



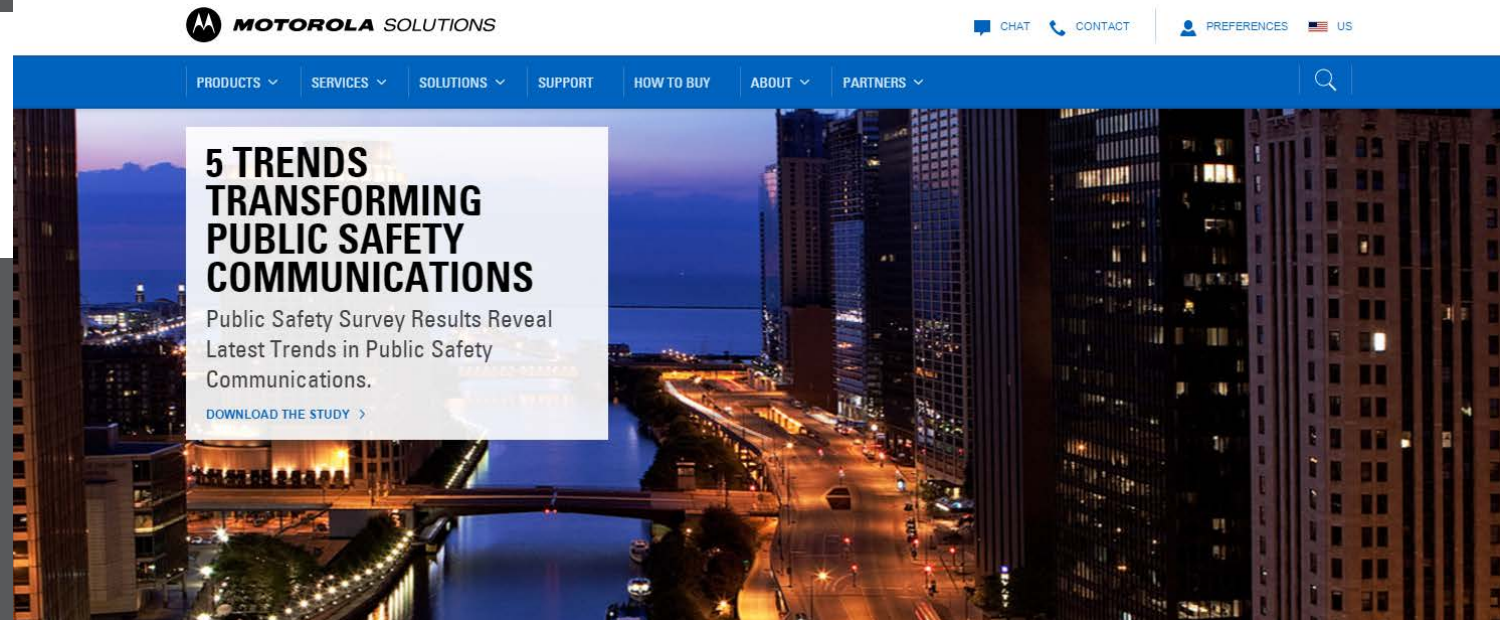
Motorola Solutions enhances communications.

Global telecommunications leader consolidates global websites and email campaigns on Adobe Marketing Cloud, achieving millions of dollars in annual savings.



"Adobe Experience Manager and Adobe Campaign are both easy to use and enable us to maximize our resources so we can focus more efforts on improving digital strategies."

Simon Jones, Director Marketing Technology, Motorola Solutions



SOLUTION

Adobe Experience Manager and Adobe Campaign solutions within Adobe Marketing Cloud

RESULTS



EDITORIAL ENGAGEMENT

Empowered marketers to update website content without IT help, reducing costs and improving editorial content

3
YEAR ROI

STANDARD CAMPAIGNS

Consolidated email marketing campaigns worldwide on Adobe Campaign, lowering operating expenses by \$2 million annually and achieving ROI within three years

2
SECONDS

FAST PERFORMANCE

Improved page load times from 40 seconds to as little as 2 seconds with scalable cloud hosting of Experience Manager



SOLID SERVICES

Worked with Adobe Professional Services to redesign and migrate 17 global websites in only six months

Motorola Solutions, Inc.

