



Raymarine

**Delivering a cutting edge
Headless CMS to support the
global end to end sales
process.**

Raymarine®

WHO ARE WE?

- Global provider of marine electronics for the leisure and light commercial markets
- Extensive product range:
Chart-plotters, radar, instruments, cameras, AIS and VHF
- 100-year legacy
- Offices in 12 countries
- Partner with 7,500 dealers/installers in 110 countries.

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WHAT WERE OUR CHALLENGES?

- Needed to remove legacy unsupported CMS
- Poor UX and barely mobile responsive
- Out of date content and broken user journeys
- Poor SEO and low domain authority
- Competitors like Garmin and Navico were winning online
- Reclining market share and an increased challenge to our brand relevancy
- Need to compete – the start of a bigger 'digital transformation'

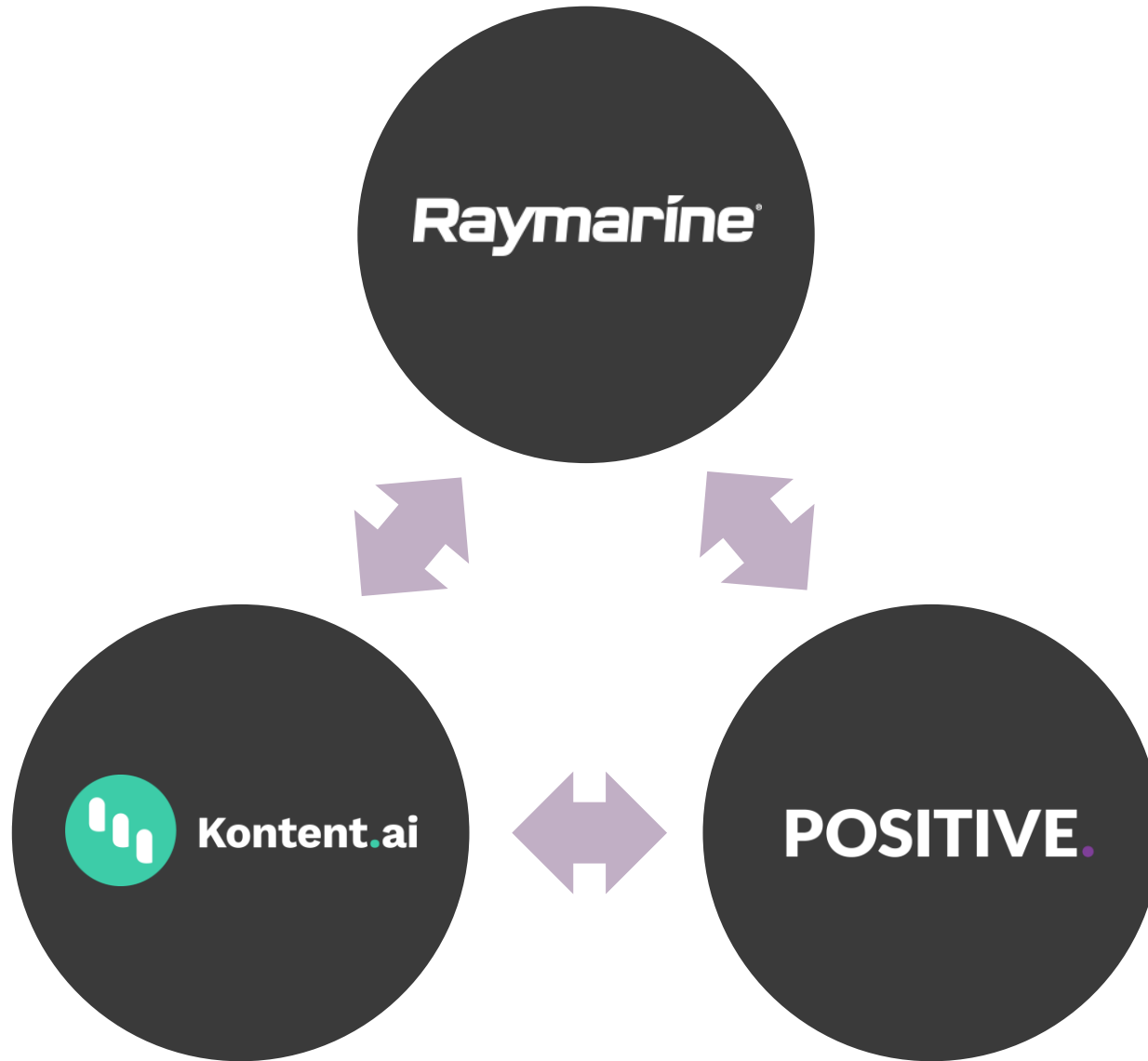


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WHY KONTENT.AI & POSITIVE?

