



Maxim Integrated, transforming online experiences.

Semiconductor company speeds time to market using Adobe Experience Manager, Creative Cloud, and Digital Publishing Suite.

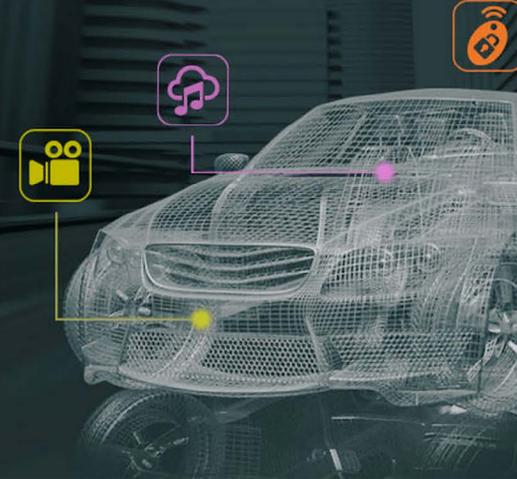


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"With Adobe Marketing Cloud and Adobe Creative Cloud, we can transform the online experiences we offer our customers and partners, and deliver relevant content faster."

Robert Reneau, director of digital marketing, Maxim Integrated



SOLUTION

Adobe Creative Cloud, Adobe Digital Publishing Suite, and the Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH **morphos**

RESULTS



RAPID ACCESS

Product designers and sales channel partners quickly find product information without navigating through layers of pages



BUSINESS AGILITY

Integrated digital platform facilitates productivity for web development and marketing teams, enabling responsiveness to customers



FAST TIME TO MARKET

Reduced product research cycles and customized experience, accelerating product time to market for customers



ENGAGING GLOBALLY

Updated content on entire site in English, Chinese, and Japanese with drag-and-drop ease

Maxim Integrated

Established in 1983

Employees: 9,300

San Jose, California

www.maximintegrated.com

Morphos

www.morphosinc.com

CHALLENGES

- Create an integrated digital ecosystem capable of matching products to customer needs
- Provide tailored, interactive information to customers and salespeople across multiple devices and platforms
- Streamline website and content management and updates

Making design engineers' lives easier

Maxim Integrated designs, manufactures, and sells highly integrated, semiconductor-based solutions that can be found in today's automobiles, communication and networking equipment, consumer electronics, industrial systems, and medical devices. Maxim not only specializes in creating innovative technology solutions, but also strives to deeply understand design engineers' needs and help the companies they work for deliver products to market faster. One previous challenge for the company was enabling engineers to quickly find the right Maxim products for their needs.

"Our goal was to create a website that enabled us to efficiently lead customers through the design process with added value along the way," says Robert Reneau, director of digital marketing at Maxim. "We have over 9,000 products on our website, which is where customers and partners go for product information and tools. We designed our new website to help our audience to make fast decisions. We wanted to improve the online experience for our customers, partners, and our internal teams looking for recommended solutions."

Supporting a complex customer ecosystem

In addition to dealing with a large variety of complex products, Maxim must communicate in real time with a diverse, global customer base.

"We support a total ecosystem that includes design engineers, purchasing staff, partners and more," says Reneau. "With Adobe Marketing Cloud and Adobe Creative Cloud, we can transform the online experiences we offer our customers and partners, and deliver relevant content faster."

Overhauling the web infrastructure

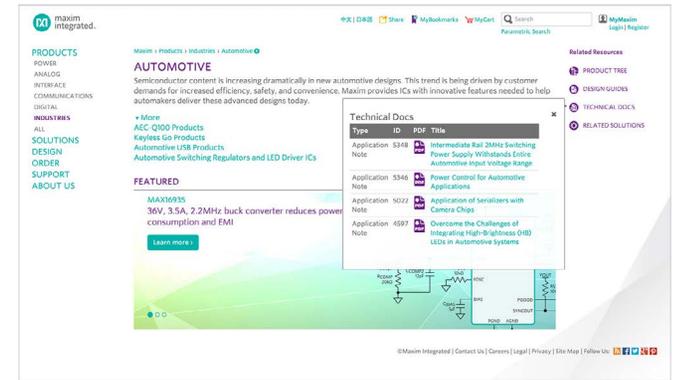
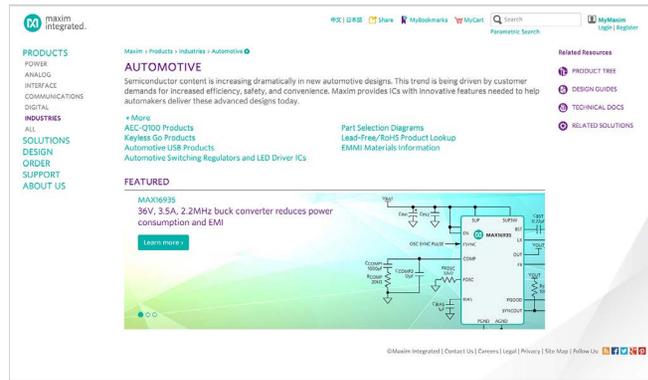
Maxim's former web infrastructure was an obstacle that made it challenging to leverage already existing information across the company.

"Our previous infrastructure was based on outdated, internally developed software that was not scalable. This resulted in a web infrastructure that was difficult to integrate with other software systems and unable to optimally support a marketing automation environment," says Reneau. "Our web development and marketing teams spent an inordinate amount of time on tasks such as managing routine fixes on web pages, versus creating new content and more navigable systems to meet customer needs."

