

Content migration to new CMS and new brand design, Siemens Energy

Task

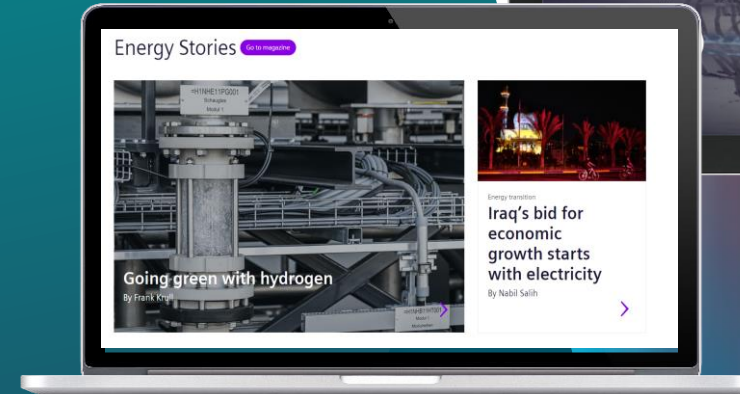
Global content migration of carved-out brand “Siemens Energy” to new CMS tenant

- Migration to “Adobe Experience Manager” (AEM) tenant
- Adaption of content to new design templates incl. content quality check, text editing and asset research
- Creation of customized digital AEM showroom to provide information and training material for the usage of the CMS

GMS service

Development and implementation of content migration concept including necessary adaptations

- Migration concept for approx. 450 global webpages incl. execution of the whole range of existing page components
- Page structure optimization consisting of funneling and quality management
- Comprehensive text creation and editing according to new established digital branding specifications



> The result

Smooth migration to new web experience and new brand design

Target-group oriented web presence following clear SEO strategy

CI conform with Siemens Energy branding guidelines

Digital ready to use intuitive training platform for Siemens Energy employees