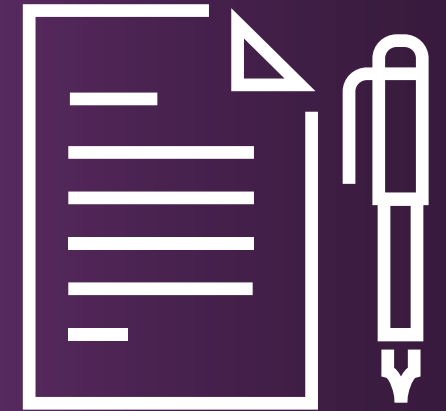
- Flexibility / Adaptability / Scalability
 - Diverse markets e.g. USA v Europe
 - Very different users and content requirements
- 'Digital transformation' – Tech start up mode
 - Onboarding of multiple platforms and new processes
- Required a platform to support us in getting the best out of our new tech stack
- We're learning & a small global team. Right partner that challenges us and helps us learn is key.





The brief.

1. Support the complete sales process: pre-sale, product sell and post-sale.
2. Engage and educate customers.
3. Ultimately drive more traffic to partners and vendors.
4. Create/edit/optimise content directly, to improve efficiency, agility and quality.
5. To support global presence of the business and maintain brand consistency.

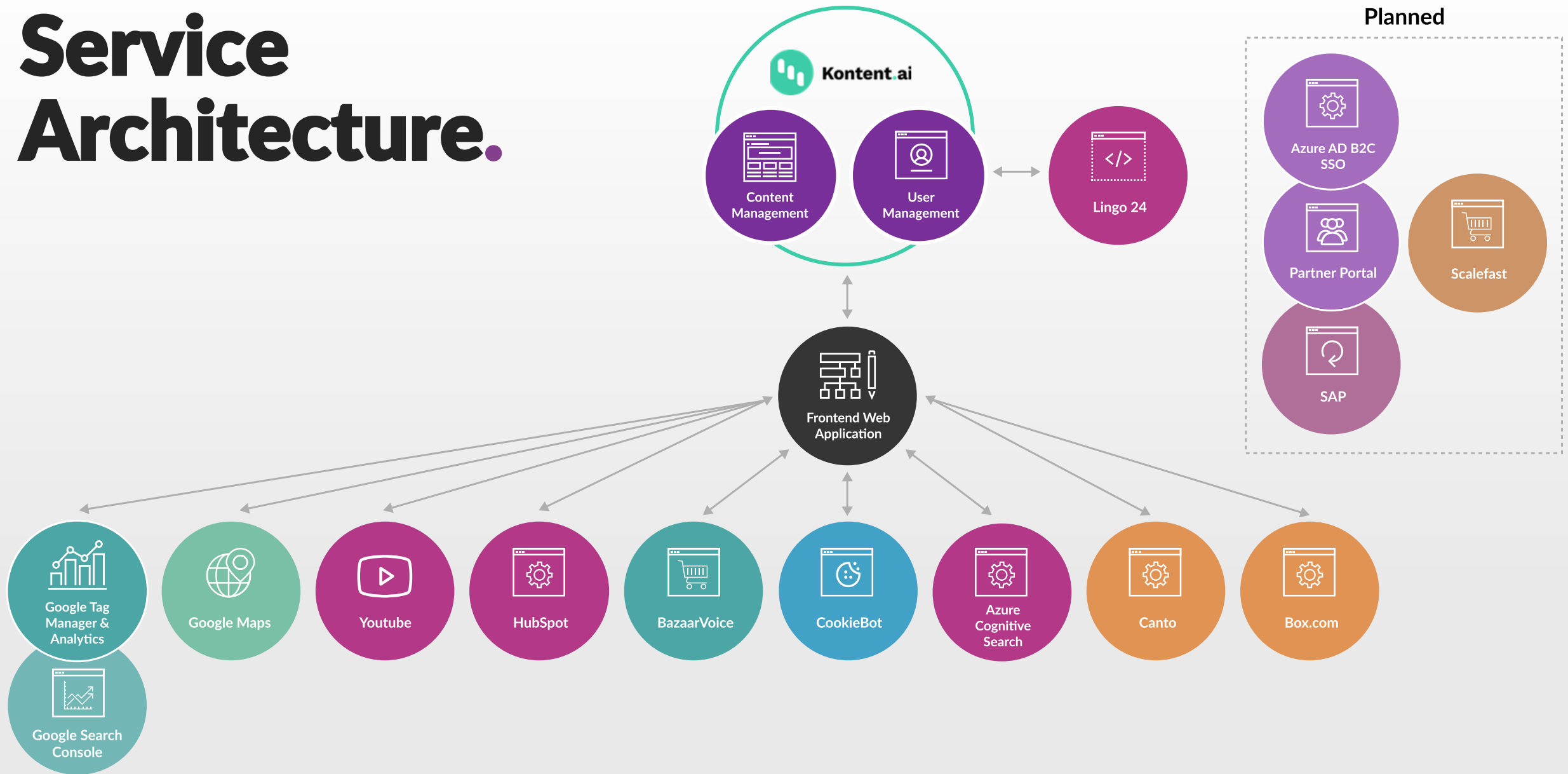


The solution.

