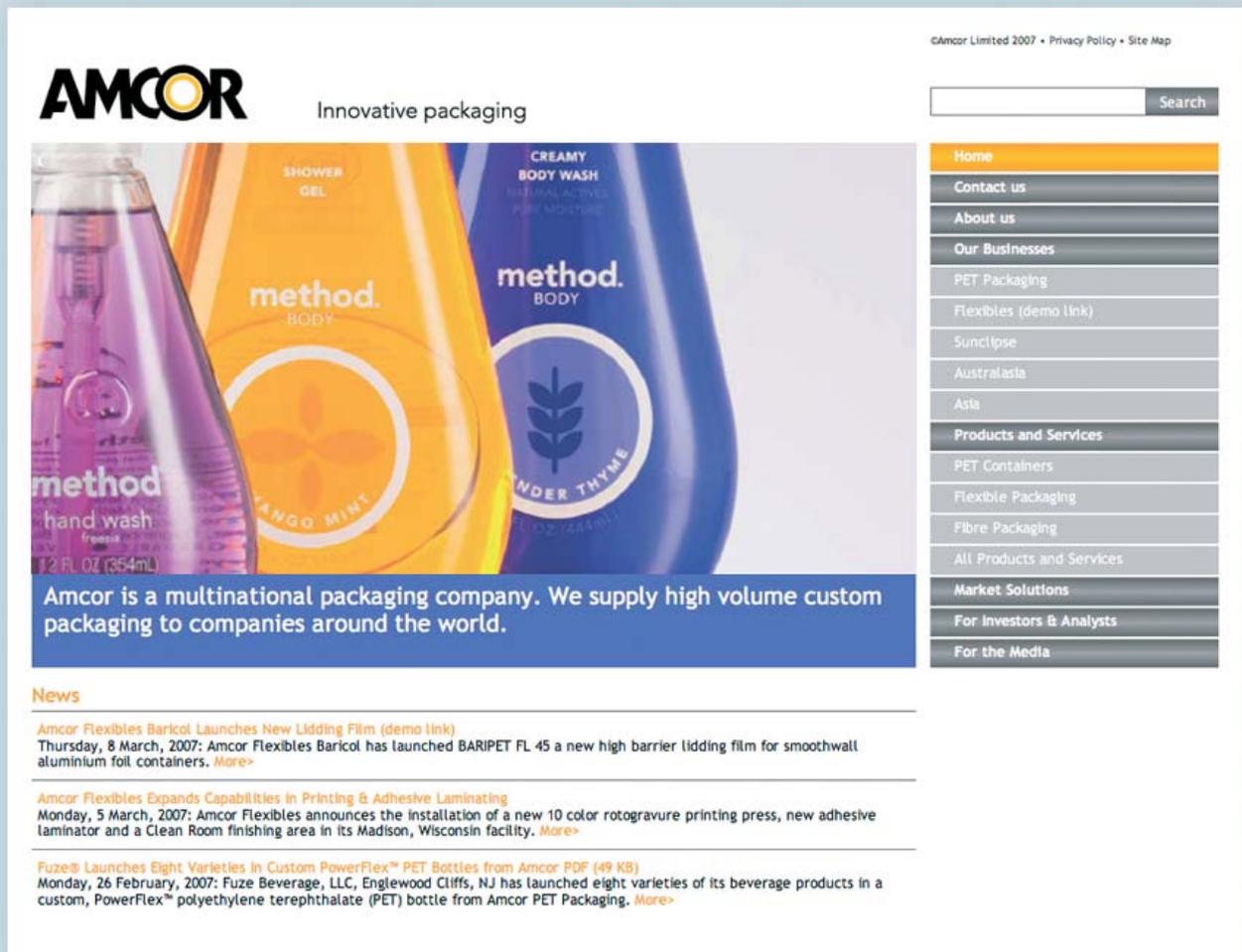


## Customer Success Story Amcor's global website



Amcor gets a new website for less than half the price they paid four years prior and with a 30% reduction in ongoing costs.

Plus, they removed the bottleneck that was preventing amcor.com from being up to date and made it a great marketing tool for their global businesses.

