

A new era for Southern Glazer's Wine & Spirits

The distribution company's new Adobe-Powered website unlocks data to reach new audiences, with help from Accenture



Call for change

A reinvigorated redesign

Southern Glazer's the preeminent distributor of wine and spirits in North America, with operations across the U.S. and Canada. The company was created when Southern Wine and Spirits and Glazer's, Inc. merged in 2016, combining two family businesses and more than 100 years of history. After the merger, the business rapidly developed a new website to reflect its new branding and name, with help from a third-party agency.

Due to the quick turnaround required, the site was built without a content management system (CMS) and the team had to rely on the outside agency to make changes. The company decided that to better share its message, news, identity, and leadership position in the industry with current and prospective suppliers, customers, and employees, it needed a far more engaging and responsive web experience powered by a CMS it controlled. Southern Glazer's created a new team, led by Corporate Communications, dedicated to rebuilding the website and uniting its career and corporate sites, which had been managed separately.

Southern Glazer's wanted to create something that was not just beautifully designed, easily navigable and customer-centric, but also equipped with a suite of tools to provide total autonomy and data analytics. The company chose to deploy Adobe Experience Manager (AEM), an industry-leading solution designed to simplify ways of working. Accenture had already successfully introduced AEM to Southern Glazer's B2B ecommerce experience (shop.sgproof.com) and the company asked Accenture to bring its new vision to life because of that proven track record and Accenture's strong Adobe relationship.

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When tech meets human ingenuity

