

ENGINESS

Teknion Evolution

Award-Winning Digital
Transformation of a
Global Office
Furniture Company

Enginess

91 Oxford Street
1st Floor
Toronto, Ontario
M5T 1P2



teknion

Teknion, a global office furniture manufacturer, designs products that work across boundaries.

Within any architectural envelope and work culture – furniture that works wherever you work.



Business Challenge

Teknion's teams were struggling to work with outdated business processes and technology, limiting their ability to support and service internal resources and clients.

Teknion had accumulated a vast amount of content, more than 32,000 digital assets and 200,000 architectural drawings. However, they lacked the digital framework to allow their sales channels and marketing staff to effectively access and lever the content, or even ensure what they had was current, and relevant

Their global presence, with limited product selection in geographic areas, further exacerbated the challenge as they struggled to control the timely distribution of information to dealers and sales teams around the planet.

These inefficiencies have a direct impact on both operational costs and their ability to quickly capitalize on business opportunities.

Teknion knew they had to evolve; this led to their digital transformation project.

"Embracing digital technology has changed how Teknion does business, helping us save on everything from time spent administering the site, to the cost of CDs for sharing content. With this evolution, Teknion has now become a clear digital leader in the competitive furniture space."

Approach

Every challenge we undertake begins with the question “why?” and the creation of a supportable business case. Once we had the clarity around Teknion’s objectives and expected results we began our investigative phase.

We gained an intimate understanding of Teknion’s current operational processes and challenges, and then broke each down into specific, less complex problems and documented solutions. We find that it is always easier for a fresh set of eyes to see a problem as an opportunity, than it is for a team entrenched with the issues day-to-day.

The results of our research led to three key areas of focus that guided the evolution:

1. The creation of a unified digital asset and content management process

The Teknion team needs an effective way to store and access their digital content, and an easy way to create, manage and distribute it going forward.

2. Highly customizable, global content delivery strategy

Teknion needs the ability to deliver geographically-specific content anywhere on the planet, and ensure the content is current and consistent with company strategy.

3. Make content widely accessible

Teknion’s content must be instantly available to their partners, sales channels and customers, when they need it, wherever they need it.

Approach

Teknion needed a content delivery platform.

This extends beyond the concept of a traditional content management system as much of the challenge involves the organization and management of Teknion's large asset repository.

To meet this business challenge, Enginess deployed a hybrid environment that leveraged the capabilities of Sitefinity, Salesforce, and Bynder working seamlessly together.

- The Sitefinity platform enables Teknion to assemble and deliver content through a variety of channels, with one central web-based workflow.
- Salesforce keeps their internal teams connected with the audience, interacting with their content, and ensures timely response to both customer and sales channel needs.
- Bynder controls the assets repository, keeping it organized and accessible to all relevant stakeholders when and where they need it.

Leveraging this approach, Teknion's team can effectively communicate with its customers, partners and sales channels anywhere on the planet through one management system, all the while ensuring that their brand, message and content is accurately tailored to the individual market.



The Outcome

1. Integration of Bynder & Sitefinity

Our goal was to consolidate multiple legacy systems, and create a custom brand experience powered by Sitefinity with over 200,000 assets managed and tagged inside of Bynder.

Now all Teknion employees use Bynder for asset management which has resulted in a level of asset control not previously experienced by Teknion staff.

Bynder integration with Sitefinity has significantly reduced man-hours for content control and has largely eliminated duplication of work, all delivering cost savings to the bottom line.

2. Redesigning Teknion's Asset Lifecycle Management

Introducing asset lifecycle management and version control to a centralized system has transformed Teknion's workflow.

No longer are assets shared by email and stored on internal file storage systems. This was a primary source of inaccuracy and excessive back-and-forth between teams.

Now stakeholders can trust that the information published on Teknion websites and portals including online price guides and specifications are accurate and relevant to their territory.

This has resulted in greater productivity and pricing accuracy, delivering top-line results.

The Outcome

3. Better Global Search

Teknion's legacy web presence relied on Google's embedded search, which indexed everything under the sun. However, it unhelpfully presented vast, complex and incomplete results to users. This resulted in escalating costs, as Google site search is priced on query volume, while achieving little value.

We implemented Elastic Search into their new Sitefinity environment, which allowed Teknion to integrate more content into their search experience, and to tailor the results.

This benefit ensures that Teknion's audience can quickly find relevant content with a positive experience, while also lowering costs.

4. True Multi-Site Management

With Sitefinity, we designed the systems and workflow to allow Teknion to create and manage geographically diverse websites from one central console. To streamline the process and reduce duplication of work, we enabled content to be shared across many sites.

Teknion is now able to give regional marketing teams control over their own content generation through workflow and approval, while allowing corporate marketing to review content and retain visibility and control.

What was previously a time-consuming, costly, and labour-intensive experience involving many stakeholders using unstructured processes, is now compliant and easy to oversee.

Summary

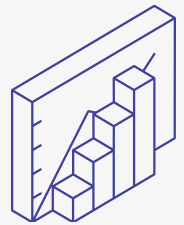
Teknion's new platform is a leap forward for the company's digital capabilities, empowering its teams to take control of their brand in ways they were unable to before.

Efficiency

Today, Teknion's brand, products, pricing and support tools are presented in a clean, simple interface that is easy to use, and easy to navigate. It is also responsive, so no matter what device their audience uses, the experience is the same.

For Teknion's internal teams, tasks that used to be slow and painful have become efficient and easy for both staff and customers.

For dealers and designers, the new dynamic site offers accurate self-service and trusted product information, enabling increased sales with reduced support from Teknion's internal teams strengthening their brand relationship.

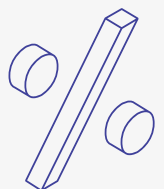


Usability

Teknion's public facing websites have seen an immediate improvement in site visitor behaviour:

- 19% increase in visits
- 25% increase in unique user visits and engagement
- Significantly reduced bounce rate

The benefits started to pay off immediately from the content re-engineering and new user experience.



Summary

Data-driven accountability

Teknion's teams are now able to track user behaviour. They can identify when collateral is performing well and move quickly when it isn't. This data now informs future decision making.

Accountability means Teknion can:

- Achieve marketing efficiencies over time that would never have been possible before
- Use customer data to inform future product development
- Provide regional teams with exactly what they need for their clients



Awards

Enginess and Teknion were recognized by Sitefinity as one of the Top 5 Websites of the Quarter for Q1 2016. A special thanks to Pound & Grain for the exceptional design they consistently deliver!



Results

By repositioning the Teknion website as the core of business's operations and marketing, and by leveraging a powerful CMS integrated with asset management, Enginess successfully revolutionized how Teknion does business.

Teknion achieved:

- Increased productivity
- Improved information delivery
- Increased customer satisfaction
- Increased user engagement
- Stronger brand equity
- Lower operational costs

Watch the video case study



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“Our purpose is to assist our clients in realizing the promise and potential of digital transformation for their enterprise.”

Find out how Enginess can help your business be more effective.

Contact us today:

Mike Phillips
Director of Digital Transformation Services
416.901.6151
mphillips@enginess.io

