



# Achieving Success With a Streamlined Tech Stack

How eight organizations have earned big wins through  
tech consolidation



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According to [a survey](#) of over 1,000 IT leaders worldwide, only 36% of organizations can deliver a completely connected user experience across all channels. In other words, more than six in 10 companies miss out on significant rewards that come from integrating their applications and user experiences.

## Benefits of Integrating User Experiences



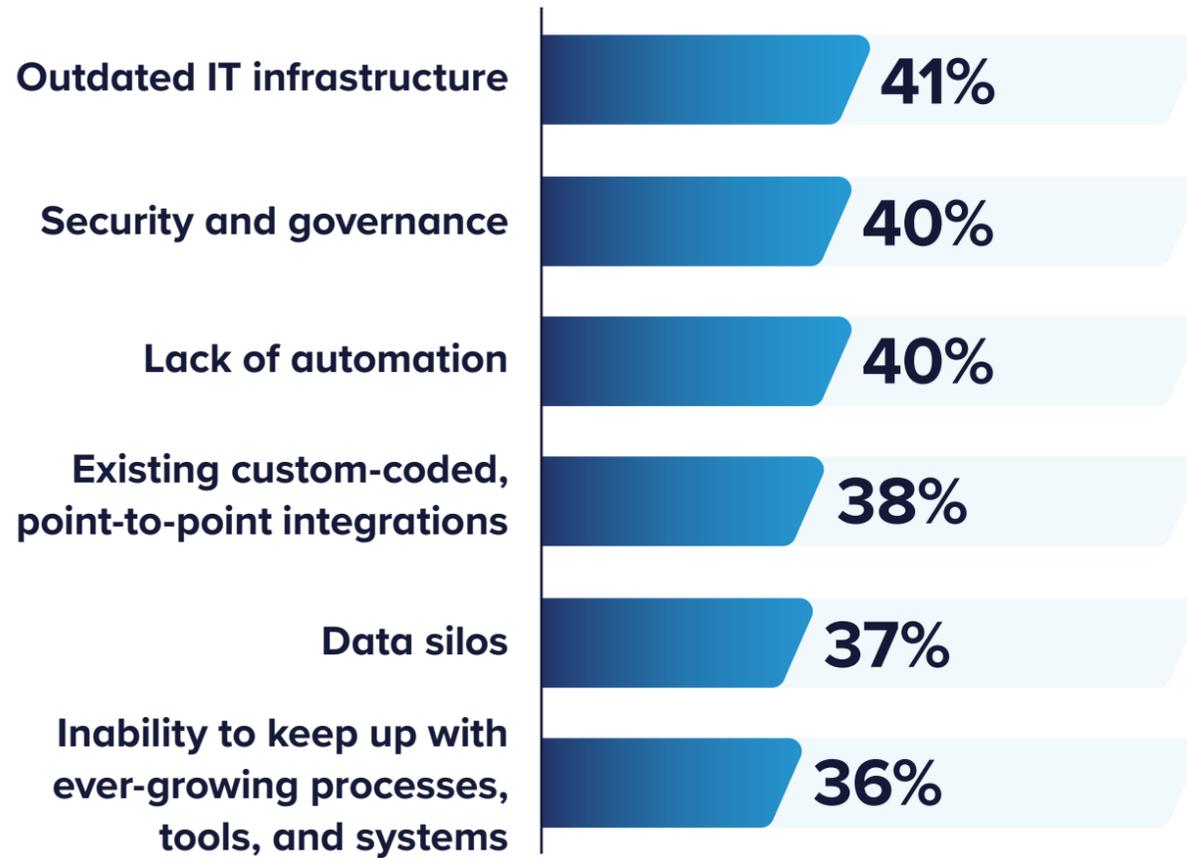
Source: "[2023 Connectivity Benchmark Report](#)," Mulesoft Research and Deloitte Digital, 2023

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One challenge is that many organizations find themselves relying on a patchwork of systems and platforms that aren't easy to integrate. After all, the marketing technology landscape has grown to include [11,038 solutions](#) and the average company subscribes to around [291 SaaS applications](#). As a result, teams are using several dashboards on several platforms, have disjointed workflows, and are spending too much time on administrative tasks instead of focusing on business initiatives.