1. Kontent.ai allowed for complete control over content globally and locally.
2. The solution was designed to support visitors every step of the way on the sales journey.
3. We created a solution that focused on making the mobile experience as useful as the Desktop experience reflecting the on-the-go nature of the client.
4. We created a promotional space to highlight featured products, articles, updates which in the roadmap will be used to spotlight products to buy and allow for personalisation to take place.
5. We planned and designed for 3rd party system integrations by understanding all anticipated touch point scenarios
6. We designed with data in mind allowing for content that is easily and intuitively managed by the CMS and importantly scalable over an entire design system across multiple languages.



Service Architecture.

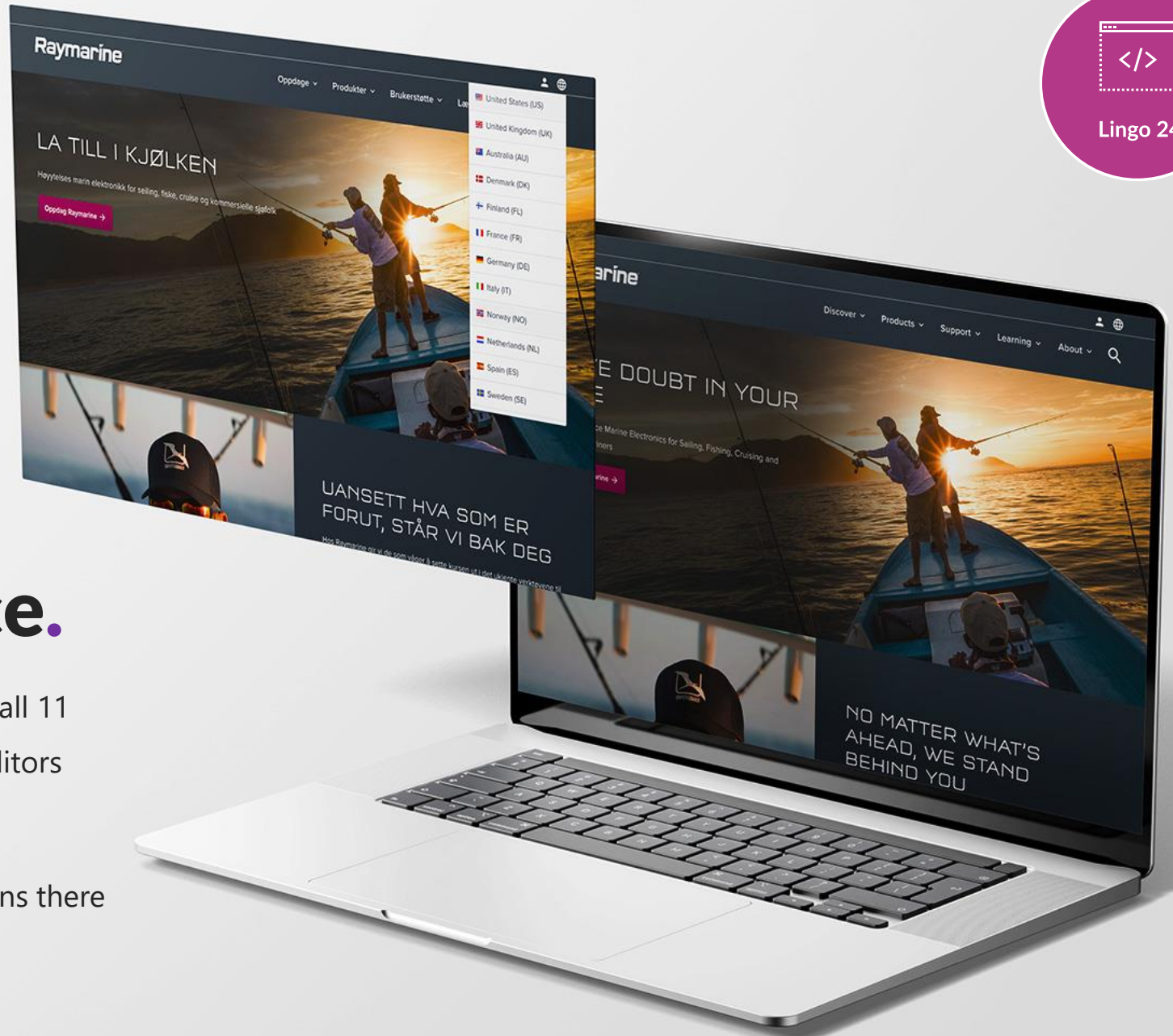


Integrated Kontent.ai via API with Lingo24 services enabling fast, cost-effective translation process across 11 languages.

Implemented workflow management allowing for **Raymarine's** country teams to directly assist with the translation process within the content management system

Building for an international audience.

