

“ The Percussion CM System really helps us manage all f the languages and countries in our portfolio of over 100 Web sites. If we didn’t have a tool for tracking that content and allowing the marketing people in the business units to maintain it, we’d need to divert internal IT staff to the task. Using The Percussion CM System allows the marketing content in any language for any country to be maintained by our marketing groups across the globe. This is an essential ingredient for showcasing our products and delivering a more compelling user experience that helps people decide to buy Armstrong.

▶ Jon Litofsky
Manager, eBusiness
Armstrong World Industries

“ At Armstrong, we created 40 Web sites for our multi-lingual global presence in just the first eight months of using The Percussion CM System. Now, we rely on it to provide content management for over 100 sites worldwide. With Percussion, we have an enhanced solution for our most pressing content management problems: globalization, efficient content reuse and easy authoring and production by non-technical business users.

▶ Bryan S. Snader
Senior Internet Architect
Armstrong World Industries

Armstrong uses Percussion to deliver multi-lingual content to over 100 Web sites worldwide

Award-Winning Web Presence for Leading Floor, Ceiling and Cabinet Manufacturer, Gives Its Product Marketers Powerful Tools and Streamlined Globalization

Major Global Corporation in Rapid Worldwide Roll-Out of Multi-Lingual Web Sites

Armstrong Holdings, Inc. is the parent company of Armstrong World Industries, Inc., a global leader in the design and manufacture of floors, ceilings and cabinets. In 2005, Armstrong’s net sales totaled nearly \$4 billion. Based in Lancaster, PA, and founded in 1860, Armstrong operates 41 plants in 12 countries and has approximately 14,600 employees worldwide.

Armstrong decided in late 2001 that it would create Web sites and the supporting infrastructure to showcase Armstrong products in the native languages of each country. The IT team knew that they would need a new Content Management System (CMS) to support the large-scale rollout required for a global system of over 100 Web sites. Armstrong executives wanted to empower its sales and marketing professionals in the various lines of business and global regions to have hands-on responsibility for their own Web sites’ product content.

After an extensive, multi-vendor review, Armstrong selected the Percussion Content Management System (CM System). Percussion’s multi-lingual and multi-site support, robust functionality, ease of integration and content reuse, as well as the cost-effectiveness of Percussion’s De-Coupled Delivery-based solution were driving factors in Armstrong’s decision. Armstrong has been relying on its Percussion CM System deployment globally for more than four years, and Percussion has enabled the multinational company to vastly expand the volume and sophistication of information it provides to its customers and distribution channel partners via the Web. Soon after deploying its first round of 40 Percussion CM System-based sites, Armstrong’s page count quickly grew from 800 to more than 3,000. Today, that number is about 10,000, although the company has increased its reliance on dynamic content vs. static html. There are some 20,000-plus “content items” now in the system, according to Armstrong’s Bryan S. Snader, Senior Internet Architect. “Conservatively, we’ve more than tripled our content volume since we first started using Percussion,” said Snader.

Content-Driven Online Marketing

The primary role of Armstrong’s multi-faceted Web presence is to share both product and marketing information with its key audiences around the world. For the residential business, this means inspiring the homeowner with rich product information and photography. For the commercial market, it is sharing product specific information as well as marketing programs and promotions with architects, interior designers, contractors, and distributors. The content includes retail and commercial portals where content is tailored towards the end user to assist them in their daily tasks. “A good 80 to 90 percent of the content in our Percussion content management

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Percussion Software's family of practical software solutions enables customers to maximise both the value and quality of their enterprise content. The company's flagship product, The Percussion Content Management System (CM System) 6.5, is an enterprise-level Web Content Management (WCM) solution for creating customer-centric business applications. Percussion CM System 6.5 enables organisations to achieve a higher return-on-content by delivering dynamic, frequently changing content to customers. Based on open standards, it provides organisations with a robust platform that allows customercentric content to interoperate with other enterprise content, regardless of repository or ECM system. With The Percussion CM System, content can be managed across multiple sites, multiple channels and multiple lines of business in order to ensure consistency of brand and customer experience.

Percussion's portfolio of customers

includes Armstrong World Industries, BC Hydro, the British Library, Cheapflights, Hotwire.com, ING Direct, National Express, Land Securities, NSPCC, Natural History Museum, Nottingham Trent University, Norton Rose, Osborne Clarke, P&O Ferries, Rentokil Initial, Royal Pharmaceutical Society, the Science and Technology Facilities Council, Shire, Sightsavers International, Symbian, Tate, the University of London, the V&A, Vegas.com, Visit London and uSwitch.

More information can be found on the Web at www.percussion.com.

system is what I consider to be marketing information. It's all about providing them with better information to help market our products more effectively in their distribution channel, and helping them to convince people to buy Armstrong," said Jon Litofsky, Manager of eBusiness at Armstrong.

Major Reasons for Relying on Percussion

Armstrong has achieved a major increase in Web content volume without any increase in the IT staff supporting its Web sites - representing a major savings over its previous CMS. The new Percussion-based system not only makes it easier to accommodate exponential growth in content volume, but also supports frequent, rapid changes to content. Other major reasons Armstrong selected Percussion included:

- » Globalization
- » Quick Implementation
- » Easy Authoring and Production by Non-Technical Users
- » Integration
- » Efficient Content Reuse

Armstrong knew that they had to deliver a global, multi-lingual solution immediately. Percussion's professional Services group helped to develop the prototype for their multi-lingual rollout in only one month. By reducing by half the developer time needed to create a new Web site, Percussion made it possible for Armstrong to build 40 multi-lingual sites in only its first eight months of deployment.

Future Objectives

When taking a look at future directions for Armstrong's global Web presence, and its Percussion CM System deployment, Litofsky's team doesn't see any radical turns ... just a steady stream of enhancements based on their current direction. "The biggest priority is continuing to improve our support for handling multiple sites, multiple languages and multiple countries," says Litofsky. "As an IT organization, the more efficient and flexible we can be, the more we can support the local marketing team's preference for how to go to market. Having the flexibility to be able to configure the tool to do that without having to develop loads of custom code is very important to us. That's really where the biggest value is as we move forward and continue to increase our global on-line presence."

This value is an essential element in meeting the company's goal to deliver more compelling online experiences that help customers to decide to buy Armstrong products.

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