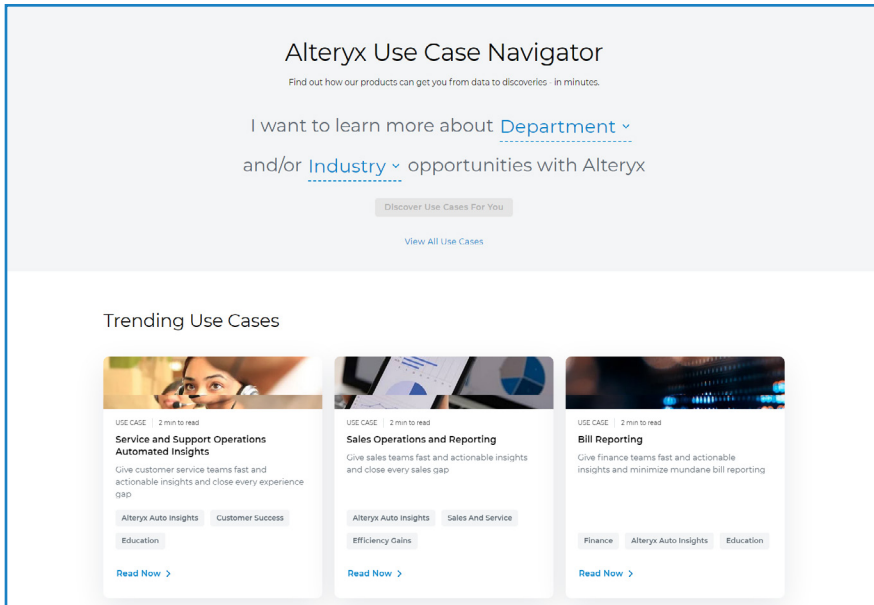


Main Page



Idea: give prompts for different industries or areas "navigator style"

Give the option to "view all" instead of showing all of them upfront on first page



Idea: Cards with limited info (description, tags of industries/solutions, small image and link) for featured or trending case studies

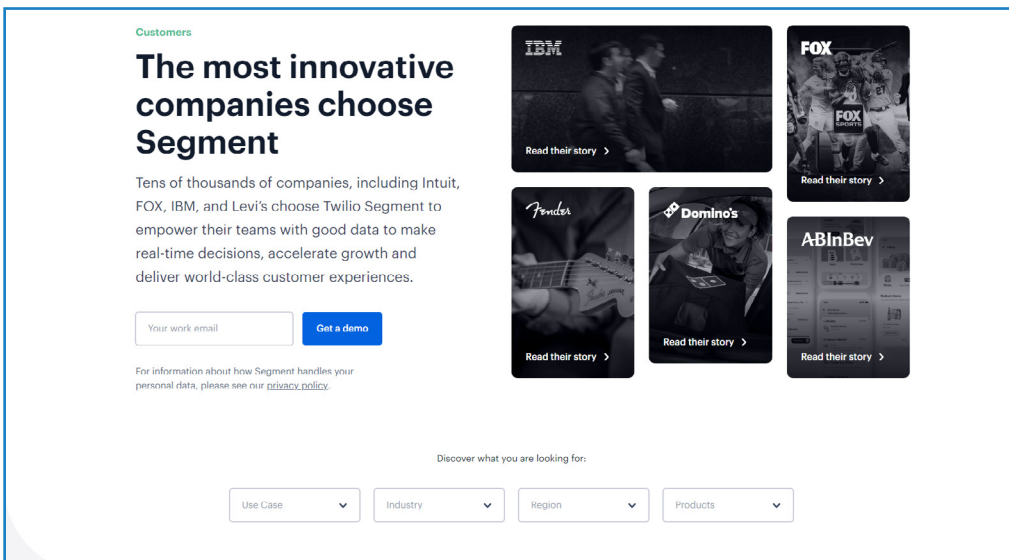
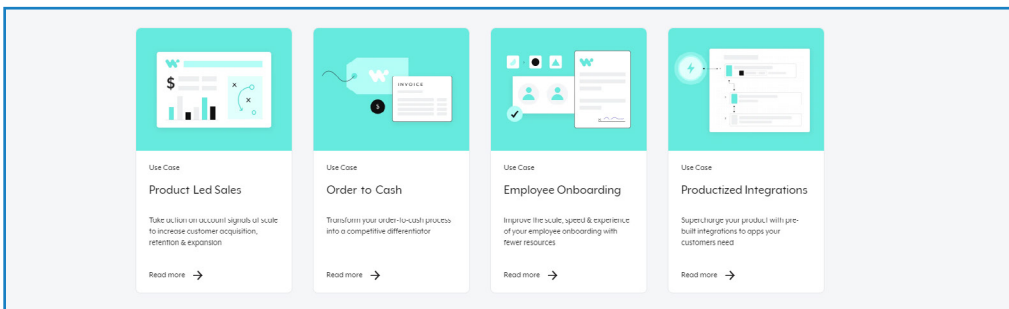


