

Virbac

“The Jahia project is a success because all our subsidiaries have now adopted the platform. In addition to sharing the same technology platform, we have been able to improve the quality of our content and SEO. We are now working on much more sophisticated customer journeys using jExperience. The aim is to merge web profiles and customer data from our CRM in order to personalize our content.”

Albert Brummer,
E-Business Project Manager
Virbac

Virbac needed a new CMS. With 52 subsidiaries each on their own local platform, a lack of consistency across websites was becoming a huge issue. In choosing Jahia, Virbac saw a platform that could empower their individual contributors with a flexible platform designed to let them repurpose and customize content and strategies for their specific markets. With more integrations, including personalization, on the horizon, Virbac plans to have the Jahia platform be the focus of their digital experience for years to come..

www.virbac.com

About Virbac

Virbac is a pharmaceutical company specializing in animal health for both pets and breeders. The company encompasses 4,900 employees across the world, with product sites in ten countries, sales subsidiaries in 33, and R&D spread out over five continents.

Virbac's 2018 revenues were around 870 million euros and their web sites count for one million page views per month.

At A Glance

Requirements

- A flexible CMS that could manage 52 subsidiary websites
- Multi-site, multi-language governance
- Brand templating & module sharing

Results

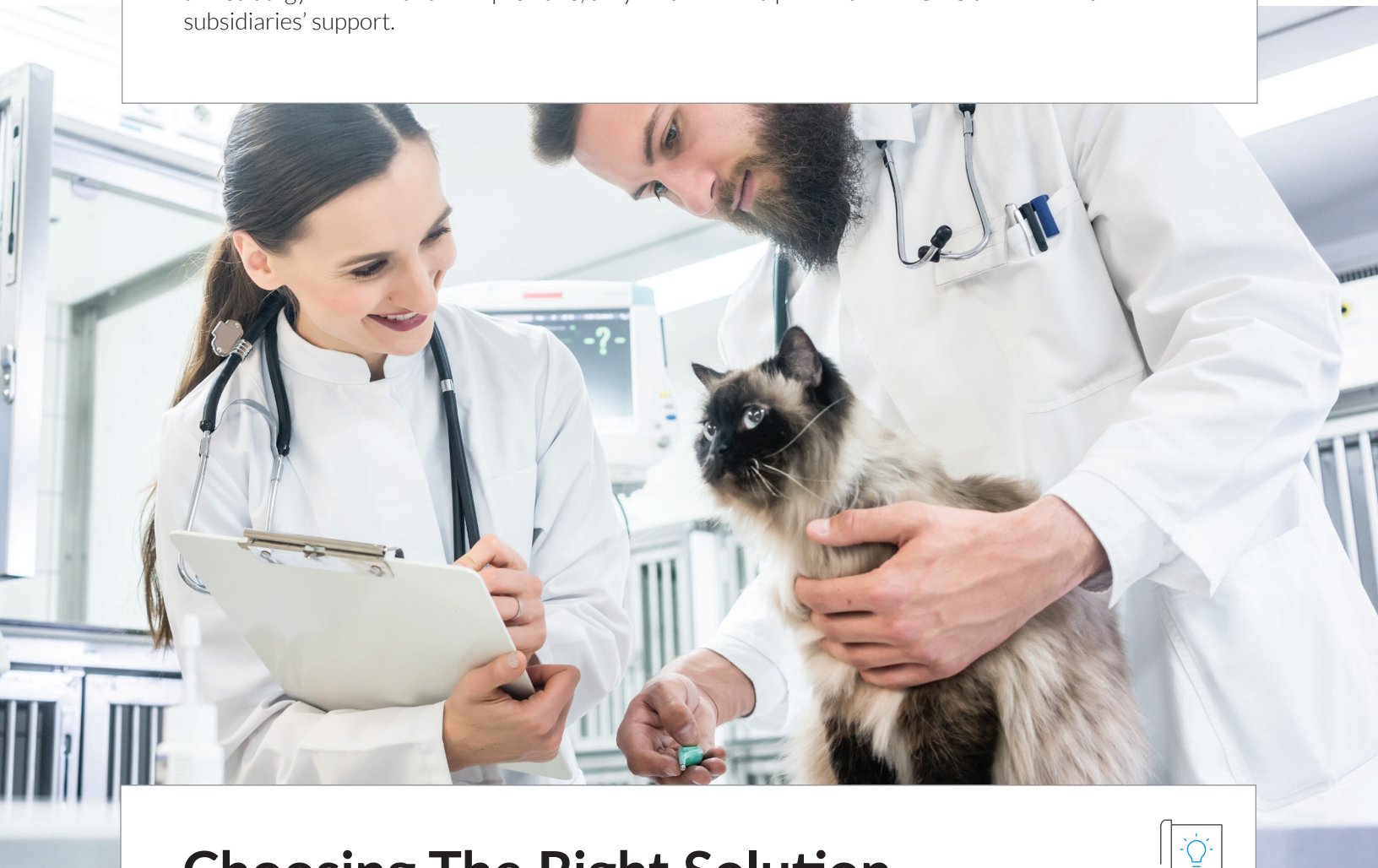
- Brand consistency across all local site management
- Enhanced contributor capabilities and satisfaction
- Consistent reliability and availability



