

OSRAM SYLVANIA

Manufacturing Case Study

“Technology should be used to engage people and that’s what we do at OSRAM SYLVANIA. It’s all about our partners and our customers. It’s really that simple”

Rick Wilson, Director of Brand Management, Americas



In a market flooded with competition, the OSRAM SYLVANIA brand has always found a way to stand out. OSRAM SYLVANIA brand leadership is a result of their proud legacy, which extends back to the dawn of the twentieth century. The history of the company parallels the evolution of electric and its technological advances over the course of the twentieth century.

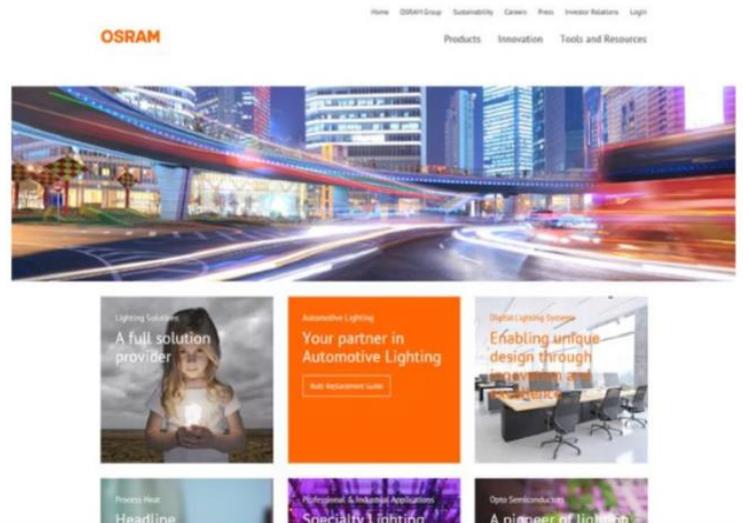
Recognized around the world, OSRAM SYLVANIA has created a distinctive brand based on the belief that their ideas can make a difference in every person’s life and that their products reflect a commitment to making the world more comfortable, more productive and more imaginative.

In a world where digital technology is evolving and often disrupting any industry you can think of, building and maintaining personalized customer relationships has become more important than ever. That’s why brand leaders need to look beyond the traditional marketing tactics of yesterday and embrace new, immersive and unexpected ways of delivering powerful experiences for their customers. To stand out, organizations need to understand customers as individuals and find innovative ways of interacting with them.

OSRAM SYLVANIA, a manufacturer of lighting products, was no exception. The company was looking to redesign and rebuild their customer facing website and retailer portal to better reflect their growing and changing brand. They started with a simple question, “how do we get retailers and consumers the tools they need to educate themselves and identify product solutions that will meet their needs?”

Website Rebuild Objectives

- Showcase the company as an industry leader with specific focus on LEDs
- Communicate that OSRAM SYLVANIA offers a comprehensive portfolio of energy efficient and sustainable products
- Demonstrate through leadership in a wide variety of vertical market segments
- Educate business partners, customers, and consumers on all aspects of lighting and lighting controls



Embarking on a Digital Transformation Initiative

The lighting industry is going through a dramatic evolution brought on by the introduction and rapid development of LED (light emitting diode) and other sustainable lighting technologies. As a leader in the industry, OSRAM SYLVANIA's goal was to enhance their online presence and provide partners and consumers with a B2B portal and public website that would become the critical medium for delivering this enhanced brand along with personalized, targeted content by audience type.

OSRAM SYLVANIA engaged Edgewater Fullscope to develop a comprehensive digital experience that would deliver unique, yet connected, website experiences, scaling across all regions and languages. Fullscope began with brand positioning strategy sessions to solidify the new brand image, focusing OSRAM SYLVANIA on solutions over products, and emphasizing the brand's professional grade quality.

Two key objectives for the design were:

- Guide and educate the B2B and consumer markets to make better decisions about new lighting technologies
- Present the company as THE source for all things LED

"Fullscope has enabled OSRAM SYLVANIA marketers to own the experience they deliver and provide measurable, relevant interactions that drive results and create customers for life."

– Ori Fishler, Director, Fullscope Digital

Fullscope developed a digital experience that isn't the focal point itself, but rather a way to spark ideas, provide answers and enable conversations. With its combined portal for lighting professionals and consumers alike, the modern design employs functionality to make navigation clearer and more streamlined. The B2B Portal includes a host of personalized content from news and product updates to training solutions. The content is tailored to the user and his/ her role in the industry and can also include access to order history.

The goal was to provide exactly the right information that partners and customers need at exactly the right time, via the channels that are most convenient to them. The immediate success that OSRAM SYLVANIA has experienced has led the company to continue its work with Fullscope to embrace other digital transformation projects, including the evolution of its digital portal. OSRAM SYLVANIA continues to deepen the conversation with partners and customers, expand its reach to new ones, and ensure it is always where it wants to be—out in front.

Staying Connected: Delighting Partners

OSRAM SYLVANIA is a leader in transforming the lighting industry. Turning the industry on its head and putting its partners and customers first required innovative ways of engagement. With nearly half the world's population using the Internet and many of them engaged in digital media for many hours a day, most interactions between businesses and consumers today are digital ones. OSRAM SYLVANIA wanted to modernize its partner engagement strategies, making its digital content available across various channels that partners use and make it available all the time.

About Fullscope

Edgewater Fullscope delivers innovative Microsoft ERP, CRM, BI and digital solutions and services on premise or in the cloud to companies in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). We also offer strategic consulting delivering a blend of classic and product-based consulting services that help clients reduce costs, improve processes and increase revenue through the judicious use of technology. We continually fine-tune our process and user-adoption programs to give you the maximum return on your investment. This commitment to stay with you throughout your Dynamics 365 journey has earned us the highest customer retention rate in the business.