



Case study: manufacturing

# Goodyear

## Making the Web grip a global audience

With more than 120 B2C Web sites to update and maintain in Europe, Middle East and Africa alone, Goodyear Dunlop Tires turned to SDL Tridion for its Web Content Management solution to communicate to its worldwide audience. It has two main premium brands, Goodyear and Dunlop, along with another brand, Fulda tires, and an additional four associated tire brands.

## Managing Web site growth

Goodyear's products are available in more than 40 European countries. With three different Web sites for each of the main brands in each country, next to several service and B2B sites, its Internet presence grew to more than 120 different Web sites in about 30 different languages.

"It quickly became obvious to us in 2004 that we needed to deploy a more powerful Web Content Management solution as it was becoming a logistical nightmare to update and maintain so many Web sites," says Nicolas Costes, EBusiness Director, EMEA, at Goodyear Dunlop Europe.

SDL Tridion R5 was installed in 2005. Each of the brands, Goodyear, Dunlop and Fulda, uses a

separate instance of R5 and through BluePrinting, each has a parent or 'master' site where content is created centrally and then it has many child sites, one for each country. The majority of the Web content is handled centrally at the EMEA headquarters in Belgium.

"Before the integration was done, it used to take three weeks for approved content to become accessible on the portal. Now users bypass the IT department, adding content as and when they want."

Nicolas Costes, EBusiness Director, EMEA  
at Goodyear Dunlop Europe

## Case study: Goodyear

### Benefits: fast and efficient

"Our EMEA Web services organization provides support for the national organizations and we make content available for them to use when they want to. Currently we don't prevent, nor do we encourage, much localization. However as interactive marketing competence increases within the global organization it will be a natural development that the national offices will be empowered to update and input the majority of content themselves," says Costes. "Here we have five people at EMEA and one person per brand working on our Internet presence."

For the EMEA team the challenge was how to handle the many different language translations but now that it has purchased a translation management system that is fully integrated with R5, translations are better managed. "The new translation system plays to SDL Tridion's strengths and new content is uploaded faster and more efficiently," says Costes.

"For sites that use the same languages, we are currently reusing content by means of Tridion publications which function as language libraries, for example for Switzerland, Austria and Germany; content needs only to be translated once but is used on three different national sites.

"The translation management system will be a vehicle to streamline the process and further automate the roll-out management. As an additional benefit we are building a translation memory and a terminology database in 29 Languages."

### Proof: US joins the R5 platform

Six months into the implementation in Europe the US parent company joined the same SDL Tridion platform to manage the remaining sites across the company. First, the worldwide company intranet was migrated across to R5. Plans are now being made to migrate its other Web sites starting with Latin America.

"In addition to using SDL Tridion for our B2C Websites, we are also using an SDL Tridion news feed for our B2B sites. In the B2B environment our resellers replenish their stock online," remarks Klaus Bestvater, B2C Project Manager at Goodyear Dunlop Tires. "We are running dynamic components empowering the different sales organizations to create and maintain their local content for the Web site and Tireportal simultaneously. It is definitely a sound business decision to only have one source of information which brings together all three brands for the resellers."

The next step in the Internet evolution at Goodyear Dunlop is to look at interactive marketing. Costes says, "We shall be redesigning the Web site to better fit users' expectations and behaviors and as well as improving the use of search engine optimization and advertising. Another great advantage of R5 is that when we adjust the templates, we will not have to tinker with the existing content."

"We are quite satisfied with our use of SDL Tridion so far. We are now delivering much better services to our customers," says Costes.

[www.sdltridion.com](http://www.sdltridion.com) | [info@sdltridion.com](mailto:info@sdltridion.com)

Copyright © 2007 by SDL Tridion.

SDL Tridion®, SDL Tridion R5™, BluePrinting™, SiteEdit™ and WebForms™ are trademarks of SDL Tridion Holding B.V. or its affiliates. All other company or product names used herein may be trademarks of its respective owners.