

Chosen to sustain continuous improvement

SELF-MADE, GLOBAL WEBSITE AND CONTENT MANAGEMENT SYSTEM FOR ACER

Being a key player in the global PC market, The Acer Group is challenged to keep its unique multi-brand strategy up to date. The company faced the necessity to adapt its business processes to the latest strategies and to improve Acer brand identity through B2B/B2C Web-based customer services. Therefore Acer identified the need to build a coherent and unique solution to manage a worldwide, diversified and distributed sales channel. In order to sustain continuous improvement the system had to be developed within the company and later on managed autonomously by an internal team.

Using WebRatio and getting all the required support from WebRatio team, Acer easily built a B2B/B2C full-featured website with CMS and content published in 12 languages. The site consists of 50 dynamic pages, supports 42 countries and handles 11 million visits per month. The system offers customers and partners all the community features, news, commercial and technical product information.

WEBRATIO IN ACTION

■ This complex application was developed in just 22 weeks from the first brainstorm to the final deployment. Acer achieved its goal, saving time and money compared to their previous internal tools and methodologies, with a productivity index three times higher.

■ The system is actually controlled and developed within the company by a select group of people able to handle complex applications and easily deal with every request for changes. This autonomous management cut the maintenance cost by 80%.

■ Thanks to the user-friendly workflow, the efficiency of Product and Marcom managers in Acer was improved. The application gave an opportunity to innovate roles and competencies within Marketing and IT divisions. Currently this worldwide system is supported by 300 back-end CMS users, divided into 4 roles.

These applications are designed for a target audience of 8,000 people in different headquarters, represented in 100 countries throughout the world.

Thanks to WebRatio we achieved the rapid rationalization of Acer's Worldwide Websites and at the same time, we unified them into a single localized system, manageable by a small team, ready for quick changes.

Giampiero Morbello
Vice President of Marketing

FEATURES

11 million visits per month

■ 42 countries supported

■ 50 dynamic pages

■ Content published in 12 languages

■ B2B and B2C transaction platform

■ Community features

■ News, commercial and technical product information for customers and partners

ACER ACHIEVEMENTS ENCOURAGED BY WEBRATIO

80%

MAINTENANCE COST CUT

x8

PRODUCTIVITY INCREASE

22
WEEKS

COMPLETE DEVELOPMENT