1. The goal was to create one solution that can handle all 11 languages without causing extra work for content editors
2. Lingo24 was already chosen as the service provider
3. We knew what we didn't want and set our foundations there



A STUBBORN FISH'S WORST ENEMY

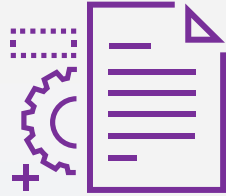
Marine electronics for fishing

With high resolution cameras, 360° panoramic views, and powerful sonar, the fishing vessel electronics have been developed to enhance the fisherman's productivity, provide additional insights to the fish, and reduce overall costs in the long run.

With advanced high performance fish finding and navigation solutions, you will be able to find the best fishing spots and maximize your fish catch.

Discover Fishing >

Source Document



Assess & Quote



Machine Translation



Expert Translation



Approval

Translated Document(s)



FIND YOUR LOCAL DEALER

Discover your local network of parts and service dealers

Current location All Dealers

Use my current location

Lindon Lewis Marine Ltd

15 Woodson Marina Park Lane, Woodson, Surrey TW17 9NL GB

01812 224227

020300 0297220

View Website

Pirates Cove Ltd

All News Other Support

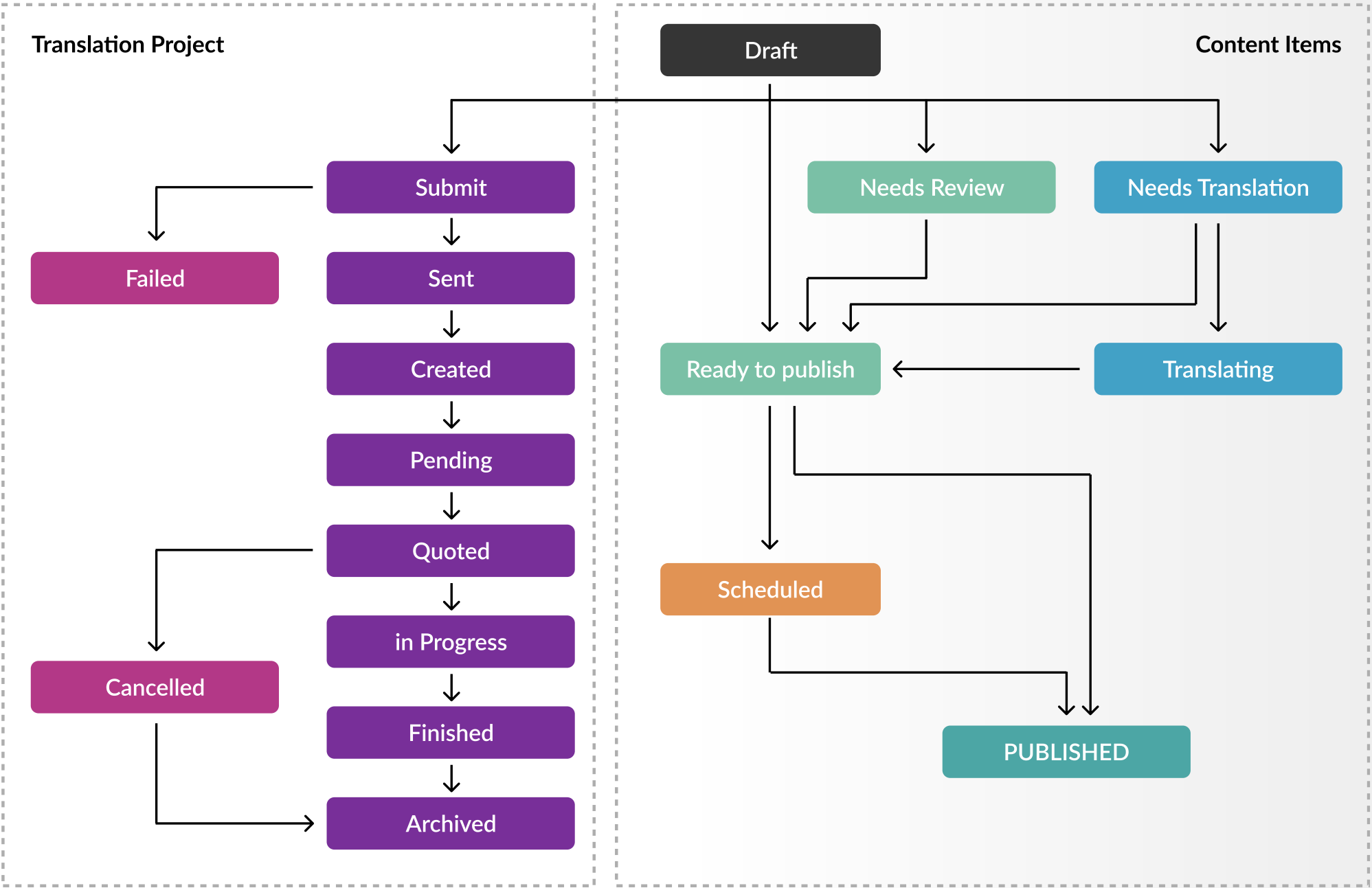
Event

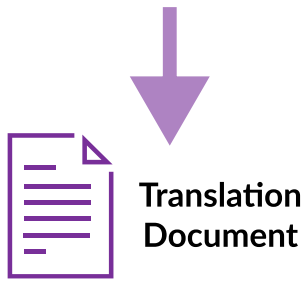
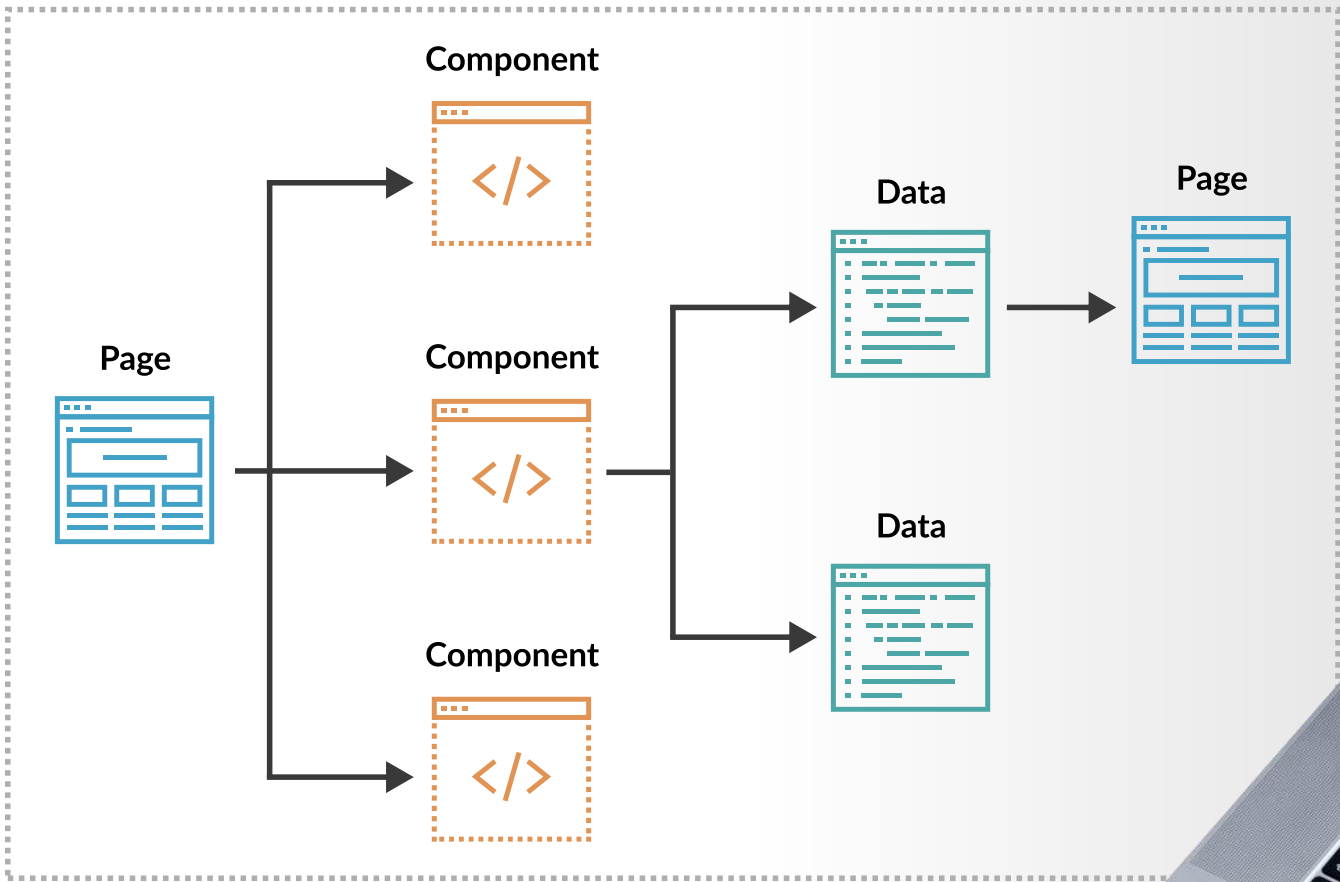
29 June 2022

