



+



EMERSON

Opportunities Assessment

Agenda

- ✦ What we've explored
- ✦ What we've learned to inform business objectives
- ✦ Opportunities identified and technology to support
- ✦ The technical assessment, validation, and gaps
- ✦ What's next



What We've Explored

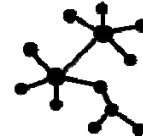
What we've explored



**Competitive
Audit**



**Business Segment
Onboarding**



**Ecosystem
Mapping**



**Stakeholder
Interviews**



**Audience Profile
Exploration**



**Customer
Research**



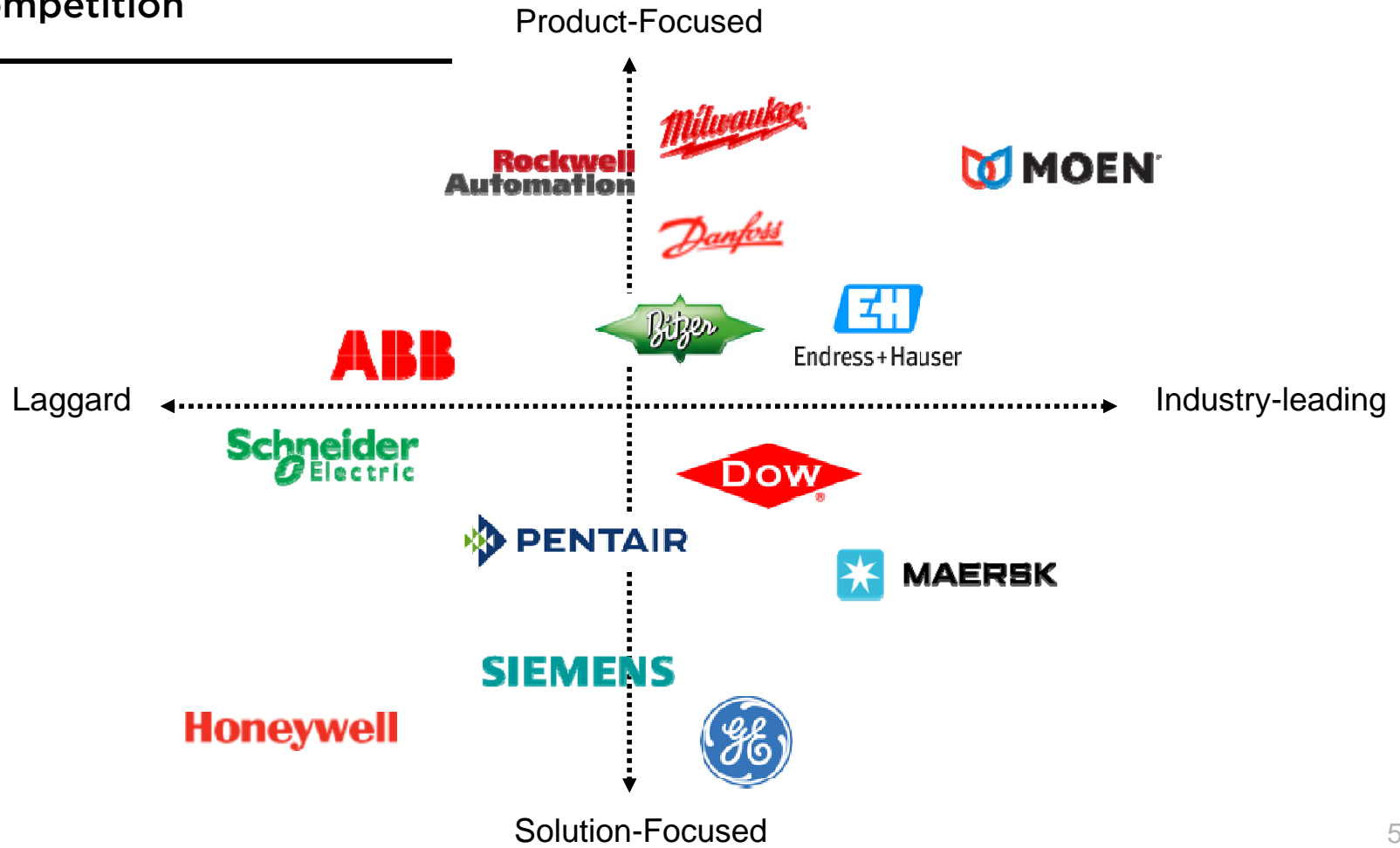
Content Audit













**Technology
Assessment**



The competition



The competition

 Endress+Hauser	Easy to find, organized product detail pages with clear links to documents. Advanced search feature is central to navigation
	Ability to compare and configure models on product page, contextual contact. Lots of interactive articles and information
	Simple product catalog online with configurator tools and single documentation center
	Advanced faceted search, ability to navigate by audience type; create an account with LinkedIn username and password
	Strong photography and design; clear connections between industries and products, but product section can be hard to use
	Unified documentation center earns high marks from engineers. Site lacks personality and has dated design
	Strong brand storytelling, especially on tablet devices, but rest of site is difficult to use
	Contact us leads users with prompts, but site is confusing and can be difficult to navigate
 	An amalgamation of links that shoot you off to other sites with little context or help

Parallel brands



Most efficient and elegant product desktop experience. Custom UI for mobile.



Effective storytelling components for introducing industrial shipping products



Restrained design with strong interplay between product and solutions



Tiled content approach with focus on search utility and product search results

Morgan Stanley

Clean lines with magazine production values; good photography and iconography



Best expresses masculine attraction to power tools through fonts and imagery



Artistic interpretation of industrial brand located in Dubai, United Arab Emirates



Focus on industries and products give customers multiple entry points to site



Optimizes specification data for smartphone use-case with strong product details



What We've Read

200+ documents across all business units

Emerson Corporate

- Digital & Branding Review
- 2011 Emerson Global Brand Equity Research - Customers
- 2011 Emerson Global Brand Equity Research - Employees
- CMS Assessment - IT Board Update.pptx
- CMS Assessment Capabilities.xlsx
- WebSphere Leverage Opportunities for Digitas.pptx
- Emerson-DigiExpRoadmap-Short-Vf-20121109.pdf
- Customer Engagement Domain.pptx
- DCX Solution Architecture.pptx
- IBMDA_EPM_DeepDive.pptx
- ACM Discussion.pptx
- DCX Reference Architecture.pptx

Industrial Automation

- Emerson Industrial Automation: Creating a Digital Value Proposition
- Emerson Industrial Automation: DCX Phase 5 A&B Proposed Approach
- Emerson Industrial Automation: Digital Strategy & Experience - Final Experience Strategy
- Emerson Industrial Automation: Digital Strategy & Experience - Quant Research Readout
- Emerson Industrial Automation: Customer Qualitative Research
- ASCO Numatics Overview & Strategic Marketing Update
- Market Research Report - Digital Customer Experience - August 2015
- Digital Discovery - September 2015
- DCX Review w Digitas - Sept 2015.pptx
- Emerson Industrial Automation QUAL PRESO VERSION April 9 2013-FNL.pptx
- Brand Overview ASCO v3.pptx

Process Management

- Final Report: Houston Ship Channel Temperature Sensor Buyer Needs Discovery - Rosemount Temperature
- Market Research Report - Digital Customer Experience - August 2015
- Emerson Process Digital Ecosystem
- Digital Discovery - September 2015
- Process Management Governance For One Emerson Website
- Process Management Business Strategy, Marketing Strategy, Brand, Digital Customer Experience

What We've Read

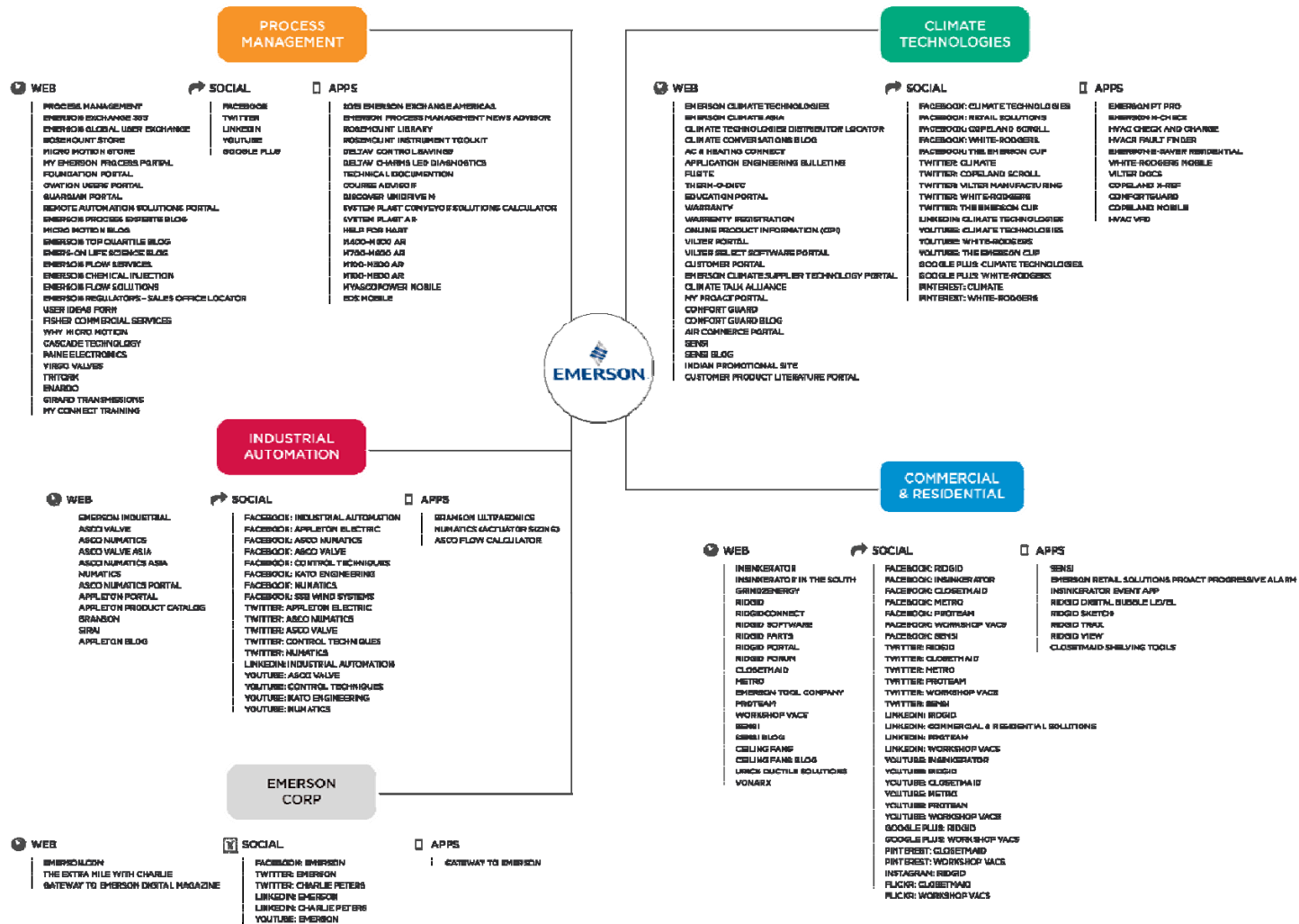
200+ documents across all business units

Commercial and Residential

- InSinkErator Messaging – Focus Group Report
- InSinkErator Global Brand Guide
- RIDGID Strategy Brief
- Forward Vision for the New Commercial and Residential Solutions Segment
- Commercial & Residential Solutions - Website/Experience Introduction
- Preliminary Stakeholders – Commercial & Residential Solutions (Legacy)
- InSinkErator Website/Experience Introduction
- RIDGID Website/Experience Introduction
- Commercial & Residential Solutions Development
- VOC Context for Digital Customer Experience – Strategy Investment, July 2014 (Nielsen)
- InSinkErator Research Analysis
- InSinkErator Market Analysis Report – April 2015

Climate Technologies

- Emerson Climate Customer Experience
- VOC Context for Digital Customer Experience – Strategy Investment, July 2014 (Nielsen)
- Information Session – Climate Technologies
- Emerson Climate SEO Findings and Opportunities
- Climate Digital Customer Experience Report_with IDIs.pptx
- DCX_July 15 2015.pptx
- Digitas Discovery_9.16.15_FINAL.pptx



* Excludes any country code top level down domains



Who we've talked to

DCX/EIT	Automation Solutions		Commercial and Residential Solutions	
	Process Management	Industrial Automation	Climate Technologies	Commercial and Residential Solutions
Jake Fritz	John Allwein	Fred Burdell	Tim Flinn	Dave VonBergen
Chris Stephen	Melinda Hansell	Derek Thomas	Paul Zimmer	Robyn Haas
Cathy Ash	Chris Spoons	David Gerhart	Patrick San Lorenzo	Jay Gatz
Doug Wagner	Jane Lansing	Erik VanLaningham	Jeremy Monnin	Justin Daw
Ray Seibert	Stuart Harris	Kerry Nedic	Liang Zhang	Zac Bridgeman
Allison Freeman	Scott Manicor	Martin Leslie	Joanna Thompson	Larry Konkel
Brian Dummann	Ken Blatz	Chris Miller		Christopher Burton
Tom Ridinger	Lisa Nelson	Tom Richards		Bethany Pirtle
Kim Boothman	Bill Morrison*	Mark Bulanda		Jeanine Gaffke
Greg Smith / Kathy Fan	Brad Budde*			
	Mike Tongwarin*			



*info from current projects used to help inform

Business Objectives

Why are we doing this?



**Emerson is difficult
to do business with online**

Key learnings

- ★ Customers evaluate Emerson in a consumer context
- ★ The difference between solutions and Solutions
- ★ Customers struggle to find what they need
- ★ It's hard to get in touch when customers need to



Customers evaluate Emerson in a consumer context

“Our customers deserve a better experience online. They are comparing this site against a B2C experience.”

–Jeremy, Product Manager

“I think Amazon is a really good website that shows related products I’m actually interested in.”

–John, Process Customer

Goal: Emerson is seen as a reliable, innovative, and cohesive company, not just a vendor who makes reliable and innovative products.



The difference between solutions and Solutions

“What is the difference between ‘solution’ and ‘product’? To me, they are synonymous.”

–Sean, Process Management Customer, Engineer

“Think of our system like a house, except when you go to the website, all it shows you are the materials, and you don’t see the house itself. What use is knowing just about a window or door frame when you’re buying a house.”

–Claudio, Product Manager for DeltaV

Goals:

Drive loyalty/repeat purchase with “Small-s” solutions – Products that solve singular customer challenges (reactive and transactional)

Drive lead-gen and scale with “Big-S” Solutions – Innovative vision that solves bigger business challenges (proactive and collaborative)



Content isn't always relevant to the user

*“It seems like the page is trying to sell you something and give you new information, but I already know what I want to go to, and **it disturbs me** that I can't go directly to the data sheet I'm looking for. Just let me get the information I need and get back to my day.”*

–Steve, Process Management Customer who works for a Distributor

Goal: Streamline and optimize content to be customer-centric - particularly for opportunity investigation and product specification tasks.



The site doesn't adapt to where they are (or the device they're using)

“I have customers tell me all the time they have to go back to their desks (from the field) to do research on the site that they wanted to do on site but couldn't.”

–Brad, Local Business Partner (LBP)

Goal: Create a seamless experience from desktop to mobile - so customers have a great experience with Emerson anytime, anywhere.



It takes a lot of effort to get the right information

“The website is like Narnia—you have to know where things are at in order to find them.”

–Dale, 3M Engineer

“When I am looking for something I would probably search. I Would go to Google and search ‘Emerson 708’ and it will bring up the PDF, brochure, and site.”

–RV, Local Business Partner (LBP)

Goal: Intuitive and easy to navigate structure and search - ease of doing business can be a deciding factor between Emerson and a competitor.



It's hard to get in touch when customers need to

“If I have a problem figuring something out online, I want to be able to call and speak to someone to get the answer.”

–Climate Customer

“Valve drawings need to include more reliable dimension and weight information, I had to call sales to get info that I should be able to find on the website.”

–Engineering Procurement and Construction
from Wood Group Mustang

Goal: Collaboration, not just transaction – help for customers in need and development of ongoing relationships.



Opportunities Identified

How will we satisfy customer needs?