Established in 2011

Employees: 15,000

Chicago, Illinois

www.motorolasolutions.com

CHALLENGES

- Streamline website creation by eliminating administrative overhead and directly engaging content authors
- Improve customer experience with responsive design and faster load times
- Redesign and migrate 17 websites to a new environment in six months
- Standardize email campaign management onto one system worldwide

Communicating with customers worldwide

Since 1928, the Motorola brand has been committed to innovation in mobile communications, from car radios to cellular phones to handheld scanners. After spinning off its mobile phone division in 2011, Motorola changed its name to Motorola Solutions, Inc. and refocused on essential services for government agencies, utility companies, public safety, and other industries that rely on next-generation communications.

Although Motorola Solutions is known for being high tech, its website was starting to show its age. The company had spent years repeatedly customizing its web content management system to meet evolving needs, but the resulting system was too complex for less-technical content creators to use. Instead, Motorola Solutions relied on an administrative team of 18 people trained to enter content and manage the system. The complexity not only slowed content updates, but it also affected website performance with slower page loading times.

“Our previous website design and performance didn’t represent the forward-thinking innovations often associated with Motorola Solutions,” says Simon Jones, Director Marketing Technology at Motorola Solutions. “We wanted to overhaul the website and rebuild it entirely, but the scale of the project was challenging.”

Motorola Solutions had an opportunity to transform the website when the company divested its enterprise business to Zebra Technologies. Since the website would need significant changes to account for the divestiture, the marketing technology team proposed that the company also invest in a new website infrastructure and web experience. While management approved the proposal, there was a catch: the team was given a timeline of only six months to redesign, migrate, and consolidate 17 global websites totaling 170,000 pages.

Complex transformation on tight timeline

To meet the aggressive timeframe, the Motorola Solutions team realized the need for assistance from a strong partner. The company was already using the Adobe Campaign solution within Adobe Marketing Cloud for email marketing within Europe, and the team began exploring Adobe Experience Manager, another solution in Adobe Marketing Cloud.

“Even though we needed a solution that met our short-term website migration goals, we also wanted to standardize on a solution that could scale with our changing needs over time,” says Jones. “Adobe Experience Manager simplifies web page creation and management while supporting the multi-language demands for global websites. Equally important is its integration with other Adobe Marketing Cloud solutions, which we see as supporting our broader and longer-term digital marketing strategies.”

“With Experience Manager, marketers spend time directly updating the website instead of filling out job tickets, so we’re getting changes published in minutes instead of weeks.”

“Adobe Campaign supports the high level of governance needed to scale globally. It also offers an advanced data model for lead scoring that works with Salesforce to identify the best sales leads.”

Simon Jones, Director Marketing Technology, Motorola Solutions

Motorola Solutions eliminated the need to host the solution on its own and instead opted to use Adobe Experience Manager Managed Services. Managed Services helps Motorola Solutions maintain security and 24/7 support for Experience Manager hosted on the cloud with Amazon Web Services. “Leveraging economy of scale with a professional hosted service, we can achieve excellent performance without continually putting resources into aging infrastructure,” says Jones. “Managed Services lets us focus on what we do best and leave many of the technical details to the experts.”

Motorola Solutions enlisted the help of Adobe Professional Services to meet the aggressive six-month rollout timeframe. Working with Adobe Professional Services and design agency EffectiveUI, Motorola Solutions migrated to Experience Manager, switched hosting services, and designed completely new sites for communities worldwide. In just six months, Motorola Solutions launched 17 global sites in the company’s first worldwide, simultaneous website rollout.

Saving time and money through marketing ownership

Working with reliable partners, Motorola Solutions transformed its website with a new information architecture, an enhanced user experience, and a fully responsive site design for mobile viewing. But some of the biggest changes from Experience Manager were more evident behind the scenes. Using the simple drag-and-drop interface, dozens of marketers across the company can update web pages at any time. This eliminates the need for separate website administrators, allowing Motorola Solutions to remove an 18-person offshore team from the cost structure.

