

## A Global Network for Onsite and Distance Learning

Strategy Execution provides comprehensive training solutions for government and corporate clients, as well as for individuals. Reliable technology is essential for online course delivery, online collaboration, content publishing, and course administration.

Strategy Execution's global footprint had resulted in an outdated resource center that was overdue for a redesign. They asked Arke to assist with a Sitecore upgrade, new CRM technology implementation, and a technology timeline to support future growth.

Before engaging Arke, a company name change had greatly diminished search traffic to the website. Leadership asked Arke to identify and remediate SEO impact on its extensive global footprint and individual offices.

### GOAL

**Connect global professionals with a best in class website and training platform**

### CHALLENGES

Strategy Execution had outgrown its original technology. Its website platform could no longer support new content publication. Search engine traffic had plummeted following a recent company name change. The company's numerous partnerships were not reflected on the website. It needed a more robust technology stack.



#### INDUSTRY

Corporate and Government Training

#### SERVICES

Sitecore upgrade, Marketo and CRM integration

#### STRATEGY

Upgrade and integrate technology. Create personas, map customer journeys.

#### TECHNOLOGY

Sitecore, Marketo, CRM

*Strategy Execution delivers project and product management training in the U.S. and seven countries around the globe. It also offers specialty courses including business analysis, lean and agile development, contract management, business skills and more.*

*Training sessions are held live at dedicated centers and on-premise at customer offices. Certain courses are also available in web-based versions.*

Since Strategy Execution operates international sites in seven different regions, it was crucial that the new website be scalable and support translation as well as multiple product back end development. The United States had its own course repository. Other countries had a different course assortment.

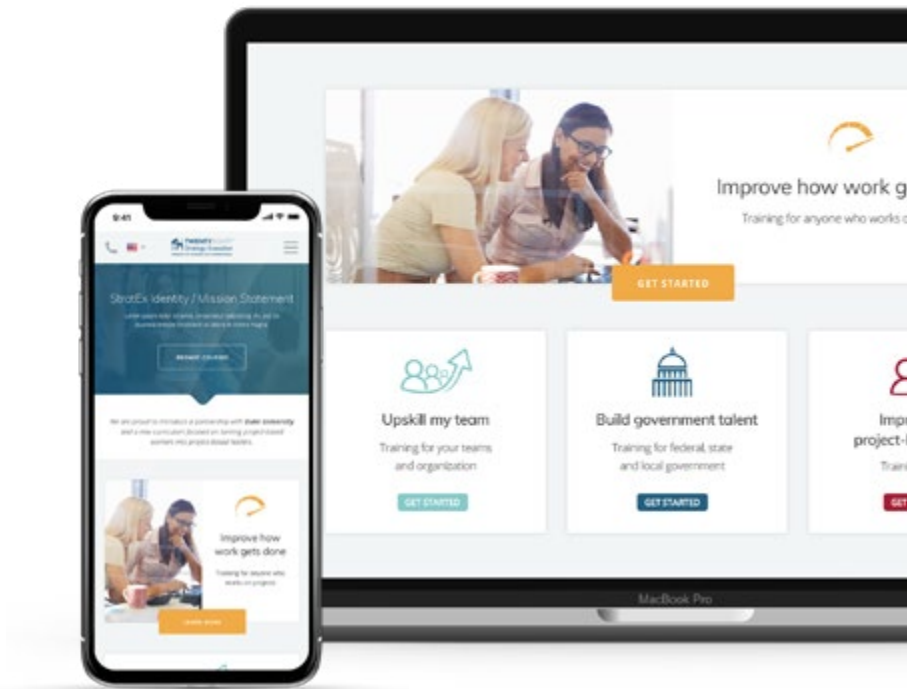
The new site construction had multiple goals. It needed to accommodate future expansion, including local language translation and content authoring at the office level from all countries. It also needed to accommodate multiple language translations, as well as original content developed exclusively for each market.

Additionally, stakeholders were widely dispersed geographically, which added multiple time zones and languages as barriers to communication.

## SOLUTION

Arke approached the project with an eye for both short-term requirements and the future needs of Strategy Execution. Three target personas were defined: Corporate, Government, and Individual. Journey maps for each of these customer groups were created. Sitecore functionality was upgraded and Marketo integrated. Additional tools were added to support translation and web-based courses.

Once the U.S. website was complete, other Strategy Execution markets were addressed in turn, with the last one completed early 2018. The project was a lesson in strategic technology implementation and keeping a dispersed global team aligned.



## RESULTS AND FUTURE GROWTH

Arke's work on the U.S. website established the model for consolidation of seven global websites across three different technology platforms. Continuous integration/continuous deployment is ongoing, which allows push button, 3 minute deployment of new code. Reusable design components and seamless language versioning make it easier for the Strategy Execution team to build new pages and versions of pages. Arke also trained a global staff on the use of Sitecore.

Global lead generation with Marketo has led to a lift in highly qualified corporate training buyers. The new, uniform design in Sitecore reduced technology labor costs and hosting expense. Website bounce rates will also be greatly reduced.

let's **do awesome** together

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