“The new amcor.com is now a professional tool that supports Amcor’s business needs”

**Simone Ferrier**  
General Manager of Corporate Communications  
Amcor

## The Challenge

In 2003, Amcor released a new version of their corporate website [www.amcor.com](http://www.amcor.com). It featured a new look and feel and was driven by a bespoke Content Management System (CMS) that was created specifically for the site

Unfortunately, it was impossible for non-programmers to use the Content Management System (CMS). This meant that all content changes had to be funnelled through Corporate Communications to the vendor. The result was considerable expense and slow turnaround, with changes taking up to two weeks.

As the CMS was a proprietary system, it meant that Amcor was tied to the vendor, unable to approach alternative suppliers without major impact and possibly the risk of the website being down during changeover.

The site was also heavily geared towards investors and analysts and did not offer much in the way of product information. Its navigational structure was cumbersome and it was not easy for customers to reach the right person within Amcor. With 24,000 employees in 34 countries, finding the right person was a difficult task.

Whenever Amcor purchased or sold a business (a frequent occurrence), it was a time consuming and expensive task to change the website as it was not structured to allow this.

With the expense and slow response involved in making changes to [amcor.com](http://amcor.com), many of the business units within Amcor created their own websites. These splinter sites diluted Amcor's brand and made it impossible for Amcor's Corporate Communications to manage the brand identity and the customer experience that was being offered. These splinter sites also cost a lot of money. One business unit alone spent A\$70K on their own website.

A further problem was the lack of support for languages other than English. Some of Amcor's business units operate in very specific geographic areas. They were forced to create their own websites to present information in local language. More branding headaches!

The newly appointed General Manager of Corporate Communications, Simone Ferrier, knew that fixing the problem was one of the first things she needed to tackle when she started in the role.



Amcor released the previous version of their website, [amcor.com](http://amcor.com), in 2003.

## The Solution

Simone approached Michelle Archard of CommOut, an online marketing consultancy, for help. After meeting with multiple stakeholders to determine the business requirements of the site, Michelle knew that moving the site to run on a software-as-a-service Content Management System was the best solution. Software-as-a-service is immensely popular with corporations for the following reasons:

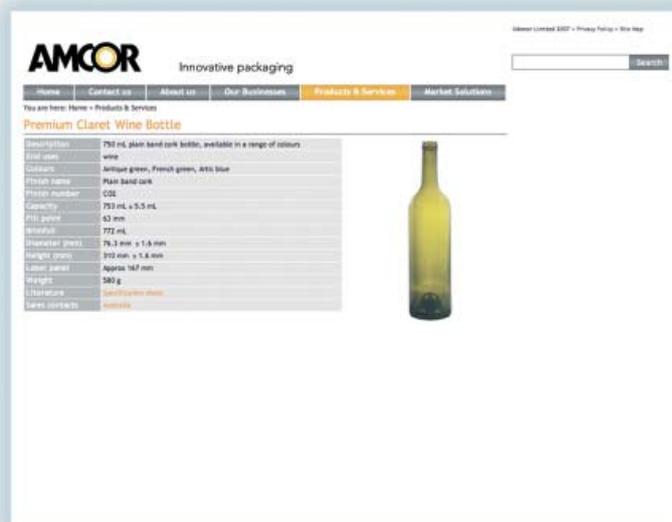
- All of the software runs on the software vendor's servers and is accessed via the Internet. This means that the customer does not have to provide IT support nor purchase any new hardware or software. Content editors simply access the system via a web browser.
- Implementation costs are a fraction of those for content management systems that are outright software purchases or developed from scratch.
- Scalability is easy as more content editors can be added just by purchasing more subscriptions
- All the customers of a software-as-a-service enjoy the software enhancements and upgrades that other customers suggest/request. This comes without the usual huge price tag of software upgrades. A new software version is simply rolled out to everyone at the same time and is almost invisible to the average user.

Commented Simone, "Using an independent consultant to assess the problem, evaluate possible solutions and make recommendations is worthwhile investment. They are completely independent and will look for a solution that best meets the needs of the customer, not what best meets their own company's sales needs. This is particularly important when traditionally non-technical communications departments are making decisions about very technical areas like web systems. Michelle was great because she's a professional communicator who understands all the technology involved."

After deciding on the technology platform, Michelle then set about to identify a suitable vendor. This process led to Clickability, a software-as-a-service company in California, being appointed. "To support Amcor's complex business structure, their product range and translations, I knew that I had to use dynamic content generation where ever possible" said Michelle. "Clickability has a great content tagging system that allows content elements to be classified for multiple parameters e.g. language, business unit, market etc. Support was the other area that was critical. Amcor does not have an inhouse IT support function, so great support was essential. All of Clickability's reference customers raved about their support" she commented.

