



CUSTOMER STORY

Integrating Commerce & Content to
Improve CX and Increase Revenue for GE
Healthcare Life Sciences

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As Pharma and Healthcare organizations seek to drive effective engagement with customers, they must digitally transform and adopt technology solutions to meet the expectations of today's consumers.

GE Healthcare Life Sciences, a business unit of GE Healthcare, needed to integrate siloed legacy systems into a best-of-breed digital platform that combined Commerce and content to improve customer experience and increase revenue. The company turned to EPAM to develop the solution using Sitecore, SAP Customer Experience (formerly Hybris) and Digizuite. The new platform offers a more holistic, engaging and personalized experience for visitors, while also providing the sales team with important insights into the purchasing journey.

Following the launch of the solution in 2017, GE Healthcare Life Sciences achieved its business goals of increasing engagement, online conversions and requests for quotation. In 2018, GE Healthcare Life Sciences' Commerce Platform won the 2018 Sitecore Experience Award in the category of 'Best Example of Using Sitecore as a Digital Experience Platform' in the UK.

DISPARATE SITES LEAD TO CHALLENGES IN CX & ENGAGEMENT

GE Healthcare Life Sciences was relying on siloed legacy systems to manage several websites. The eCommerce site was separate from thought leadership content and service offerings, making it difficult for web visitors to view blogs, resources and products through one seamless experience.

Due to a lack of cohesiveness and integration, the customer faced additional challenges, including:

- Unresponsive and single-channel sites
- Difficult and time-consuming website management
- Lack of customer insights and proper analytics

- Inability to track orders and campaigns effectively
- Insufficient automation and personalization for solution and product offerings

To increase engagement and improve the user experience, GE Healthcare Life Sciences needed to combine the content and commerce functionality into one unified site. GE Healthcare partnered with EPAM on this strategic digital transformation initiative due to EPAM's expertise in Sitecore and SAP Customer Experience, as well as its success in developing and delivering digital platforms and Commerce solutions.

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COMBINING CONTENT AND COMMERCE FUNCTIONALITY INTO ONE WEBSITE

GE Healthcare Life Sciences tasked EPAM with developing a solution that combined Commerce and content to improve customer experience and increase engagement and online transactions.

Leveraging Sitecore, SAP Customer Experience, Digizuite, Marketo, AWS and Salesforce technologies, GE Healthcare and EPAM worked together to integrate several enterprise systems and provide a seamless purchasing journey for the customer. This solution included the following features:

- A single view of the customer through all digital touchpoints
- Modular architecture based on Sitecore Helix design principles
- Improved customer experience and greater flexibility through headless CMS
- Enhanced product management using SAP

Customer Experience

- API-based design between internal and external systems
- Integration of Marketo email campaign management
- Single-sign-on through Salesforce to provide a consolidated source of customer information
- Scalable cloud environment hosted on AWS
- Content and product personalization
- Centralized repository of all digital assets through integration with Digizuite
- Marketing and CRM integration, including offline CRM activity, allowing for continued refinement and sales insights

TECHNOLOGY STACK AT A GLANCE

- Sitecore Experience Manager
- Sitecore Commerce Connect
- SAP Customer Experience (formerly Hybris)
- Marketo
- Digizuite
- AWS
- Salesforce

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A UNIFIED SOLUTION HELPS GE HEALTHCARE LIFE SCIENCES REACH ITS BUSINESS GOALS

The web solution provides a unified experience across all channels from the initial engagement with the customer throughout the entire purchasing journey. The website's responsive content delivery and personalization features enable GE Healthcare to showcase thought leadership and build lifelong relationships with customers in R&D across academia and industry.