Image gallery of clients for featured, change to color on mouseover

Drop down selection for finding case studies by industry/ solution/etc



Cards created with a color scheme and illustrations instead of random stock images or whatever we have for that case study



Color coded tabs for each product?

Case Studies

Use Case

Bill Reporting

Give finance teams fast and actionable insights and minimize mundane bill reporting

2 min to read [in](#) [f](#) [t](#)

Expense data contains hidden signals that often go unnoticed in dashboards. By exposing and analyzing those signals, you can empower your finance team to make quick yet sound decisions for the business.

- Top-Line Growth**
- Bottom-Line Returns**
25%
- Efficiency Gains**

Business Problem

Analysts on billing teams usually field more requests for data than they can realistically fulfill. As a result, they must hastily assemble and present billing data before they have the opportunity to mine it for insights.

Alteryx Solution

Optimizing financial performance and understanding how the organization spends money both call for an automated, concise view of expense metrics. The ideal view makes high-priority accounts stand out, identifies trends, defines exceptions and clarifies unexpected changes with data. That way, billing teams can identify opportunities for cost reduction that may have gone unnoticed in high-level dashboards.

With Alteryx Auto Insights, you can:

- Discover hidden signals in your data that go unnoticed in traditional visualization tools
- Quickly scale automated insights and exceptions to focus on what matters to the organization
- Enable anyone to derive useful data storytelling to speed actions and decisions in the business

Introducing Alteryx Auto Insights

1 - Connect your data
No need to build a new workflow

2 - Get deeper insights
Get immediate AI powered insights

3 - Completely automated
Deeper insights for everyone, in seconds

Easy social sharing and read time info at the top

Quick highlighted graphical elements with achievements from use

Short but punchy copy with problems and solution, bullet list, well spaced for readability

Video where usable, could be useful to push interaction?

Challenge:

Emerson's Cold Chain business needed a way to better capture and share the data created by its refrigeration products and IoT sensors.

Solution:

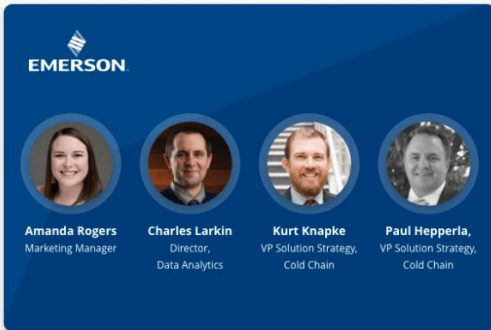
Emerson uses Domo to capture and process all its data, and then uses Domo Everywhere to share that data back with customers.

Impact:

Customers can now use self-serve analytics to track and verify temperatures across the entire perishable goods supply chain.

Emerson powers the perishable supply chain with Domo.

Emerson's Cold Chain business helps businesses ranging from dairies to convenience stores to pharmaceutical manufacturers to not only keep their perishable products at the perfect temperature, but ensure those products stay at that temperature as they travel throughout the supply chain. Real-time traceability throughout the global perishable supply chain keeps your ice cream solid, your food safe, and critical vaccines viable as they make their way from the lab to the pharmacy.



List of employees who are involved with this case study



Emerson is a global technology and engineering company providing innovative solutions for customers in industrial, commercial, and residential markets. Their Commercial and Residential Solutions business helps ensure human comfort and health, protect food quality and safety, advance energy efficiency, and create sustainable infrastructure.

www.emerson.com

[DOWNLOAD THE CASE STUDY >](#)

Industry	Domo Users
Manufacturing	1,150 (300 in Cold Chain)
Company Size	
83,000 employees	

Try Domo now.