The critical path

FROM	TO
Sprawling Digital Experiences	Lean, Focused, Findable
Decentralized Governance	Guidelines & Standards
Dated Design Paradigm	Modern, Flexible, Engineered
Page Volume & Links = SEO	SEO = Quality & Structure



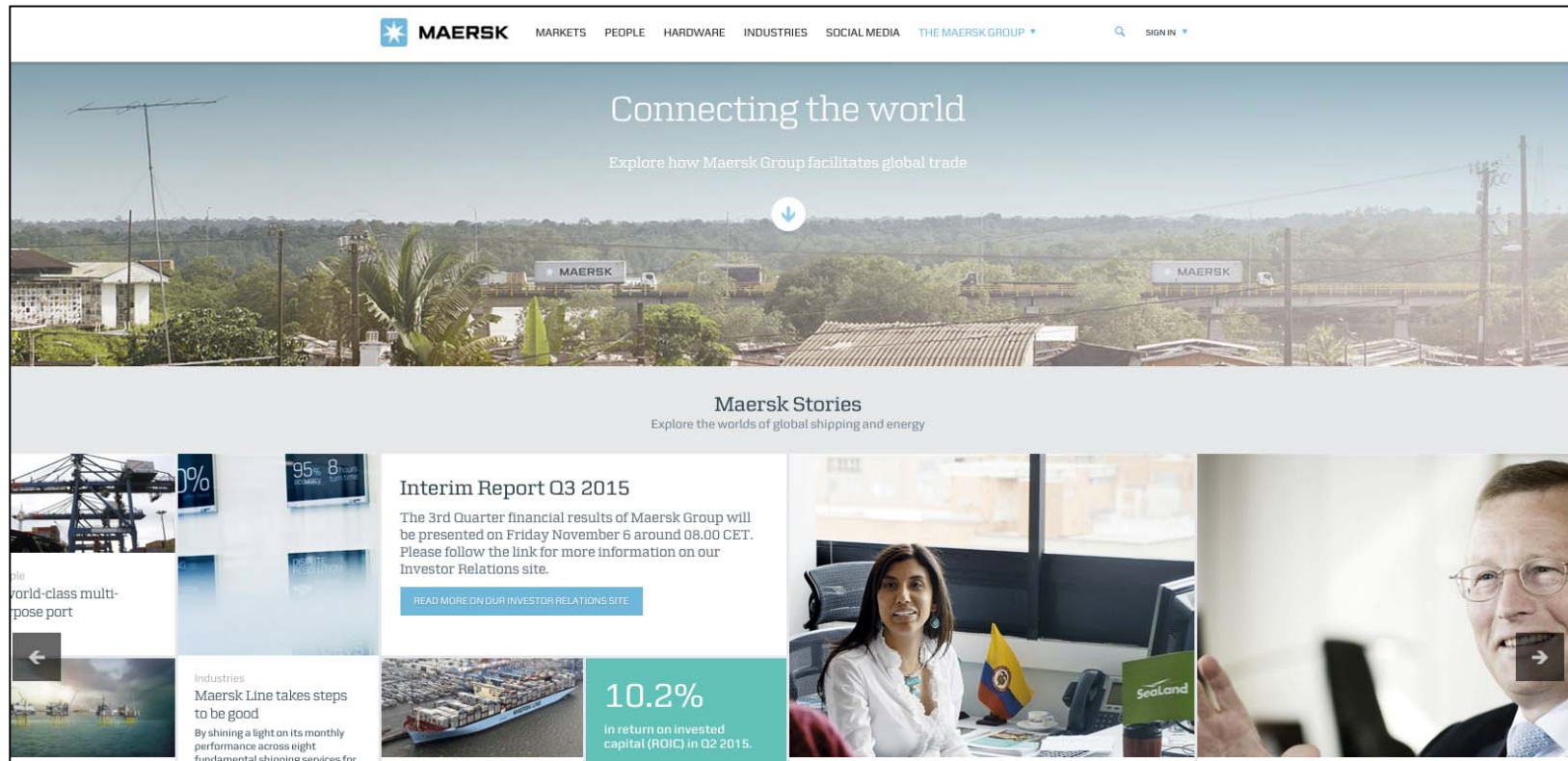
New Emerson.com overview

1. Upgrade Visual Appeal
2. Create Targeted Customer Profile Experiences
3. Deliver Product-focused Content Strategy
4. Create Templated Product Detail, Brand & Technology Pages
5. Organize and Store Content
6. Contextual Customer Support
7. Optimize Internal and External Search Experiences
8. Flatten Site Structure



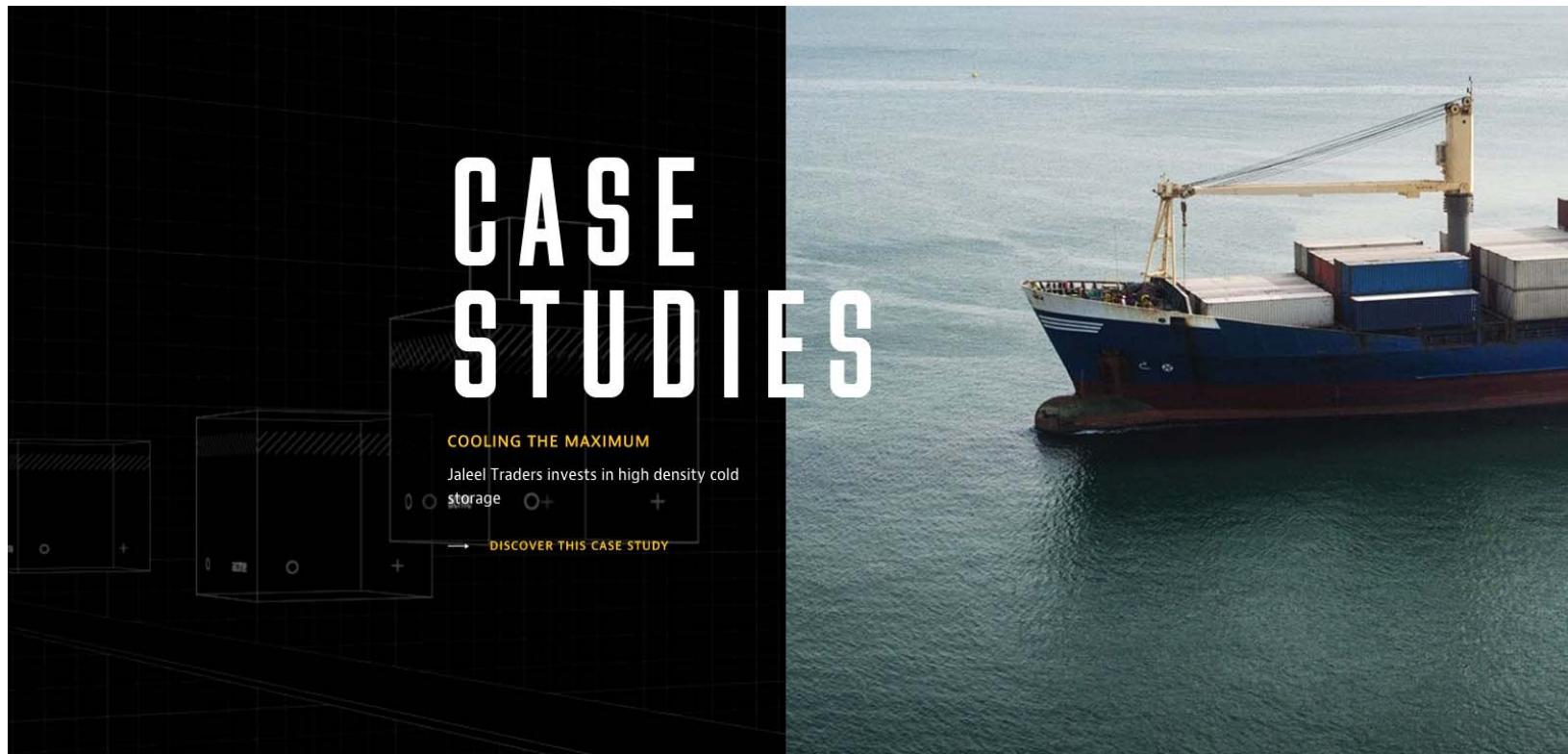
1. Upgrade Visual Appeal

Upgrade your visual appeal and use data to tell a story



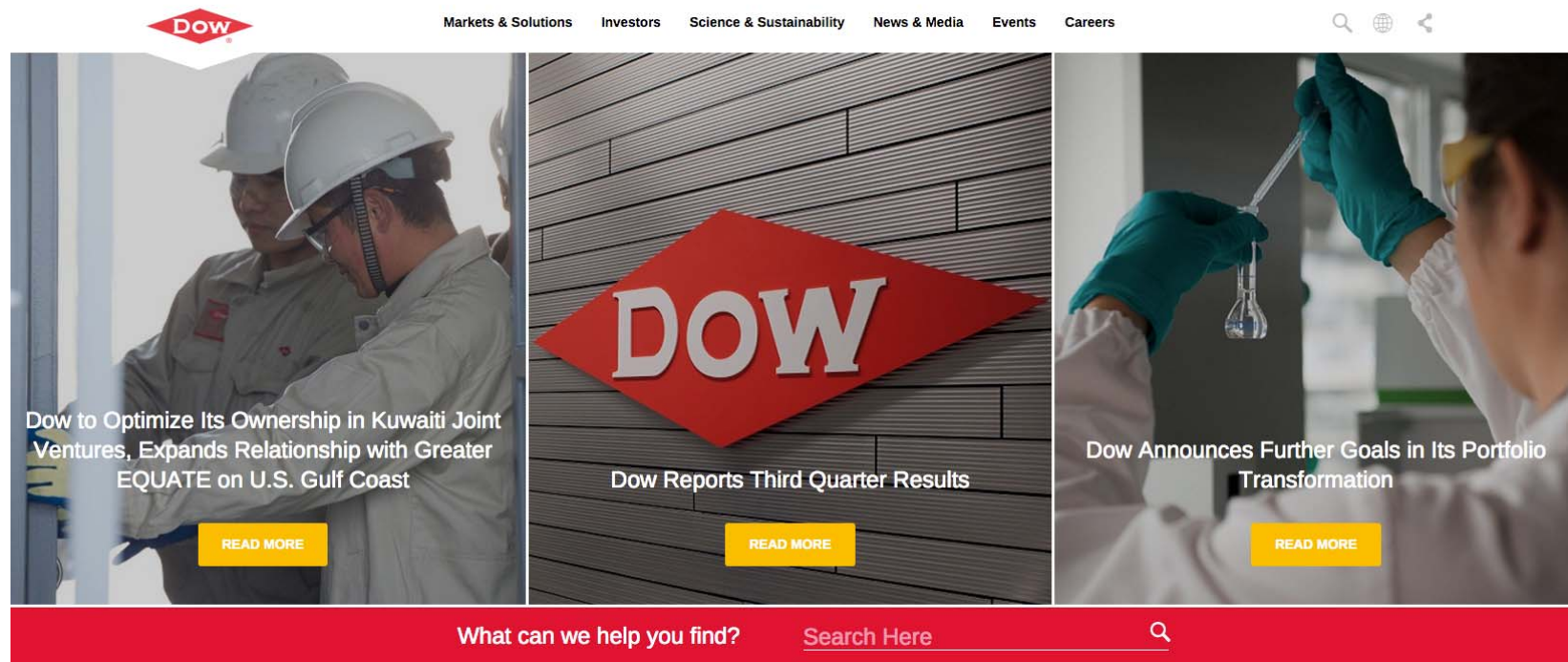
Benefit: Build trust through design elements, improve digital pride of ownership

Upgrade your visual appeal when selling “Big S” Solutions



Benefit: Build trust through design elements, improve digital pride of ownership

Upgrade your visual appeal and embed site utility into the experience



Benefit: Build trust through design elements, improve digital pride of ownership

2. Create Targeted Customer Profile Experiences

Profile breakdown



“Decision Makers”

Key Tasks: Knowledge Building, Networking

Key Responsibilities / Goals

- Meeting operating targets
- Increasing the bottom line
- Management
- Setting the operational direction for his organization

Motivations

- Demonstrating thought-leadership
- Wants to be innovative to stay ahead of the competition
- Grow his organization's profit margin

Wishlist

- A fellow “big-thinker” who thinks about how his business can be better
- Marketing materials that help him stay abreast of industry changes
- Innovations that can improve his business



Always Connected



Hours At Workstation

Also known as:

- C-Suite Executive, Principal
- OEM
- LBP & Distributor
- Small Business Owner
- Owner of Grocery Retail Chain, Convenience Stores & “Big-Box” retailers

Content Needs

- Thought leadership
- Case studies
- Customer support
- Big S Solutions

Content needs at any given point, not necessarily through one singular journey

“Engineers & Technicians”

Key Tasks: Opportunity Identification, Product Investigation

Key Responsibilities / Goals

- Efficient specifications and configuration
- Seamless deployment
- Reliable operation and maintenance

Motivations

- Enjoys solving complex problems
- Wants to satisfy projects leads
- Feels possessive over his responsibilities and parts of the plant/project

Wishlist

- Easy to find technical information
- Sales channels with fast service
- Quick access to the right person at the right time



On-site & In-office Balance



Engineering Is His Passion

Also known as:

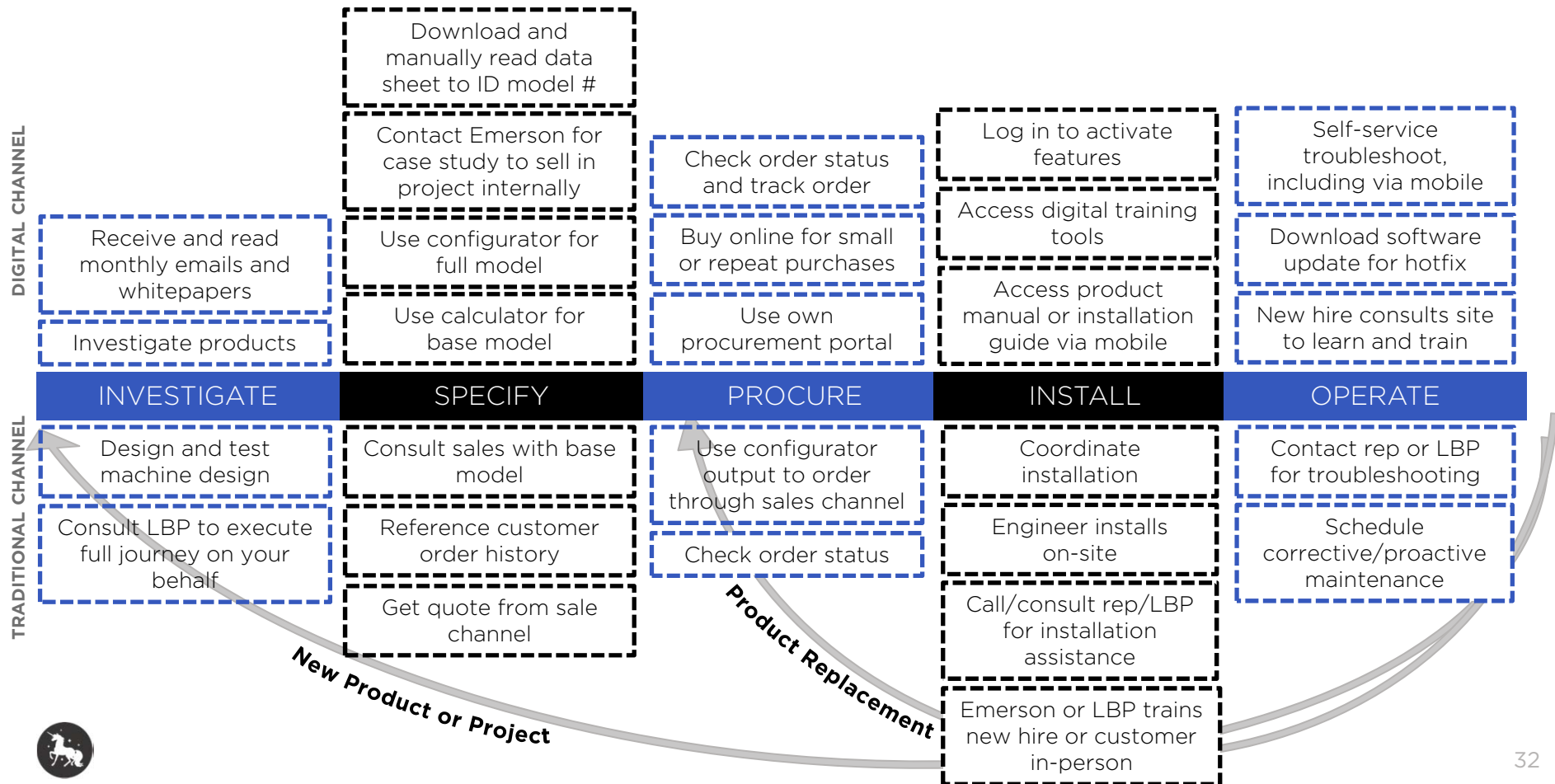
- Instrumentation Engineer
- Control Room Engineer
- Chemical Engineer
- Process Engineer
- Design Engineer
- OEM
- LBP & Distributor

Content Needs

- Product specifications
- Product manuals / troubleshooting guides
- Training
- Purchasing information
- Customer support
- Little s solutions

Content needs at any given point, not necessarily through one singular journey

Engineer/Technician Journey Behaviors



“Installers & Contractors”

Key Tasks: Product Investigation, Transacting

Key Responsibilities / Goals

- Customer service and equipment maintenance
- Understanding project requirements
- Procurement on behalf of customer

Motivations

- Developing loyal customers with successful jobs
- Getting it right the first time
- Working efficiently to complete more jobs

Wishlist

- A way to share information with other installers on the same job
- Sales channels with fast service
- A brand experience that fits their on-the-road job



Mostly In The Field



Customer Focused

Also known as:

- Plumber
- HVAC-R Installer
- Residential & Commercial Contractor
- Industrial & Commercial Installer
- LBP & Distributor

Content Needs

- Product specifications
- Mobile-optimized product manuals / installation information
- Purchasing information
- Customer support
- Little s solutions

Content needs at any given point, not necessarily through one singular journey

“DIY / Homeowners”

Key Tasks: Opportunity Identification, Transacting

Key Responsibilities / Goals

- Replace/upgrade appliances - remodel or build
- Repair broken appliances
- Stay within the family budget

Motivations

- Wants the latest and greatest products
- Seeking convenient installation and use
- Securing future-home value

Wishlist

- A friend or trusted contractor who can give direction
- Access to instruction manuals and warranty info
- A brand experience that fits their lifestyle



DIY Projects



“Mr. Handyman”

Content Needs

- Home products
- Purchasing information
- Product manuals / installation information
- Customer support
- Big S Solutions

Content needs at any given point, not necessarily through one singular journey

“Career Seekers”

Key Task: Networking

Key Responsibilities / Goals

- Finishing her education
- Exploring companies and open position descriptions
- Following up on the status of her application

Motivations

- Find an employer who appreciates innovation and forward thinking
- Decrease time it takes to check her application status

Wishlist

- Browse open jobs from anywhere
- Find companies with cultures that are a good fit
- Save favorite companies or open positions



Content Needs

- Job postings
- Contact information
- Application information
- Thought leadership

Content needs at any given point, not necessarily through ones singular journey

“Investors”

Key Task: Knowledge Building

Key Responsibilities / Goals

- Gather information from multiple sources
- Learn more about a company’s financial health and longevity
- Digesting complex information and sharing insights effectively

Motivations

- Helping others make informed decisions
- Confirming strength of investment
- Increasing wealth

Wishlist

- Toolkits and resources to gather information
- Clearly quantified measurements of success



Writing



Data Deep-dives

Also known as:

- Media Analyst

Content Needs

- Thought leadership
- Case studies
- Annual reports

Content needs at any given point, not necessarily through ones singular journey

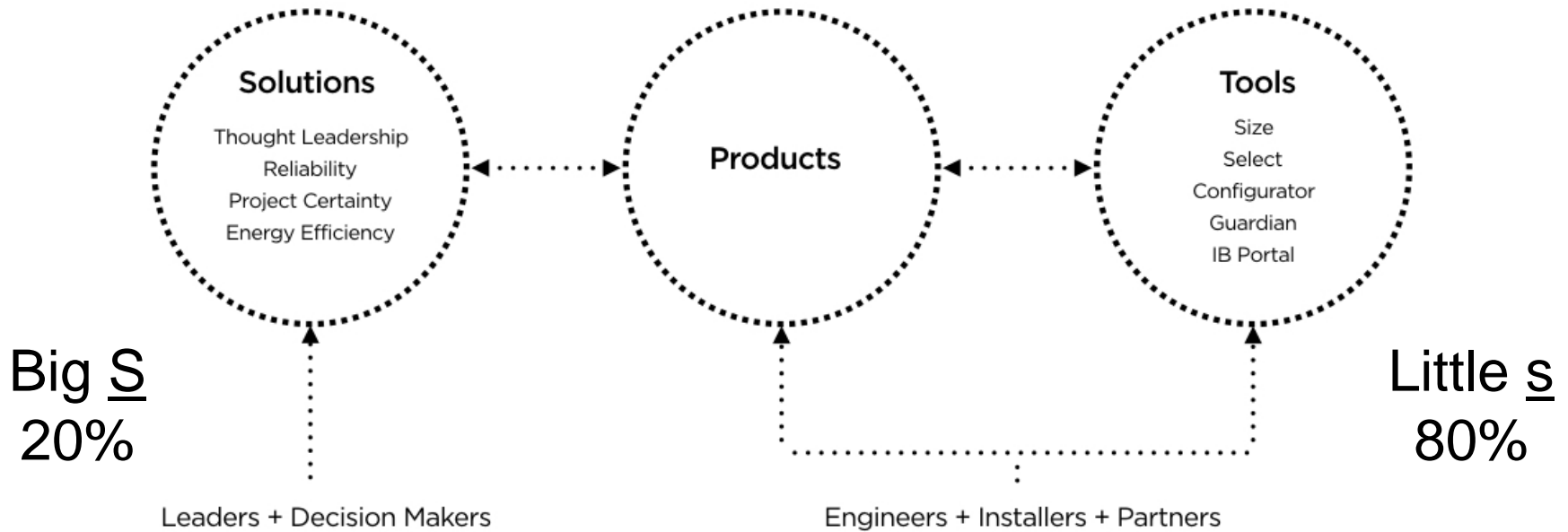
3. Deliver a Product-Focused Content Strategy



WEBSITE CONTENT STRATEGY

Create a website experience that focuses on product content at its core in order to lay a credible foundation for solution-selling and the expertise of Emerson.

