



# Alere: diagnosing and monitoring health conditions globally.

Healthcare innovator develops engaging websites, communications, and sales tools using Adobe solutions.



Knowing now matters.™

“Through Adobe Experience Manager, Adobe Creative Cloud for teams, and Adobe DPS, we’re creating quality, branded material that helps us reach customers worldwide.”

*Justin Heasman, Associate Director, Global Web Operations, Alere*

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## SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

Adobe Creative Cloud for teams

Adobe Digital Publishing Solution (formerly Adobe Digital Publishing Suite)

## RESULTS



### GLOBAL REBRAND

Maintained brand consistency through modular web templates and responsive design to support 29 countries



### ENGAGING SALES

Developed interactive tools that allow sales representatives to better engage customers on complex topics through animations and video



### SELF-SERVICE

Organized photography assets into a searchable self-service digital asset management system that reduces requests for assets by 80%



### COLLABORATION

Flexible licensing model accommodated growing design team with the latest tools to push the envelope creatively

## Alere

Established in 2001

Employees: 9,800

Global

[www.alere.com](http://www.alere.com)

Reseller: Insight

[www.insight.com](http://www.insight.com)

## CHALLENGES

- Overhaul global corporate websites as part of a company-wide rebranding effort
- Centralize assets to share only current versions of approved assets with dispersed teams
- Promote streamlined creative workflow by collaborating across time zones
- Enhance sales through mobile tools with animation, video, and other dynamic media to convey complex information

## Contributing to better healthcare

Access to reliable, fast diagnostic information helps doctors and other clinicians accelerate treatment decisions and better care for patients. Alere is a worldwide leader in innovative healthcare solutions that contribute to improved clinical and economic outcomes for patients and healthcare providers globally.

After years of rapid expansion through strategic acquisitions, Alere has become a global enterprise with a presence in more than 100 countries. Several years ago, to better convey its growing and evolving spirit, the company rebranded itself to Alere. The global rebranding effort involved not just a new name but also communicating updated and consistent messaging across channels to audiences worldwide.

"Our corporate websites are the best way for us to share product and corporate information with customers and investors," says Justin Heasman, Associate Director, Global Web Operations at Alere. "We needed a truly enterprise solution to transform our website and support other critical marketing initiatives. The Adobe Experience Manager solution in Adobe Marketing Cloud was the right fit to support our websites across many languages while allowing us to deliver country-based localized content."

## Centralizing global content creation

By centralizing website content creation with Adobe Experience Manager, Alere can leverage in-house development talent to service business units throughout the company. The sites capability in Experience Manager offers modular templates that enable dispersed content creators to develop content that maintains a consistent, branded feel. At the same time, the templates are flexible enough to present content in ways best suited to specific product lines, as well as a region's culture and language—a crucial component when delivering content to 29 countries in 15 languages.

Templates are also built on responsive design principles to optimize content display on tablets and smartphones for growing mobile audiences worldwide. "Depending on the website, anywhere from 20% to 45% of our audience comes from a mobile device," says Heasman. "The ability to reach those audiences through responsive design is key."

Web content including text blocks, images, and video can be stored and shared with content creators using the assets capability in Experience Manager. The ability to easily share assets reduces the time that creators spend developing new content while helping ensure the use of approved branding and messaging. Just by centralizing and organizing content, Alere reduced duplication of assets by 53% across 2,000 web pages. In addition to reducing development time and simplifying web management, the centralized approach gives Alere more control over assets and workflows to streamline complying with government requirements in healthcare.

“Adobe Experience Manager plays a critical part in how we quickly access and manage our compliant web assets.”

*Justin Heasman, Associate Director,  
Global Web Operations, Alere*

“By managing images centrally in Experience Manager assets, we reduced image requests by about 80%.”

*Pat Hardy, Creative Director, Global  
Creative Services, Alere*

“We work within a highly regulated environment,” says Heasman. “As a result, we closely manage our content approval process. Adobe Experience Manager plays a critical part in how we quickly access and manage our compliant web assets.”

### Self-service asset library

After deploying Experience Manager for the website, the creative services team realized that it could leverage the same centralized asset management capability to create a self-service library of product images for marketers. Previously, when marketers needed an up-to-date product image, they would contact the creative services team.

“We used to field about 70 requests a week just for image assets,” says Pat Hardy, Creative Director, Global Creative Services at Alere. “Marketers often work on tight deadlines, so we were under pressure to find the right version of a particular product image.”

To improve the process, the creative services team sorted through 14,000 product images and selected 4,000 images that represented the most current and brand-compliant versions of frequently requested images. Using detailed metadata suggested by product managers and marketers, the creative services team tagged the images in Experience Manager assets to help marketers quickly find the images that they need.

“By managing images centrally in Experience Manager assets, we reduced image requests by about 80%,” says Hardy. “Managers who need a lot of images are given their own sign-in so they can search for images on their own. This is a huge time saver for my team and marketers alike.”