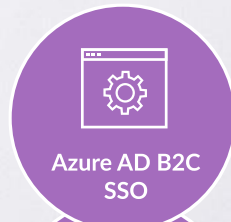
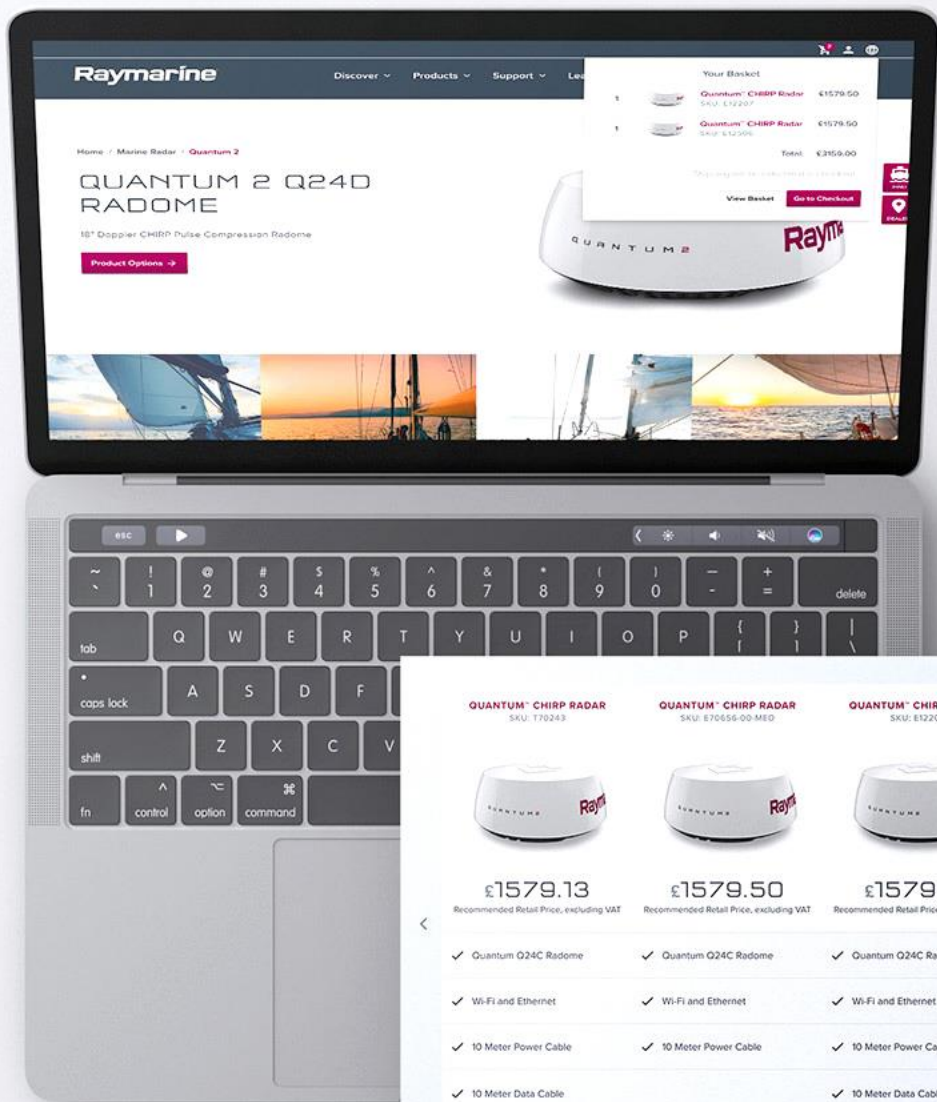
RAYMARINE LIVE - GEOFF HOLT ON MAKING BOATING ACCESSIBLE

Geoff Holt, Raymarine Ambassador, is an experienced dealer with over 40 years of boating knowledge and expertise.

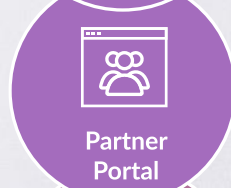
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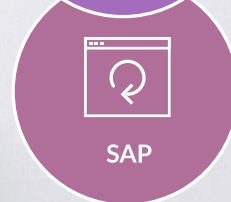




Azure AD B2C SSO



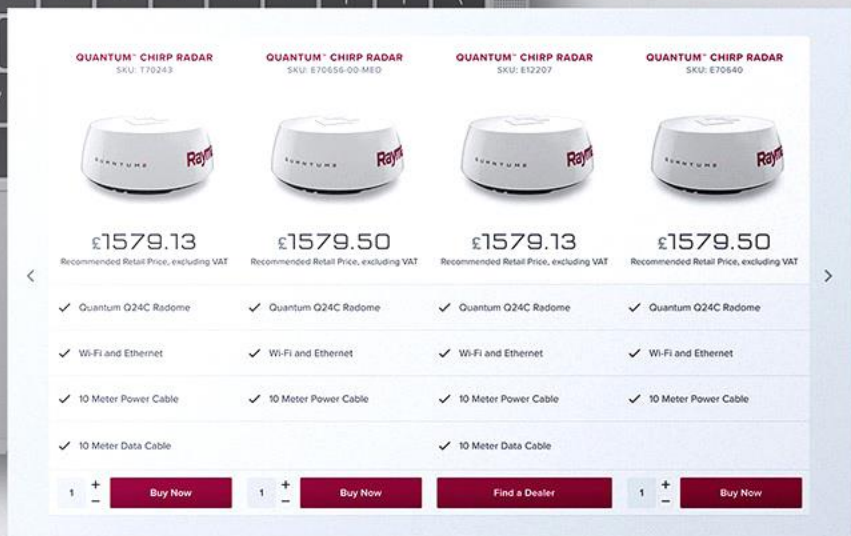
Partner Portal



SAP

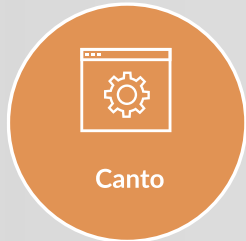


Scalefast



End to end sales.