Focus on product catalog: less content, more Strategy



Benefit: Provides foundational experience for core customer profile base

A Product Catalog creates the foundation for success

Build from bottom up to recognize opportunities

OUTPUT	BENEFITS
Ability to Better Sell Solutions	Gets customers to what they need faster; creates the opportunity to share more solution stories
Enhanced Customer Experience	Enables filtered search to make it easy to find what you need and an organized site makes Google search more effective
Product Cross-Sell/Upsell	Allows for dynamic association of products—build the Amazon experience of “if you like this, you might also be interested in”
Standardized Product Detail Pages	Allows variations to pull from one database versus multiple sources to populate pages
A Common Product Taxonomy	Makes it easy to pull product attributes into common template for a consistent experience
One Product Catalog	One database vs. multiple



Research supports the need for Product-Focus

Initial research reveals:
Emerson Exchange attendees
associate common process
control terms by “Product
Category” **3.4 times more often**
than with “Brand,” “Application,”
“Industry” or “Solution.”

	By Application	By Brand	By Industry	By Product Ca...	By Solution	Other
Coriolis flowmeters	4	3	1	10		
Differential pressure transmitters	2	4	2	10		
Dual chamber orifice fittings	6	2		9	1	1
Gateway modules	3	2		8	6	
Handheld field communicators	4	1		12	2	
Infrared welders	3	2	2	8	2	2
Intelligent control systems	3	4	1	3	8	
Leak detectors	5	1		5	7	
LED industrial fixtures	2	3	1	10		2
Life cycle services		1	1	2	13	1
Meters	5	4		10		
Micro grids		1	4	7	4	2
Monitoring systems	2	1	1	3	12	
Offset valves	2	4	1	11	1	
Pneumatic actuators	3	2	1	13		
Radar level transmitters	4	3	1	10		
SCADA software	5	1		4	8	
Sensors	4	4		9	2	
Solenoid valves	2	5		12		
Subsea sensors	5	1	4	6	2	1
Thermocouples	5	4		10		
Thermowells	3	1	2	11	1	
Transmitters	3	5		10		
Ultrasonic baths	4	3	1	8	3	
Ultrasonic welders	4	2	1	9	2	1
Vortex flowmeters	3	4	2	9		
Wireless transmitters	4	3	1	10	1	



Create a Product Taxonomy: a system to classify products

Categories

- Product Name
- Base Model Number
- SKU
- Base Price
- Platform
- Product Category
- Product Sub-Category
- Product Sub-Sub-Category
- Brand
- Legacy Brand
- Industries
- Industry Applications
- Region ID
- Country
- Launch Date
- Active Product
- Parent Product
- Child Product

Attributes

- Short Description
- Long Description
- Image(s)
- Drawings, Renderings
- Manual
- Datasheet
- Protocol/Standard
- Associated Configurator/Tool
- Specifications*
- Related Training Courses
- Related Products
- Related Solutions
- Related Accessories
- Related Videos
- Related Case Studies
- Related White Papers
- Related Sales Brochure



Example: Fisher 8510 Taxonomy Categories



- **Product Name:** Fisher 8510
- **Base Model Number:** D100066X012
- **SKU:**
- **Base Price:**
- **Platform:** Automation Solutions
- **Product Category:** Control Valve
- **Product Sub-Category:** Rotary Control Valve
- **Product Sub-Sub-Category:** High Performance Butterfly Valve
- **Brand:** Fisher
- **Legacy Brand:** null
- **Industry:** Oil, Gas, Refining
- **Application:**
- **Region:** North America
- **Country:** United States, Mexico, Canada
- **Launch Date:** 1988
- **Active Product:** Yes
- **Parent Product:**
- **Child Product:**



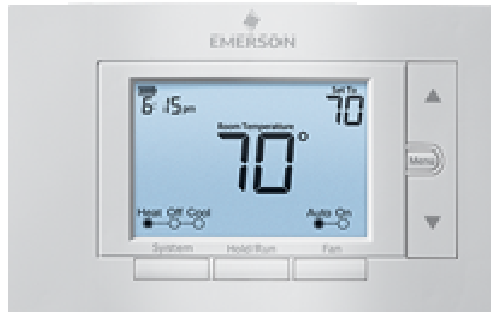
Example: Fisher 8510 Taxonomy Attributes



- **Short Description** (character count TBD): Fisher 8510 is a wafer valve, with a splined shaft for throttling control. The 8510 is available in NPS 14 through 24, CL150 (PN 10 and PN 16 compatible). These valves feature an eccentrically mounted disk and a PTFE or 316 stainless steel seal ring.
- **Long Description** (character count TBD):
- **Image(s):**
- **Drawings, Renderings:**
- **Manual:** [Instruction Manual](#)
- **Specifications*:**
- **Datasheet:**
- **Configurator/Tool:** [Sizing Tool](#)
- **Related Training Courses:** [Control Valve Training](#)
- **Related Products:**
- **Related Solutions:**
- **Related Accessories:**
- **Related Videos:**
- **Related Case Studies:**
- **Related White Papers:**
- **Related Sales Brochure**



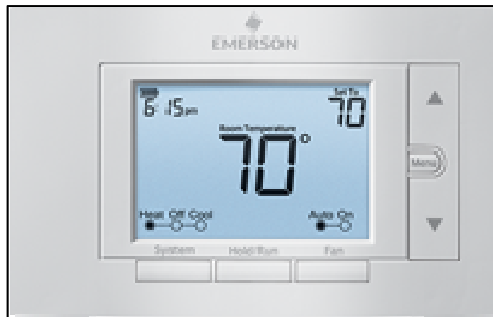
Example: 5" Display Universal Programmable Digital Thermostat Taxonomy Categories



- **Product Name:** 5" Display Universal Programmable Digital Thermostat
- **Base Model Number:** 1F85U-42PR
- **SKU:**
- **Base Price:**
- **Platform:** Commercial & Residential
- **Product Category:** Thermostats
- **Product Sub Category:** Programmable
- **Product Sub-Sub Category:**
- **Brand:**
- **Legacy Brand:** null
- **Industry:** Residential
- **Industry Application:**
- **Region:** North America
- **Country:** United States, Mexico, Canada
- **Launch Date:** 1988
- **Active Product:** Yes
- **Parent Product:**
- **Child Product:**



Example: 5" Display Universal Programmable Digital Thermostat Taxonomy Attributes



- **Short Description**
- **Long Description** (character count TBD):
- **Image(s):**
- **Drawings, Renderings:**
- **Manual:** [Instruction Manual](#)
- **Specifications:***
- **Datasheet:**
- **Configurator/Tool/App:**
- **Related Training Courses:**
- **Related Products:**
- **Related Solutions:**
- **Related Accessories:** Wallplate F61-2663 (Sold Separately)
- **Related Videos:**
- **Related Case Studies:**
- **Related White Papers:**
- **Related Sales Brochure:** [1F85U-42PR Sell Sheet \(E\)](#), [1F85U-42PR 2015 Catalog \(E\)](#)



*Unique **specifications** required for each product set

ER5000 Electro-pneumatic Controller

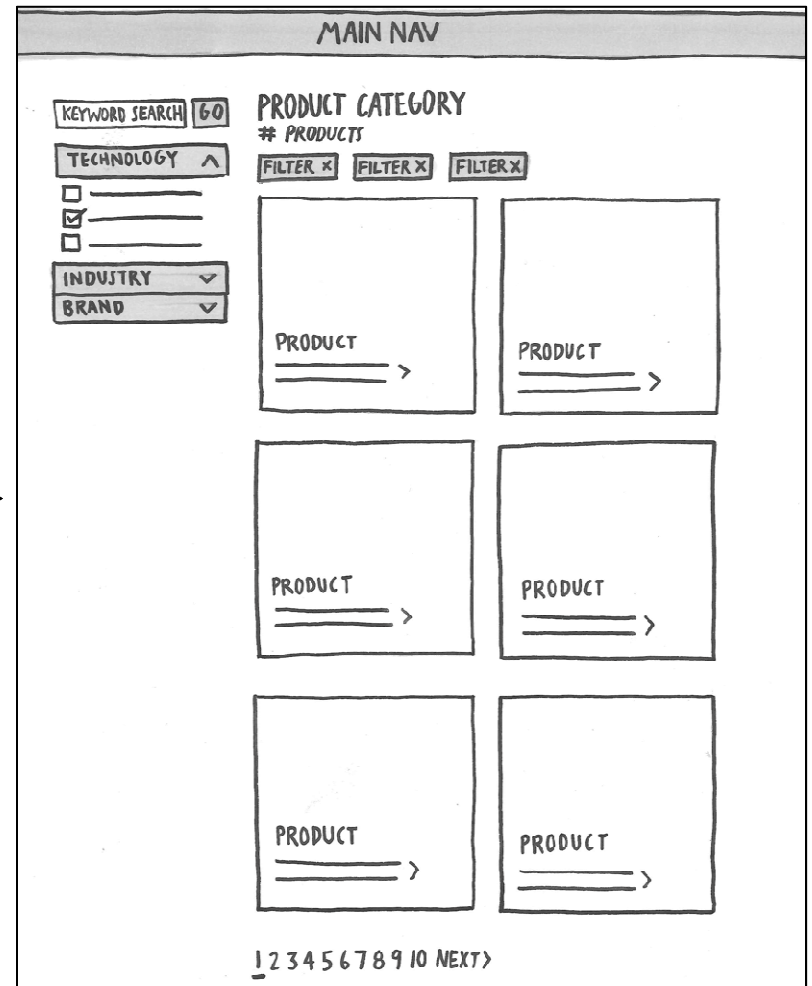
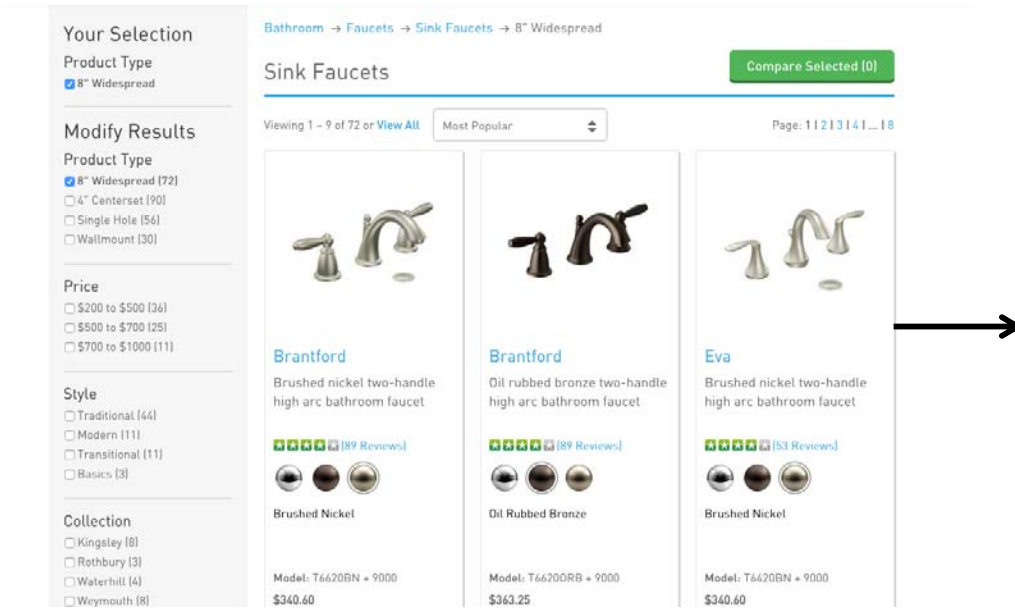
- Electrical
 - Power Requirement
 - Turn-on Time
 - Restart from Power Interruption
- Supply Requirement
 - Media Type
 - Pressure
 - Temperature
- Input Signals
 - Setpoint
 - Feedback (external)
- Performance
 - Accuracy
 - Response Time
- Physical
- Environment
- Certifications

CT2211 Aerosol Leak Detection System

- Measurement Technique
- IR Source
- Laser Classification
- Sensitivity
- Line Speed
- Can Dimensions
- Response Time
- Temperature Range
- Sample Gas Temperature Range
- Humidity Range
- Protection Class
- Hazardous Area Classification
- Analogue Signal Out
- Analogue Signal In
- Inlet Gas Port Connector
- Exhaust Gas Port Connector
- Power Supply
- Control Console Size
- Control Console Weight
- Sensor head size
- Sensor head weight
- Installation



How a taxonomy comes to life: faceted search



How a taxonomy comes to life: product, accessory, solution relationships

“There is always a related product and it never seems very related. I’m looking for a transmitter and I’m being shown a vacuum cleaner.”

Similar Products



Parts & Accessories



Benefit: Finding products is easier and products are more relevant to customers

How a taxonomy comes to life: regional product tagging

- ◆ Create global product content that can be refined at the local level
- ◆ Eliminate the need for unique website collections

The screenshot displays the Emerson Climate Technologies website. At the top, the Emerson logo and 'Climate Technologies' are visible. Navigation links include 'MARKET SOLUTIONS', 'PRODUCTS', 'SERVICES', 'RESOURCES', and 'ABOUT US'. A search bar is located in the top right corner. Below the navigation, there is a banner for 'EXPLORE OUR BRANDS' featuring a variety of fresh fruits (grapes, oranges, strawberries, kiwi) and the text 'Safeguard food Ensuring the integrity of food supply Intelligent Store™ >'. Below the banner, the main content area is divided into three columns: 'Quick Links' (listing items like 'Online Product Information', 'Copeland Scroll Digital™', 'Online University', 'Copeland Scroll', 'Education/Training', 'FAQ', 'Where to Buy', 'The Emerson Cup 2015', 'Mobile Apps', 'Emerson Climate Conversations', and 'Emerson Retail Solutions'), 'Latest News' (listing three news items with dates), and 'Regional Website' (listing regional sites for Asia, India, and China). A 'Partner+ Tool Kit' section is visible at the bottom right.



Benefit: Finding products is easier and products are more relevant to customers

How a taxonomy comes to life: translation requirements

New Emerson.com translation requirements for select products

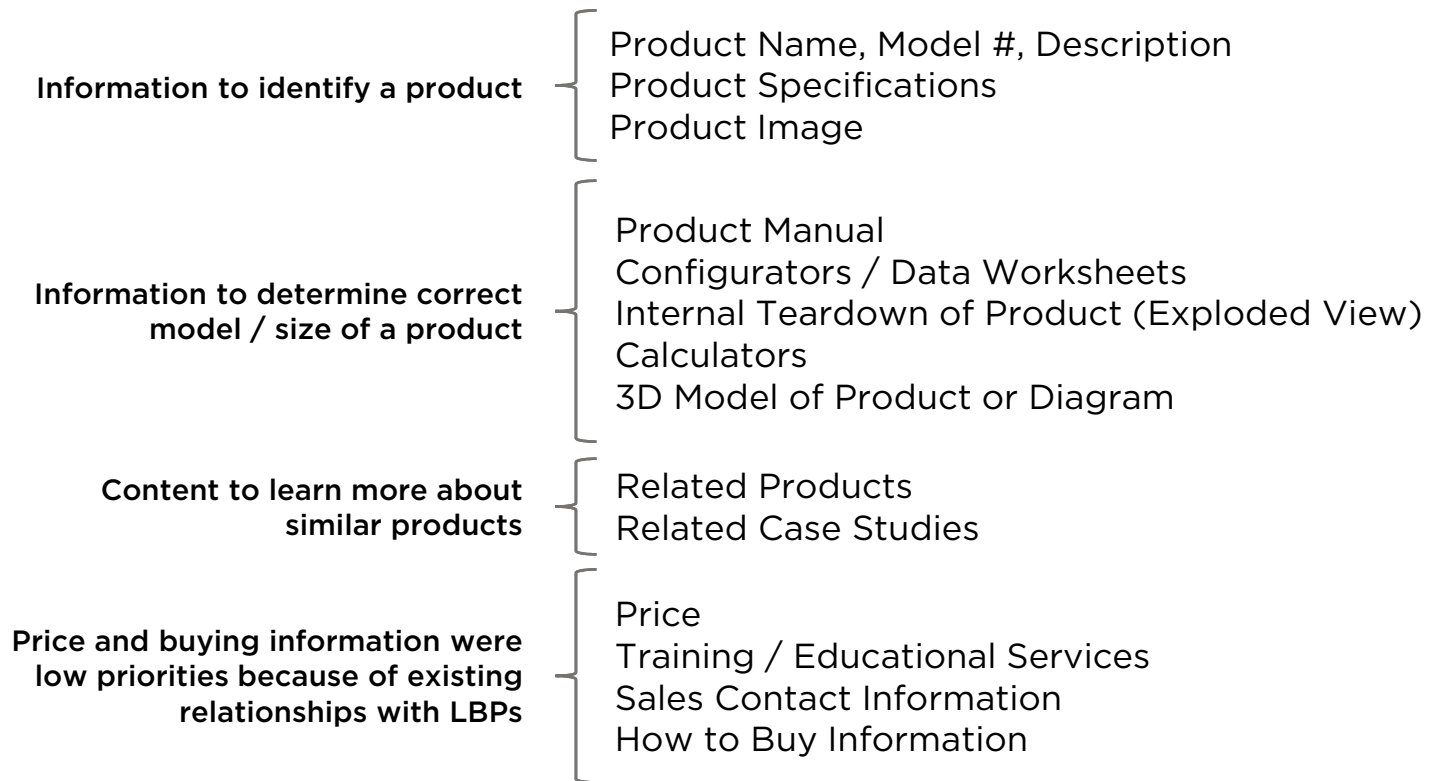
Czech	Norwegian	Korean
Danish	Polish	Chinese
German	Portuguese (Brazil)	Japanese
English	Portuguese	Greek
English (UK)	(Portugal)	Icelandic
Spanish	Russian	Arabic
(LatinAmerica)	Romanian	Estonian
Spanish (Spain)	Slovak	Latvian
French	Finnish	Lithuanian
Croatian	Swedish	Slovene
Italian	Turkish	Maltese (Malti)
Hungarian	Bulgarian	
Dutch		




4. Create Templated Product-Focused
Details, Brand & Technology Pages





Product detail test results

Results to date reveal specifications, manuals, and datasheets as priority



Product details page designed to support all stages of the Customer Journey



View videos

Premium Digital Mass Flow Meters & Controllers

SmartTrak® 100

- Our highest performance multi-gas MFC
- Navigate easily with large multifunction display interface
- Primary standard NIST gas flow calibration
- Make adjustments in the field for time savings
- For fast delivery, buy online, next-day shipment

Buy Now
Request a Quote

Content Sections:

- Overview
- Product Benefits
- Specifications
- Documents & Downloads
- Applications
- Industries


Clear All

Overview

Designed with the perfect balance of high performance and user-friendly features, SmartTrak® 100 can be used in a broad range of industrial applications. The result is a series of mass flow meters and controllers that demonstrate premium flow instrumentation can also be easy to use. Accuracy and application flexibility result from:

- Dial-A-Gas, multi-gas capability
- Pilot Module display interface that lets you change and adjust the instrument in the field
- Patented, inherently linear Laminar Flow Element (LFE) design
- Advanced platinum-wound capillary sensor technology

SmartTrak® 100 Mass Flow Meters (High Performance Digital)



M100H	<div style="background-color: gray; width: 80%;"></div> to 1000 slpm
M100M	<div style="background-color: gray; width: 40%;"></div> 20 to 300 slpm
M100L	<div style="background-color: gray; width: 10%;"></div> 10 sccm to 50 slpm

Our Flagship MFM
Digital Mass Flow Meter

Multi Gas, User Programmable
Pilot Module Interface

Buy Now
Request a Quote
Learn More



Benefit: Designing consistent, templated PDP allows users to find information faster

Product details page designed to support all stages of Customer Journey

Brantford brushed nickel two-handle high arc bathroom faucet

★★★★☆ 89 Reviews



Brushed Nickel [T6620BN]

\$227.00

Valve Information: ⓘ [What's this?]