## Why are IT leaders struggling to connect user experiences across the enterprise?



Source: “[2023 Connectivity Benchmark Report](#),” Mulesoft Research and Deloitte Digital, 2023



Fortunately, it doesn't need to be this way. Organizations can manage a full digital strategy with a minimal tech stack — and optimize both at the same time.

To achieve these goals, assess whether the tools in your tech stack:

- Are optimally effective at their stated purpose
- Help team members achieve better results
- Work well with one another
- Are formally adopted and avoid shadow IT issues
- Complement each other's strengths

• **Work across the enterprise for multiple use cases**

• **Avoid overlapping capabilities that result in unnecessary costs**

• **Integrate with third-party technologies to reduce the need to acquire new tools altogether**

Tech consolidation can be a winning strategy for creating more cohesive digital environments, attaining operational efficiencies, reducing costs, and achieving other business goals.

This e-book features eight success stories from Acquia customers who have approached tech consolidation in different ways.

# Mars Consolidates Technology to Scale Platform



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Mars owns a portfolio of confectionery, food, and petcare products and services. The company wanted to scale its CPG starter kit platform so brand stakeholders could more easily build, deploy, and maintain digital properties. It tapped Cognizant Worldwide Limited (CWW) for help.

The teams used Acquia Site Factory, a centralized platform to quickly build, manage, and

update a portfolio of sites. They employed the Emulsify theme to provide a Storybook component library, a Webpack development environment, and a Drupal 10 theme. Using Emulsify, an open source tool for creating design systems with reusable components and guidelines, helped scale the design while reducing costs, streamlining workflows, and improving accessibility.



**MARS**



## **Site Factory integrated with Azure for automated code deployment and testing, preventing human errors introduced via manual processes.**

Integrating the brand sites with the Salsify platform enables brand marketers to manage product information in one place, stay compliant across brands, and roll out sites faster.

An integration with Lighthouse for digital asset management (DAM) has helped boost

website performance. Team members can more easily manage image and video assets from one central hub in order to maintain brand compliance.

The platform uses Cloudflare as a content delivery network (CDN), which can handle more than 2,000 concurrent users in peak load. Cognizant implemented page rules, bot management, rate limiting, image sizing, and caching optimization to improve the performance and security of each website within the Acquia platform.



Additionally, Mars can use its CPG platform to assess its cache percentage for sites every week.

## It can identify major consumption contributions and make changes.

This monitoring helped Mars stay within the agreed Acquia entitlement consumption and prevented the company from spending more while launching additional sites on the same platform.

Lastly, the CPG platform ensures that site launches follow recommended data quality management (DQM) criteria, implementing corrective actions if the score goes below the threshold. The result has been better website performance, inspiring the company's confidence in the platform's scalability.

### The results:

- ◆ **Launched 205 sites in 1.5 years**
- ◆ **Mars can deploy brand sites more frequently without any performance or stability issues**
- ◆ **Brand sites can be launched on schedule while meeting security and accessibility compliance standards**
- ◆ **Full-fledged brand sites with key capabilities can launch within 2-3 days**
- ◆ **Simple sites can launch in 2 days**
- ◆ **Medium sites can launch in 3-5 days**
- ◆ **Complex sites can launch in 8-10 days**
- ◆ **Entitlement consumption fell to 60% from 200%**



# Hologic Combines Sites Into Streamlined Network



Achieving Success With a Streamlined Tech Stack

Hologic, a medical technology innovator that counts the world's first commercial 3D mammography system among its advancements, wanted to modernize its digital approach to cut costs and improve the customer experience.

The company decided to build a digital hub that would serve as its global presence while enabling each division to showcase products in a consistent, branded, and compliant manner. The objective was to reduce costs, technical debt, and friction between business and regional units.