We planned and designed for in the next phase to deliver an **eCommerce facility** for direct sales of identified groups of products.

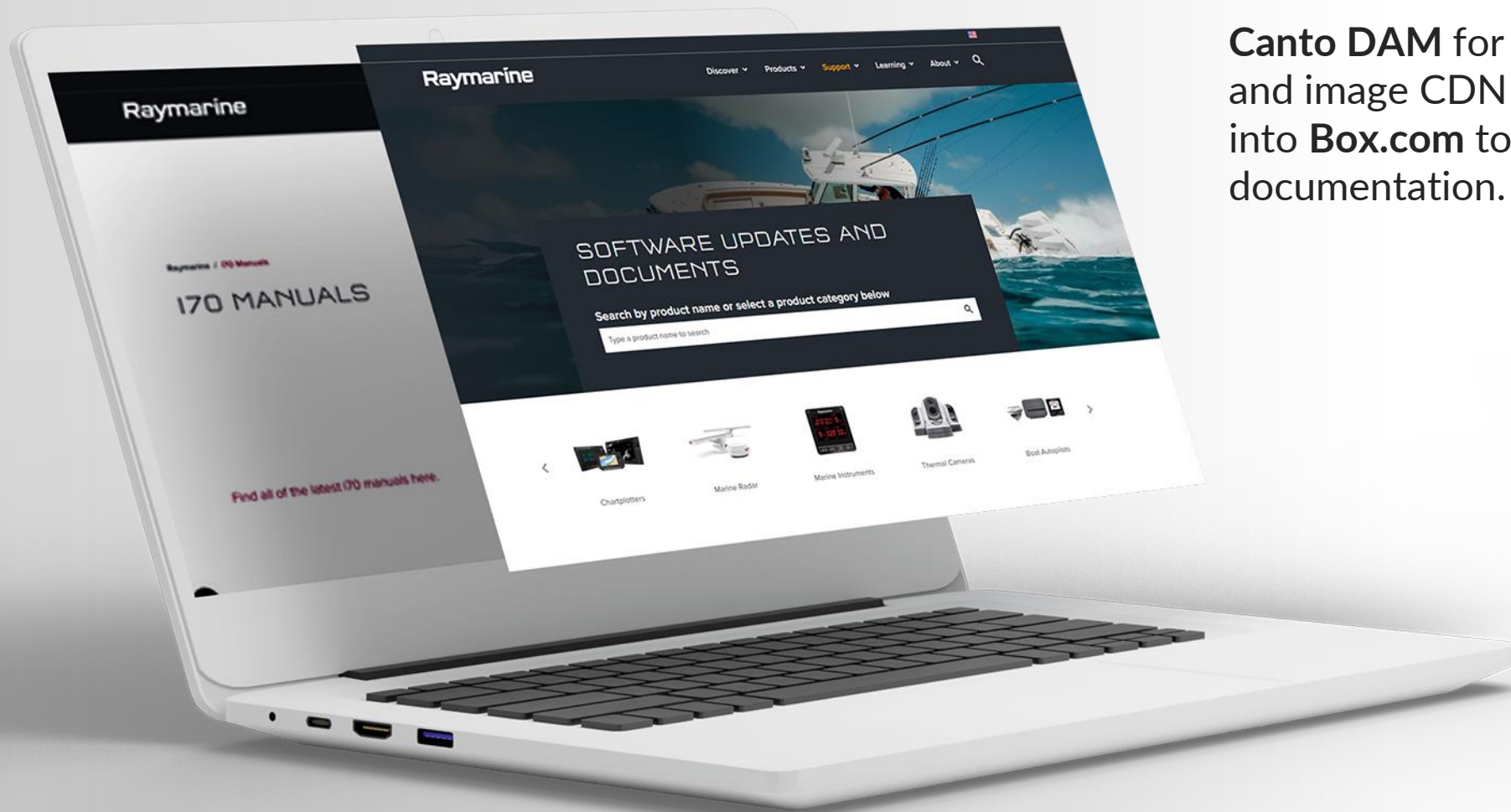


Canto

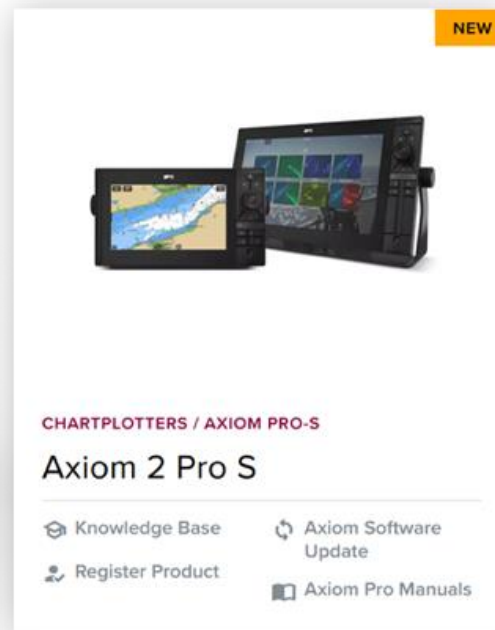


Box.com

Fast, efficient asset management.