9000: Moen Widespread valve 8" – 16" center \$113.60
1/2" IPS connection

Where to Buy

\$340.60
MSRP ⓘ

✕ Find Replacement Parts

↓ Download Specs



Enlarge

Coordinating Items

Features

Installation & Support

Customer Reviews



Benefit: Designing consistent, templated Product Details Page (PDP) allows users to find information faster

Product Details Page Designed to Support all Stages of Customer Journey

Proline Promag W 800 Electromagnetic flowmeter

Battery powered flowmeter with EN ISO 12944
corrosion protection & intelligent energy efficient
mode



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Place your order

Click here to see how you can order from
Endress+Hauser

[Order Information >>>](#)

Device support

[Advanced product selection and sizing with
Applicator >>>](#)

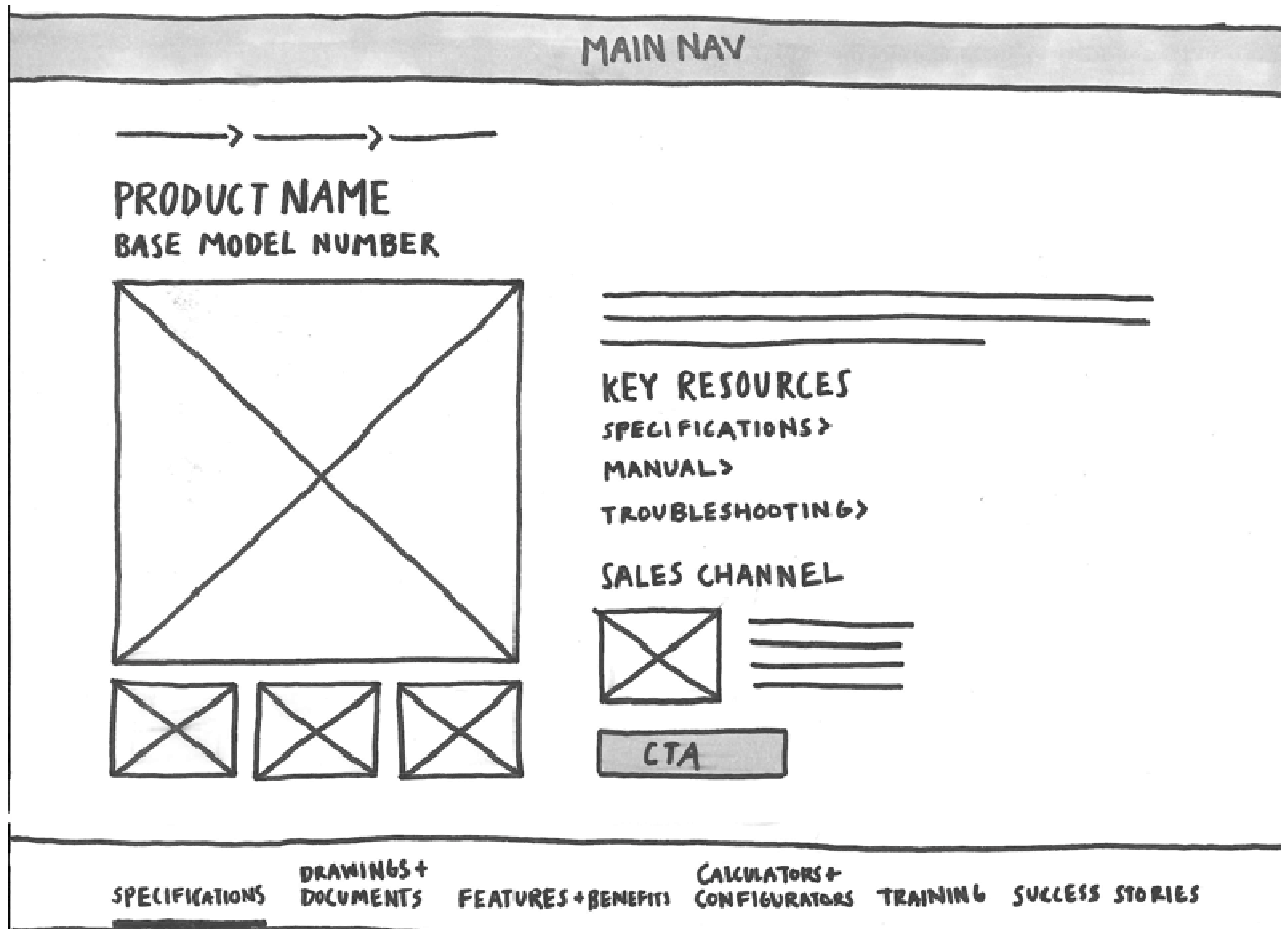
[Access device specific information >>>](#)

[Find spare parts >>>](#)

[Configure your selected product >>>](#)

Benefit: Designing consistent, templated Product Details Page allows users to find information faster

Product Details Page Sketch

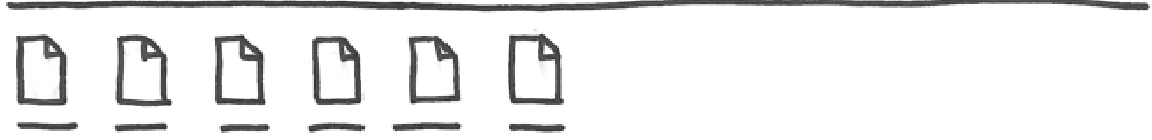


SPECIFICATIONS

-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-

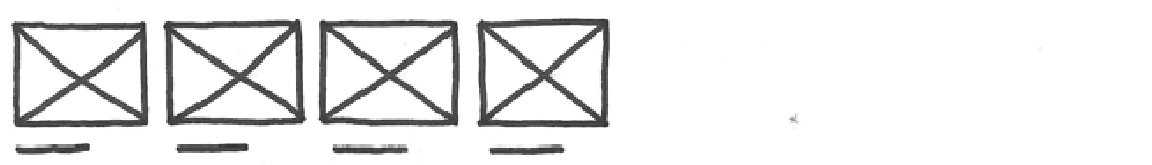
VIEW FULL SPECS

DRAWINGS + DOCUMENTS



FEATURES + BENEFITS

SIMILAR PRODUCTS



Product Details Page: provide contextual calls to action (CTAs) per audience

Product + regional= sales channel



ENGINEERS &
TECHNICIANS*

- ✦ Buy Now
- ✦ Contact Local Business Partner (LBP)
- ✦ Size, Select, Configure



INSTALLERS, PLUMBERS &
CONTRACTORS*

- ✦ Register for the Sales Portal
- ✦ Where to Buy
- ✦ Selection Software



DIY/HOMEOWNERS*

- ✦ Where to Buy
- ✦ Buy Now
- ✦ Compare

"It would be useful to show users an LBP map or a link to an email or a link to our website. Currently, people go to Emerson's website and they ask for info and that goes to Emerson. Then we get an email saying hey. It would be faster to go direct, automatic."

–Stacy, Local Business Partner (LBP)

*to be refined still



Benefit: Customers receive the most useful information; streamlined hand-off to LBP

Product Details Page: Develop HTML Experience for Product Specifications

- ★ Define which data needs to be converted to mobile beyond specification data
- ★ Enter specification data into product catalog for key products and develop roll-out schedule

Rosemount DP Flow March 2015

Table 1. Rosemount 3051SFA Annubar Flowmeter Ordering Information
★ The Standard offering represents the most common options. The starred options (★) should be selected for best delivery. The Expanded offering is subject to additional delivery lead time.

2F	Junction Box housing with output for remote display and interface	Aluminum	M30 x 1.5	*	—	★
2J	Junction Box housing	SSST	1/2-14 NPT	*	—	★
2M	Junction Box housing with output for remote display and interface	SSST	1/2-14 NPT	*	—	★
5A ⁽¹⁰⁾	Wireless PlantWeb housing	Aluminum	1/2-14 NPT	*	*	★
5J ⁽¹⁰⁾	Wireless PlantWeb housing	SSST	1/2-14 NPT	*	*	★
7J ⁽¹¹⁾	Quick Connect (A size Mini, 4-pin male termination)	N/A	N/A	*	—	★
1C	PlantWeb housing	Aluminum	C/2	*	*	
1L	PlantWeb housing	SSST	C/2	*	*	
2C	Junction Box housing	Aluminum	C/2	*	—	
2G	Junction Box housing with output for remote display and interface	Aluminum	C/2	*	—	
Performance class⁽¹²⁾						
3051S MultiVariable™ SuperModule™, Measurement Types 1, 2, 5, and 6						
3 ⁽¹³⁾	Ultra for Flow: 0.8% flow rate accuracy, 14:1 flow turndown, 10-year stability, 15-year limited warranty			*	*	★
5	Classic MV: 1.15% flow rate accuracy, 8:1 flow turndown, 5-yr stability			—	*	★
3051S Single Variable SuperModule, Measurement Types 3, 4, 7, and D						
1	Ultra: up to 0.95% flow rate accuracy, 8:1 flow turndown, 15-year stability, 15-year limited warranty			*	*	★
2	Classic: up to 1.4% flow rate accuracy, 8:1 flow turndown, 15-year stability			*	*	★
3 ⁽¹³⁾	Ultra for Flow: 0.8% flow rate accuracy, 14:1 flow turndown, 15-year stability, 15-year limited warranty			*	*	★
Wireless options⁽¹⁴⁾ (requires option code X and wireless PlantWeb housing)						
Update rate, operating frequency and protocol						
WA	User Configurable Update Rate			*	—	★
Operating frequency and protocol						
3	2.4 GHz DSSS, IEEE 802.15.4 (WirelessHART)			*	—	★
Omni-directional wireless antenna						
WK	External Antenna			*	—	★
WM	Extended Range, External Antenna			*	—	★
WN	High-Gain, Remote Antenna			*	—	★
SmartPower™ Adapter						
1 ⁽¹⁴⁾	Adapter for Black Power Module (U.S. Power Module Sold Separately)			*	—	★

12 www.rosemount.com

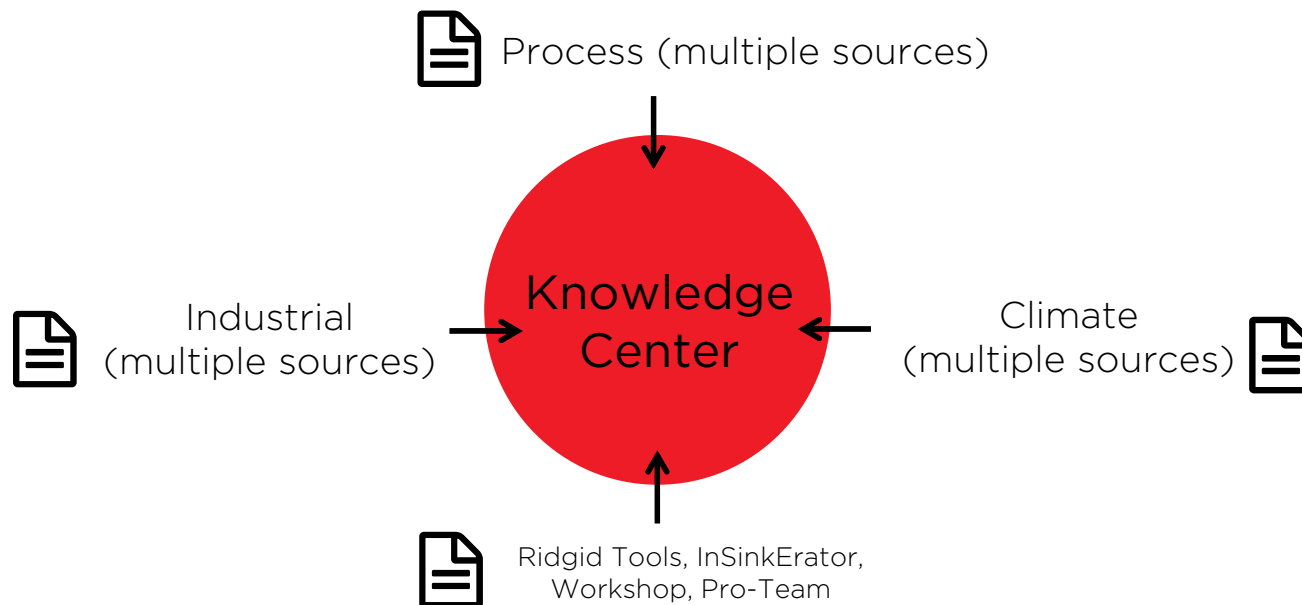


Benefit: Allow end users to access the specifications data they need in the field or on the job

5. Organize and Store Content

Consolidate content experiences

All key product artifact PDFs (datasheets, manuals, case studies, etc.) will be stored and tagged for the new Knowledge Center in a centralized location.



Benefit: One location for key information

Consistent naming using customer language

Common Terminology:

Develop consistent naming of product artifacts as needed

Controlled Vocabulary:

Develop common naming convention across products with subject matter experts

A Manual by Any Other Name?

- ◆ Installation Guide
- ◆ Installation Instructions
- ◆ Installation Manual
- ◆ Instruction Sheets
- ◆ Product Literature
- ◆ Manual



Benefit: Streamline language to ease confusion as customers search for product information

6. Contextualize Customer Support

Create contextual, directory-specific Contact Us resources

The screenshot shows the Mettler-Toledo website's 'United States' contact page. At the top left is the Mettler-Toledo logo. To its right is a 'Login / Registration' link. Further right is a dropdown menu for 'United States' and a search bar. A blue navigation bar contains links for 'Home', 'Products & Solutions', 'Industries', 'Services & Support', 'About Us', and 'Contact Us'. The main content area is titled 'United States' and asks 'How can we help you?'. It provides instructions on how to get a quote and includes a 'Contact us' button. Below this, it lists contact information for 'Autochem' and 'Main Representation'.

METTLER TOLEDO

Login / Registration

United States

Home Products & Solutions Industries Services & Support About Us **Contact Us**

United States

How can we help you?

If you have any questions about our products, or if you would like to contact us to get a quote, please choose the appropriate business unit below and fill in the form. We will get back to you as soon as possible.

Autochem

Mettler-Toledo AutoChem Inc.
7075 Samuel Morse Drive
Columbia MD, 21046 USA

Contact us

Sales ☎ +1 410 910 8500
Service ☎ +1 410 910 8500

Main Representation

Mettler-Toledo, LLC



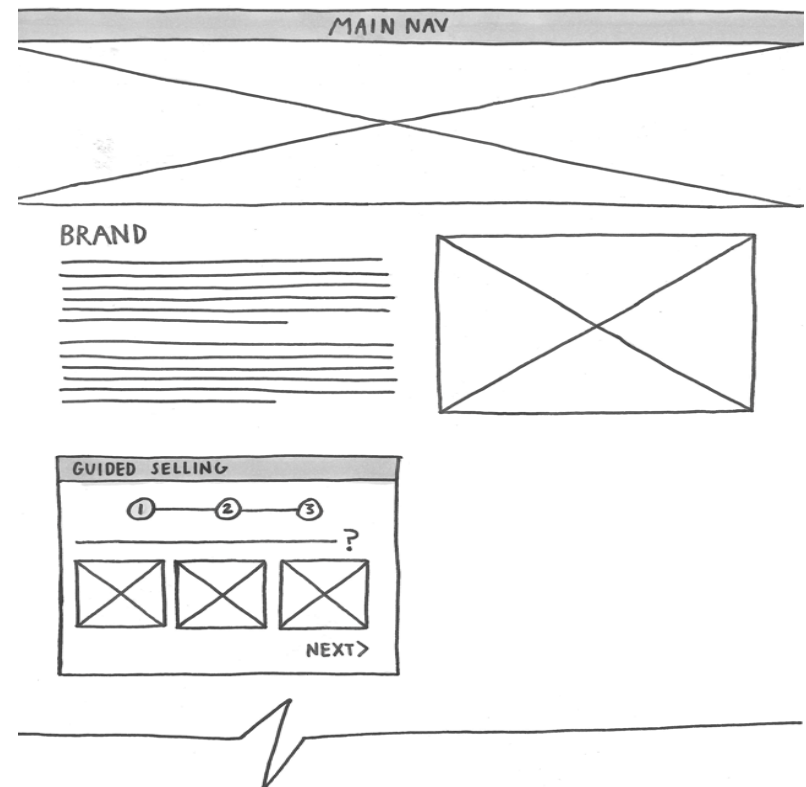
Benefit: Allow customers to get help at just the right time

Provide guided selling

Use guided sales widgets to help customers take the next step in their purchase journey.

A potential DeltaV customer is asked:

1. Are you interested in a new distributed control system?
2. Are you an existing customer interested in adding components to your system?
3. Are you trying to upgrade to the latest version of DeltaV?

