

Case Study





Rohm and Haas Targets Content to Drive Growth with Interwoven

Rohm and Haas Company discovered that its strategy for growth was being undermined by an inadequate online presence. Counter intuitive navigation and inconsistent content did not just inconvenience current customers; it also made it difficult for new prospects to research the company's products. "The Web can be a key enabler of growth, but only if we can provide the kind of deep technical and safety information that allows people to qualify our products," says Eric Soll, Sales and Marketing IT Manager at Rohm and Haas. To support a more targeted marketing strategy and help drive business growth in new markets and geographies, Rohm and Haas began work with Interwoven on an initiative to leverage the Web more effectively as a strategic sales and marketing channel.

Implementing a Seamlessly Integrated Platform

Rohm and Haas implemented a solution consisting of Interwoven TeamSite, a web content management platform Interwoven LiveSite, a dynamic run-time engine and Interwoven OpenDeploy, a content distribution engine, closely integrated with an existing SAP NetWeaver Enterprise Portal and mySAP CRM system for a seamlessly unified platform. "The ability to call out to other systems via Web services gives us tremendous flexibility for integration. This is a major advantage of the Interwoven platform," says Soll.

"Interwoven has given us the tools to make business insight more actionable and align ourselves better with our customers' needs. We can anticipate what customers really want through analytics, then use Interwoven to deliver it proactively."

Eric Soll, Sales and Marketing IT Manager

Laying a Content Foundation for Growth

"We used Interwoven TeamSite to classify and categorize all our content," explains Soll. "All our products are now represented in a single, standardized way for a more consistent customer experience." A parallel hierarchy organizes product information by application, and search results are pre-categorized into product information, investor news, company news, and other categories, giving customers and prospects several simple ways to arrive at the information they need.

Interwoven LiveSite helps Rohm and Haas manage the complex many-to-many relationships among its many products and applications. "We've got thousands of products, and each one could have 20 different applications," says Soll. "Interwoven LiveSite helps us manage and present this information in a coherent, dynamic manner. When a new product is added, it shows up in all the appropriate places throughout the site without having to manually create new pages." This simplified management is helping the company leverage its Website more effectively as a channel for bringing in new prospects. "We've already seen a high number of leads coming in based on what people have seen on the site," says Soll.

Making Analytics Data Actionable

"Interwoven helps us put our metrics and analytics data to work for the business," says Soll. "For example, our analysis team will identify the most common search terms that people are getting no results for. The business can then use Interwoven TeamSite to refine the tagging of the appropriate product pages so they'll turn up in those searches, or else create and publish new pages as needed."

Interwoven also helps Rohm and Haas fine-tune the placement of its promotions based on real-time site tracking data.

Industry

Specialty Materials

Challenges

- Static Website, non-targeted Web content, poor navigation, and inconsistent look and feel made for a frustrating customer experience
- Customers lacked real-time, self-service access to detailed product information
- The Website could not be leveraged effectively as a strategic channel to support sales and marketing

Benefits of Using Interwoven

- Content on thousands of products and their applications can be managed and leveraged more effectively, improving the impact of the online channel
- Targeted content and customer extranets have dramatically increased self-service usage and customer engagement
- More agile Web content authoring and publishing supports search engine optimization and other analytics-driven tactics



Rohm and Haas Company is a Fortune 500 specialty materials company with 17,000 employees in more than 100 countries.

Solution Overview/Driving Growth with Interwoven

Interwoven TeamSite content management software is the standard platform for content creation, management, and publishing at Rohm and Haas. A structured content repository and page templates helps business users represent products and branding in a standard manner organization-wide.

Interwoven LiveSite run-time content delivery engine facilitates the dynamic delivery of content and helps manage the complex many-to-many relationships among thousands of products and hundreds of applications.

Interwoven OpenDeploy distribution engine makes it simple to manage, aggregate, and securely distribute code and content throughout Rohm and Haas' Web infrastructure.

Since the new site went live, Rohm and Haas has seen a significant improvement in search rankings simply through improving the quality of content on its site. Business groups using programs such as search engine optimization (SEO), Web promotions, and keyword advertising have seen even greater rise in relevance. "Interwoven has given us the tools to make business insight more actionable and align ourselves better with our customers' needs," says Soll. "We can anticipate what they really want through analytics, then use Interwoven to deliver it pro-actively."

Delivering a Targeted, Customer-Centric Online Experience

"From a customer perspective, things are a lot easier to find on the site, which we expect to drive a major upswing in satisfaction," says Soll. "Self-service documents have been accessed thousands of times, and the number of pages people visit during each session has risen dramatically. This tells us the content we're delivering is engaging people more deeply than before."

Prior to implementing Interwoven, Rohm and Haas had deployed both a public Website and customer extranets tied to specific business lines. Now, the company uses Interwoven to deliver a secure, targeted experience that accomplishes both purposes through a single site. "You enter your login through the public site," explains Soll. "Once you're authenticated you're presented with additional information within the same interface, including more detailed engineering information on the products you use, beyond the standard content others see. If there's a product we make only for you, only your company will see it. Otherwise, you're still in the same place, and can use the same search and navigation as any other user." Similarly, site content is adjusted automatically to reflect each visitor's geographic location, including both the products displayed and the features highlighted.

"Interwoven helps us use our Website not just to communicate our products and value propositions, but also to build and extend our relationship with each customer," says Soll. "A more dynamic site shows the customer that we're listening to their needs, and giving them something tailored to their specific situation."

Growing with Interwoven

Rohm and Haas has several additional Interwoven-powered initiatives underway, from deeper content targeting and localization to product catalog integration, to new ways of delivering value to the company's internal audiences. In the meantime, Interwoven will continue to help Rohm and Haas drive growth worldwide. Says Soll, "As our markets expand geographically, we bring a lot of smaller companies into our customer base, which would increase the cost and complexity of traditional marketing methods. This makes it especially important to use the Web effectively as a channel for growth, and that's exactly what Interwoven is enabling us to do."

About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. More than 4,200 of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. Over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

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