This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Alliance Data centralizes content management with Tridion Sites

alliancedata.com

Headquarters: Dallas, TX

Size: 8,000 employees

Annual Revenue: $4.5bn (2020)

Solution elements:

Tridion® Sites

RWS Translation Management

Alliance Data centralizes enterprise content management for 400+ white labeled customer websites with Tridion Sites

Alliance Data Systems Corporation is a publicly traded provider of loyalty and marketing services, such as private label credit cards, coalition loyalty programmes, and direct marketing, derived from the capture and analysis of transaction-rich data. It is the engine behind loyalty and marketing campaigns for more than 400 consumer-facing companies worldwide across the retail, travel, pharmaceutical, financial services and automotive industries among others. When customers use their Caesars Entertainment, Pottery Barn, J. Crew, GameStop, DSW, Zales or Victoria's Secret credit card (to name a few), Alliance Data is the white label service provider behind the scenes.

Challenges

When faced with the realization that manually embedding content into a homemade CMS was no longer efficient or effective, Alliance Data sought a solution to reduce operational costs, increase speed to market and remove the manual aspect of its marketing content and related processes. After completing an evaluation of 25 leading CMS companies, RWS was one of five finalists who went through an in-depth review of capabilities and strengths. RWS was selected as one of three finalists to conduct a demo for Alliance Data and ultimately selected as the vendor of choice.

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Deployment stats:

- 35 users

- 413 white labeled websites

- 164K pages

- 15K pages on average published/republished per release, twice monthly

- On-premises Virtual Machines and physical infrastructure

Solution

RWS's translation, consulting and professional services teams worked with third-party contractors and internal associates to develop, customize and implement Tridion Sites as the CMS solution for Alliance Data. The implementation timeline of roughly eight months, plus a couple of rewrites, were on par with project expectations. Tridion's strong, flexible content APIs are now Alliance Data's central hub for enterprise content. Integrated with RWS translation management, these systems are now the heart and center of Alliance Data's private label, co-branded and commercial credit programs and allow Alliance Data to provide B2B, B2C and B2B2C services to their clients and their client's clients.

According to Alliance Data, "Experts at RWS really came into play by assisting our internal associates with capturing requirements, building a design, training us on the system and initiating implementation. Because Tridion is very customizable, we find it to be a good fit as the central hub and authoritative source of enterprise content."

Reasons for selecting RWS

- **BluePrinting®**. Since Alliance Data uses a global website and white labels the content hundreds of times, a good inheritance pattern was crucial. The blueprint was the differentiator that put RWS ahead of the competition.

- **Leadership in flexibility and customizability**. The options and capabilities of Tridion Sites makes it the ideal fit to be the centralized hub, communicator and coordinator of content that connects multiple best-of-breed systems that deliver content to the enterprise.

- **Community support.** RWS's users form a tight-knit community, where everyone, from new users to senior architects, can explore ideas, problems and design patterns to advance their knowledge and solutions.

- **Integration.** Tridion Sites offers translation capability and out-of-the-box integration with an equally flexible translation management system.

- **Content management.** Tridion Sites helps in meeting the corporate goals of reducing duplication of content and systems within the enterprise, enabling maximum content reuse and centralizing content control with local flexibility.

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> "The introduction of Tridion CMS to our organization streamlined processes and gave self-service control to our business end users. It made it easy to create and manage hundreds of white labeled versions of the website. It also reduced our operational maintenance cost of the websites, and the value of the content increased through smart reuse."

Results

Currently, Tridion Sites runs two key web applications used for credit card self-servicing. Alliance Data hugely benefits from the tight integration between Tridion Sites and RWS Translation Management combined with RWS's translation services, resulting in a highly efficient workflow for multilingual content. The company has seen ultimate flexibility to self-serve and update content on its website, which has cut down on the number of mundane requests to IT for content updates and allowed developers to stay focused on delivering new features.

Benefits

- Improved speed to market
- Scalability and stability
- Improved content value
- Improved ease of use
- Improved content lifecycle
- Focus on content performance
- Minimized corporate risk
- Improved user containment and clickthrough rates

Looking ahead

In the near future, with a goal of sharing content with a consistent message to its customers, Alliance Data will be extending the use of Tridion Sites to its batch and real-time email content, native mobile application, Adobe Target personalization and other internal digital applications.

In addition, Alliance Data is in the middle of migrating from traditional delivery models to futuristic "headless CaaS" delivery models, and will continue looking to RWS to provide guidance, leadership and innovation in this arena.

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rws.com/customers

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**

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