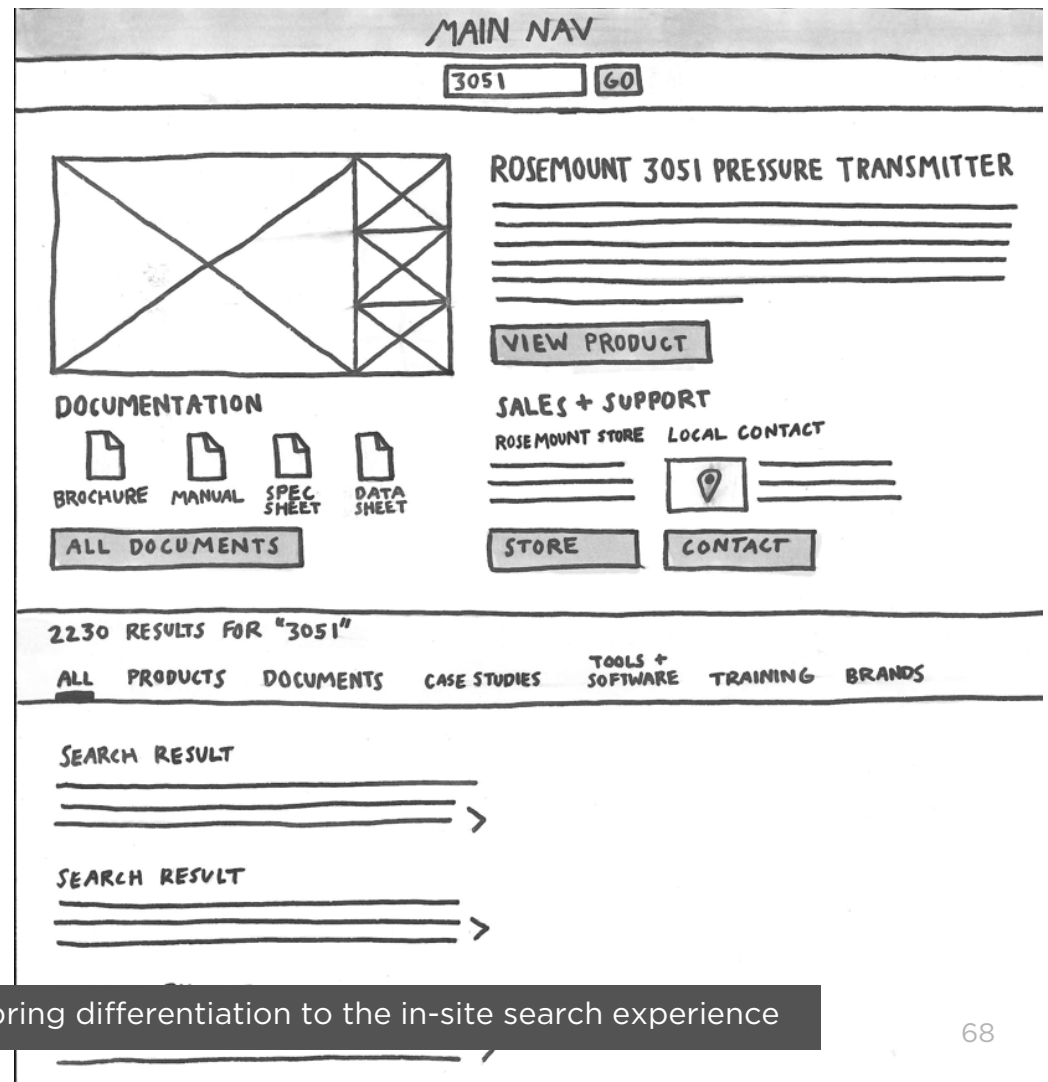


Benefit: Showcase Emerson offerings while funneling customers to most relevant information

7. Optimize For Internal and External Search Experiences

In-Site search enhancement with handcrafted results

Search module inserted for most commonly searched product terms



SEO overview

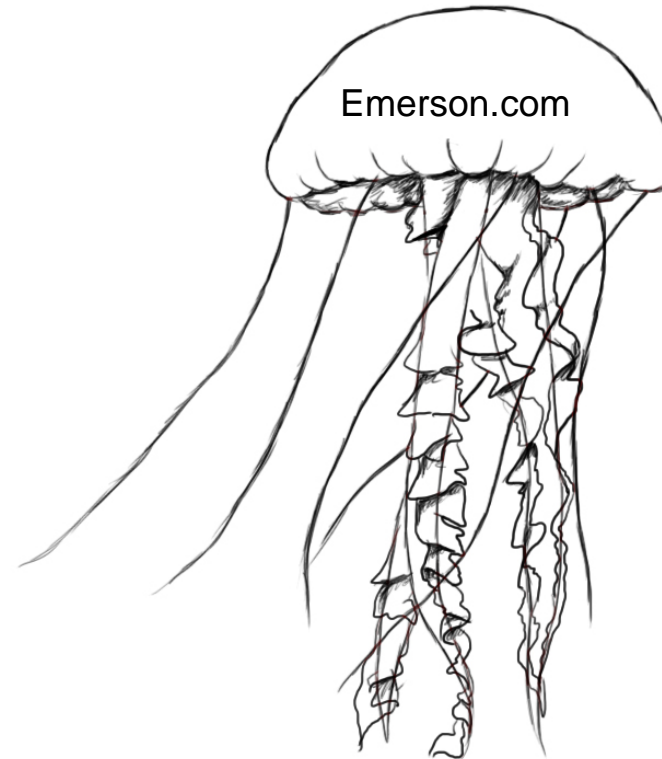
- ◆ The benefits of consolidation to a single domain
- ◆ Leveraging an inbound hub strategy: product-centered site supported by blog content
- ◆ Implementing faceted search and navigation best practices
- ◆ Redirect best practices
- ◆ Implementing specs on product details pages vs. supporting PDFs
- ◆ Mobile SEO advantages of converting PDFs to HTML
- ◆ Aligning SEO and Tech



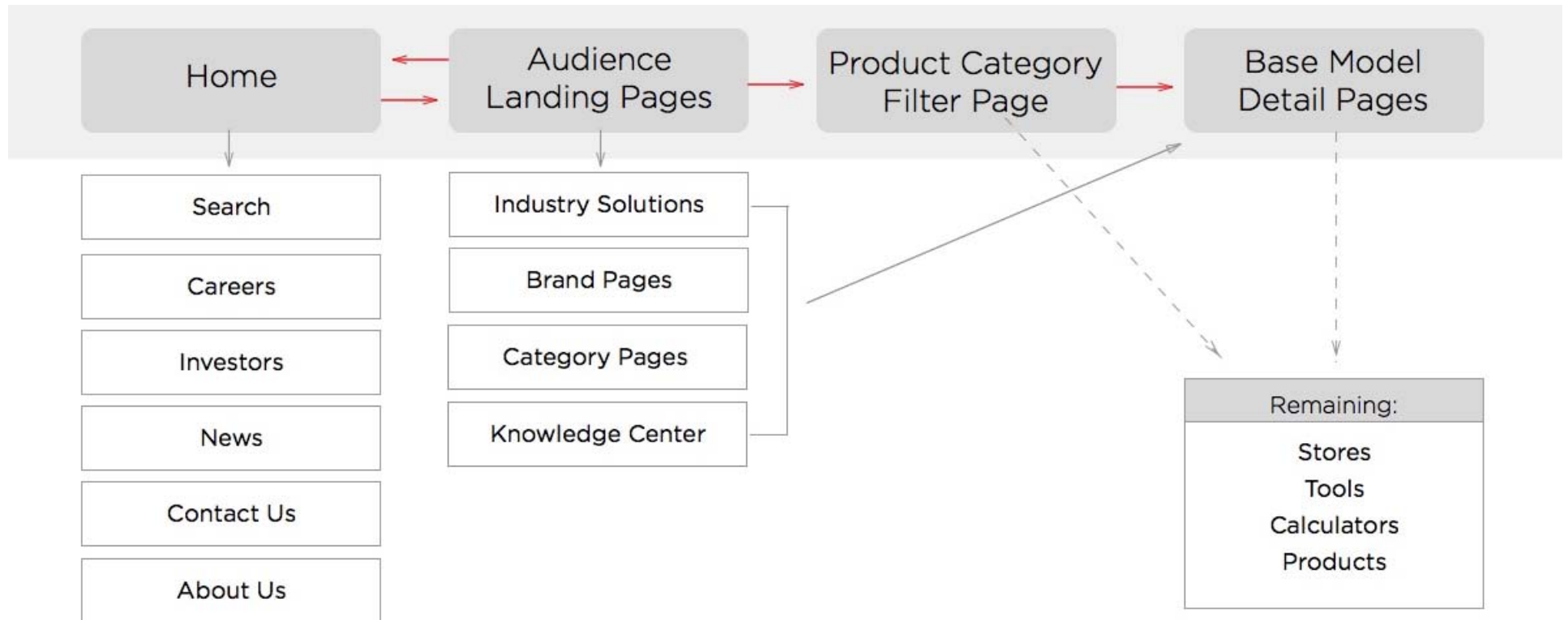
8. Flatten Site Structure

First, acknowledge the Jellyfish

- ✦ Brand sites
- ✦ Configurators, calculators, tools
- ✦ Online Stores
- ✦ Portals
- ✦ Warranty sites
- ✦ Acquired sites
- ✦ Marketing microsites
- ✦ Social media accounts



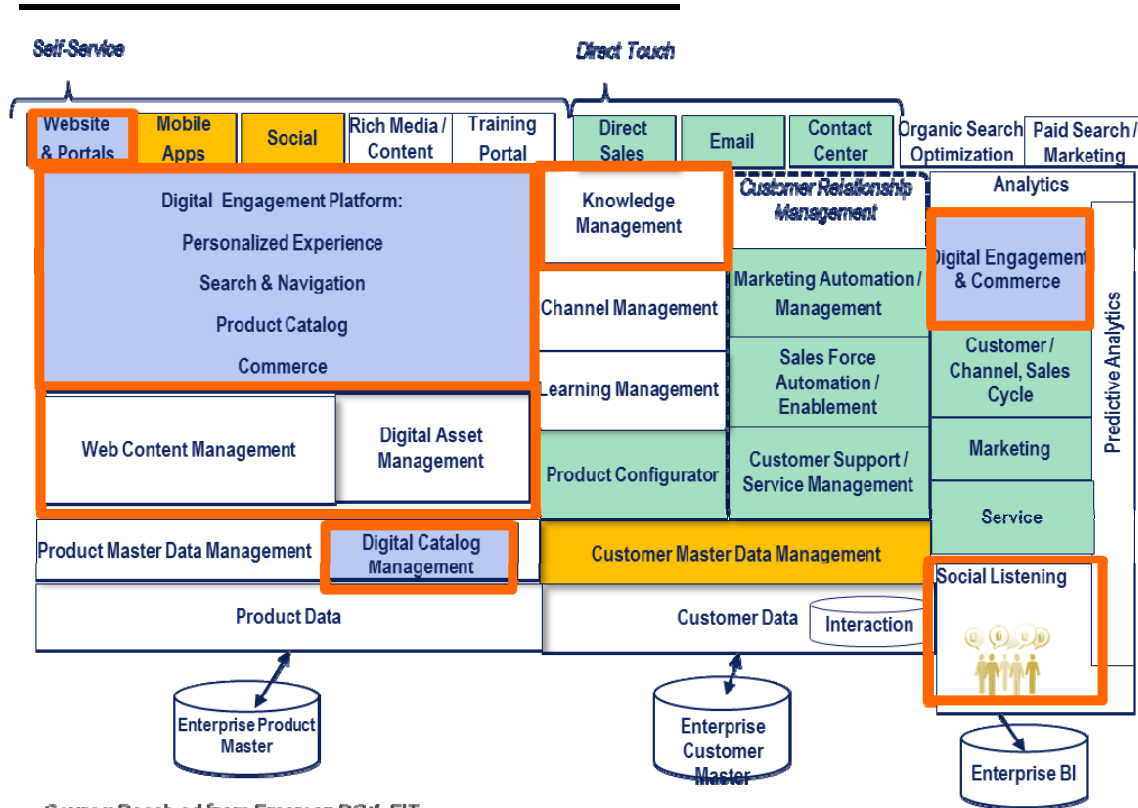
Proposed new Emerson site structure for launch



Technology implications for the desired experience

Feature	Technology That Can Be Used To Implement
Home Page	<ul style="list-style-type: none"> • CMS
Audience Landing Pages	<ul style="list-style-type: none"> • CMS
Product Category Filter Pages	<ul style="list-style-type: none"> • CMS, Digital Engagement Platform Product Data
Base Model Detail Pages	<ul style="list-style-type: none"> • Digital Engagement Platform (product catalog), CMS
Search	<ul style="list-style-type: none"> • Digital Engagement Platform (product catalog) , Search
Knowledge Center	<ul style="list-style-type: none"> • Knowledge Management, CMS, DAM
Careers	<ul style="list-style-type: none"> • CMS for front end
Investors	<ul style="list-style-type: none"> • CMS
News	<ul style="list-style-type: none"> • CMS
Contact Us	<ul style="list-style-type: none"> • Customer Support / Service Management
About Us	<ul style="list-style-type: none"> • CMS
Industry Solution Pages	<ul style="list-style-type: none"> • CMS, DAM, Product Data
Brand Pages	<ul style="list-style-type: none"> • CMS
Category Pages for SEO	<ul style="list-style-type: none"> • CMS, Digital Engagement Platform (product catalog)

Technology assessment – customer engagement reference architecture



Source: Received from Emerson DCX EIT

	Areas to validate
	OUT OF SCOPE: Existing Enterprise Standards, preferred solutions in place
	OUT OF SCOPE: Standards & Policy Efforts Underway
	IN SCOPE: Undefined Enterprise Standard
	Key areas of focus



Technology assessment - gap analysis

Website Portals	Mobile Apps	Social	Rich Media Content	Training Portal	Direct Sales	Email	Contact Center	Organic Search Optimization	Paid Search/ Marketing	
Digital Engagement Platform Personalized Experience Search & Navigation Product Catalog Commerce					Knowledge Management	CRM		Analytics	Predictive Analytics	
					Channel Management	Marketing Automation/ Management		Customer/Channel, Sales Cycle		
					Learning Management	Sales Force Automation/ Enablement		Marketing		
					Product Configurator	Customer Support/ Service Management		Service		
Web Content Management				Digital Asset Management	Customer Master Data Management			Social Listening		
										Digital Catalog Management
Product Master Data Management										
Product Data					Customer Data					

Out of Scope
 Channel

Technology assessment - gap analysis

Website Portals	Mobile Apps	Social	Rich Media Content	Training Portal	Direct Sales	Email	Contact Center	Organic Search Optimization	Paid Search/ Marketing
Digital Engagement Platform Personalized Experience Search & Navigation Product Catalog Commerce					Knowledge Management	CRM	Analytics		Predictive Analytics
								Digital Engagement & Commerce	
					Channel Management	Marketing Automation/ Management		Customer/Channel, Sales Cycle	
					Learning Management	Sales Force Automation/ Enablement		Marketing	
Web Content Management			Digital Asset Management	Product Configurator	Customer Support/ Service Management		Service		
				Customer Master Data Management		Social Listening			
Product Master Data Management			Digital Catalog Management						
Product Data					Customer Data				

Gap
 Partial Gap
 No Gap
 Out of Scope
 Channel

Digital engagement platform

Platform	Pro	Con
hybris	<ul style="list-style-type: none"> • Top tier PIM catalog solution • Strong or robust native core functionality • Modern Java-based architecture • Robust partner ecosystem • Integrates well with other market leader solutions 	<ul style="list-style-type: none"> • Not the most robust CMS • Upgrade issues from older versions • Poor defined support between partner and account managers
Oracle	<ul style="list-style-type: none"> • Newly designed B2B product solutions • Committed to now working with open frameworks • Newly launching a mid-market SaaS platform 	<ul style="list-style-type: none"> • Poor PIM when compared to other leaders • Some conflicts exist around integrations that are gained through company acquisitions • Few if any deployed versions of new Fusion PIM or OMS • Common commerce features supported by separate product or acquisition
Demandware	<ul style="list-style-type: none"> • Multi Tenant SaaS platform • Responsive store starter design • Emerging innovations such as store associate apps 	<ul style="list-style-type: none"> • Lacking robust B2B offering • Revenue share model could prove to have a high cost of ownership • Strategic partnerships supporting common commerce features
IBM WebSphere	<ul style="list-style-type: none"> • One of the strongest PIM catalog solutions • New experience manager composer WYSIWYG live editor • New responsive reference storefront 	<ul style="list-style-type: none"> • Tool set fragmentation between products • Slightly less robust B2B strategy than B2C



Current technology that can plug in and work with validated platform

KEY FINDINGS

- Oracle iStore - for the October 2016 release, existing iStore based sites will continue to use iStore along with their configurators. These sites will integrate with the new Emerson site that will be built.
- Oracle APC - product data that is stored in APC will be extracted, transformed, enriched with marketing data, and then loaded into ACM.