Hologic previously had a siloed system of fully autonomous, regional corporate sites that it hoped to bring together into a shared design system and a strategy for ongoing support.

It also had an extensive collection of marketing microsites built as needed by siloed teams across the company, which wasn't ideal. The microsites competed against the main corporate site – and against each other – for search engine rankings. Creating and maintaining the sites was expensive, and it was time-consuming to create one-off features used for a single site, division, or region.

## **The sites also routinely ran the risk of being out of compliance with branding and legal requirements.**

Hologic and its partner FFW leveraged Drupal CMS, Acquia Site Studio, and Acquia Cloud Platform to upgrade the company's U.S. corporate site — using the trio to develop new features, publish new content, update code, and facilitate syndication.

FFW also crafted custom-branded Site Studio components and helpers to make in-house creation and ongoing management of Hologic's pages possible.



## These efforts enabled the company to keep their sites unified and branded while reducing agency dependency.

Because these components were established using Site Studio while creating the U.S. site, they could then be reused by different Hologic divisions around the world to deliver content and experiences to multiple nations and regions.

With defined colors, fonts, and styles at the component level, the reusable components facilitate a consistent and branded approach across Hologic's hub. FFW developers

can also now create structured content templates using Site Studio.

The resulting solution includes a comprehensive build kit that allows any of Hologic's global business units to quickly and easily spin up fully functional, brand-compliant sites that don't incur technical debt.

The sites and departments share features and functionalities, offering flexibility and helping to reduce the total cost of ownership. Meanwhile, an organization-wide content and governance strategy ensures that the platform remains scalable in terms of both content and functionality.

The success of Hologic's corporate site rebuild has led to a faster-than-anticipated consolidation of Hologic's marketing microsites onto one multisite platform.

### The results:

- ◆ **Over 100 microsites have been consolidated and archived**
- ◆ **Hologic can generate and share content between regions, including managing and syndicating content across country sites using localization and translation workflows**



# Novartis Creates Unified Technology Platform



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Leadership at Novartis, an innovative medicines company, wanted to create a new strategic U.S. Innovative Medicine (USIM) web platform for its U.S. pharmaceutical products that would boost application performance, enhance user experience, and improve user engagement.

Previously, Novartis's enterprise web landscape for

hundreds of product sites in the U.S. was fragmented across multiple platforms.

**They had varying approaches, capabilities, and levels of technical debt. Cross-portfolio updates were extremely costly and time-consuming.**



Additionally, the broader web portfolio lacked sufficient governance and coordination to ensure that the sites met best practices like web accessibility, site speed, and data security. The company also lacked the agility and ability to harness economies of scale to offer next-generation web feature sets across its site portfolio.

**Lastly, without a centralized design system, it was challenging to retain consistency in look and feel across sites.**

Novartis OmniChannel Web partnered with EPAM on a multi-year journey to build a new platform.

Utilizing Drupal CMS, Acquia Cloud Platform, and Acquia Cloud Edge enabled the combined teams to develop high-quality websites on a secure, stable, and scalable CMS foundation.

The developers pursued a decoupled architectural approach, employing a bespoke and flexible React front end to serve as the glass atop a Drupal 9 Layout Builder-driven content creation back end. The approach enabled the implementation of a consistent design system and user experience while allowing the teams to leverage the common functionality, integration patterns, and APIs built into the custom Drupal platform.

## The results:

- ◆ **Increased engagement**
- ◆ **Novartis can create new or move existing websites in a standardized design framework**
- ◆ **The USIM platform has become a model within Novartis for how a design system can seamlessly integrate with Drupal to build a decoupled front end**



# Princeton's Multisite Platform Facilitates Consistency



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The Web Development Services (WDS) team of [Princeton University](#) recognized that the school needed a multisite platform that could support a unified brand and consistent experience across its websites.

