- 600 new accounts registered
- Average number of page views almost doubled
- Average session duration improved by over 20 seconds
- Bounce rate improved over 20%
- New site load time over four seconds faster

The robust technical architecture, combined with the design and UX improvements, has created a high-quality site that is prepared for Omron's future digital roadmap.

Learn more about Tridion Sites

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

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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