Web content management

KEY FINDINGS

Future State Support for Hybrid Presentation Model

Need for seamless Integration with other DCX Components

- Digital Engagement Platform
- Customer Data

Content Authoring Issue

- Authoring experience of current DCX Platform (SharePoint/WebSphere) error-prone and challenging; very easy to break the system
- Time delay between authoring & previewing makes it difficult to quickly validate work
- Variation Sites are too heavy

Microsoft's new strategy is pushing SharePoint toward a cloud-based offering that doesn't support customization, integration, and innovation that our websites & portals require

- Please note: Microsoft advised that a 3rd party solution (Sitecore) would be a better fit than SharePoint for the type of work Emerson is doing
- Please note: Sitecore does not integrate with WebSphere



Digital asset management

KEY FINDINGS

- CMS RFP includes Requirements for Digital Asset Management
- Opportunity to implement one with a new CMS Vendor
- SharePoint doesn't fit the needs for Omni Channel Delivery
- Metadata associated with the Assets can be leveraged for Search
- Business Segments would be able to leverage various resolutions or sizes of one image asset stored within the system
- Version Control and Archiving are capabilities that SharePoint provides that DAM could effectively do as well



Digital asset management

CONSIDERATIONS

- The lines between CMS and DAM are blurring. If you already have a WCM in place, assess if it can meet your DAM needs
- Determine the level of integration that the CMS and DAM solutions have (is it loosely integrated so digital assets from the DAM can be referenced, is it tightly integrate so that the digital assets are part of the CMS's authoring process, etc.) as processes may need to be put into place for loosely integrated systems
- Define system interfaces as early as possible - interfaces with internal application systems, interfaces with databases / master data, interfaces with important third party vendors, etc.
- Taxonomy and metadata (implicit, explicit, and derived) are essential to managing assets. Allocate time to keep them up to date throughout the project lifecycle and post go-live.
- Capacity planning (storage) is key when determining costs. Considering running models for at least 3 years out
- Keep performance in mind. The use of digital assets can impact page weight and load time. Define performance metrics, and conduct performance and load tests to verify
 - Cache as many assets as you can, consider using a Content Delivery Network (CDN)



Social media management system

KEY FINDINGS

- Social Listening happening to a degree within each Business Segment through different tools
- Concerns with how to interpret and utilize the data within their own Social Channels
- Business Segments have expressed a need for Social Content Strategy and tools to enable the strategy
- Blogs and Communities Site would benefit and can leverage Social Aggregation to display user generated content from their customers



Product master data management

KEY FINDINGS

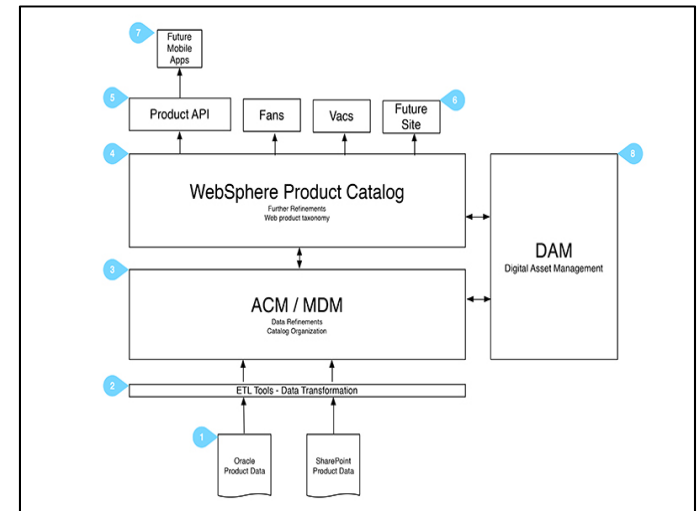
- Business Segments are currently using different product databases (Oracle APC, InfoSphere, SharePoint, etc.) and product data is still used from these systems
- ACM (IBM InfoSphere) is the current MDM system for the new DCX platform
- For some brands, the WebSphere product catalog has become the preferred product data set over legacy product data (Emerson Fans, WorkShop Vacs, ProTeam)
- Data Refinement are housed within WebSphere, expanding the needs for additional web attributes
- WebSphere can become the new master for other digital channels (mobile, API, etc.), as it will become the most detailed and refined set of product data for those other digital channel



Product master data management

CONSIDERATIONS

- Design the data model to be expanded as needed when new product types arise.
- Consider the level of integration that could lead to a solution that can leverage real-time updates between systems
- The data master should ease the integration with other systems, not add another layer of complexity and slow down the workflow
- Define system interfaces as early as possible – interfaces with internal application systems, interfaces with databases / master data, interfaces with important third party vendors, etc.
- Consider a way to have visibility about where products are being used in various systems to know how product changes may reflect different selling channels or businesses



Product master data management - process

As next steps, each Business Segment would need to go through a process to categorize their products. This will help structure data further, clean up any dirty data that may exist, and help align their product sets with Emerson Product catalog standards.

Options

- One at a Time - A manual process to clean and extract data to be in the new model format
- Batch (ETL - Extract Transform Load) - A script would be written to extract data from a legacy system and format the data to fit into a new model
- Integration with existing source of truth - The source will remain, and primary data from this system would be put into a new model where additional attributes and other data refinements can be applied

For this process there are ETL tools that can help speed up the process for the migration once the data set is defined.

Here are some tools we'd recommend be in consideration for this process (in no particular order):

- IBM InfoSphere
- Oracle Data Integrator
- Informatica
- Talend



Customer master data management

KEY FINDINGS

- Customer master data management project underway. The first release of data standards was released in early 2014, using the Customer Experience Pilot. This provided the “Customer Address” and “Name” as customer data and modeling standards
- Fragmented customer data is leading toward: Error prone analytics, slowed agility, error prone integration
- Enterprise ID (EID) is new identifier intended to be a universal reference code for master data
- Enterprise customer data standards are creating two logical customer masters (B2B, B2C), each having specific business related fields all tied together with the Enterprise ID
- Three main components that need to work together: Customer Master (Oracle ESB), Global Data Mart (GDM), Vendor Data Hub (CVDH)
- Customer Master: Migrated to single instance in Oracle
- Global Data Mart: Developing a safe harbor global data mart to aggregate and enrich customer data to prevent duplication, automate customer requests, allow for more robust searching and integration, and satisfy tax requirements
- Vendor Data Hub: Tools to manage master data managed by IT
- Two main service options available for centralizing customer data, can be used individually or together:
 - Global Data Management (GDM): Load data in a master customer record and cleanse data in an oracle ready format
 - Customer Vendor Data Hub (CVDH): Online form set up, setting up workflow, customer quality check and automated routing of approved customer data

Customer master data management

CONSIDERATIONS

- Security is a concern when a customer overlaps multiple brands. Ensuring the customer data is used in the appropriate channel is a critical factor
- Customer data standards should be further defined and able to support varying requirements between the businesses
- Define how new customers are created/registered in the various systems today. This will help define which systems will need to have update and creation capability rather than just read access



Recommendations to Support Experience

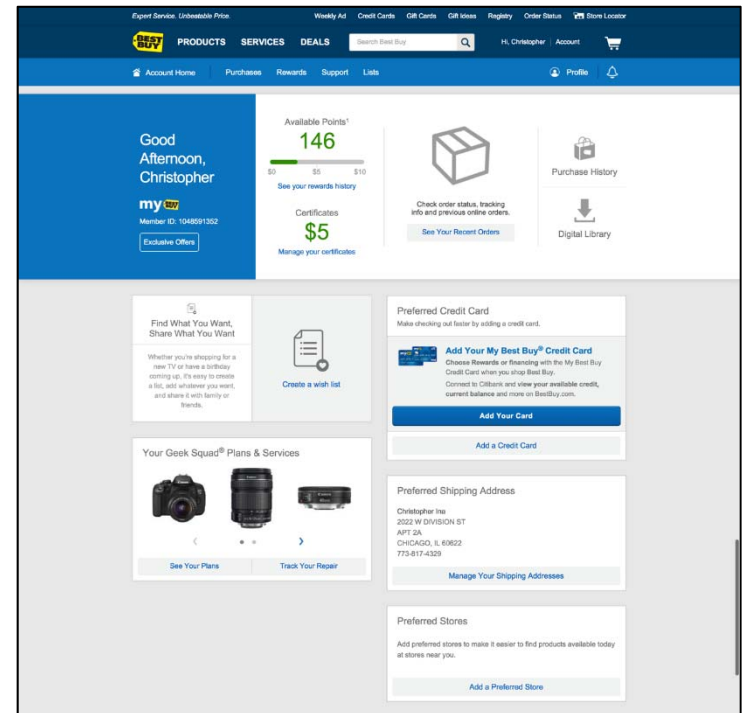
Architecture Component	Recommendation
In Scope	
Digital Engagement Platform	<ul style="list-style-type: none"> Leverage WebSphere Commerce Server already
CMS	<ul style="list-style-type: none"> Continue with RFP with Adobe, and CoreMedia Consider including HP
DAM	<ul style="list-style-type: none"> Combine RFP with CMS. Consider Adobe, OpenText, HP
Social Media Management System	<ul style="list-style-type: none"> Expand Social Listening to be more holistic of social media activities (aggregation, publishing, etc.) Existing solutions from Oracle and Salesforce, and Spredfast and Sprinklr should be considered
Out of Scope But Needed To Deliver Initial Experience	
Product Data	<ul style="list-style-type: none"> Use ACM for product data needs on the website and other digital channels
Out of Scope	
Customer Data, Single Sign On, Product Configurator (can explore as needed)	



Future Opportunities
More involved Technical Integrations

Profile Creation and Identity Management

- ◆ Single Sign-On, Single Location
- ◆ Purchase + Order Tracking + Service History
- ◆ Total Plant Management Solutions



Redesign Calculators and Configurator Interfaces

- ★ Update styles, optimize for mobile
- ★ Improve form fields and affordances
- ★ Create web-based versions for customers who can't install the executable files

Select the attributes below to configure a 262/263 Series valve

* Indicates required attributes **0 of 7** required attributes selected

Imperial Metric

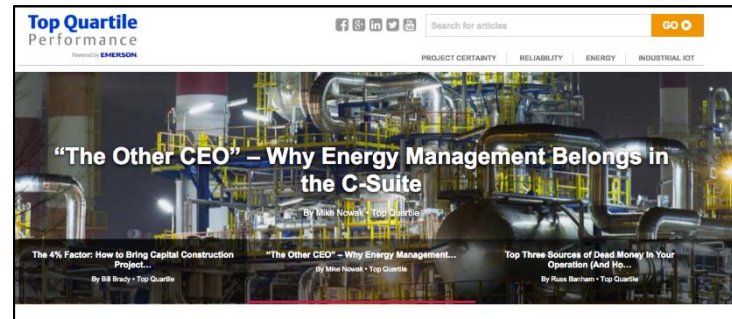
★ Pipe Size	★ Media	★ Voltage	Options
1/8	Air/Inert Gas	Water	Manual Operator
1/4	Light Oil	Hot Water	Mounting Bracket
3/8	Steam	Dry Air	High Ambient Temp.
	Fuel Gas	Fuel Oil	Harsh Environment
	LPG (Propane)	Oxygen	Panel Mount
	Ammonia	Cryo Fluid	Silicone Free
			Quiet Construction
			Low Power Construction <input checked="" type="checkbox"/>
			Vacuum Application

★ Operation	★ Electrical Enclosure and Connections	Standard Voltages
Normally Closed	Watertight	24/50 AC
Normally Open	1/2" Conduit with Leads (standard)	24/60 AC
	Junction Box w/Spade Terminals	120/60, 110/50 AC
	Junction Box w/Screw Terminals	240/60, 220/50 AC
		480/60, 440/50 AC
	Hazardous Location	6 DC
	1/2" Conduit with Leads	12 DC
	Junction Box, 1/2" Conduit w/Terminal Strip	24 DC
	Junction Box, 3/4" Conduit w/Terminal Strip	120 DC
		240 DC
	Open Frame	Voltage Ranging
	Screw Terminals	12-24 DC
	Spade Terminals	24-120 AC/DC
		100-240 AC/DC
	General Purpose	Battery Charging
	DIN	125 DC
	Junction Box with Leads	250 DC



Re-platform Content

- ★ **Training**
Consider one technology platform for all training
- ★ **Blogs**
Consider one platform and one blog, or multiple blogs with consistent style guidelines



What's Next

Reduce Noise with Simplified Navigation Options

Goal: Test Multiple Navigational schemas

Benefit: User defined and validated navigational experience

Upcoming Research Test Plans

1. Information Architecture and Content prioritization for product detail page - (remote self-moderated)
2. Prototype testing (blend remote self-moderated for quantitative feedback, and in-person / remote moderated for qualitative feedback)

Considerations

- Sample size - TBD
- Encompass regional/global customers
- All business segments



Test Industry Standard Information Architecture with Customers

Organization based on typical industry structure
Secondary tier based on Company structure, then further grouped by product category

Primary Navigation:



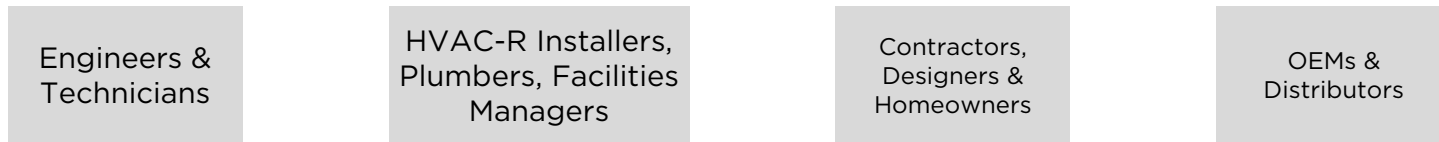
Still being refined and will be shared with business segments prior to testing



Test Audience Targeted Information Architecture with Customers

Audience Based - Doesn't lead with Emerson company structure
Organize based on audiences then lead into products

Primary Navigation:



Secondary Tier:

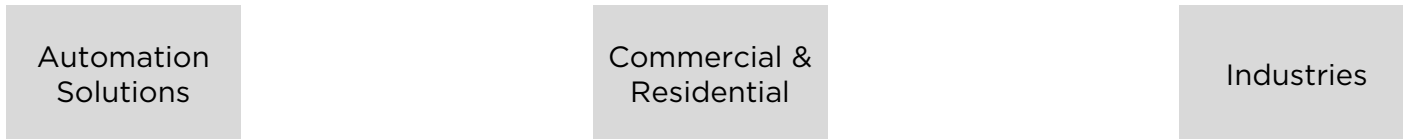


All to be refined and shared with business segments prior to testing



Test Company Organized Information Architecture with Customers

Primary Navigation:



Secondary Tier Options:

-By Audience

1 To be refined To be refined



-By Product Categories

2 To be refined To be refined



DigitasLBI Next Steps

Discover	Envision	Plan + Build	Launch	Post Launch
<ul style="list-style-type: none"> Future Vision Ecosystem Audit Web Content Strategy IA and Site Nav Brand Pages SEO Recommendations Style Concepts 	<ul style="list-style-type: none"> Home Page Knowledge Center Faceted Product Category Page Product Detail Page Technology Page Industry Solutions Page Brand Page Customer Support Look and Feel / Interactions 	<ul style="list-style-type: none"> User Test Prototype Design Iteration Finalize Sunset Strategy Finalize Translation Strategy Finalize Product Count for Launch Finalize Industry Solutions Count for Launch 	<p>Launch</p> <p>TBD</p>	<ul style="list-style-type: none"> Identity Management Redesign Configurators Integrate E-commerce PDF to HTML Conversion
<p>Opportunity Deck</p>	<p>Prototype</p>	<p>New Website</p>		<p>Enhancements</p>



Considerations for Emerson Next

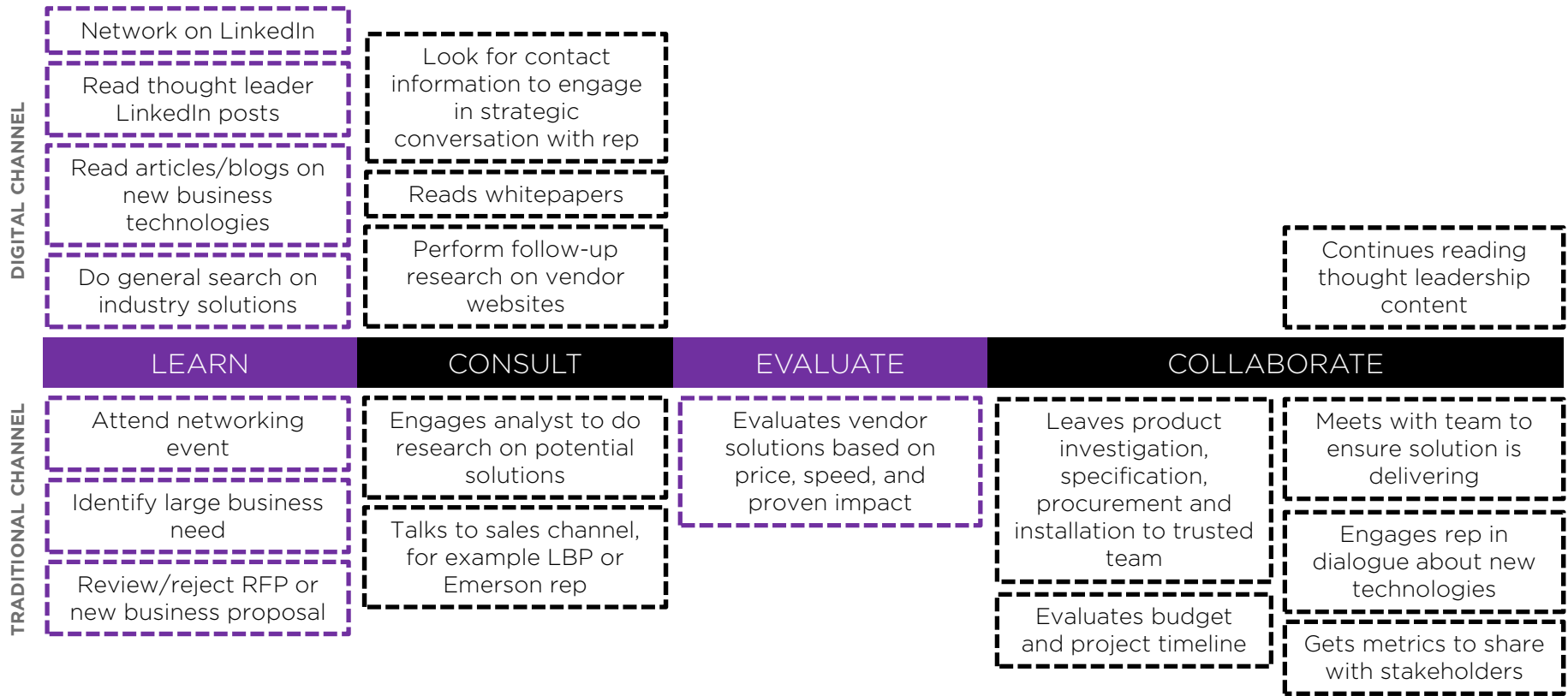
- ✦ Organization for migration
 - ✦ Prioritization of product manuals (PDFs), Sales & Data Sheets, Drawing
 - ✦ Finalizing Product Taxonomy
- ✦ Governance Structure for new site
- ✦ Customer model
 - ✦ For future sales/e-commerce fulfillment
- ✦ Development of sun-setting schedule
- ✦ Communication strategy & plan for change management
 - ✦ Emerson person/people in charge of plan to move it forward



