

**Services**

AEM Content Management  
AEM Front-End Implementation



# Elevating corporate brands through AEM Content Management

AEM Content Management and Maintenance services for Global Laundry Division.



## Executive Summary

Henkel, a leading global industrial and consumer goods manufacturer, needed assistance with creating, maintaining, and analyzing more than 200 websites for its Laundry division using Adobe Experience Manager (AEM) software. Bekatec® Online Solutions was selected as the vendor of choice to manage this complex, long-term project that involved collaboration with multiple brand teams to ensure timely updates, campaign support, and consistent branding across a global portfolio over a span of seven years.

## Introduction

Renowned for its innovation and high-quality consumer products, Henkel® is a market leader in Adhesive Technologies, Laundry and Home Care, and Beauty Care based in Düsseldorf, Germany. The company also produces well-known consumer brands such as Schwarzkopf, Dial, and Persil.

In 2015, the Laundry division needed a technical partner to provide ongoing website maintenance and analytics support for their expansive website portfolio (over 200 sites), including several iconic consumer brands.

Since 1996, Bekatec has worked with Henkel in the digital transformation space and provided a wide range of services to support their growth. Given this long-term relationship and expertise, their high standards of site consistency and responsiveness, and technical acumen with the Adobe Experience Manager (AEM), Bekatec was selected for the project and provided support for seven years.

## The Problem

First, Bekatec needed to identify a process model that would scale well across several brand teams and hundreds of sites, across several time zones using a small and efficient team. The process needed to be streamlined to reduce any back and forth, and centralized for efficient tracking, analytics, and metrics.

Secondly, Bekatec needed to ensure all updates were consistent and on brand. Maintaining all site image and content specifications was of key importance, as was maintaining page consistency across each site, and across each portfolio. Maintaining site quality hinged on a robust quality assurance process, as well as expertly trained staff.

Thirdly, the process needed to be agile and flexible in order to accommodate priority shifts across the portfolio. In the case of legal updates, updates would need to be live within 24 - 48 hours. Product relaunches, campaigns, and rebranding efforts also needed to move live within a timely manner.

## The Solution

The Bekatec team worked closely with Henkel brand teams to refine a centralized, agile, FIFO (first in , first out) ticketing system with flexibility to easily escalate key requests, as well as ongoing refinement of website templates and specifications. Over time, the process has been continuously improved to efficiently deliver high quality, on-brand updates including:



**Standardizing & streamlining  
the web service update process**



**Implementation of content  
feasibility reviews before  
each update**



**Ensuring changes  
are always reviewed by  
a senior content manager**



**Support and training for  
internal teams as needed  
to uphold quality standards**

# The Implementation Process

Recognizing the complexity and scale of this project, we assembled a specialized team comprised of AEM front-end experts skilled in content management and analytics, as well as a project manager, to ensure team cohesion across multiple divisions and brand management.



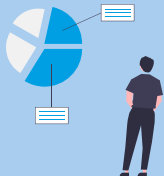
## Team Integration

Our project manager and senior editors integrated closely with the client's team, focusing on building strong relationships and understanding existing workflows.



## Strategic Execution

We managed the migration of retail websites, supported ongoing changes, and introduced new features, all while maintaining high-quality standards.



## Process Optimization

Regular communication and training sessions were established to align teams and introduce efficient practices.

## Bekatec Project Leads



**Sheila McQueen**  
Head of Business  
Development



**Adrian Pütz**  
Project Manager &  
Content Editor



**Kevin Brost**  
Junior Project  
Manager

## The Result

The collaborative efforts between Bekatec and the Henkel brand managers have maintained and enhanced the digital presence of the client brands. By ensuring that each website remains fresh, functional, and fully aligned with current marketing strategies, the client has enjoyed sustained brand engagement and consumer loyalty globally.

Notably, the scope of this particular project started in the AEM On-Premises environment, which later migrated to the Adobe Cloud environment in 2022, which Bekatec helped migrate and continues to support.

In addition, as web content management processes have continued to evolve and change with the introduction of new ticketing systems, Bekatec has continued to support Henkel's content management with ongoing change management and continuous improvement.



## Conclusion

Bekatec's long-term experience in corporate website content management has significantly contributed to Henkel's global digital brand presence. The effective management of over 200 corporate websites has ensured that each site remains up-to-date, consistent, and aligned with Henkel's marketing goals.



**Markus Heinen**

Product Owner CX - UX Implementation

*"Bekatec stands out for its client-centric approach. They establish a friendly and cooperative working relationship, fostering a synergetic collaboration not only with our team but also with other agencies.*

*Their transparency in processing tasks, combined with a steadfast commitment to reaching milestones and fulfilling the roadmap, truly makes them an invaluable partner.*

*A noteworthy aspect of Bekatec's service is its commitment beyond the project delivery phase. They diligently address lower-priority gaps that may not have been part of the initial project scope, signifying their enduring dedication to excellence and client satisfaction."*



# Contact Us

Ready to assist your clients with their digital transformation experience with AEM? Let's talk!

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