

Nu Skin Enterprises

## The difference demonstrated

Skin care and wellness leader adopts the Adobe® Web Experience Management solution to accelerate delivering timely, high-impact content to customers across more than 50 websites worldwide



**Nu Skin Enterprises**  
Provo, Utah  
[www.nuskin.com](http://www.nuskin.com)

Nu Skin Enterprises is a world leader in anti-aging products, demonstrating a tradition of innovation through its comprehensive product portfolio and its initiatives for independent business opportunities and corporate social responsibility. The company's anti-aging products include quality lotions, supplements, and multivitamins, as well as its new ageLOC products—all aimed at addressing aging at its source. With annual revenues of more than \$1.5 billion, Nu Skin sells products through approximately 800,000 independent distributors worldwide.

After experiencing tremendous growth in recent years, Nu Skin is now active in 52 markets across Asia, the Americas, and Europe. As a result, the Nu Skin marketing and IT teams have to manage more than 50 websites—with most sites available in at least two languages—to present local distributors and their customers with comprehensive overviews of the products available in their regions.

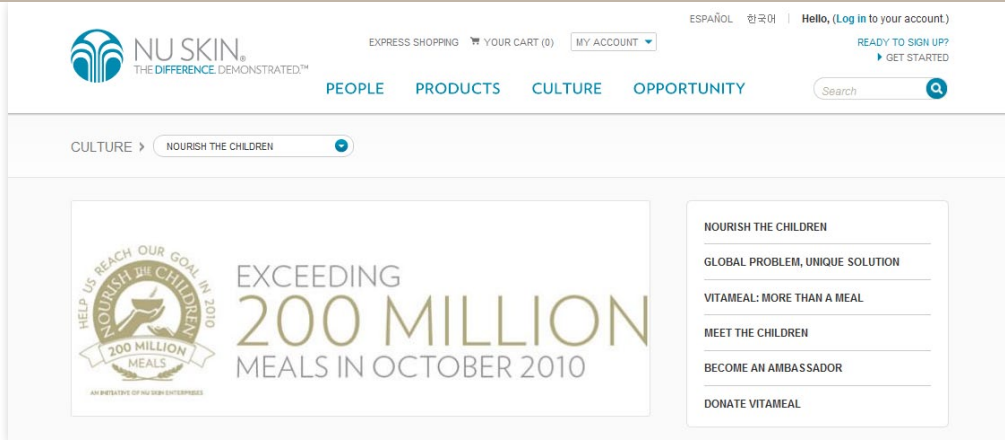
Underlying the company's rapid growth is a largely virtual enterprise. With very few brick-and-mortar stores and centralized operations in the western United States, Nu Skin relies on the web to deliver high-quality, branded digital experiences that offer the latest product information to entice new customers and attract new distributors. The company's websites offer detailed product descriptions, videos, and rich images that help Nu Skin live up to its vision—"the difference demonstrated"—by highlighting the impacts its products have on people's lives.

With every new product introduction or update, Nu Skin needs to present a consistent brand and message across all web properties worldwide, quickly localizing content for each audience. At the same time, the company has to make sure that product information on regional websites meets each country's regulations regarding the sale of anti-aging products.

With so many websites and so many variables—language, country-specific guidelines, and others—Nu Skin looked to replace its homegrown web content management system with a more flexible, easy-to-use system. The goal was to minimize IT involvement in maintaining website content and empower stakeholders in sales and marketing to easily maintain and update their content as needed.

To succeed, Nu Skin wanted to deploy a web content management system that was simple and intuitive to use for non-technical employees, integrated readily with other back-end systems, and that could easily integrate with tools to translate website content into multiple languages.

Using Adobe's WEM solution, Nu Skin has accelerated creating and posting engaging, timely product updates for customers worldwide. The high-quality information is helping drive new sales and attract product distributors, growing the company's global operations.



### Challenge

- Empower non-technical business managers to update website content
- Rapidly and accurately localize website content for a global audience
- Improve quality and consistency of content across websites worldwide

### Solution

- Web experience management
  - Optimized online experience
- Nu Skin is using Adobe's Web Experience Management solution to streamline updating content and to measure customer engagement on more than 80 websites worldwide, providing customers with more consistent, high-quality online experiences.

### Benefits

- Completed redesign of European market websites as much as three times faster
- Accelerated content localization from weeks to minutes
- Empowered business owners to update website content, freeing IT staff to focus on higher-value IT development
- Supported increased sales with streamlined, rapid delivery of current product information
- Enhanced distributor and customer experiences

### Empowering business users, benefiting customers

The company initially evaluated 13 web content management solutions before deciding on Adobe's Web Experience Management (WEM) solution. In particular, Nu Skin was impressed by Adobe's WEM features including Web Content Management, Digital Asset Management, Multi-Site Manager, Targeting, and the Content Repository capability. As part of the solution, Nu Skin is also leveraging the integration between Adobe solutions and GlobalLink from Translations.com to accelerate content localization.

"Adobe's Web Experience Management solution is so easy to use that we can empower our business managers to own content creation and update our websites worldwide," says Kevin Zollinger, director of business integration at Nu Skin. "This takes our IT team out of the business of managing routine website updates, and instead frees them to focus on more strategic, higher-value IT initiatives."