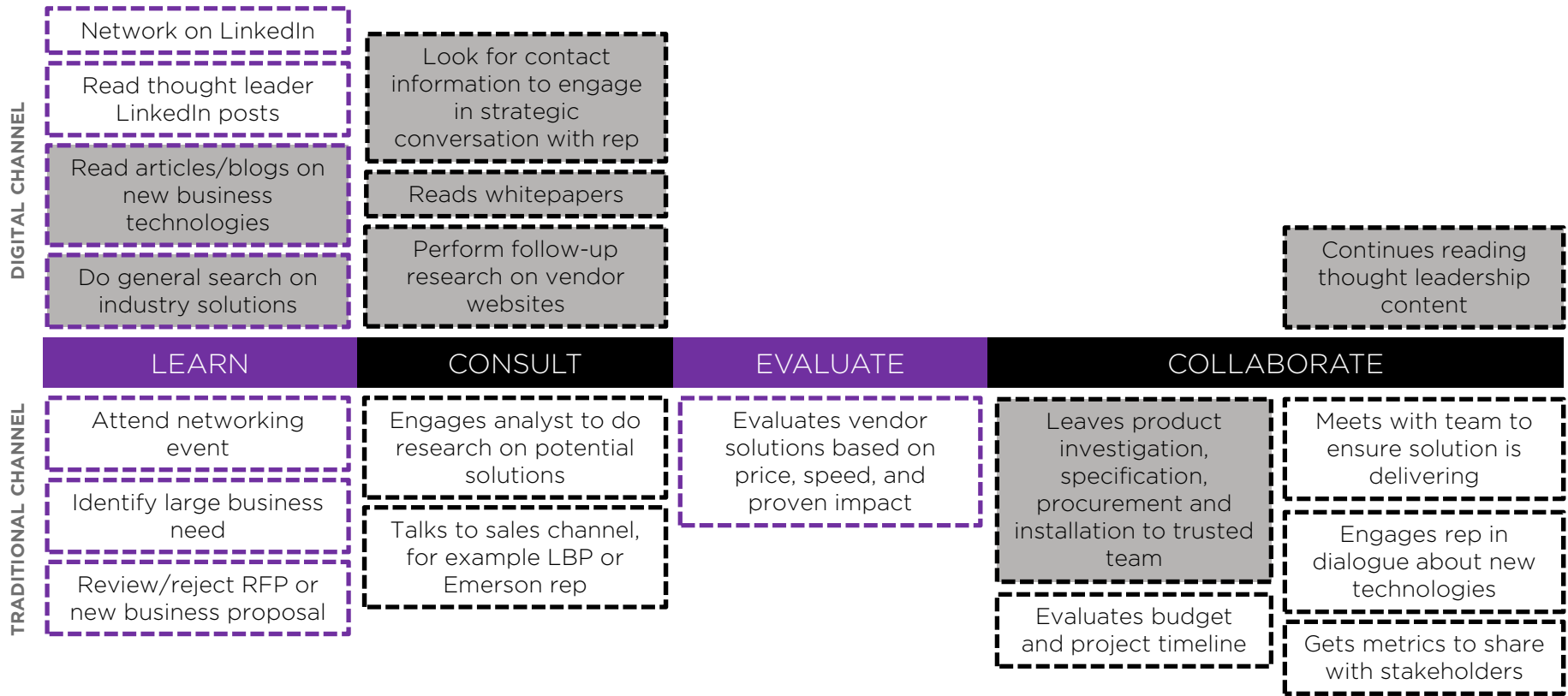
Appendix

All Customer Profile Journeys

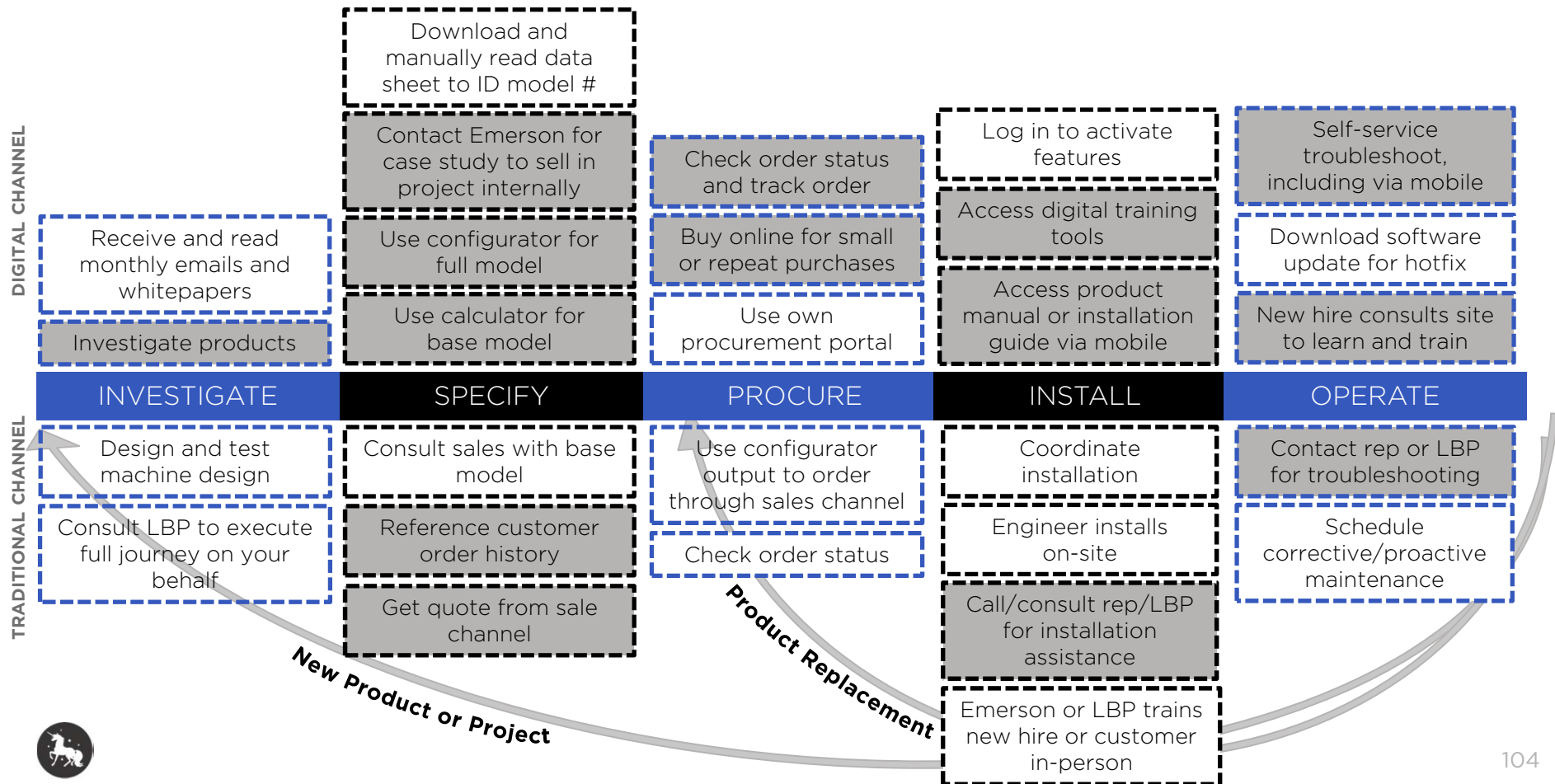
Decision Maker Journey Behaviors



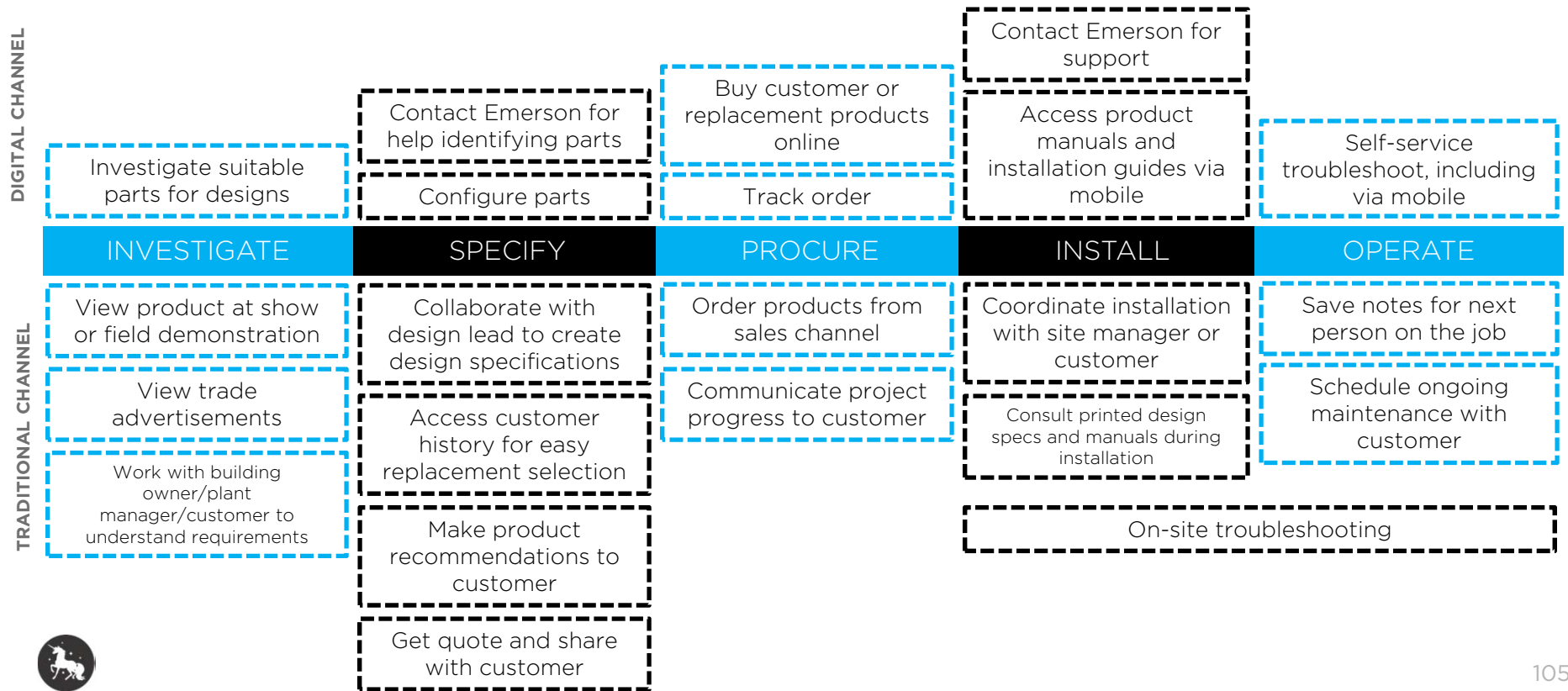
Decision Maker Journey Behaviors



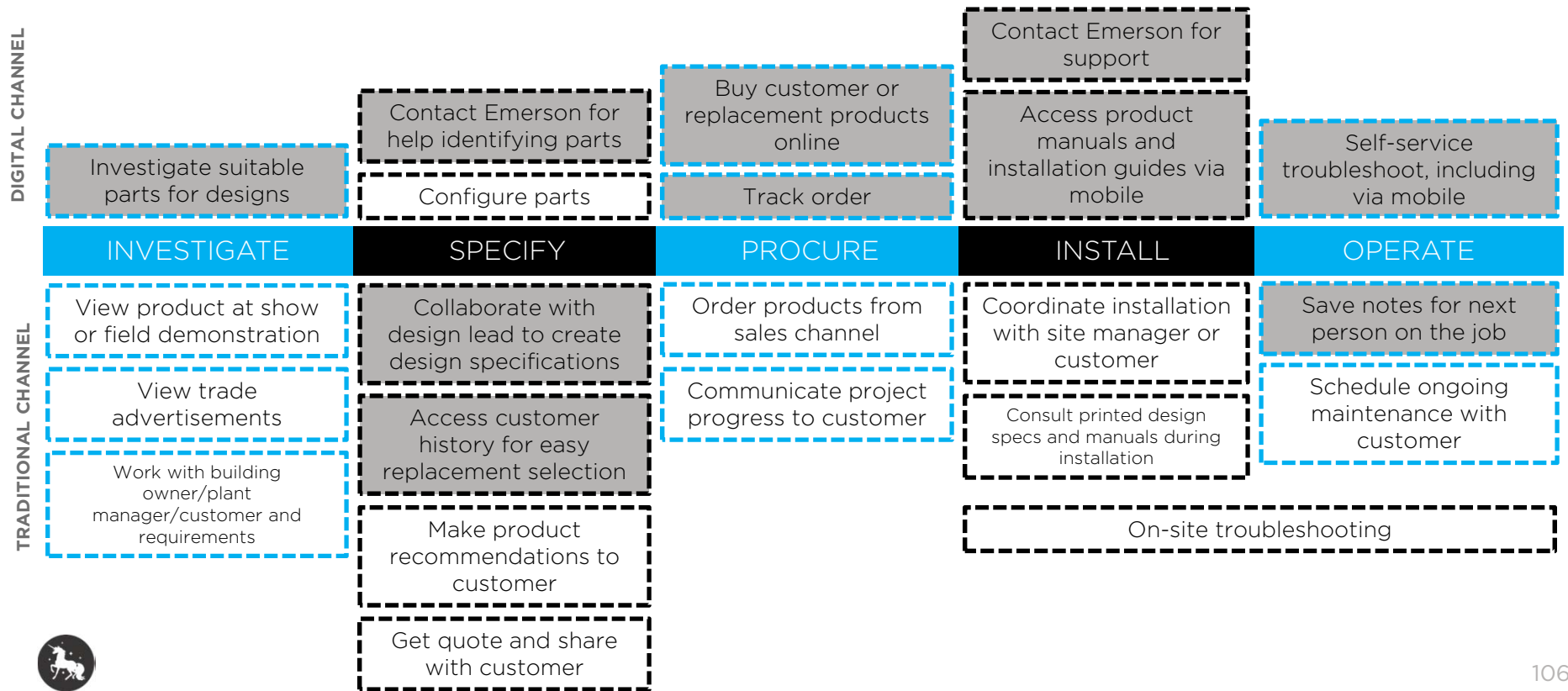
Engineer/Technician Journey Behaviors



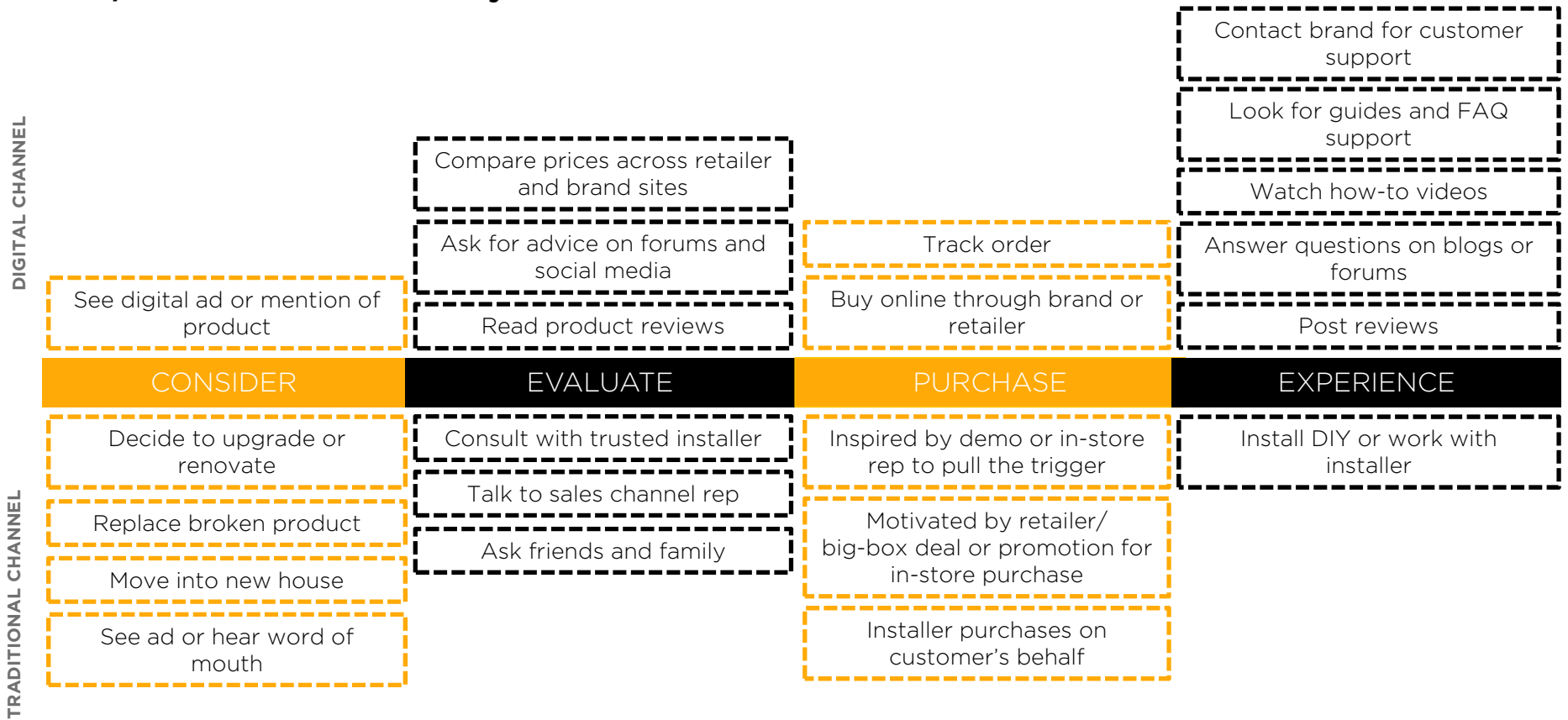
Installer/Contractor Journey Behaviors



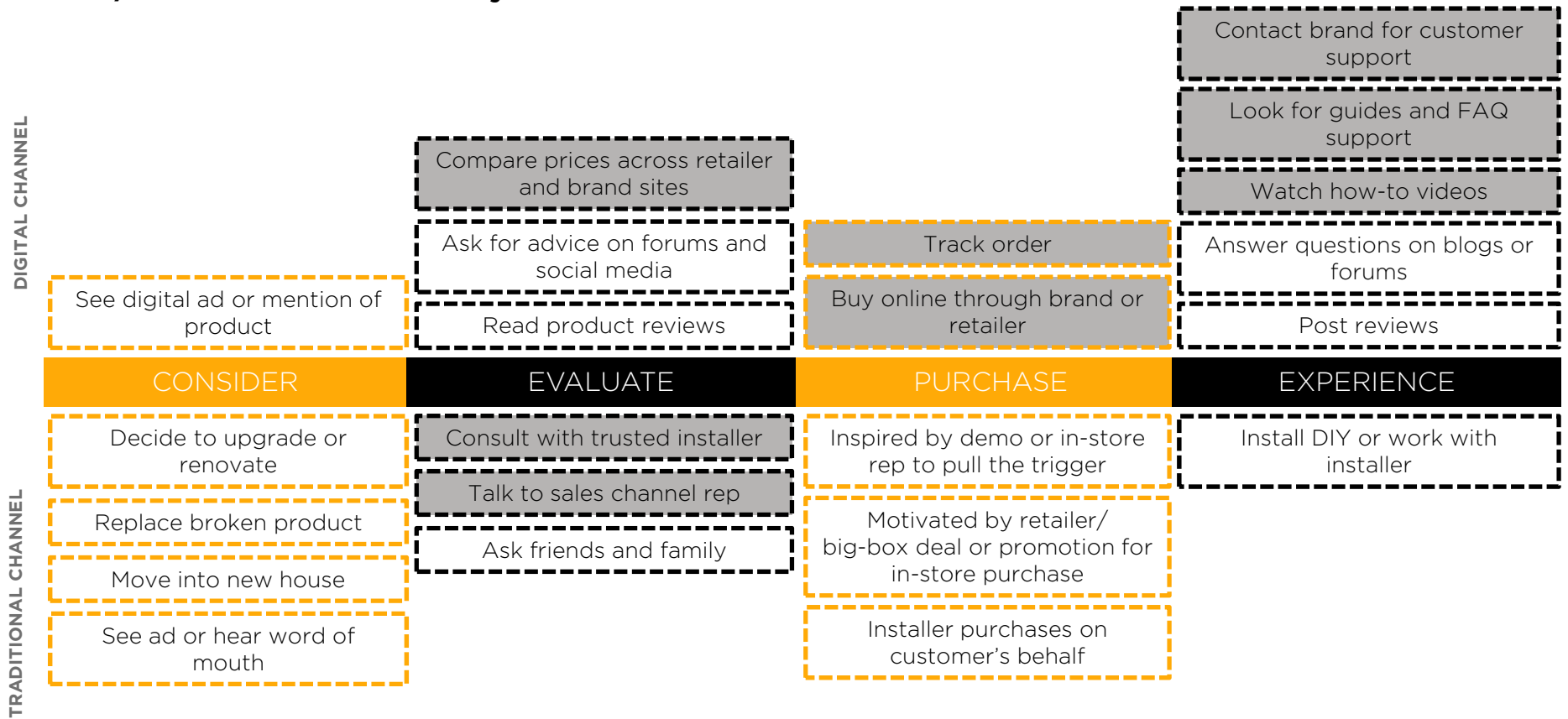
Installer/Contractor Journey Behaviors



DIY/Homeowner Journey Behaviors



DIY/Homeowner Journey Behaviors



Additional SEO support

Consolidation Benefits: Backlink Portfolio

- ✦ Backlinks (external sites that link to your site) are an important ranking factor in organic search
- ✦ It's not just the number of backlinks that matter, but the quality of those sites linking to you
- ✦ By consolidating Emerson web properties, backlinks will point to a single domain rather than being fragmented across multiple domains
- ✦ This can potentially strengthen emerson.com and improve overall site rankings