[GET STARTED](#)

Similar to our blue box of info, but organized with better hierarchy and color/font use

Small but effective communication CTA within article

HOME → ABOUT US → CUSTOMERS → CUSTOMER SUCCESS STORIES → KLA

KLA Moves 12 Years of Data to the Cloud in One Weekend with Informatica



\$6B IN ANNUAL REVENUE

19 GLOBAL LOCATIONS

12 YEARS' DATA MOVED IN 1 WEEKEND

Based in Milpitas, California, KLA is a Fortune 500 company at the center of breakthrough technology, producing the process controls and yield management systems that help manufacturers like Intel and Samsung bring the highest-quality semiconductors to market. To better service its expanding customer base and satisfy internal demand for analytics, KLA partnered with Informatica and Snowflake to accelerate a cloud-first data strategy, expediting critical reports and informed decision-making across multiple core business teams.



Displaying small info on success in a visually stimulating way, along with a short description

Reimagining Under Armour's Purpose-Led Corporate Site

A corporate website that better reflects Under Armour's core values and creates a strong foundation for digital storytelling.

Client

Under Armour

Services

- STRATEGY AND PLANNING
- DIGITAL ENGINEERING
- EXPERIENCE PLATFORMS
- DIGITAL EXPERIENCE STRATEGY
- DIGITAL EXPERIENCE PLATFORM RECOMMENDATIONS
- CONTENT STRATEGY
- WEB DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM AND IMPLEMENTATION
- B2C
- ADOBE
- ADOBE AEM

Overview

Founded in 1996, Under Armour is a global brand that makes sports apparel to empower those who strive for more. Under Armour catalyzes the progress of athletes and their communities. Their purpose sits at the intersection of "Who They Are" and the "Need in the World" they can fulfill. As the company has matured, their corporate site has become a destination for investors, the press and consumers. Under Armour has worked hard to establish and deliver on all audience needs while presenting a cohesive brand narrative that expresses its core values. To help communicate that narrative through all its digital properties, Under Armour tasked Velir with rebuilding its corporate website to better reflect its values and create a digital storytelling platform for the company's future.

URL

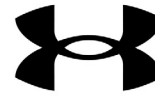
about.underarmour.com



Read Time 4 minutes

Share [in](#) [Twitter](#) [Facebook](#)

Challenge



Corporate social responsibility (CSR)—the practice of integrating social and environmental concerns into business operations—is increasingly important to customers and investors. [According to Harvard Business School](#), 91% of consumers and 72% of investors cite a "zero tolerance" policy toward companies that embrace questionable ethical practices.

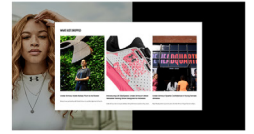
A desire to highlight their CSR led Under Armour's corporate communications team, which oversees about.underarmour.com, to seek a partner for migrating their website from Drupal to Adobe Experience Manager (AEM). Under Armour's challenge was twofold: they needed a more intuitive and flexible content authoring experience and they needed to better showcase the CSR initiatives that support their brand purpose. Our experience was a perfect match for two main reasons:

1. Our extensive expertise with digital experience platforms like Drupal and AEM.
2. Our 20+ years of experience helping mission-driven nonprofit organizations communicate their purpose and values online.

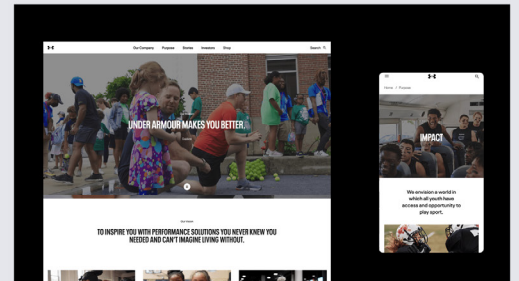
Given the client's timeline, and goals for the new site, we had to develop a highly structured plan for re-platforming about.underarmour.com. We were tasked with streamlining their site to make content more findable and to establish a clearer relationship between it and Under Armour's consumer site. By doing this we would provide Under Armour with the right foundation to expand their corporate value and CSR narrative.

Our challenges included:

- Making Under Armour's purpose-led storytelling easier to find
- Forming clearer relationships between Under Armour's consumer website and their corporate site
- Aligning already existing stories with Under Armour's corporate values and CSR strategies
- Creating a more intuitive and flexible content authoring experience for the Under Armour team to craft a unified purpose-driven brand message



The new about.underarmour.com highlights Under Armour's CSR initiatives while weaving them into their overall brand narrative more effectively.



Using their streamlined set of components Under Armour's team can tell more impactful brand stories with their new corporate site.

