Capgemini:
a new culture of
digital creation.

Capgemini underwent a huge re-platforming project, migrating their network of 38 sites from their legacy Drupal CMS to WordPress VIP.

W VIP

Capgemini is a multi-billion dollar international consultancy focused on leader technology services and digital transformation. Capgemini's global workforce is composed of 200,000 team members in over 40 countries. A regular winner of major industry awards, Capgemini was recognized as a 2018 World's Most Ethical Company.

Drupal had become a choke point, causing unnecessary production delays

Capgemini's legacy CMS was no longer improving workflows or supporting editorial needs. Drupal's lack of backward compatibility made the website increasingly unstable. The system no longer supported their digital roadmap, and teams across the organization were becoming frustrated with the lack of usability and extensibility —thereby seeking their own solutions outside the group platform. By this point, the CMS they were using was blocking them from doing what they needed a CMS to do: publish content seamlessly.

Capgemini migrated 38 sites to WordPress— which immediately increased productivity

Capgemini had a clear requirement: their new platform would promote a decentralised approach to publishing and provide a workflow and communication framework to increase visibility into the production process. Migrating to WordPress quickly alleviated Capgemini's content creation challenges. Their development team was then free to tackle more difficult engineering problems. Soon, Capgemini had rebuilt their entire platform architecture, making it easy for content creators, editors, and developers to do their jobs and achieve the results they required.

Now, Capgemini's teams deliver seamless user experiences across languages, cultures, and markets

WordPress VIP helped Capgemini leap into a new digital culture of creation with a robust, usable, and intuitive CMS. Now, the CMS supports Capgemini in delivering their business objectives and empowers their global network of teams to do their jobs effectively.

Migrating to WordPress quickly alleviated Capgemini's content creation challenges.

CONTENT CREATION

WORDPRESS CMS

EDITING

DEVELOPMENT

WVIP
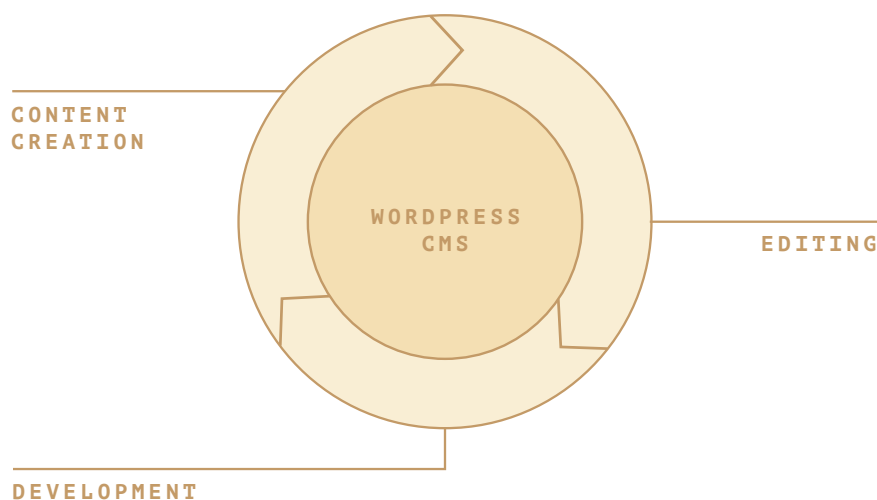
"We needed a system and a piece of technology that would force a reckoning of our team members to actually learn what digital publishing is, and what digital marketing means today, in a bunch of different cultures, languages, and markets."

— PARKER WARD
DIRECTOR, CONTENT MARKETING AND COMMUNICATIONS

Wvip

Key Results

- 1,400+ new users on the platform

- Content syndication with geolocation and multilingual support

- Published 20,000+ pages in 10+ languages across 38 individual sites

- Development team grew from 5 webmasters to 70 CMS users

- Greater internal capacity to optimize content to generate leads

- Intuitive, flexible, consistent user experience

- Content creators, editors, recruiters, and developers achieving their business goals

WVIP