MACOM™

Partners from RF to Light

MACOM Technology Solutions Holdings, Inc., a leading supplier of semiconductor products with 1500 employees throughout North America, Europe and Asia.

MACOM needed a website reboot to help its rebrand stand out from its competition and support its new brand strategy. MACOM chose Jahia to power its new website and more recently, its new employee portal, because the MACOM team found Jahia simpler to use and easier to stack-up. Plus, they love Jahia's support.

www.macom.com

"We're a culture of engineers, and engineers are very inquisitive – and skeptical too. We aim to be the leaders in our respective product lines, by making the best products for our customers and having the best support. To me, to represent Jahiants in our own industry, those are the characteristics we emulate."

Jessen Wehrwein,
VP of Corporate Communications
Macom

At A Glance

Requirements

- A new customer-centric, content-rich website from scratch

- Modern infrastructure that can adapt and grow with them

- Integrated customer and partner portals

Results

- A fully-integrated platform meeting all requirements within **nine months**

- **130% increase** in web traffic since launch

- **70% increase** in intranet usage

Goal:

A customer-first website that scales with the company

When Jessen Wehrwein joined MACOM as VP of Corporate Communications several years ago, the company was going through a period of rapid change. MACOM had recently entered its next stage of growth, and rebranding MACOM was a key part of that strategy.

Wehrwein's mandate was to create and build a global communications team and infrastructure from scratch to support a $1-billion semiconductor company. The original website, built on an Amazon CRM solution, had to go.

Together with its implementation partner, Avantia, and a visual design agency, Duality, the MACOM team began work on its new website. Their goal: build a customer-centric, content-rich website, with modern infrastructure that allows the MACOM web team to easily build new features or add new apps as the company's needs grow.

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.

Jessen Wehrwein,
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Parametric search helps customers with complex requirements find relevant products easily.
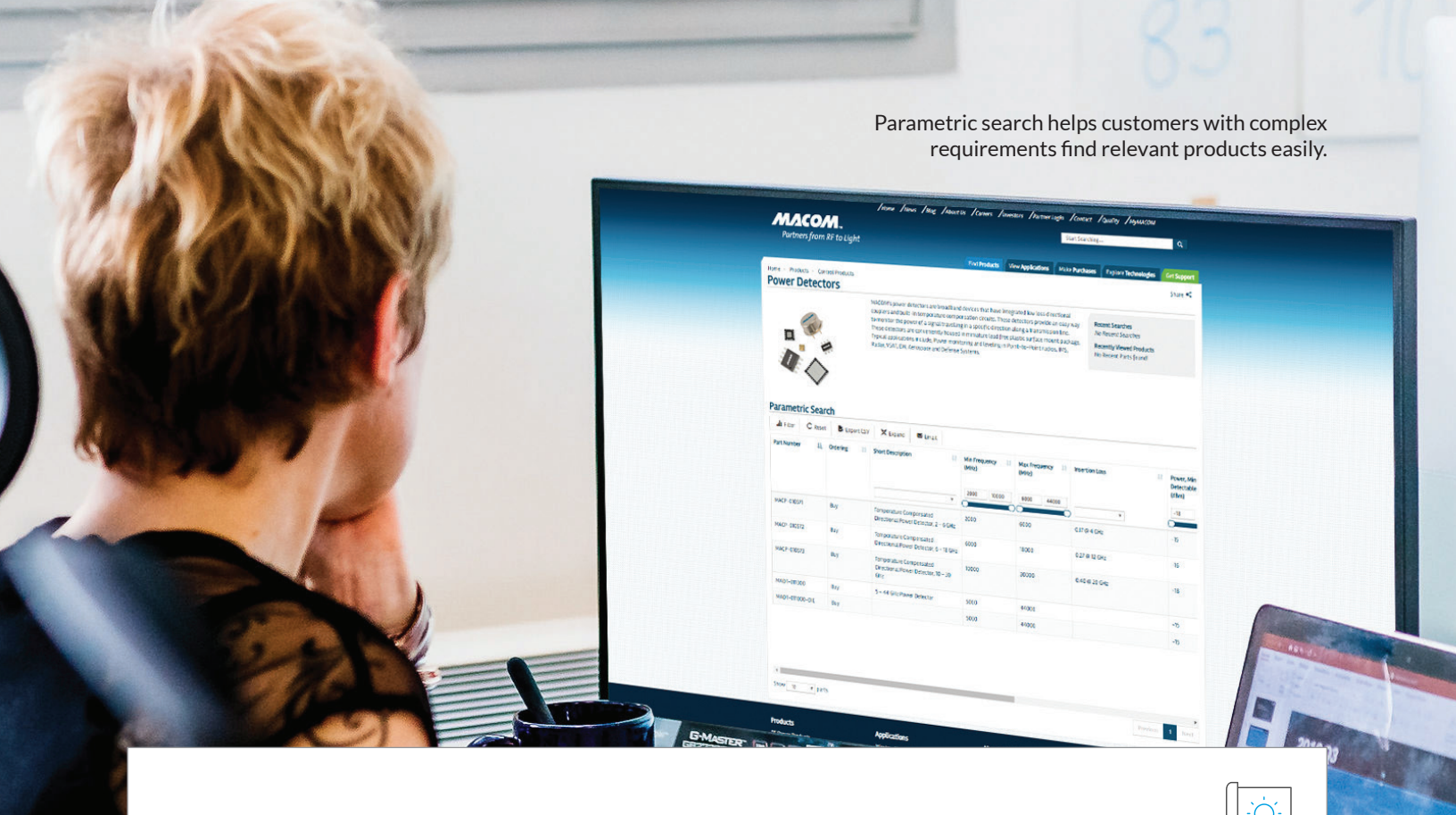
The Project