Approach

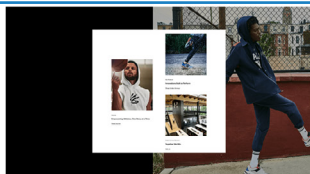
A preliminary roadmap targeted this engagement on two key goals: migrating Under Armour's existing corporate website from Drupal to AEM and better aligning about.underarmour.com to the visual brand of Under Armour's consumer site. This meant editing components instead of adding them, connecting content instead of creating it, and establishing a foundation for growth instead of trying to accomplish everything all at once.

Our team worked with Under Armour stakeholders to define, refine, and build their corporate website. Our key activities included:

- Sitemap definition and content categorization
- Visual and user experience (UX) design
- AEM development and consulting
- Content author training and documentation
- Implementation of a new site search experience
- Creation of a scalable platform capable of expanding to additional sites in the future

We helped Under Armour define a new sitemap and recategorize their content so that content is easier to find, establishes clearer connections between corporate and consumer messaging, and enhances their brand storytelling. From a visual and UX design perspective, we streamlined the set of existing components for a more consistent experience. This included making design updates to components as needed to ensure they all met Under Armour's brand guidelines while performing necessary functions on the new site.

We also performed development in AEM and consulted on how to make the most of it, while we created a new site search experience and consolidated site sections on the new platform. Last, but not least, we trained Under Armour's content authors on AEM and provided scheduled "office hours" where they could ask our team questions, which empowered them with the knowledge of how to expand the site's content in the future.



Under Armour's remixed corporate site has a unified aesthetic that establishes clearer connections between its corporate and consumer operations.

Our approach included:

- Establishing a roadmap that targeted two key goals for the initial build: migrating as much as possible to the new site and visually aligning the client's corporate site to their consumer one
- Defining a new sitemap and recategorizing content so it's clearer and enhances brand storytelling
- Rebuilding Drupal components in AEM and updating their designs to sharpen relationships between CSR initiatives and the rich stories that reinforce these efforts
- Revamping site search and consolidating site sections to make finding content easier
- Training Under Armour's team on AEM and providing "office hours" that empower them to expand CSR content in the future

Like our work? Leverage our expertise for your next website redesign or digital marketing project.

From global associations and nonprofits to B2B, healthcare, educational, and financial organizations, we've helped clients shape meaningful ideas into memorable digital experiences for over 20 years.

Contact us

Case study for a design site with multiple elements that work well

- clean summary at the top
- utilizing video
- clean layout showing overview, challenge, and approach

What NOT to do

How iconic guitar maker Fender increases customer engagement and lifetime value with its Fender Play music lessons app



Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android. Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Challenge
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Solution
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Results
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Key Takeaways
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Fixing data quality issues and schema variations was a critical step
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Personalizing the customer experience using Segment Personas
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Accurately identifying users is key
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

A data-driven approach to boosting Fender Play subscriptions
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Taking customer data to the next level to drive app usage
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Growing an e-commerce and app subscriber base
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Fender has a new generation of musicians at its fingertips
Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

Interested in hearing more about how Segment can help you?
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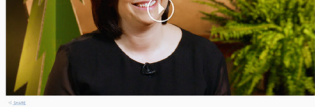
Interested in hearing more about how Segment can help you?
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F5 builds data-focused culture with Tableau Blueprint and Tableau Cloud

Used Tableau Blueprint methodology to transform data-driven efforts in all areas of the enterprise

Completed a 9-month migration to Tableau Cloud to reduce costs, get new features, and reduce IT support tickets

Saved 15 hours per week of IT capacity for eliminating server concerns and reducing support tickets



Founded in 1996, Fender Play is a music lessons app that helps guitarists learn to play guitar. The app is available on both iOS and Android.

A modern business culture: Bringing data to the people
F5 has implemented Tableau Server in Asia, and in October 2020 they performed a 9-month-long migration to Tableau Cloud to enable more features while allowing better IT efficiency. In their early days of transitioning to more data-driven culture, most Tableau users at F5 were just data analysts and marketing operations, covering customer support, though, dashboard content in Tableau. As Tableau adoption grew and scaled, data no longer remained a silo for marketing operations, but also became a critical part of the company's success and competitiveness in operations.

After eight, F5's VP of Exception Data Strategy and Insights, who is a key player in implementing this movement at F5 and keeping it going in the right direction. Along the way, she and others pulled in resources that would help align the company with its business and technical goals of bringing data to everyone at the company in ways that would enrich their work, empower service delivery, speed up reports, and improve customer service across the enterprise.