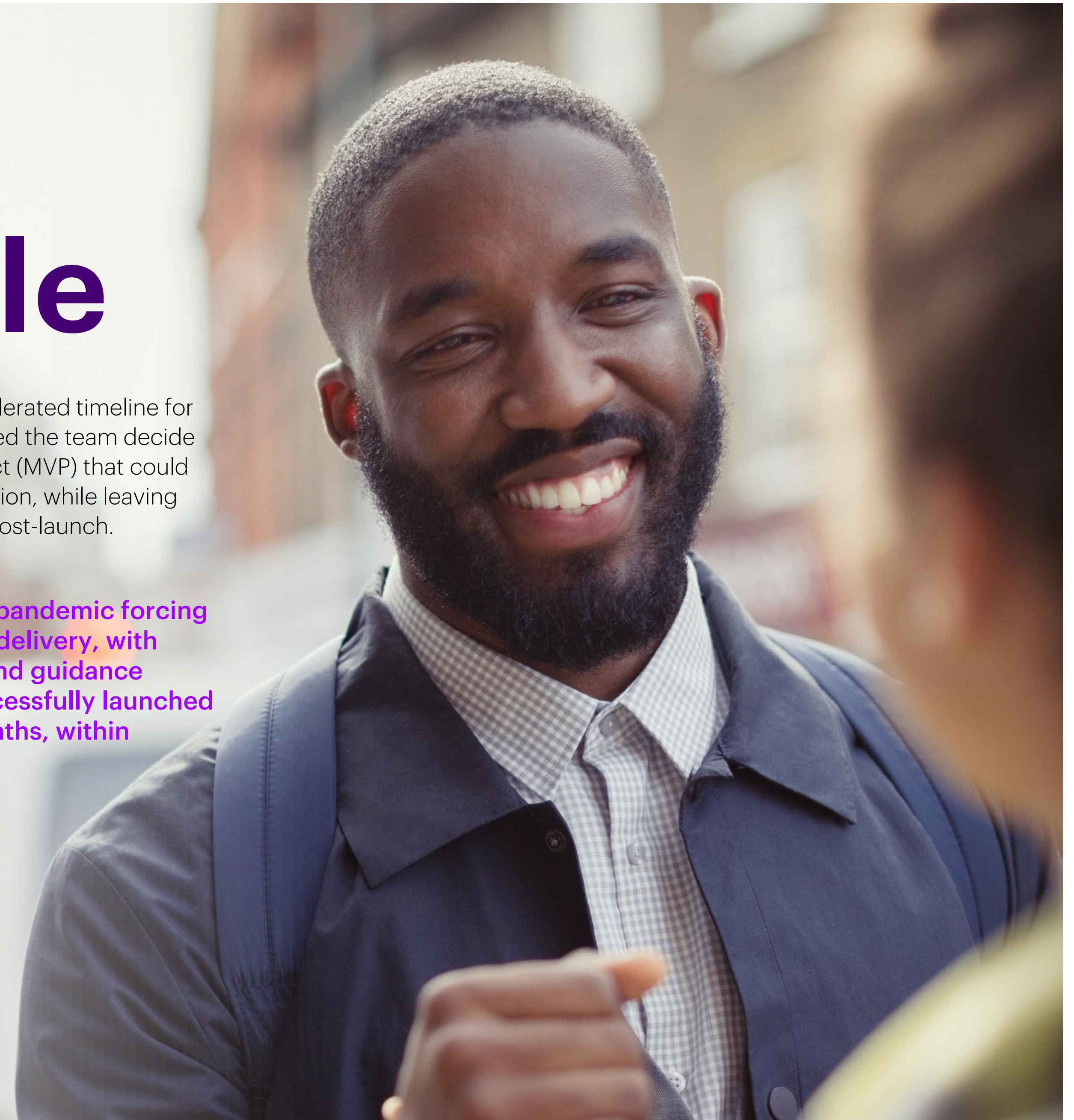
Keeping it simple

In order to hit the ground running and maintain consistency, Accenture maintained the same leadership team from the previous ecommerce project. Southern Glazer's launched a comprehensive analysis of its existing website, including a wide-ranging survey of internal and external stakeholders. Armed with these insights, Accenture collaborated with an external design agency selected by Southern Glazer's for this project to not only create a world-class web experience, but a world-class technical implementation. The new design, for example, enables content authors to choose from multiple style selections to create unique, engaging experiences.

Southern Glazer's, together with Accenture, embraced agile working methods to deploy the new modern, modular and flexible web design. By working closely with the design agency and Southern Glazer's from the start, Accenture was able to ensure the website would work seamlessly in AEM. With a deep knowledge of AEM's best practices, Accenture challenged design components that might hinder the site's scalability.

With Southern Glazer's accelerated timeline for this project, Accenture helped the team decide on a minimum viable product (MVP) that could deliver on the company's vision, while leaving room to iterate and evolve post-launch.

Despite the COVID-19 pandemic forcing the team into a virtual delivery, with Accenture's support and guidance Southern Glazer's successfully launched the site in just five months, within budget.



A valuable difference

Curated content

With a single, centrally run website uniting its corporate channels, Southern Glazer's now has a rapid content delivery platform and the ability to test and learn with robust analytics. Its Corporate Communications and HR teams can work together to ensure the company has a cohesive message and design experience across corporate and careers pages. And thanks to the new search engine optimized design and content, it's easier for audiences to find Southern Glazer's. In just six weeks after launch, the website attracted half the traffic that the previous site did in a full year. Southern Glazer's is also seeing tens of thousands of new referrals to its ecommerce and job application sites.

AEM's modular framework makes it easy to update and adapt content using pre-defined templates and components that can be introduced or removed at the click of a button. When the Corporate Communications team

wants to post content related to the company, such as its diversity efforts, it now only needs to write and immediately publish the content. Previously, that same process required multiple calls with a third-party agency.

With support and training from Accenture, Southern Glazer's can now use AEM to make better, data-driven decisions. For example, the HR team can assess which careers pages are driving traffic and use that information to support recruitment initiatives. Southern Glazer's can analyze from where site visitors are coming, what interests them most, and conduct audience segmentations to identify ways to increase engagement through compelling content. In short, AEM is enabling Southern Glazer's to better serve prospective customers, suppliers and employees with engaging content that keeps them coming back.

Supported by Accenture, Southern Glazer's is committed to expanding its capabilities so that it can continue transforming its website into a powerful marketing tool, able to reach relevant audiences and deliver high value experiences, attract the best talent, and find the next big brand to champion.

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