Authorized marketers can now make website changes on their own and publish current, branded content faster than ever. “Previously, marketers had to fill out tickets and wait for the IT team to make the website changes,” says Jones. “With Experience Manager, marketers spend time directly updating the website instead of filling out job tickets, so we’re getting changes published in minutes instead of weeks.”

Greater ownership over the website has also encouraged marketers to improve editorial content. When marketers change and preview web pages themselves, they have more freedom to play with the copy and images until pages read perfectly. An added benefit is that engaged marketers are more focused on connecting with social media readers. The result: traffic from social media sites has increased 400 times since the launch of Experience Manager.

The move from managing an older system in house to using Adobe Experience Manager Managed Services also dramatically improved website performance, reducing page load time from up to 40 seconds to as little as 2 seconds. The rapid page response times encourage customers to become more engaged with the website and view more content.

“Adobe Campaign gives marketers the tools they need to be self sufficient and work more directly with data and campaigns. This gives them greater understanding of data and informs their decisions to improve campaign returns.”

*Simon Jones, Director Marketing Technology,
Motorola Solutions*

Before adopting Experience Manager, some members were concerned about the impact on search engine optimization (SEO). Because the new Motorola Solutions websites have completely different content and even hosting services, there was potential for search visibility to drop dramatically. By linking content performance tracking and Experience Manager, marketers had a clear view of where the drops in search visibility occurred. Focusing attention on problem areas enabled Motorola Solutions to overcome the initial drop in search rankings and ultimately increase SEO visibility by 5%.

Nurturing leads through a single global standard

While migrating to Experience Manager, Motorola Solutions embarked on another big migration by standardizing on Adobe Campaign for email marketing campaigns worldwide. Adobe Campaign has been used in Europe for several years, but other regions were using different campaign management solutions. Although consolidating onto a single campaign management solution could improve content creation and delivery, as well as reduce expenses, the company was cautious given the importance of secure, compliant communications.

“There are specific rules worldwide about the types of communications we can send and the approval we need for those communications,” says Jones. “Adobe Campaign supports the high level of governance needed to scale globally. It also offers an advanced data model for lead scoring that works with Salesforce to identify the best sales leads.”

Like Experience Manager, Adobe Campaign is easy to use without training. Motorola Solutions creates multi-language campaign and email templates that marketers can use to build multi-segment campaigns without outside help. Adobe Campaign automatically analyzes campaign responses and passes marketing qualified leads on to Salesforce.com, eliminating the need for manual or outside analysis.

“Adobe Campaign gives marketers the tools they need to be self sufficient and work more directly with data and campaigns,” says Jones. “This gives them greater understanding of data and informs their decisions to improve campaign returns.”

At the same time, Motorola Solutions is saving money by not having to rely on outside agencies for program support—a savings that is magnified further by eliminating the need to invest in licenses and maintenance on multiple campaign tools across regions. As a result, the company lowered operating expenses by \$2 million annually and achieved a return on investment within three years.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager and Adobe Campaign solutions. Capabilities used include:
 - Sites
 - Assets
 - Campaign management
 - Integrated customer profile
- Adobe Experience Manager Managed Services
- Adobe Consulting

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/marketing-cloud/campaign-management.html

www.adobe.com/marketing-cloud.html



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Building a future roadmap

“An important part of what attracted us to Adobe Marketing Cloud were the integrated solutions that work together to address our needs today and in the future,” says Jones. “Adobe Marketing Cloud offers us a long-term vision for establishing a roadmap to address the opportunities we know about and those we’ve yet to see.”

While Motorola Solutions currently uses Experience Manager assets for storing images and product specification sheets used on websites, the company plans to consolidate all internal and external marketing content onto Experience Manager assets to provide centralized access to approved content company-wide.

“Adobe Experience Manager and Adobe Campaign are both easy to use and enable us to maximize our resources so we can focus more efforts on improving digital strategies,” says Jones.