

A photograph of two farmers working in a rice paddy. They are wearing traditional wide-brimmed straw hats and are bent over, planting rice seedlings in the water. The background shows a lush green field with more rice plants.

Success Story: Aligning ADAMA's digital needs to the right solution

The Customer

ADAMA is one of the world's leading crop protection companies, that strives to create simplicity in agriculture, offering farmers effective products and services that simplify their lives and help them grow. Over 6,000 people reach farmers in more than 100 countries across the globe, providing them with solutions – herbicides, insecticides, fungicides, plant growth regulators and seed treatments – that improve the quality and quantity of their crop yields by providing protection from weeds, insects and diseases.

With a heritage going back 70 years, ADAMA is one of the largest companies in the \$60 billion global crop protection industry and the only integrated Global-China crop protection company, with sales in 2016 of \$3.350 billion.

The Challenge

In order to support the company's rebranding, a Corporate website with more than 50 local country sites, as well as micro product sites in roughly 40 languages were created.

An ambitious digital roadmap was introduced and the company soon realized that the existing Content Management System (CMS) would have been heavy to lift and expensive to develop. The user experience especially for the internal web editors was poor and the publishing of pages took a long time. Therefore, ADAMA was looking for a flexible platform that provided the necessary customization possibilities combined with a high scalability and an excellent user experience. To keep the defined brand guidelines, the look and feel of the entire public website needed to remain and new features and pages had to follow the given rules.

Additionally, to ensure that the web editors could continue to publish new content during this migration period, simultaneous training and migration for nearly 100 web editors spread across the globe had to be carried out. This made the introduction of the new platform even more challenging.

The Solution

The project was developed with ADAMA's strategic partner PRODYNA with an agile approach. Two major epics of the overall project were to develop the existing features of the CMS in Liferay and to migrate the existing pages seamlessly and without any downtime to the new CMS.

During the project, the team discovered more than 30 different web components, 20 different page templates and 10 custom applications and forms. All requested features were developed with Liferay's out of the box functionality such as Web Content Structures and Templates, predefined Page Templates and Portlets such as the Contact Us Portlet.

Furthermore, third party solutions such as ADFS for Single-Sign-On or the Asset Management Platform PicturePark were integrated into ADAMA's solution.

„Liferay is the innovative and user-friendly platform that provides us the necessary scalability and flexibility we were looking for to reach our digital goals.“ Georgiana Francescotti (Digital & Knowledge Services | Information & Digital Technology)

The migration of the existing content and assets as well as the training of the web editors were orchestrated in four region based waves. Each wave was trained onsite by professional and experienced trainer, based on a step-by-step documentation that was created during the project. After the successful training, the web editors checked the migrated content page by page and approved the overall migration for their site. Only after the final approval by the site owners the migrated pages were published and swapped using an intelligent configuration of the existing load balancer.

Besides the onsite training PRODYNA introduced a multilingual service desk to ensure that web editors could reach out to somebody in case they got stuck in-between the steps.

Finally, to encourage momentum and ensure that web editors feel part of a team, bi-monthly training webinars are run, focusing on new features or answering questions that editors have asked.

The Result

Liferay provides more flexibility and engages ADAMA's web editors to create custom pages based on their local needs, which follows the global brand guidelines.

Upcoming requirements can be easily implemented based on the out of the box functionality of Liferay and be enriched with custom portlets to suit individual needs. The instant publishing feature provides ADAMA a new possibility to reach their customers in a matter of seconds.

