



Loved by fans around the world for both its creative ice cream flavors and its commitment to social activism, Ben & Jerry's also stands at the forefront of digital innovation. With 30 websites in 20 languages, supporting a business that encompasses 577 global scoop shops in addition to its ubiquitous presence in grocery stores worldwide, Ben & Jerry's strives to make the world a better place through an actively supported, sustainable supply chain and sophisticated digital strategy.

Since 2011, Ben & Jerry's has been crafting its own digital experience stack with Jahia as its foundational core.

[www.benjerry.com](http://www.benjerry.com)

HQ: USA

"Leveraging Jahia's multi-site, multi-language, cloud and mobile capabilities, along with Avantia's sharp expertise on the platform, we are proud of our accomplishment. Ben & Jerry's has been the fastest digital rollout among Unilever brands."

**Jim Keyt,**  
Director of Digital Services  
**Unilever**

## At A Glance

**2011**

Jahiant  
since

**30**

worldwide  
websites

**10+**

apps in Ben & Jerry's  
DX stack



# Goal:

## Stay At The Forefront of Digital Innovation

Ben & Jerry's mission statement is simple: Create positive change in the world through linked prosperity. Technology that supports this mission has always been tantamount to their global strategy.

A wholly-owned subsidiary of Unilever, Ben & Jerry's digital strategy is as well thought out and executed as its ice cream, blending global and local digital campaigns, social activism and product promotions into meaningful content for its local audiences, in sync with offline campaigns.

Jahia technology has supported Ben & Jerry's digital strategy for more than eight years, helping them evolve their DX stack to keep pace with rapidly changing technologies, launch new websites on time, update content constantly and support evolving digital marketing priorities.

Nevertheless, much has changed in the digital experience space since their first Jahia deployment in 2011. And Ben and Jerry's has been evolving its DX stack to ensure it remains at the forefront of digital innovation.



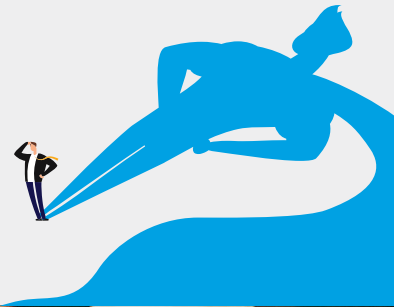




## Ja-iant / jiant / noun

1. Organization embracing digital evolution with Jahia
  - unifies legacy and new tech in their own DX stack
  - iterates amazing digital experiences
  - wins against the competition, every time

**"That Jahiant has really taken over the market."**



# Enabling Nimble Web Content Operations



Scott Reed, Global Digital Services Manager with Ben & Jerry's, where he's worked for 24 of the company's 40 years in business, says that Ben & Jerry's is a unique brand at its parent company, Unilever. "We're the only company with our own internal IT and design teams, with the full capability to run our web presence from end to end." Scott says he and his team work closely with Unilever on enterprise level programs, however they "manage day-to-day content and functionality of Ben & Jerry's web presence."

Scott says that Jahia was the first global web platform on which Ben & Jerry's "aligned all our global websites, and we've gone through many iterations since then." At first, this meant an easy-to-use CMS with multi-site and multi-language management capabilities. The team implemented Jahia's jContent application so it could easily adapt its websites to each country it serves, in its native language, while ensuring a consistent global brand.

Ben & Jerry's has a marketing presence in all 30 countries. While a few larger markets have bigger teams, many of the local teams are staffed by one brand manager, supported by a regional manager. Each team supports the entire brand's activities in the local market, and that includes keeping web content fresh. jContent's easy-to-use interface is therefore an important differentiator for Ben & Jerry's. "Our marketing team can update content on a daily basis, something that would be difficult to do on other platforms," explained Reed.







# A Globally-Aligned, Integrated Infrastructure

The Jahia global web platform aligned all global websites, and Scott and team began their journey of fast, agile iterations to support Ben & Jerry's socially active, expanding business in a competitive landscape.

'It's been a great experience, there is a balance of capabilities, and we can be nimble with the Jahia platform,' says Scott. 'We have granular control of functionality, without a lot of enterprise level complexity.'

Scott added, 'Jahia has a much more agile feel than competing platforms. That was a big differentiator for us. We couldn't produce and publish content and new capabilities on a daily and weekly basis on other platforms available to us.'

Ben & Jerry's has also found Jahia's infrastructure fast, easy, and less expensive for integration. As a result, they currently have more than 10 apps integrated into their DX Stack, powered by Jahia, from email marketing to CRM, analytics, user ratings and reviews, location and mapping services, to advocacy software.

'With Jahia,' explained Scott, 'we have the ability to pull out applications and plug new ones in as something becomes legacy or new capabilities come up. We are not stuck, needing to wait till we can change everything in one fell swoop. Instead, we can switch out smaller pieces in the stack.'

The result: Stack up and stand out – a perfect blend of innovation, agility, relevance and local autonomy





Global branding, local relevance:  
B&J websites mix global campaigns with localized content



## Setting The Groundwork for Continued Success



When asked what success looks like to Scott and his team, he said, “What we need to be successful is to turn things around fast, get things out and iterate. Our focus has been on fresh content and learning and iterating on new user experiences and journeys rather than crafting a perfect web vision – we take smaller steps.”

With about 100 people in their Vermont office, Ben & Jerry's certainly defines a Jahiant. This is a company that succeeds thanks to its people's hard work and creativity, use of technology, and its visible commitment to success for everyone along its sustainable supply chain. Scott and his team are helping to tell this rewarding story on both global and local levels.

### Avantia, Ben & Jerry's tech partner, on jContent

We had a really good sense of what the engineers, our main persona, are looking for. So we decided to offer more in-depth content and technical information. And we had a lot of great feedback. Our web traffic has gone up every single year – by about 130% – since we launched the new website.

**Travis Warholic,**  
Senior Consultant  
Avantia

**130%**  
web traffic  
increase per year



# About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to Make Digital Simpler.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.



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