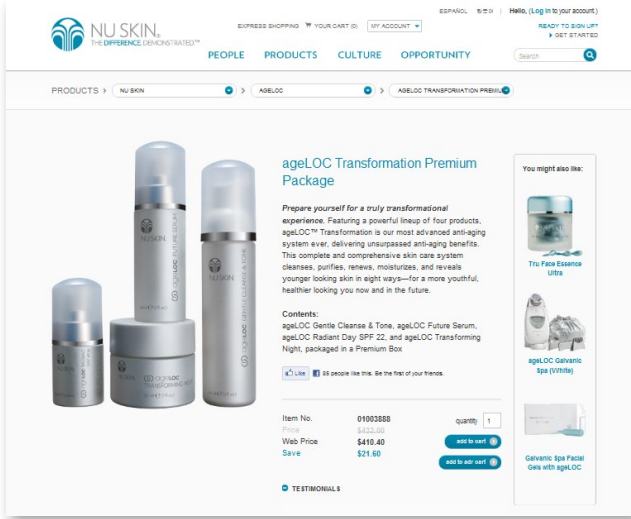
Using Adobe's WEM solution, which is built on the Adobe Digital Enterprise Platform, Nu Skin achieved a complete redesign of its web properties in only nine months, including implementing hundreds of new content pages, a content inventory, and applications. The benefits of using Adobe's WEM solution were clear. For example, in a little more than two months, the Nu Skin marketing team updated 25 websites in 18 languages for European markets. Previously, completing the same task would have taken at least three times as long.

Today, more than 35 Nu Skin managers across marketing, product development, legal, and other areas use the Adobe solution to update company and product information related to their areas of expertise. Currently, there are more than 4,500 online product pages and eight web properties integrated with the Adobe solution. The company is also managing 350GB of assets using the Digital Asset Management feature within Adobe's WEM solution.

"We've seen a definite improvement in the quality and timeliness of the web content we deliver," says Rob Harris, director of development at Nu Skin. "Our managers across the company—and in particular within our brand marketing and legal teams—are extremely happy with the results. Content owners can update information in seconds, without jeopardizing the overall consistency and integrity of our brand."

An additional benefit for Nu Skin is the decrease in errors and rework associated with website updating. Because content experts can add and remove information on their own, accurate content can be posted instantly to any website at any time. Equally important, new product or company information, approved images, and updated links can be created once and then instantly populated across all appropriate websites, eliminating the need to manage updates across 50 or more websites.

Integration between critical business applications, such as SAP or third-party translation software, and Adobe's WEM solution helps ensure that Nu Skin can provide customers with immediate access to the latest product availability, pricing and other details, as well as deliver content tailored to each country's requirements.



*"Adobe enables an easy, two-way conversation between our customers and us—where we can see what is working and what our customers want and then continually adapt our websites to meet their needs."*

**Kevin Zollinger**  
Director of business integration,  
Nu Skin Enterprises

### Toolkit

Adobe Web Experience Management solution. Features include:

- Web Content Management
- Digital Asset Management
- Multi-Site Manager
- Targeting

Adobe Digital Enterprise Platform.

Capabilities include:

- Content Repository

Adobe Online Marketing Suite, powered by Omniture®

Adobe Flash® Platform. Components used include:

- Adobe Flash Professional

### Fast, reliable localization

Adobe's WEM solution integrates easily with several enterprise systems and applications at Nu Skin. Changes to product availability, pricing, and other details move directly from the company's SAP systems into Adobe's WEM solution, where they are automatically pushed out to websites. This helps ensure that distributors and their customers always have current product information on hand.

At the same time, Nu Skin is using advanced integration between the Adobe solution and GlobalLink from Translations.com to accelerate content localization. By quickly and accurately translating website content, Nu Skin can drive revenue strategies in important markets worldwide and eliminate bottlenecks traditionally associated with re-reviewing and re-editing translated website content.

"Delivering high-quality, localized product information to our global network of distributors and to customers is vital to our success," says Joshua Scott, web architect at Nu Skin. "New product information can be created once, translated, and then instantly delivered to all appropriate websites worldwide—localization processes that previously took days or even weeks are now handled in minutes."

### Optimized customer experiences anytime, anyplace

Beyond the use of Adobe's WEM solution for web content management, Nu Skin managers regularly rely on the Adobe Online Marketing Suite, powered by Omniture. Their goal is to gain immediate, clear insight into customer behaviors on websites worldwide, whether the sites are accessed via traditional computers, mobile devices, or via social media communities.

Using Adobe solutions, Nu Skin can quickly determine which products are attracting the most interest, where online visitors are coming from, and which types of information—videos, text, and other content—are most popular. These insights enable managers to continually refine online content to help ensure the best possible customer experience.

"We can now optimize the customer experience across channels and devices," says Zollinger. "Our business managers can engage customers with relevant product information, while our IT team stays focused on high-value IT development. Adobe enables an easy, two-way conversation between our customers and us—where we can see what is working and what our customers want and then continually adapt our websites to meet their needs."

### For more information

[www.adobe.com/solutions/customer-experience/enterprise-platform](http://www.adobe.com/solutions/customer-experience/enterprise-platform)



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