Over the years, data culture would grow to include almost every line of business at the company, including product teams, global services, customer success, finance, HR, manufacturing, and IT. But it's not just about data; it's about the collaboration of those who need to connect their data, create meaningful insights, and get others to start seeing data in a new light.

"There was a combination of individuals at F5 that knew there was a better way," said Bright. "We started with the people who really cared about the data, and used their experience and passion to help get the word out to the rest of the company."

"Data has been transforming our corporate culture, right in front of our eyes. I feel like every morning, I wake up, and I'm learning something new about data."

Gaining trust in data with Tableau Blueprint
To share path forward data in one data culture, F5 needed a clear perspective on the existing ecosystem of its non-technical workers experienced working to engage with data prior to their day-to-day work. As in many other organizations facing similar challenges, they discovered that more often came down to users' comfort level with the data itself.

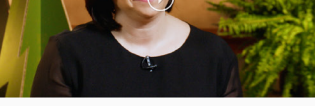
"As F5 was proceeding with data modernization, we really didn't get our feet wet until we started to do one of the things I feel like one of the things that we did," said Bright. "When they didn't get the right data when they needed it, or when they were sure the best way to use the data was they had it."

Through the Tableau Blueprint assessment framework, Bright and her team learned a great deal about their data, and about the various ways that users' specific concerns, things like speed and how to guide them in the Blueprint methodology, they developed a data access program focused on helping each of these data consumers derive the insights they needed and take away better informed actions.

"Our program was designed to include a variety of data consumers, and to make sure that we were addressing their needs, and in a customer-centric environment that we were working on and growing," said Bright. "Ultimately, it worked out this movement through the Tableau Blueprint process to really figure out what we needed to know."

"With Tableau Cloud, my team is able to focus on enabling business workers rather than simply taking their requests and delivering new tools. We went from being a Tableau support team to building a forward-looking data access program. This helps drive data literacy and a data-driven culture, and reduces friction around data consumption for people everywhere at the company."

Tableau was an initial champion and program leader for Tableau at F5, and in some of the program manager of the data access program F5 built across the company. In 2021, F5's VP of Exception Data Strategy and Insights, who is a key player in implementing this movement at F5 and keeping it going in the right direction. Along the way, she and others pulled in resources that would help align the company with its business and technical goals of bringing data to everyone at the company in ways that would enrich their work, empower service delivery, speed up reports, and improve customer service across the enterprise.



Building support throughout the organization
The best intended communication at a company can languish individually if they lack support from the top offices. For Bright, that meant enlisting key internal executives to champion their "right" perspective on data access and security.

"It was very important to get the right support," said Bright. "This helped us overcome the common issue of already having the right governance of support. Even beyond data access—so be successful, we really needed both."

Marketing and customer service are two areas of F5's business that have realized the benefits of this transformation. The marketing team uses data to measure campaign effectiveness in real-time, and to adjust their strategy accordingly. The customer service team uses data to identify common issues and to provide better support to their customers.

"That's what it's like here now—everyone gets to create their own magic."

With the program, what started as a pilot program for Tableau Cloud, it's now a full-scale program across the company. The program has helped F5 build a data-driven culture, and has helped F5 build a data-driven culture, and has helped F5 build a data-driven culture.



Mapping a cloud-based data stack to the customer journey
According to a new study of industry leaders in the cloud, F5 recently considered each step that a customer follows to learn about, try, purchase, and get support on F5's software. Each step in this journey is supported with data services and applications designed to support F5's vision of the best possible customer experience. This includes the way that F5's data is collected, stored, and analyzed, and the way that F5's data is used to improve the customer experience.

"Our move to cloud-based Tableau saves us a lot of IT time and hassle, plus it gives our people helpful new capabilities, like scheduling Tableau prep data flows with Prep Conductor, or using data management e-Data Hub, Tableau Catalog."

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Summary

Main Page suggestions:

- Standardize look of each item listed for case studies, perhaps an infographic with similar theme for each
- For featured, either use cards standardized in size, imagery etc
- Reconsider how to filter case studies in a more attractive or interactive way

Case Studies suggestions:

- Summary highlight consistently for all case study pages, include highlight of accomplishments. Use proper hierarchy and formatting to organize info
- Add some way to share or post to social easily at the top
- Consider adding video wherever available for extra interaction
- Include some kind of summary section with problem and solution
- Clean up and standardize content layout. Minimize content in longer case studies, and create more concise summaries for gated case studies
- Clean up and standardize imagery