The initiative would require the migration of 650 sites to a

new Drupal 9 platform before Drupal 7 reached end of life, and the sites would need to remain functional from one migration stage to another.

WDS also saw the project as an opportunity to proactively plan for the future.



The team needed support for creating more automation processes to transfer content, branding, and layouts from an older site version to a newer one without so much manual overhead. These fresh capabilities would help alleviate headaches and streamline internal efficiencies.

**WDS managed the unified platform build while its partner FFW focused on the data migration and theme development work.**

Using one codebase has enabled Princeton to achieve consistency across multiple properties — with Acquia Site Factory, WDS can create sites with rigid branded features while embedding them into flexible layouts and themes.

In addition, templating site formats has empowered WDS to quickly launch hundreds of sites and deliver on future requests from internal teams for existing sites. WDS can also efficiently release feature enhancements and bug fixes.

## The results:

- ◆ **Migrated 650 sites**
- ◆ **The process of creating sites is more automated, saving time and money**
- ◆ **New sites feature architectural improvements, consolidated branding, more effective content presentation, and enhanced data accuracy**
- ◆ **WDS can support more websites without increasing staff**



# Gundersen Health System Unifies Disparate Experiences



Achieving Success With a Streamlined Tech Stack

Leaders at [Gundersen Health System](#) understand that consumers expect online experiences to be easy, intuitive, and personalized. They also recognize that a patient's digital experience is part of their care journey, so their initial contact needs to be supportive, empathetic, and positive. The search process on

a health system's site shouldn't be cumbersome and time-consuming, for example.

To address these needs, Gundersen aimed to create a welcoming and seamless online experience that also captured its brand identity as an elite medical provider with a neighborhood vibe.



**GUNDERSEN**  
HEALTH SYSTEM®

The health system envisioned a “digital front door” that would unify its different experiences into a single, cohesive access point. A digital experience platform (DXP) would serve as the foundation of a great self-service experience. It would also offer a scalable solution that would eliminate the manual entry of physician profiles and location information.

## **Gundersen partnered with Phase2 to build a Drupal platform and migrate the existing content.**

They also integrated Kyruus, a search engine that pulls in data sources and creates a

searchable provider directory that can be linked up with an electronic health record (EHR) for open scheduling.

Phase2 architected an open source design system to express Gundersen’s unique brand identity. The new DXP and design system work in tandem, allowing the Gundersen team to independently create brand-safe content and disseminate it quickly and easily.

Consolidation of a different sort proved helpful after Gundersen and Bellin Health completed a merger of equals and combined operations in November of 2022. The marketing teams of both companies used Acquia DAM

when they began unifying digital assets. Having a central brand asset hub enabled the health systems to share or filter out the appropriate categories for each region they cover with consistency.

### **The results:**

- ◆ **Improved consumer experience**
- ◆ **Gundersen is better positioned to compete in the crowded health system**
- ◆ **The easily extensible site can grow with future needs**



# Stallion Infrastructure Services Merges Subsidiaries Into Single Site



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When Stallion Oilfield Services became Stallion Infrastructure Services in 2023, it sought to unite three distinct subsidiaries — Stallion Oilfield Services, StallionRents, and STARCOMM — under a single brand identity.

The company, which provides temporary infrastructure that includes sustainable power and lighting, also wanted to consolidate its subsidiaries under one website that could market its wide range of services.





Stallion previously had three different sites that were all hosted and maintained separately. It needed a platform and hosting solution that could unite the three subsidiaries while also meeting their specific requirements for security, performance, functionality, and features. Key stakeholders at the company also set their sights on providing a simplified and consistent experience for every user via personalization.

Stallion worked with partner Adcetera to develop a brand identity and to create a hub where salespeople, stakeholders, and customers could find product portfolios and understand the breadth of services.

By selecting Drupal CMS to create the unified site and Acquia Cloud Platform to host it, Stallion Infrastructure Services set a solid foundation for the solution they were looking for. The combined teams also implemented Acquia Personalization and Acquia Site Studio to be able to address every business segment and match each user's intent during their customer journey.