Goal:

A unified CMS across all subsidiaries

Up until the early 2010s, each of Virbac's fifty or so worldwide subsidiaries had a local website managed by a local service provider, leading to significant inconsistencies in the online communication of the brand. As a result, Virbac wanted to redesign its web presence around a single, centralized content management solution while granting subsidiaries some flexibility in their content production and strategy. In order to accomplish this, they would need a powerful web CMS to win over the subsidiaries' support.



Choosing The Right Solution



Virbac's IT department evaluated a number of CMS solutions to find the right fit for them. "Jahia ranked well in terms of functionality, but what really impressed us was its ease of use for contributors," said Albert Brummer, E-Business Project Manager at Virbac. "Jahia offered us a solution to maintain a large number of websites in multiple languages, all based on a common platform. We could have shared modules that can be deployed on 40 different websites, while at the same time letting our subsidiaries produce and translate their own content." Jahia was chosen in 2012, with the first task defining templates with a common visual identity and setting up a shared technology platform. Then came convincing the group's subsidiaries.



The Launch

Working with Capgemini, a Jahia partner, Virbac went live with Jahia's platform in 2013. The first websites on the new CMS were France, Poland and Australia. "These early deployments allowed us to validate the relevance of the web architecture and to ensure that there were no technical or language problems in the user interface. That initial success gave us the confidence that we would be able to accommodate the needs of all the other countries," said Albert Brummer. Part of this was taking Jahia's out-of-the-box modules and customizing them to fit the group's visual identity, with new modules added to enrich brand concepts such as video content.

"When the project was launched, we used Jahia's native user management system," said Albert Brummer. "When we reached a critical threshold with the number of users, we added an OpenLDAP component in order to connect the site to our internal directories and enable unified access rights management." Further customizations and integrations are currently in process, including new graphical interfaces to display content from its ERP and website-driven customer data collection and analytics. Virbac is developing these internally using APIs.

Most importantly, though, 50 of Virbac's 52 subsidiary websites have been deployed, with the remaining two currently being migrated! That means there are now anywhere from 100-150 total contributors into their website ecosystem. We have been able to enhance the skills of our employees on Jahia in face-to-face training sessions. They can now use the platform autonomously and manage their sites without our intervention thanks to the templates and modules at their disposal."

High reliability and availability has also played a key part in keeping subsidiaries happy, as their local systems often suffered due to inconsistent service providers. Now that the sites are harmonized, the corporate marketing team has shifted to helping them with content production and adoption, which is easy to do with Jahia's Local Site Manager.

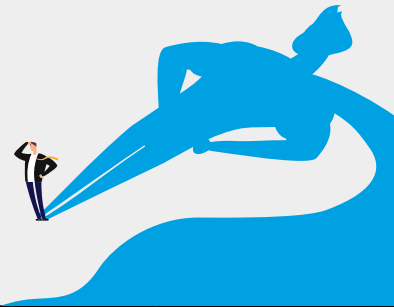
We were also able to work on the SEO aspect, on which we did a lot of preparation work as well as providing guidance to the subsidiaries. All our sites are now tracked with Google Analytics and this work helped us grow the average audience of our sites, which is now around 1 million page views per month."



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."



Looking towards the near future



Virbac's IT and Marketing departments are currently looking at a number of potential platform enhancements. The IT department is particularly interested in Jahia's Cloud offering, which would allow the company to use its technology infrastructure on the public Cloud without any limitations in terms of scalability. It would also provide automatic upgrades without any downtime.

They are also looking to create new templates to better leverage CRM data. The objective is to leverage data exchanges between the Jahia websites and the company's internal CRM. Said Albert Brummer, "We wanted to carry out in-depth work on our customer journey. So we added the jExperience module, which will allow us to personalize the pages of our websites and perform A/B Testing on our content. Our digital teams are currently developing their skills on this very powerful tool and we will soon be integrating it into our new templates for veterinarians."

Starting in 2020, Virbac will take full advantage of jExperience's profiling and personalization capabilities in order to optimize veterinarian customer journeys. "In France, we already have 10,000 to 12,000 veterinarian profiles in our CRM. Our goal is to merge the web profiles managed by Jahia and our CRM customer records in order to achieve a real segmentation of our journeys and personalize the way we communicate with our audiences as accurately as possible."

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