Enterprise WordPress | Case Study

Migrating Siemens from AEM to WordPress

Delivering improved editorial workflows, multilingual support and a breakthrough events platform

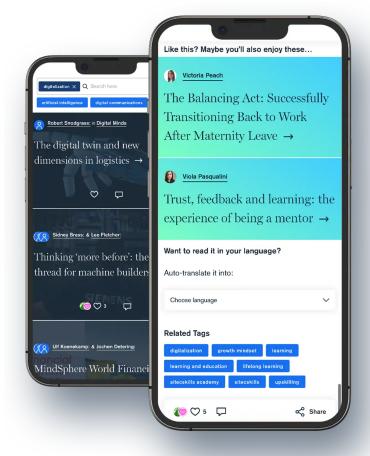


About Siemens

Siemens is a multinational technology company specializing in industry, infrastructure, transport and healthcare. Siemens Ingenuity is a brand the company uses to share ideas, stories and expertise. It serves as the company's community and content platform.

The Ingenuity platform allows any of Siemens employees from around the world to publish content on the site under their own name. A feature-rich publishing platform, Ingenuity has evolved into a space for virtual events since the Coronavirus pandemic, and continues to facilitate sharing, learning and growth across the world.

This is an overview of some of the key milestones and projects Siemens relies on WordPress for.





"Switching from Adobe Experience Manager to WordPress for our Ingenuity platform was transformative. The flexibility and customizability of WordPress enabled Siemens to adapt rapidly, from streamlining editorial workflows to launching a full-scale virtual events platform in just three months. As a global technology company, the need for multilingual support was non-negotiable; WordPress delivered it effortlessly, aligning with their global operations.

But it's not just about technology. It's also about empowering people. Ingenuity has become a thriving community where Siemens employees around the world can publish under their own names, contribute to discussions, and even partake in virtual events. The ease-of-use and versatility of WordPress have made this engagement possible, removing previous bottlenecks and opening up new avenues for internal collaboration."



Moving from Adobe Experience Manager to WordPress

Ingenuity was originally built in Adobe's Experience Manager platform. Siemens realized that in order to achieve Ingenuity's potential, a move to WordPress was needed. The move meant custom development was much quicker, and the considerable amount of money

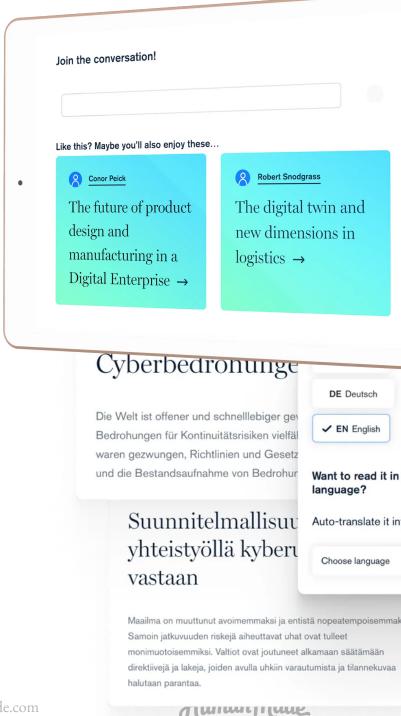
saved also meant Siemens could allocate more budget to building the features they needed.

Multilingual by default

The original Ingenuity site was English-language only, but with expanding audience interest, legal requirements in Germany, and in a bid to represent the global nature of the business, there was a need to expand language capability.

Initial experiments with language blocks weren't sophisticated enough to deliver the publishing experience needed, and created a confusing user experience with articles in different languages mixed together on the front end.

The flexibility of WordPress's content authoring and publishing systems meant Siemens was able to address these challenges and deliver a more successful multilingual experience.



AWS was used to automatically translate English and German content at the click of a button, and editors and writers are able to edit translations as needed. There are also options for translation for other languages too. Each version of the content is assigned its own URL to avoid user confusion, and a system is in place to ensure future edits to articles are automatically updated across all languages.

Advanced writers tools and publishing workflows

Regardless of the native language of its internal users, Siemens needed the process of publishing articles to be as easy as possible.

The customizability of the native WordPress administration experience meant that Siemens could develop an optimized view to deliver a more focused and streamlined experience.

There was also a requirement to ensure any changes made were compatible with future versions of the block editor. as well as ensuring the solution was compatible with Siemens' own Al style, grammar, and review tools.

The final solution also featured a fully-customized frontend post-creation workflow, and pre- and post-writing wizards to ensure compliance with brand publishing requirements. All content on the site is now written and produced using this tool.





Virtual events

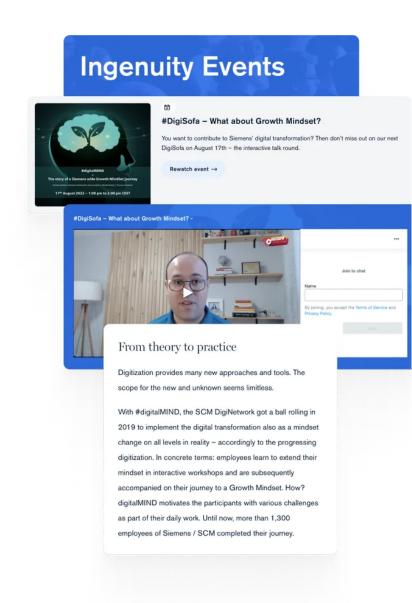
When the Coronovirus hit in 2020, Siemens found itself unable to host its annual internal conference, the SCC. However, undeterred and eager to host something for its employees, Siemens turned to WordPress and chose to evolve the Ingenuity

platform beyond its original scope of being a place for written content into a fully-fledged virtual events platform capable of delivering the annual conference.

Within just three months, Siemens and its development partner were able to take a site with no event hosting capabilities and build a sophisticated platform with functionality to host the virtual sessions, as well as a raft of additional features including a live event feed, voting features, and scheduling.

Additionally, several external vendor offerings were able to be integrated, including event registration tools and complementary video streaming services.

The platform has been used to host virtual events each year since. And, even with travel restrictions lifted, it was used to host the virtual element of the 2022 hybrid event.



Other way Siemens use WordPress



Article reactions and post exporting

To build engagement on the Ingenuity platform content, Siemens decided to introduce reactions to posts. WordPress enabled a bespoke system of reactions that are now used to assess performance and sentiment internally



Siemens World Sites

WordPress enabled a reimagining of Siemens internal news and communication platform, bringing multilingual capabilities and company-wide integrations to the business.



Developer training

As part of the ownership and handover process in the Siemens World project, Siemens worked with an agency to deliver a week-long on-site training course for Siemens developers in South Africa. This kick-started the process of handover to the Siemens team, who now fully maintain several internal tools.

