



Celonis: empowering content creators to deliver exceptional digital experiences

Celonis helps companies around the world turn business processes into extraordinary experiences, while saving millions of dollars. The company's Enterprise Performance Acceleration software, powered by market-leading process mining technology, has helped international enterprises remove operational friction - companies such as Siemens, L'Oréal, Uber, Citi, Airbus, and Vodafone.

CHALLENGES

- Celonis needed to scale its website quickly to support fast-growing demand for the company's process mining technology
- Content creators had to ask developers to deploy any new content, or modify existing content, slowing their pace
- Celonis wanted to rank high in search results, but was hampered by manual processes

SINCE ADOPTING CONTENTFUL

- Celonis has scaled its website rapidly to more than 1,400 pages - in two languages - with a small web team
- Marketers and other content creators no longer need developers to deploy new web pages or make changes
- SEO improvements and image optimizations are automatically updated across Celonis' digital estate, yielding much-improved search results for key terms
- Contentful now serves not only as a single, unified CMS, but also as a self-updating style guide for Celonis' entire website

Demand for Celonis' process mining technology has been growing rapidly for several years.

While the company has been quick to seize the opportunity, both marketers and web developers felt limited by the company's legacy technology for managing digital content.

Content makers had to ask developers to deploy even simple web pages. The website relied on one CMS, and a separate solution was used for landing pages tied to digital campaigns. Content had to be ported manually from one digital channel to another. All the overhead of managing these separate systems made it harder - and slower - for different teams to collaborate.

Adopting Contentful allowed content creators in marketing, demand generation and customer success to publish and manage their own digital content, without help from developers. The ability to preview content exactly as it will appear on the website lets creators fine-tune and edit content themselves, saving time that used to be spent going back and forth with a developer to get to a final version.



CONTENTFUL ENABLES STRATEGIC COLLABORATION

With Contentful as the single unified platform for content management across the enterprise, marketing and web development teams have been able to collaborate much more closely.

“Together, we’ve built out a new strategy around content management that really democratizes it for all our internal folks,” says Brandon Ortiz, vice president of marketing and content at Celonis.

The customer success team can now run webinars for current customers on the website, while demand generation is able to add tracking codes to any item the team wants to integrate with its campaigns: landing pages, assets such as ebooks or white papers, and webinar signup forms.

With control of content given back to those who create it, the development team has been able to improve the website itself and create tooling to support Celonis’ growth.

“We’ve built a ton of awesome features that would definitely not have been possible if we had to create each page manually, or with a page-template approach,” says Pekka Hiltunin, head of website design and development at Celonis. New features include localized microsites; fast, easy A/B testing; personalization and a tag-based content architecture; a new site-wide search function; and instant on-demand publishing for time-sensitive content such as press releases.

“Working with our web development team, we’ve built out a new strategy around content management that really democratizes it for all our internal folks.”

– Brandon Ortiz, vice president of marketing and content

CONTENTFUL’S OMNICHANNEL MODEL: ENTER ONCE, PROPAGATE EVERYWHERE

As creators enter content into Contentful’s system and categorize each component, the omnichannel model ensures that the right content will appear in all the right places. Any update to a piece of content will be propagated to every occurrence throughout the digital estate.

Another benefit of Contentful’s model: The sandbox that creators use to build their content is not just a safe working environment for creating, previewing and editing content, it’s also a self-documenting website style guide. If the development team makes a change to a validation rule, or adds a new field to the website’s backend, that change is instantly reflected in the sandbox. There’s no need to manually update anything, and both the design system and its documentation are always up to date.

FAST AND EASY TO IMPLEMENT

Celonis was able to migrate its website completely to Contentful from the legacy content management system in just three months, a remarkably fast turnaround. “It took one of my previous employers over a year to relaunch its website,” says Pekka.

EASY, FAST PUBLISHING FOR ALL DEPARTMENTS – NOT JUST MARKETING

Celonis initially adopted Contentful so the marketing department could move faster and help the company reach its growth targets. But the platform is so useful in all functions that Celonis quickly expanded its license from 50 employees to 85. Now departments across the enterprise can control their own content: customer success, engineering and many internal operations functions. All departments can now easily stay up to date with their communications, both to internal colleagues and to customers, suppliers and other stakeholders.