### Collaborating across time zones

After years of working with Adobe Creative Suite, the creative services team at Alere upgraded to Adobe Creative Cloud for teams licenses through reseller Insight. Using Adobe workflows, the team develops hundreds of pieces of collateral annually for web, print, and marketing needs. Designers leverage multiple Creative Cloud apps, such as Adobe Photoshop CC and Adobe InDesign CC, to create and share images and designs.

With Adobe Creative Cloud for teams, designers worldwide work on the same software versions for smoother collaboration and faster turnaround times. For instance, a designer in Europe can now reliably pass off a project to a colleague in the United States to help meet tight deadlines.



“With Adobe Creative Cloud for teams, we always know that we’re working with compatible software. Between the use of Creative Cloud Libraries, central storage space, and always-current software versions, we’ve stepped up our team’s ability to more quickly and easily collaborate.”

*Kristoff Krowchenko, Senior Graphic Designer, Global Creative Services, Alere*

“Previously, we always had to be aware of the software and versions used by our colleagues,” says Kristoff Krowchenko, Senior Graphic Designer, Global Creative Services at Alere. “If a designer six hours ahead of us forgot to save a file to be compatible with our current running Adobe version, it could cost us a day of work on that file. With Adobe Creative Cloud for teams, we always know that we’re working with compatible software. Between the use of Creative Cloud Libraries, central storage space, and always-current software versions, we’ve stepped up our team’s ability to more quickly and easily collaborate.”

With Creative Cloud for teams, designers can also download and work with any of the Adobe creative apps. This empowers designers to experiment with new tools and download applications as needed. “I usually don’t work with video, but one day I needed to encode and upload a video file,” says Krowchenko. “I was able to download Adobe Media Encoder CC and complete my job using a familiar toolset, and without any extra assistance. With Creative Cloud, it’s that easy to get started.”

### Engaging customers with rich media

Alere is taking measures to demonstrate its technical innovations through interactive and engaging sales tools to help drive revenue. Using Adobe Digital Publishing Suite (DPS), designers can import layouts, animations, and graphics created with Adobe Creative Cloud tools and publish the information and engage sales prospects with this interactive content through a mobile app on an iPad.

“Trying to explain how new diagnostic systems work can sometimes be difficult,” says Liz Gianneschi, Senior Marketing Communications Manager, Global Marketing Services at Alere. “Videos, animations, and illustrations can make it clearer for customers to see how systems operate and their benefits. Our sales representatives can communicate product offerings much more effectively using a tablet to showcase our dynamic product publications created with Adobe DPS.”

Designers start with template layouts created in Adobe InDesign CC, adding rich media created with Creative Cloud applications to draw customers in. Adobe DPS brings together the layout and media assets, adding a layer of interactive elements that makes sales enablement information easy to browse and use. The result is a powerful mobile sales tool that sales representatives can take with them everywhere they go.

Rather than carrying around equipment for demonstrations, sales representatives can bring out their iPads and simply click on a video demonstration edited with Adobe Premiere Pro CC. If a topic is difficult to describe through words alone, infographics created using Adobe Illustrator CC or animations created with Adobe Edge Animate CC can help sales representatives clarify specific technology features.

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
  - Sites
  - Assets
- Adobe Creative Cloud for teams. Apps used include:
  - Adobe InDesign CC
  - Adobe Photoshop CC
  - Adobe Illustrator CC
  - Adobe Premiere Pro CC
  - Adobe Dreamweaver CC
  - Adobe Flash Professional CC
  - Adobe Acrobat Pro DC
  - Adobe Bridge CC
  - Adobe Edge Animate CC
  - Adobe Media Encoder CC
- Adobe Digital Publishing Solution (formerly Adobe Digital Publishing Suite)

### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

[www.adobe.com/creativecloud/business/teams.html](http://www.adobe.com/creativecloud/business/teams.html)

[www.adobe.com/products/digital-publishing-solution.html](http://www.adobe.com/products/digital-publishing-solution.html)

“The sales tools created in Adobe DPS give sales representatives much more flexibility,” says Gianneschi. “They can flip between sections or even switch to another product if they feel that the customer would be receptive. Sales representatives are now better equipped for meetings and can communicate more valuable and in-depth information to customers. By focusing on what content people are using, we can focus our energies on more of the content that our sales teams want our customers to see.”

Currently, Alere has developed four publications for U.S. sales representatives, and the company is working to expand into more product lines and develop regional publication for global teams in Europe, the Middle East, Asia Pacific, Africa, and Latin America. By using analytics and reporting from DPS, Alere can gain insights to develop content of the greatest interest to customers.

“Through Adobe Experience Manager, Adobe Creative Cloud for teams and Adobe DPS, we’re creating quality, branded material that helps us reach customers worldwide,” says Heasman.