**To target different segments via personalization, the teams mapped all business audiences and assigned triggers to moments and sections where personalization could occur.**





They developed content variations for every business segment, matching the user’s intent during the customer journey. Website sections change content dynamically based on user behavior and paid search data.

The new site has enabled Stallion to achieve its objective of expanding services beyond the oil and gas and construction industries. It has also gained brand recognition and market share against competitors. In addition, Stallion has been able to

access enhanced analytics and performance metrics that have helped it identify valuable industries and grow customer bases and product lines.

### The results:

- ◆ **31% increase in direct traffic year over year**
- ◆ **57% improvement in conversion rate year over year**
- ◆ **Users seeing personalized content represented 7.8% of total website users but 22.7% of conversions**

**31%**  
**increase in direct traffic year over year**

# Saint-Gobain Creates User-Centric Experience



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Saint-Gobain, which designs, manufactures, and distributes materials and services for the construction and industrial markets, sought to streamline and modernize its digital presence.

Key stakeholders at the company wanted to merge

multiple legacy platforms into a unified multi-brand ecosystem. This would not only create a user-centric digital experience, but also reduce maintenance complexity, ensure consistency, enhance efficiency, and reduce costs.



Saint-Gobain also wanted to maintain a core platform while providing customization options that would allow its business units to tailor sites to their specific needs. Another goal was to establish a governance model that would enable the company to share functionalities across business units.

The consolidation effort had numerous complexities, including:

- ◆ **Each business unit required unique user experiences.**

- ◆ **Teams needed to build a new platform and migrate roughly 100 Drupal 7-based websites before its end of life, ensuring data integrity and compliance.**

- ◆ **Migrating from multiple legacy platforms — including Drupal 7, Sitecore, and a bespoke CMS — was complex. Some legacy features lacked precise specifications and teams needed to apply reverse-engineering efforts to ensure continued functionality.**

- ◆ **Integrating product information management (PIM) systems posed a critical challenge due to the diversity of products and solutions for brands across websites.**

- ◆ **Integrating third-party systems such as PIM, CRM, and marketing automation systems required meticulous planning and execution to ensure seamless functionality.**



Saint-Gobain partnered with FFW, which crafted the solution architecture, wireframe prototypes, and a high-level backlog. They leveraged Drupal CMS, Acquia Cloud Platform, and Acquia Search to develop, host, implement, and enhance the solution. During the design phase, two agencies worked simultaneously on distinct UX/UI experiences.

FFW launched the pilot website and moved forward with a product management approach for migrating other websites — incorporating new features and enhancements as necessary.

## The results:

- ◆ **Platform accommodates over 140 websites**
- ◆ **Multi-vendor flexibility enables efficient feature reuse across various brands and websites**
- ◆ **8 brands utilize the platform with potential for further expansion**
- ◆ **Substantial reduction in time to market**
- ◆ **Reduced total cost of ownership (TCO) enhances cost efficiency across the digital ecosystem**



# Consolidation Initiative Is a Business Driver for nVent



Achieving Success With a Streamlined Tech Stack

The global electrical company nVent has three core business segments and more than 10 established brands. Those brands had been spread across disparate, proprietary content management and commerce systems, which was costly and created complexities.

The company decided to migrate all of its websites to a single, unified Drupal platform. Organizing and consolidating a dozen legacy websites onto an enterprise platform would create efficiencies for its team.





The rehaul was likewise an opportunity to improve the experience for customers as they searched for, customized, and ordered products. Also, by implementing a low-code environment, nVent's non-technical administrators could easily manage and maintain relevant, timely content.

**Building this scalable, reliable, and secure solution would need to be done quickly since nVent had costly, expiring licensing and support agreements with legacy platform providers.**

The company partnered with Phase2, which it tasked with establishing a contextually relevant experience based on regionality, language, and interest. Other goals included improving product discoverability and driving self-service capabilities.