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“With Adobe Experience Manager, we are integrating responsive design into our processes to publish content once and deliver it across any device.”

Robert Reneau, director of digital marketing, Maxim Integrated



Reinventing the interactive digital experience

Maxim’s web developers and digital marketing team began an extensive evaluation of options to transform the company’s website. Their criteria included easy web management and content authoring, including drag-and-drop capabilities. Cost was another factor, as was the requirement for an open platform that would allow the organization to integrate with existing Maxim platforms such as SAP, Salesforce.com, Oracle Eloqua (a marketing automation system), and product information management systems. For the Maxim team, the Adobe Experience Manager solution within Adobe Marketing Cloud was the clear winner.

“Adobe Experience Manager was the best solution given its rich feature set and ease of use, including how simple it is to create and publish content,” says Reneau. “It also provided the APIs we needed to integrate easily into our existing environment. We knew that the ease of using Adobe Experience Manger would allow us to deploy a new website experience under a tight timeline.”

Today, the newly launched website offers enhanced end-user experiences, as well as integration with product information and greater ease in updating content. Throughout the rollout of the enhanced website, Adobe Consulting worked closely with Maxim to integrate Adobe Experience Manager with the critical enterprise systems highlighted earlier.

In partnership with Morphos, Maxim’s creative agency, the company developed a site that is now elegant and responsive by design, with content delivered optimally across multiple end-user devices. Understanding the needs of the target audience, the web marketers, and developers, Morphos helped design the new site to fully leverage the power of Adobe Experience Manager. Now components within a content library can be turned on or off to enable interactive digital experiences that reach customers on virtually any device, including smartphones, laptops, desktops, and tablets.

"Adobe Digital Publishing Suite simplifies creating and publishing sales materials that can be presented on virtually any device and updated almost instantaneously. This will provide cost savings and give us the flexibility to reuse and deliver content in a wider variety of ways."

Robert Reneau, director of digital marketing, Maxim Integrated

"Creating mobile-optimized experiences can be challenging, especially for companies like ours with highly technical products," explains Reneau. "The previous approach typically involved costly and difficult-to-maintain workflows. With Adobe Experience Manager, we are integrating responsive design into our processes to publish content once and deliver it across any device."

Another goal for the new website was to reduce the number of pages. Maxim achieved that, and the remaining pages have been redesigned to be modular. Authors can now directly update content using drag-and-drop capabilities in Adobe Experience Manager.

Streamlined customer experience

On the redesigned site, many sections have a simple menu on the right side displaying a variety of products that are tagged contextually. This reduces clutter and helps customers find the right product information faster. The menus were designed with the principles of progressive disclosure for better user experience.

"Overall, the site is clearer and easier to navigate, with a more contemporary feel and intuitive user interface," says Reneau. "Both Morphos and the Maxim Creative Team leveraged Adobe Creative Cloud, including Adobe Illustrator CC, InDesign CC, and Photoshop CC, to create the site's sophisticated new look and feel."

Adobe Digital Publishing Suite, Enterprise Edition is also integral to the project, enabling Maxim to use a content publishing solution to create interactive documentation for sales channels and distribution partners. Instead of creating print documentation that can become out of date, Maxim can now distribute interactive documents containing product features and specifications that can be easily updated as needed.

Adobe Digital Publishing Suite content can be repurposed into a variety of materials, including interactive solution briefs. Maxim's salespeople can show these enablement materials to customers on any device during sales calls, with plans in the future to allow them to customize materials on the fly.

The company is also working with Adobe Consulting to create templates in Experience Manager that can be fed directly into Digital Publishing Suite to further simplify and automate the publishing process. The aim is to allow content to be published directly to Digital Publishing Suite through Experience Manager.

Maxim chose Digital Publishing Suite because it can repurpose content already created for the website in interactive formats. Content from the website is manually flowed into Adobe InDesign using a template that is consistent across categories, and then published through Digital Publishing Suite.

"Adobe Digital Publishing Suite simplifies creating and publishing sales materials that can be presented on virtually any device and updated almost instantaneously," says Reneau. "This will provide cost savings and give us the flexibility to reuse and deliver content in a wider variety of ways."

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
 - Web content management
 - Digital asset management
- Adobe Creative Cloud. Components used include:
 - Adobe Illustrator CC
 - Adobe InCopy CC
 - Adobe InDesign CC
 - Adobe Photoshop CC
- Adobe Digital Publishing Suite, Enterprise Edition

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/products/creativecloud

www.adobe.com/products/digital-publishing-suite-enterprise.html



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Personalizing the experience

Using a combination of Adobe solutions, Maxim also redesigned MyMaxim, a private portal with three levels of authentication for employees, distribution partners, and external users. Using private publishing in Adobe Digital Publishing Suite, restricted users can log in to the portal and download apps produced using the Adobe software. Maxim also uses direct entitlement in Digital Publishing Suite to authenticate a user's access level and deliver specific content based on that information.

Next steps

According to Maxim, the next development phase will involve integrating with additional enterprise and publishing systems to extend the digital ecosystem for more personalized and meaningful customer engagement.

"We are transforming the website experience for our customers, distributors, and employees. Our goal is to provide highly personalized, interactive experiences that add value," says Reneau. "In the end, we will have created a digital communications platform that makes our customer's navigational experience simple and easy—a critical goal that Adobe solutions and services are helping us to achieve."