

SAP News | Case Study

# SAP News! Orchestration of world wide publishing

Multisite Network with 44 languages and partial individual design and functionality.

A total of 21 websites are completely different designed to serve the needs of their individual brands.

# About the Company

SAP is a world leader in enterprise applications and the world's third largest independent software manufacturer.

They needed a Content Management System, which powers their worldwide SAP News Center.



## SAP's Global News Management Unification Dilemma

SAP, a global leader in enterprise applications and one of the largest independent software manufacturers worldwide, needed a robust Content Management System (CMS) to manage its SAP News Center on a global scale efficiently. The CMS was essential for organizing and distributing a wide range of content, including articles, press releases, videos, and broadcasts, to a diverse international audience. This endeavor was crucial to SAP's strategy to maintain its position as a market leader and ensure seamless content management and distribution.

# 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.

## **Customized Multilingual Multisite for SAP Brand Diversity**

A Multisite Network solution seamlessly accommodated 44 languages, each incorporating customized design and functionality elements. This comprehensive approach allowed for the creation of 21 uniquely designed websites meticulously tailored to address the distinct requirements of various brands within the expansive SAP ecosystem.

The Multisite Network provided a platform for multilingual content delivery and facilitated the creation of distinct digital identities for each brand. This approach ensured that each website resonated with its target audience, considering factors like brand aesthetics and user experience. In essence, it was akin to crafting a unique digital presence for each brand while leveraging the efficiencies of a shared technological infrastructure. The result was a balance between the need for individuality and the advantages of

centralized management within the SAP ecosystem.

## **Enhancing Global Content Management**

The comprehensive solution involved the development of a multilingual Multisite platform tailored specifically for SAP News. This dynamic platform seamlessly accommodated a diverse range of content types, including articles, press releases, videos, and broadcasts. Utilizing a centralized WordPress backend enabled efficient orchestration and consolidation of content management and technical administration tasks.

The centralization of these critical functions streamlined the entire process of publishing SAP's extensive array of news content, ensuring that it reached a global audience consistently and on time. This infrastructure essentially acted as the backbone of SAP's news distribution, simplifying content creation, approval, and dissemination. By harnessing the power of a unified platform, SAP was equipped to maintain a cohesive and responsive approach to delivering news, reinforcing its global reputation as an authoritative source of information within the enterprise software industry.

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With our innovative SAP multisite project, we're redefining the digital landscape, offering a global stage for market-specific press coverage. It empowers local markets to shape their narratives within a unified global communication strategy, while the multimedia publishing capabilities, spanning press releases, feature articles, video content, and corporate blogging, transform information into inspiration. From business technology to CRM, their website opens the doors to a world of possibilities, bridging the gaps between global vision and local voices in the vibrant tapestry of the SAP ecosystem.”



**Alex Frison**  
CEO, Inpsyde

## Key Results

- Successfully deployed a Multisite Network supporting 44 languages.
- Created 21 unique websites with custom designs to serve individual brand needs.
- Centralized WordPress backend for orchestrating and centralizing content management and technical administration.
- Efficient management of diverse content types, including articles, press releases, videos, and broadcasts.
- Streamlined the publishing process for SAP's worldwide news content.