noesis
an Altia Company

outsystems

SCALING UP OUTSYSTEMS DIGITAL EXPERIENCE THROUGH A NEW WEBSITE EXPERIENCE

Noesis revamped OutSystems website using Sitecore technology, a powerful Digital Experience Platform (DXP) that helped OutSystems to provide a new website and deliver an improved customer experience.

Sector:
Software Development

Business Unit:
Enterprise Solutions

Solution:
Sitecore

400
Pages migrated

8.7%
Increase in average duration for each session

2.2%
Decrease in bounce rate

5.77
Increase in number of pages visited per session

THE CHALLENGE

OutSystems had a previous CMS solution that was limiting the ability to grow the digital experience. OutSystems selected Sitecore experience platform to rearchitect the website, and selected Noesis as the delivery parter to implement the new website and migrate the content and assets to the new solution.

GOALS

The main project goals were to:

› Create a new version of OutSystems website that provides a better experience to the users.

› Migrate existing content (around 400 pages, videos, images and other assets) and support the creation of new content that matches the new experience.

› Create a single platform were marketers can manage content, measure content performance, set up A/B tests, and customize the visitors' experience.

› Optimize workflows and improve operational efficiencies.

SOLUTION

In four months, Noesis team worked on the website transformation with the technology of Sitecore – Sitecore XP. The plan was to standardize on one scalable platform for multi-channel, global reach, localized content, micro-sites, A/B testing.

THE RESULT

The result was the possibility to provide a tailored customer experience based on customer data and to implement functionality for continuous testing and optimization. Besides that, OutSystems website engagement and performance were improved in:

ENGAGEMENT

› 5.77% increase in number of pages visited per session.

› 8.7% increase in average duration for each session.

› 2.2 % decrease in bounce rate.

PERFORMANCE

› 4.6% decrease in avg. page load time.

› 56% decrease in avg. redirection time.

› 15% decrease in server connection time.

› 34% decrease in avg. server response time.

› 12% decrease in avg. page download time.

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OutSystems provides a modern application platform for building applications fast, right and for the future. OutSystems helps customers build custom software that makes the difference, such as application modernization, workplace innovation, process automation, and customer experience transformation.

noesis

Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.

SITECORE

Sitecore Experience Platform™ (XP) combines customer data, analytics, and marketing automation capabilities to nurture customers throughout their journey with personalized content in real-time, across any channel.