Once the software vendor was determined it was then time to write up the functional requirements specification, work out the information architecture and get all the content contributors onboard. Over twenty stakeholder groups within Amcor were consulted, ensuring buy-in from all business units.

"I wanted the site to conform to web standards and be as simple to navigate as possible." said Michelle. "I was amazed when every single person within Amcor who saw the new design and structure loved it. That's difficult to do in a multinational company as diverse as Amcor".



The site ensures that customers have all the information they need, to determine if a product meets their needs.

## The Benefits

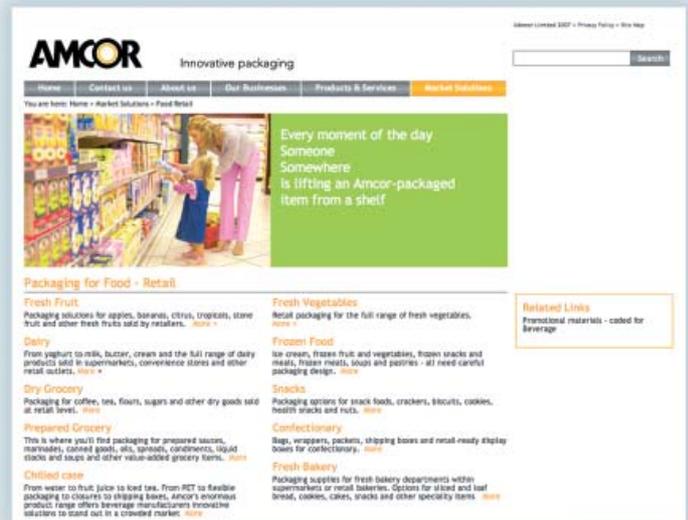
The buzz through the marketing and communications departments within Amcor's business units was palpable during the website development project. Everyone was keen to have a site they could be proud of and one that would support their business needs.

"The new amcor.com had to deliver business results to Amcor", said Michelle. "It had to earn its keep by finding and keeping customers and be a fantastic resource for investors, analysts and the media". The new website also had to support other business processes, such as recruiting new staff.

With over 50% of business-to-business sales involving the Web at some point in the sales cycle, the new amcor.com had to convince customers that Amcor offered a solution for them and could be trusted as a supplier. The Market Solutions section of the new website was designed to present products from across Amcor's businesses. For example, if a site visitor selected Beverages > Alcoholic > Wine within the Market Solutions section, they might be presented with products ranging from wine bottles, screw-top caps, shipping boxes, retail-ready boxes, PET wine bottles to single-serve flexible satchets. Instead of having to review the offering by each business unit separately, the customer could get information about Amcor's entire offering to that market segment.

But the major benefits project delivered were:

- **Low implementation costs** – less than half of those associated with the previous site, released four years before. This was despite the project including outsourcing: the complete redesign of the site; revamping all the content and imagery; recruiting a staff member for Amcor to manage the site after release; over 30 hours of stakeholder consultation; the vendor selection and contract negotiations and project management of the entire project.
- **Reduced maintenance costs** – 30% less than the fees that Amcor had been paying
- **Removing the content bottleneck** – the knowledge owners within Amcor can now change content on the website. Corporate Communications approves the changes within a simple workflow system, ensuring branding and messaging are correct.
- **The ability to offer local-language content**, without having to translate the whole site.
- **Ease of maintenance and change**, with the content tagging system and the use of templates allowing the whole site to be rapidly changed if the business structure changes or a re-branding program is undertaken.



The Market Solutions section of the site presents products from across Amcor's business units for a particular market application. It aims to present the user with all the options available for the packaging of their product.

“I'm really pleased that my department can offer an easy to use system to all of Amcor's business units, one that allows me to control our branding and messaging.”

**Simone Ferrier**  
General Manager of Corporate Communications  
Amcor

## Project contributors

### CommOut

Project management, vendor identification, assessment and selection, information architecture, site structure, stakeholder consultations, content development & population and site testing.

[www.commout.com.au](http://www.commout.com.au)

### Clickability

CMPublish Content Management System and implementation of the site.

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

### Equest Design

Graphic design of the site.

[www.equestdesign.com.au](http://www.equestdesign.com.au)

### Planet Home

Programming of the HTML templates and CSS for the site.

[www.planethome.com.au](http://www.planethome.com.au)