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3M Science. Applied to Life.™

3M Elevates Efficiency and Performance Internally and Externally With HCL Digital Experience

Single solution suite of products | Quick and efficient rollout | 86,000 pages within 3,000 sites built

Industry: Consumer Goods
Products: Digital Experience
Region: Global

Challenge: Consumer goods company once relied on third-party agencies for technical support of websites across multiple countries and markets

Solution: 3M adopted HCL's Digital Experience (DX) to easily create and manage websites and their user experience globally

Results: Ability to roll out website features and meet regulatory requirements across all properties quickly and consistently

↓ READ THE FULL STORY

Business challenge story:

Serving the globe, 3M has stakes in multiple marketplaces and businesses with commercial products ranging from Post-It Notes to Scotch Tape. With operations in 70 countries and selling to over 200 countries, Rick Fryar, IT Architect for 3M.com (and many other affiliate websites) said, "3M is committed to creating technology and products that advance every company, enhance every home, and improve everyday life."

3M's public web properties endure heavy traffic daily averaging 97 million visits in a year with close to 330 million page views. Prior to adopting HCL Digital Experience corporate-wide, each division and country heavily utilized third-party agencies, who created and managed their own websites.

Relying on third-party agencies led to an inconsistent customer experience for web visitors and meant a larger cost of ownership. This distributed approach made it difficult to push out country or global website requirements or priorities across the company. Mounting challenges and rising costs ultimately steered 3M's digital innovation teams toward the suite of products offered by HCL Digital Experience.

> *"This will further reduce the cost of ownership while allowing us to keep the software up to date with the latest HCL has to offer. We are excited for what the future holds and look forward to advancing and improving everyday life."*
>
> – Rick Fryar, IT Architect at 3M

Transformation story:

Mitigating the technical challenges of operating in so many different countries and marketplaces was key when searching for digital solutions. HCL's Digital Experience allows 3M to easily create sites that can be replicated across countries and translated into various languages for their users. Ultimately, DX places the creative and operational control in your hands as the developer, serving companies large and small.

Results story:

By adopting HCL's Digital Experience, 3M can reduce the reliance on external agencies, regaining control in-house making the ability to update content in real-time on a global scale. This speed to-go market time, which results in less spending and more revenue. "We have also been able to quickly roll out website features and requirements across all our properties in a consistent and expedited fashion," Fryar relates.

Presently, 3M has built and deployed about 86,000 pages within 3,000 sites worldwide using HCLSoftware's DX. Moving into 2024, 3M plans to migrate from a self-hosted environment to a SaaS model, further reducing the cost of ownership and allowing them to keep the software up to date with the latest HCL has to offer.

About the Company

3M is a company that spans many marketplaces and businesses from commercial products like Post-Its and Scotch Tape to the smallest components inside of every smart phone and many industries in between. 3M has operations in 70 countries and sells to over 200. It is committed to creating technology and products that advance every company, enhance every home and improve everyday life.

Read full story →

To learn more about HCL Digital Experience, please contact your HCL representative or HCL Business Partner, or schedule a demo.

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