After comparing several providers for their ease of use, cost-effectiveness and value, Wehrwein and his team chose Jahia as their content management solution. Besides integrating several systems and apps with Jahia, Avantia also helped to build a parametric search feature to help visitors quickly find components that meet their specifications. Stock availability feeds from partner websites were also incorporated so users can easily find where to purchase their selected components.

While many of MACOM's competitors were moving towards a less (content)-is-more approach, MACOM decided to move in the opposite direction.

MACOM wanted to provide its main persona – engineers searching for components – detailed and specific information, as well as educational content, to help them make informed decisions. Putting together all the data for the parametric table required a huge amount of work but that effort paid off for MACOM.

"We had a really good sense of what the engineers 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. So our strategy has been pretty successful and I'd say that we've achieved our best-in-class goal," said Wehrwein.

MACOM links customers up with its suppliers, including available inventory.

Successful Launch

The process went very smoothly. After nine months of work, including customer journey mapping, implementation and content creation, the new website, with an integrated customer portal, partner portal, and LiveHelpNow – a customer service software – were successfully launched. MACOM also launched a Chinese version of the website to serve its customers in China.

"Jahia's language management capabilities have worked well for us. We go two pages deep in local language for the Chinese website and after that it's in English, as the technical language for our business is standardized on English around the world," explained Wehrwein.

"We've bolted on a number of different platforms and we have ambition to do more over time. The integration and ease of use has been great. Really easy to do. And we've done a lot of integrations," shared Wehrwein.

The website has seen an increase in traffic every year since its launch. Page load speeds have remained fast despite the strong increase in traffic over the years. It's also really user-friendly.

"Simpler to use is the first thing that comes to mind, according to our three team members supporting the day-to-day website operations. Even the webmaster, who does not have any technical background or experience using Jahia, knows how to get around the software," said Wehrwein.

With a reliable infrastructure and intuitive UI, MACOM was able to shift its focus to SEO optimization, improving site conversions, and creating quality content. They also plan to add more apps to their Digital Experience Stack (DXS) in future.

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."

Extending Success To The Employee Digital Experience

Recently, MACOM launched a redesigned intranet built on Jahia to replace its SharePoint intranet.

Wehrwein shared: "Our SharePoint site was antiquated and just not optimized for an employee portal. People mainly used it to share documents. So we took the opportunity to take it down, redefine what an employee portal should look like, and relaunch it to provide a better digital experience for our global employees."

Working with Avantia and its website design agency, Duality, MACOM relaunched its intranet in just 7 months. In the process, they did a lot of wire framing to ensure the employee experience is smooth. Wehrwein and his team also put in place an internal communication plan to ensure content on the new intranet is relevant, and also let employees know what to expect with their new digital experience.

Digital Employee Experience: Intranet

Responses from an employee survey were extremely positive. Ninety percent of survey respondents love the new intranet.

The number of users increased 70 percent compared to the prior SharePoint intranet.

Wehrwein also shared that "the new search function is amazing."

90% love it! | **70%** more use it!

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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