The effort would build upon the newly established brand guidelines, codebase, and product roadmap to enhance and integrate third-party products, back-office systems, and Acquia tools. These products include Acquia DAM, Acquia Search, Acquia Site Factory, Acquia Personalization, and Acquia Edge for security.



Now, the overall search experience has been improved for all site visitors, based on two specific improvements. First, region-specific product data, including technical specs and product availability, can be pulled and displayed from multiple sources.

Dynamic faceting also helps to filter results based on line of business and product application.

In addition, by automating much of the custom product configuration process and inquiries, nVent sales reps and distributors save a significant amount of time, leading to faster orders and fulfillment.

### The results:

- ◆ **Improvements to nVent's content marketing and deployment efficiency have enabled it to more quickly launch and promote products**
- ◆ **nVent saved \$1 million per year in WebSphere and Adobe licensing fees**
- ◆ **For the 12 months ending March 31, 2022, the company's revenue was \$2.6 billion, a 29% increase year over year**
- ◆ **Annual revenue for 2021 was roughly \$2.5 billion, a 23% increase from 2020**

**29%**  
**increase in revenue**  
**year over year**





# Summary and Takeaways

These stories help confirm that engagement habits are changing. So, you need to make sure you are serving all key audiences — whether that's customers, business partners, or employees. That means enabling everyone in the organization to help build great digital experiences. Here's what makes a productive DX:

### More productive digital experiences are:



#### Frictionless

Digital tools must work in harmony so there are no hiccups, barriers, or frustrations for users.



#### Safe

A technology platform should be secure, organizations should comply with privacy regulations, and content should help make people feel safe.



#### Accessible

Websites should work for everyone, including those with disabilities.



#### Open

An ecosystem can experiment and grow with open source software or open APIs. This gives you the flexibility to also experiment and grow.



#### Relevant

Data should be consolidated to build 360-degree user profiles for personalization.

Remember that building productive digital experiences is not a one-size-fits-all proposition, and the approach will be different for every organization.

Acquia's digital experience platform (DXP) offers a composable technology stack that will help you work more efficiently and scale faster while optimizing for security, compliance, governance, and brand consistency.



## The Value of Consolidating Your Tech Stack

Organizations that seamlessly bring together separate systems and platforms to achieve tech consolidation can reap multiple benefits. These include:

- ◆ **Reduced costs:**  
Eliminating redundancies, streamlining workflows, and reducing the need for multiple vendors and additional staffers can create cost savings.
- ◆ **Operational efficiency:**  
Teams can more easily collaborate and share data, which can lead to faster development cycles, shorter time to market, and stronger customer service.
- ◆ **Improved consistency:**  
Consolidation creates the opportunity to set standards that result in processes, content, and experiences that are more coherent for employees and audiences.
- ◆ **Enhanced data governance:**  
Data that is properly gathered and managed across platforms can generate reliable customer insights that boost marketing efforts and help entities stay in compliance with data privacy laws and regulations.
- ◆ **Better security:**  
The ability to swiftly implement and manage security measures can help reduce the risk of cyberattacks and data breaches.
- ◆ **Simplified IT management:**  
Having fewer systems and applications to manage and maintain can free up IT staff to focus on more strategic initiatives and also create more flexibility to scale tech infrastructure.
- ◆ **Increased agility:**  
Adapting to new technologies and changing market conditions becomes less of a struggle.

As Forrester experts [note](#), “Making smarter decisions about your application portfolio is critical. Your tech stack is a corporate asset that requires governance and refinement.”



# Want to Simplify and Enhance Digital Experiences for Your Audience?

Whether you're looking to consolidate your digital assets into one central hub or want to scale content and experiences across multiple sites, Acquia's composable DXP gives you all the tools you need to optimize for security, governance, accessibility, and brand consistency.

[Request a demo](#)



# Acquia

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## About Acquia

Acquia empowers ambitious digital innovators to craft the most productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue. Learn more at <https://acquia.com>.