Emerson Web Property	External Equity-Passing Backlinks	From High-Quality Domains*	Followed Linking Root Domains
emerson.com	619,000	1,552	4,288
emersonprocess.com	244,000	954	4,469
emersonindustrial.com	208,000	166	3,404
emersonclimate.com	2,600,000	301	2,414

Consolidated Link Metrics: 3,671,000 2,973 14,575



*Definition of high quality domains: links coming from sites where [Moz Domain Authority](#) score is ≥ 50

Eliminate Instances Where Emerson is Competing Against Itself

- ◆ Current microsites create keyword cannibalization
- ◆ Multiple pages competing for the same keywords can confuse search engines about which page to award the higher ranking
- ◆ Causes a brand to compete against true competitors and itself
- ◆ Consolidating sites will eliminate instances where Emerson domains are competing for the same topic and can potentially improve organic rankings

Emerson.com and EmersonClimate.com contain very similar pages about scroll compressors, introducing another site to compete against in the organic search space



http://www.emersonclimate.com/en-us/products/compressors/scroll_compressors/Pages/scroll_compressors.aspx



<http://www.emerson.com/en-us/Innovations/Pages/copeland-scroll-compressor.aspx>



Potential Boost to Domain Authority (DA)

- ✦ Domain Authority is a score that predicts how well a site will rank in organic search
- ✦ Domain Authority takes into account trust/authority factors like link metrics and rankings

Emerson Web Property	Domain Authority (scale: 1-100)
emerson.com	79
emersonindustrial.com	69
emersonprocess.com	76
emersonclimate.com	69

- ✦ We can track Domain Authority score to understand how competitive a site is, and especially how this metric changes post-consolidation



Inbound Hub Strategy: Blog Content Helps Establish Authority with Search Engines and Trust with Users

Outreach Platform

Speak to users at different stages of the online journey
May not target “how to” content on your product pages, but many of these searches are likely relevant to your business

Expert in the Space

Content variety is considered a positive signal to search engine
Greater reach and relevance for a broader universe of keywords

Earned Backlinks

Publishing fresh, engaging content that earns links from other sites can show Google that other sites consider your brand an authority

Current User Engagement

Build up trust with users before the moment of purchase so that when they’re ready to buy, you’re top of mind

New User Engagement

Capture users with engaging content who otherwise may not have known of your brand

What’s Good for the User, Not Just the Brand

Show consumers that the brand thinks outside its own business goals and provides real information of interest and utility

Enhanced Internal Linking

Cross-sell opportunities that gently lead users to relevant product information, and demonstrate to search engines how the pages on your site relate



Faceted Search: Can Be Challenging for SEO

- ✦ Subcategories (filter options) lack static landing pages, which limits keyword targeting opportunities
- ✦ Creates many combinations of URLs with duplicate content
- ✦ Indexing signals diluted between duplicate versions
- ✦ Search engine crawl becomes inefficient: time spent crawling duplicate URLs instead of new or updated pages



Solution: Faceted Search + Static Pages

A combination of faceted search and static landing pages allows users to easily find the content they seek, whether they're on site or coming from search

Best Practices

- ✦ Create static landing pages for critical subcategories
 - Capture organic traffic from users searching on keywords relevant to that subcategory
- ✦ Create faceted search mechanism for users to interact with once on the site
 - Block URLs resulting from faceted search from search engines using robots.txt file to prevent duplicate content



SEO Best Practices: Redirect Strategy

- ✦ Utilize 301 redirects to transfer SEO authority signals from old URLs to new URLs
- ✦ Determine whether there is a limit to the number of redirects that the server can handle
- ✦ Prioritize redirecting pages that receive the most inbound links and are most critical to the business
- ✦ Individually 301 redirect old URLs to the nearest equivalent new URL
- ✦ Where logical, utilize catch-all redirects that handle groups of URLs (e.g., old press releases can redirect to press release landing page)
- ✦ Ensure that vanity URL destinations are properly updated



PDF vs. HTML

If PDF is a near-copy of the HTML page:

- ✦ Add canonical tag to URL for PDF page indicating that HTML version is the preferred page

If PDF is supporting documentation (e.g. product specs):

- ✦ Include link in PDF that leads to the relevant HTML page
- ✦ Migrate any valuable, user-friendly content from PDF to HTML page
- ✦ Evaluate what keywords should drive to HTML page vs. PDF page and optimize elements where feasible
- ✦ Socialize HTML page to garner new inbound links



HTML Pages Have Greater SEO Benefits Than PDFs

Drawbacks of PDFs:

- ✦ Lack the HTML tag structure that standard HTML pages have (e.g., H1 headers)
- ✦ Lack of navigational functionality can result in a “dead end” experience for users
 - “Bounce backs” to the search results page can be perceived as a negative signal about the page that was visited; organic rankings may be affected
 - Brand loses the visitor, and potentially future visitors to other sites
- ✦ Are often large files with slower load times, an issue on mobile that Google specifically penalizes
- ✦ Almost always require users to pinch zoom on mobile; page elements don’t scale to be mobile-friendly
- ✦ Assets contained within PDFs (e.g., images) cannot be optimized for search
- ✦ Users are unable to easily share PDF content (no easy share buttons)

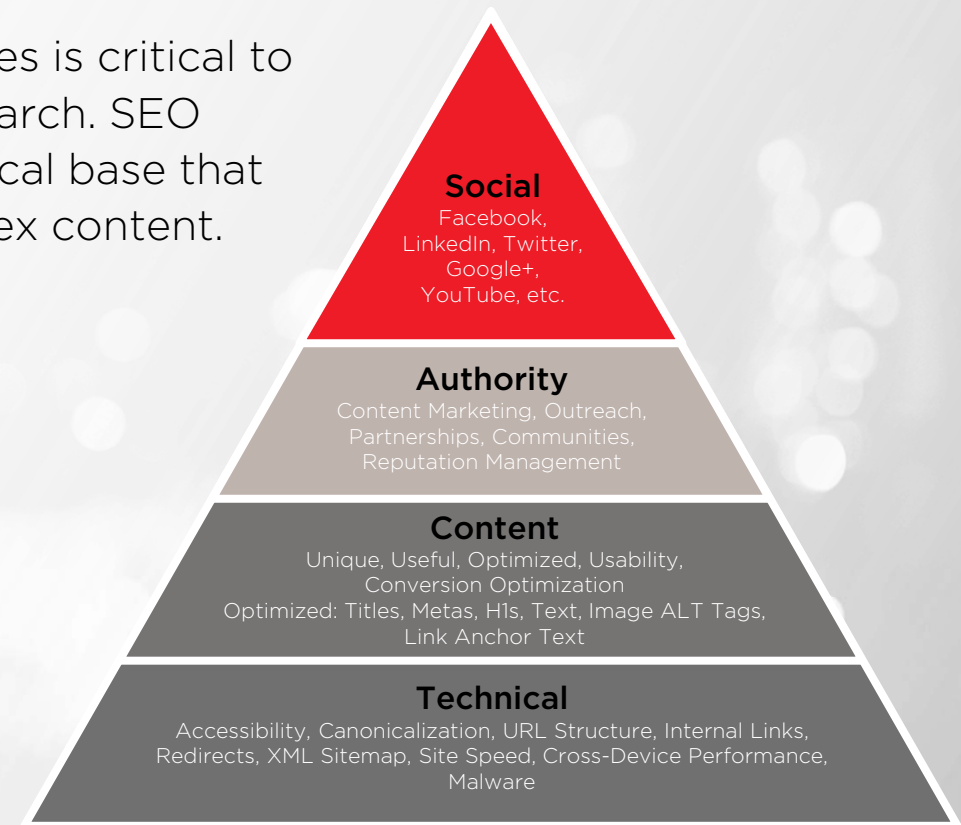


Aligning SEO + Technology

Working closely with technical resources is critical to building a foundation that works for search. SEO performance hinges on a strong technical base that allows search engines to crawl and index content.

Critical points of collaboration include:

- ✦ CMS Configuration
- ✦ URL Structure
- ✦ Site Accessibility for Spiders
- ✦ Redirects
- ✦ Structured Data
- ✦ Site Speed
- ✦ Site Maps and Indexation



Additional Technical Pages

Objective

Our goal for the technology assessment is to...

1

Understand **what** the Business Segments **need** to provide value to their customers and enable the new Emerson vision that is detailed in the opportunities assessment

2

Review and validate the right technologies to support **what** the Business Segments **need** to provide the best customer experience

3

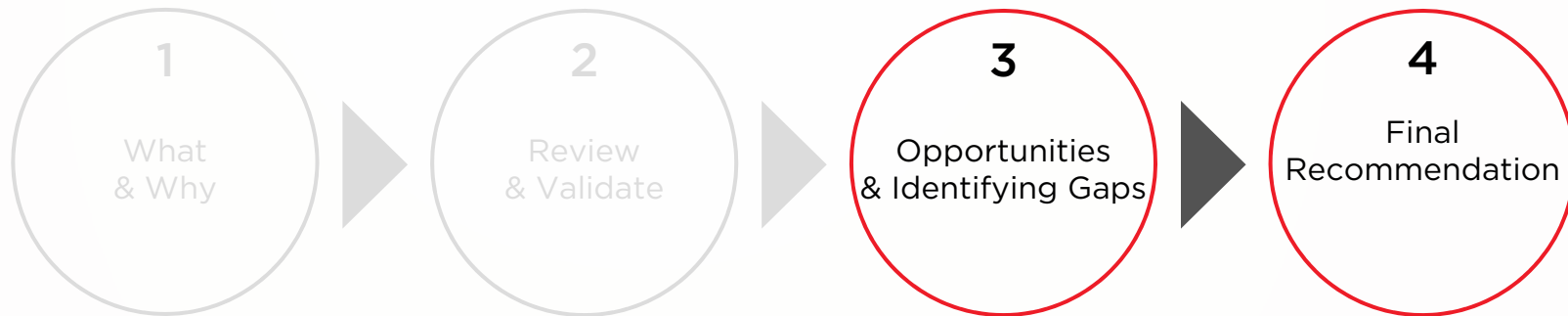
Identify the opportunities from **what** the Business Segments **need** versus the existing technologies in the DCX Platform

4

Provide Recommendations and a Roadmap for moving forward with the new Emerson vision



Plan



Action Items

- Validate shared business vision across business platforms
- Interviewing key stakeholders
- Review/Discuss high level business requirements
- Review solution approach/timeline
- Review future state requirements

- Review existing reference architecture
- Confirmation of as-is state
- Review & evaluate future state requirements against platforms
- Review the technical and system architecture against future state requirements
- Vendor analysis

- Share fit/gap result
- Share readout of gap analysis against future state requirement/platforms

- Share final digital marketing technology assessment
- Share future state roadmap

Deliverables

- Future state requirements for platform

- Summary view of current state key system landscape
- Digital marketing reference architecture

- Ecosystem analysis against future state requirements
- Readout of gap analysis - with system impact & readiness

- Final digital marketing technology assessment
- Future state roadmap



Marketing Needs and Functions Defined

This chart is representative of DigitasLBI identifying 16 core areas spanning the Customer Engagement Reference Architecture. In discussions with the DCX/EIT team, they were refined into these three areas described on the right.

Undefined Enterprise Standards	Content Management, Business Workflow, Digital Asset Management	Ability to support robust dynamic digital content platform for all business segments and drive the discover and explore phases of the customer life cycle
	Front End Presentation/User Experience	Support consistent look and feel and deliver consistent user experience across channels, brands, and regions
	Multi-dimension, Guided Product Search & Browse Navigation	Deliver a seamless search and browse experience across all One Emerson digital web properties
	Personalization, Segmentation, Targeted Recommendation	Enable business to support personalized and contextualized content relevant to customers cross all channels
	Marketing, Campaign, and Promotion Management	Provide a flexible web marketing suite to measure and adapt to customer needs in all aspects of digital marketing
	Localization & Internationalization	Ability to support localization and internationalization across all digital web properties
	Customer Service, Training, Sales Support & Trade Management (Focus on Knowledge and Learning Management)	Consolidate, streamline, and build digital training sales tools to assist the moment of purchase, post purchases, and services activities.
	Multi-dimension, Guided Product Search & Browse Navigation	Deliver a seamless search and browse experience across all One Emerson digital web properties
	Social Content Management, Rating & Review	Create an engaging user experience by combining user generated content and blogs for customer's review and consideration
	To Validate Enterprise Standards	Personalization, Segmentation, Targeted Recommendation
Marketing, Campaign, and Promotion Management		Provide a flexible web marketing suite to measure and adapt to customer needs in all aspects of digital marketing
Product Catalog Management		Enable business to streamline all aspects of product management ranging from product relationships, product attributes through navigable product catalogs
Cart and Checkout		Offer a unified cart and global checkout experience for all business units with ability to integrate with shipment tracking, quick checkout and re-order
Analytics & Reporting		Provide analytics and reporting capabilities across brands and regions.
Preferred Solutions Already in Place	Customer Accounts Management (Consumer Profile, Account, CRM, Customer Insights)	Enable capabilities to manage customer information and preferences and provide a single view of customer profile across all channels
	Order Management	Offer flexibility in creating, processing, and managing of orders across channels and provide seamless experience to the end customer
	Technical Integration and Operations	Enable a unified service level architecture that will streamline communication between integrated systems
	Information Security	Create Information Security System that is scalable with fraud detection and investigation automation techniques
	Code and Site Management	Use best in class software configuration/code deployment/continuous integration practices including automated testing.



Future State Wish List Prioritized - In Progress

We have captured and prioritized the Future State Wish List from each of the Business Segments based on the highest level of impact on the customer experience:

Automation Solutions		Commercial and Residential Solutions	
Process Management	Industrial Automation	Climate Technologies	Commercial and Residential Solutions
Content Management - Authoring Experience, Responsive, Localization	Content Management - Page Weight Reductions, Authoring Experience, Responsive	Content Management - Authoring Experience, Information Architecture, Personalization	Content Management - Robust, Dynamic, Responsive
Product Catalog / Taxonomy	Product Taxonomy and Catalog	Consistent Look and Feel, Responsive	Consistent Look and Feel
Commerce	eCommerce/Customer Portals	Product Catalog	Simplified Catalog Management
Search	Product Selectors	Search to include Model Numbers	Search - Structured + Unstructured Content, Faceted Navigation
Digital Asset Management	SEO	Analytics	Analytics - Across Site, Engagement, A/B Testing
Personalization	<i>To be further defined in 11/6 session</i>	SEO	
<i>Requested further information from Team by EOW 11/6</i>		<i>Requested further information from Team by EOW 11/6</i>	



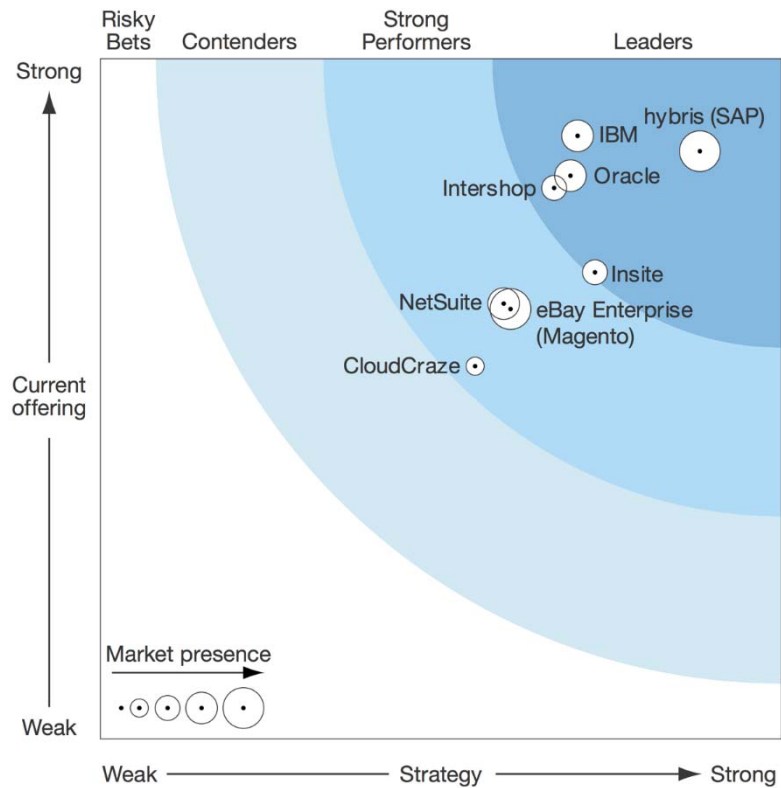
B2C Commerce Platforms



- Forrester Wave B2C Commerce Suites, Q1 2015
- Core capabilities are largely similar in the leader tier
- Platform selection usually comes down to price, vision, and alliances
- Core features often exceeded the needs of the clients (pricing, search, cart, checkout) at the leader tier



Digital Asset Management



- Forrester Wave B2B Commerce Suites Q2 2015
- Demandware drops off in B2B
- B2B will offer everything that B2C does; in addition, it will offer complex B2B functionality such as price quote, complex customer integration, etc.



Platform Features

	Native commerce feature*				Supported via separate product or acquisition	Supported by strategic partnership(s)
	Robust	Strong	Effective			
Demandware						
OMS					•	•
PIM						•
EXM		•				•
Oracle Commerce						
OMS					•	
PIM					•	
EXM	•					
hybris Software						
OMS		•				
PIM	•					
EXM	•					•
IBM						
OMS					•	
PIM					•	
EXM	•					•



Source: The Forrester Wave: B2C Commerce suites, Q1 2015