



Novo Nordisk U.S. Case Study

Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. As the leading diabetes care company, Novo Nordisk prides itself on a legacy of scientific innovation and patient-centered care. Novo Nordisk U.S. employs 5,000 people across the nation with its U.S. headquarters located in Princeton, NJ.

» In 2012, this leading pharmaceutical company had clearly made strides when it came to diabetes and patient care. The organization managed several products for individuals with diabetes. The challenge became that each product had its own branding guidelines, web site and marketing agency, preventing assets from being shared across Novo Nordisk and causing unnecessary costs to be incurred. Aaron Uydess, director of digital strategy for Novo Nordisk Inc, knew there was a great opportunity to streamline the process of launching new products and their digital assets. Uydess also envisioned a better way to engage digital customers by publishing customer-centric content online.

To accomplish these goals, Novo Nordisk selected the Adobe Marketing suite of products upon which to

build the unified infrastructure and experience marketing platform it needed. The Novo Nordisk team had the foresight to seek a consultant with strong experience with Adobe and brought on Xpediant Solutions in early 2013.

“We evaluated several vendors for our architecture and setup project for Adobe (AEM) and decided to use Xpediant Solutions for their deep understanding of the platform and their experience in the Digital Experience realm,” Jay Jakubowski, senior project manager – IT project execution for Novo Nordisk said. “Over the past three years, I have worked closely with them on several initiatives and the Xpediant team has always delivered quality systems on time and on budget. We are continuing to work with Xpediant on various new initiatives.”

“Novo Nordisk brought us on to set up the architectural framework right from the get-go,” Qusai Mahesri, managing director of Xpediant Solutions, said. “We would do the initial trainings and set up guidelines on how the tools should be used.”

An important part of this set-up was documenting how future web sites should be built using the Adobe tools so that Novo Nordisk would have a streamlined process and best practices for launching new product sites. The outlined processes would also give the design agencies some parameters to work within, reducing time and costs to create new content and digital assets. Novo Nordisk’s various internal teams would still maintain the flexibility of working with the technical and design agencies of their choosing. Novo Nordisk wanted to create structure without limiting creativity.

Later, Novo Nordisk discovered that it was difficult to enforce the design agencies' adherence to the guidelines. It was then that Novo Nordisk approached Xpediant about going beyond an advisory role and into the full lifecycle development of patient web sites for its new products. Xpediant started by reviewing all of Novo Nordisk's sites that targeted diabetes patients. Each site needed to use new branding and be brought into Adobe Experience Manager (AEM).

The Xpediant consultants created a set of common, core components and templates that became the base for all Novo Nordisk patient web sites. These components served as a way to enforce how the design agencies would build Novo Nordisk's sites, leveraging the assets already available to reduce the recreation of materials. Additional benefits included decreased costs, brand consistency throughout the organization and accelerated timelines for launching new products.

Expanding into New Markets

» In 2014, Novo Nordisk broadened the spectrum of its offerings by introducing the Saxenda® obesity drug. Xpediant again was brought in to create a new set of components, taking into account that this new medication would need its own look and feel to target a different audience than previously pursued. Still, the core components needed to ensure use of the approved digital assets. Xpediant began by copying the core components from the diabetes web sites and then modified those to leverage key assets while allowing room for more branding flexibility.

Creating the common components throughout these projects helped Novo Nordisk to adopt best practices, even when venturing into new arenas. The Xpediant team brought value by helping the pharmaceutical company balance consistency and flexibility in its arsenal. The core components served as guidelines for the external design agencies to maintain consistency across the enterprise, giving each agency a standardized set of assets that could be used. Even better, the Saxenda Care Patient Support Program was recognized with the bronze award in the Mobile Digital Health (Mobile Website) category for the Digital Health Awards in December 2015.

Evolving the Foundation

» Xpediant has since helped migrate all Novo Nordisk U.S. web sites to the latest version of AEM. Xpediant's experience with Adobe and Novo Nordisk proved instrumental in reducing the cost of the migration. Xpediant also created a PDF generator application that allows Novo Nordisk team members to point to a web site and a PDF is created showing the desktop view, mobile view and the metadata view needed for reviews. The time to create this PDF decreased from five days to just five minutes, resulting in a savings of thousands of dollars on each project for Novo Nordisk.

Integration Benefits

» Strategically, Xpediant helped Novo Nordisk to have one system for approved assets that could be used throughout the enterprise but also integrate with other tools.

"We not only helped with managing content, technical components and keeping them in a repository for easy re-use, but we also set up standards on how that content can be used by other tools outside the CMS system," Mahesri said.

"Critical to the success of our Digital Strategy is a solid content management foundation" said Aaron Uydess, director of digital strategy at Novo Nordisk. "Good content management is not about just putting a system in place, but instead is about how you have the right platform, people in place, processes and partners. Xpediant has been a great partner from the beginning, taking many steps leading to our now strong content management foundation with the Adobe AEM platform. Our philosophy is simple 'Create Once, Publish Everywhere (COPE)' and Xpediant has aided us in achieving that vision across our companies and with our other digital partners."