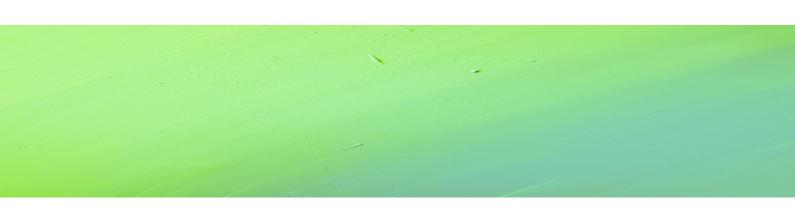Enterprise WordPress | Case Study

Migrating a global leader in pharmacy to WordPress

Over 20 Multisite and some of them with a network of over 400 sites and translated into 50+ languages. On top of that, developed an individual content distribution in WordPress, which shows content based on user roles and country locations to expand the digital user experience.

inpsyde.

About the Company

The organization is a prominent global pharmaceutical company and one of the world's leading pharmaceutical firms.

This company is widely recognized for its extensive research and development efforts in the healthcare sector. Its primary focus is discovering and producing pharmaceutical drugs, vaccines, and various healthcare products. It operates across multiple therapeutic areas, including oncology, infectious diseases, cardiovascular health, and more.

Over the years, it has significantly contributed to healthcare by developing innovative medications and vaccines, significantly impacting medical advancements and treatment options.

Global Pharma's Complex Multisite Integration Challenge

The big challenge was ensuring that all the company's websites around the world looked and worked the same way while letting each country and agency do things their way when needed. Trying to keep everyone happy while keeping things organized.

So, the company needed a way to ensure their websites had a similar look and feel globally but could adapt to local tastes and rules when necessary. It's a bit like having a common recipe for a dish but allowing each chef to add their special ingredient. This balance was crucial for the company because it wanted a strong global image while respecting the unique needs of each place where it operated.

inpsyde.

The solution

As the global leader in pharmacy, the company has offices and websites around the globe. The aim was to integrate content, design and functionality on a global level but to keep countries and agencies the possibility to act local.

Cultivating Global Presence: Multisite Solution Enhances User Experience

A significant challenge emerged in managing a global enterprise's web presence. The task was maintaining a delicate equilibrium between standardization and localization across numerous websites worldwide. It's similar to ensuring digital platforms maintain a consistent brand identity while respecting each local market's unique preferences and requirements.

Advanced Multisite technology came into play to address this challenge, capable of efficiently handling a substantial number of websites concurrently. This technology enabled the establishment of a common framework for the websites, akin to a unified family, while still allowing for individual adaptation for specific regions.

Furthermore, this collaborative approach facilitated seamless cooperation with local agency partners, who played a crucial role in website maintenance. As a result, the ability to effortlessly introduce new features across the global web presence was achieved, ensuring cost efficiency and a unified and cohesive digital image. It creates a set of branches in different regions, each sharing the same core values while embracing the unique flavor of their local communities.

Unlocking Efficiency: Multisite Networks Streamline Global Operations

The Multisite networks and their ability to host hundreds of sites empowered the client to harmonize their websites and share functionalities, design elements, and content templates tailored to each country's requirements. This collaborative approach enabled seamless cooperation with local agency partners for platform maintenance. Now, the client can effortlessly roll out new features to all global markets simultaneously, ensuring cost efficiency and consistency.

inpsyde.

"

Building a digital home for a global leader in pharmacy was a great challenge: Leveraging advanced Multisite and Multilingual technology, we didn't just build a website; we sculpted a scalable, international digital ecosystem. In this vast web expanse, each site, from every corner of the globe, shares a standard pulse, unified in brand but diverse in local flavour. This project shows our belief that technology based on WordPress, when wielded with vision, can blur boundaries, connect communities, and scale mountains."

Alex Frison
CEO, Inspyde

inpsyde.

Key Results

- Implemented over 20 Multisite networks, with some comprising more than 400 sites.

- Content translated into 50+ languages to cater to a global audience.

- Developed an individual content distribution system in WordPress, displaying content based on user roles and geographical locations.

- Harmonized websites, sharing functionalities, design, and content templates across multiple countries.

- Facilitated collaboration with local agency partners for efficient platform maintenance.

- Enabled the client to deliver new features simultaneously to all global markets, ensuring cost-efficiency and consistency

inpsyde.