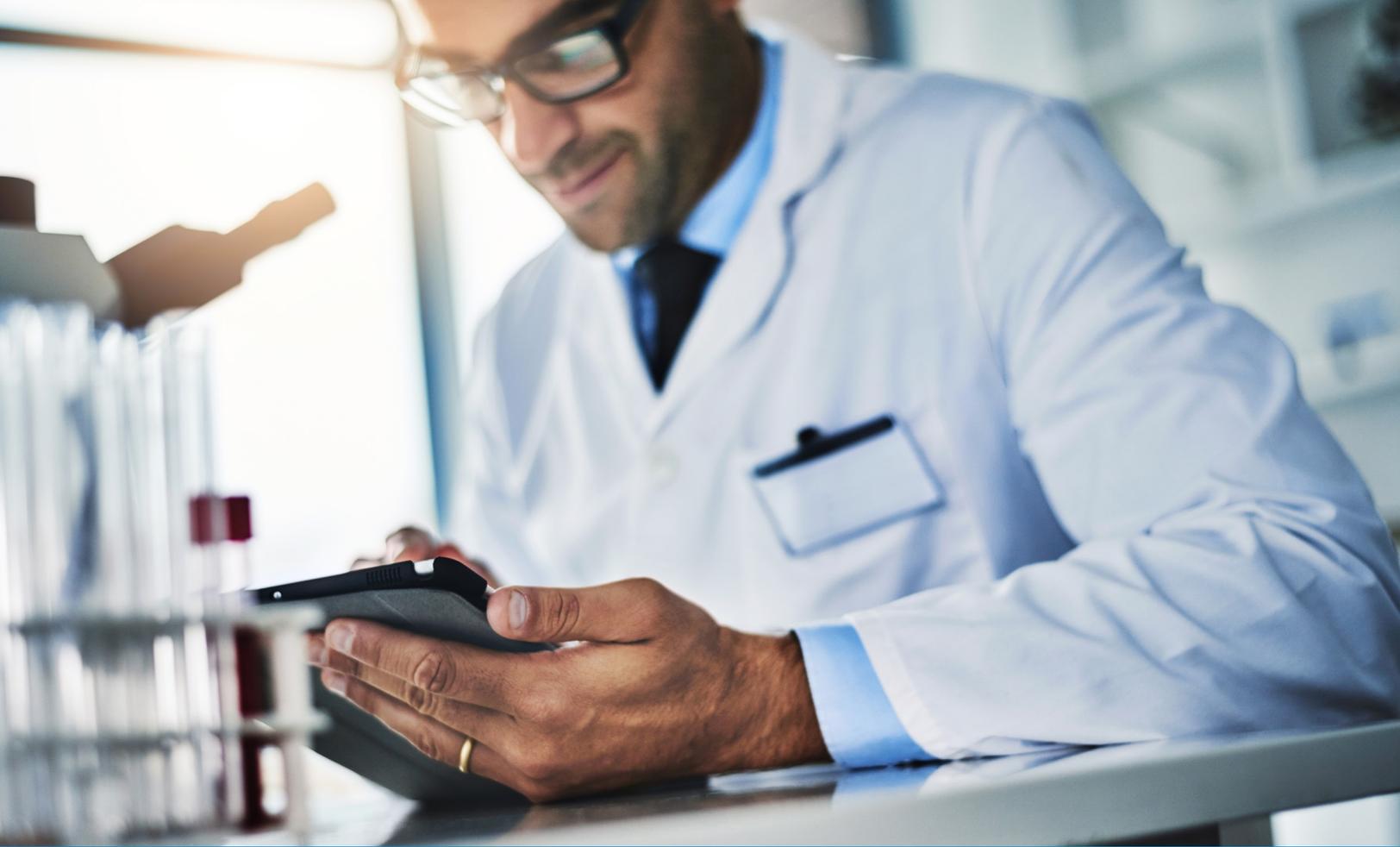
The new digital solution helped GE Healthcare Life Sciences achieve the following results:

- 30% increase in request for quotes
- 50% increase in online transaction revenue
- 21% increase in individual customer spend
- 323% increase in institutional spend

GE Healthcare Life Sciences' Commerce Platform won the 2018 Sitecore Experience Award in the category of 'Best Example of Using Sitecore as a Digital Experience Platform' in the UK.

"Being able to deliver thoughtful, engaging customer experiences is a crucial factor for us in maintaining a strategic competitive advantage. EPAM's ability to deliver our vision, in the form of an integrated platform with a single view of our customer, has led to a noticeable increase in request for quotes and individual customer spend, which we expect will translate to an increase in online transaction revenue. Our successful collaboration is a testament to our combined depth in innovation and customer-centric thinking."

—Chris Batten, Digital Customer Experience Leader, GE Healthcare Life Sciences



ABOUT GE HEALTHCARE

GE Healthcare Life Sciences, a business unit of GE Healthcare, partners with biotech, pharma, academia and clinicians to revolutionize how precision diagnostics and therapies are invented, made and used. It provides technologies that enable research and manufacturing of vaccines, biologics, and cell and gene therapies, and produces pharmaceutical agents for diagnostic imaging.

ABOUT EPAM

Since 1993, EPAM has leveraged its software engineering expertise to become a leading global product development, digital platform engineering, and top digital and product design agency. Through its 'Engineering DNA' and innovative strategy, consulting, and design capabilities, EPAM works in collaboration with its customers to deliver next-gen solutions that turn complex business challenges into real business outcomes.

QUESTIONS?

Contact us at Sales@EPAM.com
or visit us at EPAM.com.