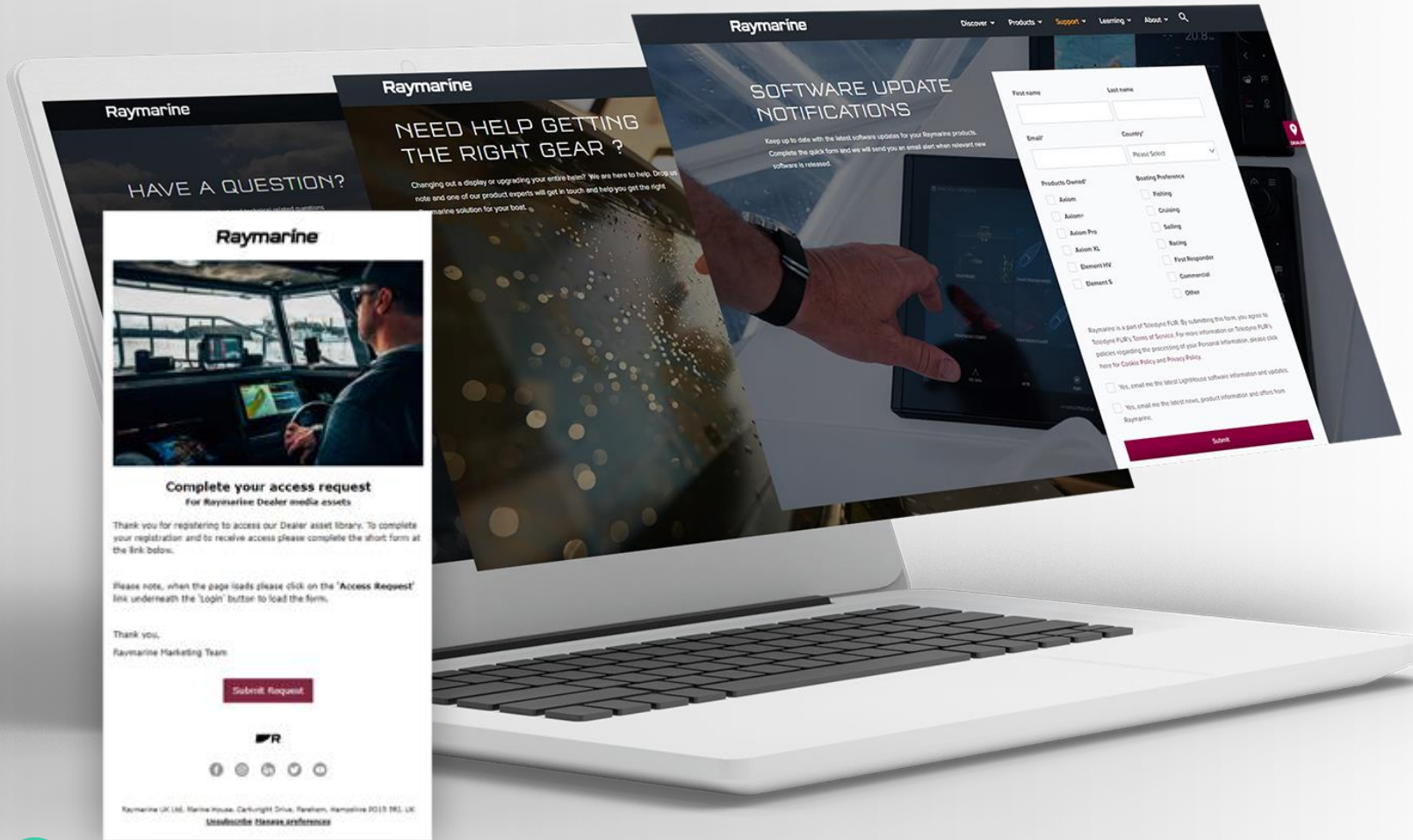


Canto DAM for document libraries and image CDN as well as integration into **Box.com** to serve support documentation.





Target visitor insights and personalisation.



Integrated Hubspot webhooks for customer data collection across the sales cycle not just for lead generation and conversion but for post-sale support.

Future roadmap will include customer segmentation and personalisation using eCommerce data and personas.

Overall Results.

31.3%

Increase in page views

66%

Reduction in time to launch a new locale site

6 mins

Average session length

Business Impact.

“The site has rejuvenated the business and has been a catalyst for digital transformation in the wider business.”

3 key learnings.

- 1.** Plan for external systems even if you don't know which will be selected.
- 2.** Understand the realities of content & editors.
- 3.** The goal is to be channel agnostic but not at the expense of the primary channel.