Sitecore and Fusionworkshop ensure OPP can deliver personalised web content across the globe

***Sitecore Customer Engagement Platform helps OPP drive increasing on-line revenue and provides digital platform for international roll-out***

**London** – **January 10th 2013** – [Sitecore’s](http://siteco.re/SShWMv) [Customer Engagement Platform](http://www.sitecore.net/Products/Customer-Engagement-Platform.aspx) (CEP) software has been implemented by Sitecore partner [Fusionworkshop](http://www.fusionworkshop.co.uk) for its client [OPP](http://www.opp.com), one of Europe’s largest providers of business psychology solutions. Sitecore CEP combines Sitecore’s content management (CMS) and digital marketing system (DMS) together to provide an elegant, integrated solution that connects channels, engagement automation and engagement analytics with external tools and databases.

Fusionworkshop was appointed to implement the first phase of a new web project for OPP which distributes many of the world’s leading psychometric instruments, including the Myers-Briggs Type Indicator, as well as providing training and consultancy services. With over 20,000 customers worldwide, OPP’s mission is to enable people throughout the world to increase their effectiveness and helps organisations address business challenges ranging from candidate selection to teambuilding and leadership development.

The primary aim for OPP’s new website is to drive much more of its revenue through online channels and to identify and increase cross-sell and up-sell opportunities with its customers. Fusionworkshop has been working with OPP to deliver the first phase of its web project bringing together various customer interfaces into one coherent user journey. Fusionworkshop worked on the Information Architecture and implemented a new visual design provided by OPP’s creative agency Syndicut.

OPP chose to use Sitecore CEP, with Sitecore’s powerful DMS now allowing OPP to personalise the content it provides for web site visitors based on a variety of user factors. The foundations have now also been laid for the next phase in the project which will focus on ecommerce, using Sitecore e-Commerce Services to deliver multi-currency, multi-language, multi-territory, integration with Epicor enterprise resource planning (ERP) software and other front-of-house websites.

Petra Merne, head of marketing communications, OPP Ltd, commented:

“We’re delighted by our new site. Sitecore provides a great platform upon which we can build localised websites and provide targeted, relevant content for our existing customers, new visitors and partners. Fusionworkshop has created a solid foundation upon which we can develop a more integrated online presence and improve customer experience.”

Chris Vezey, sales director, Sitecore UK, commented:

“OPP clearly recognises the importance of using its digital channels to drive revenue and to personalise its engagement with prospects and customers. With Sitecore CEP, OPP has a sound platform to build on and to realise its digital ambitions, whether it is with e-commerce, international web site roll-outs or further integration with its business systems.”

Ben Morgan, business development director, Fusionworkshop Limited, commented:

“OPP is a highly successful and ambitious company that wants to maximise its potential through its website, and our work with Sitecore is allowing OPP to do this across many areas of digital activity. Sitecore provides OPP with the ability to move forward, with Fusionworkshop able to provide a robust roll-out plan for the future which will see OPP grow in terms of sophistication and capability across its digital channels.”

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**About Sitecore:**

[Sitecore](http://siteco.re/SShWMv) is a global software company that creates products to deliver the most relevant experience and content to customers at any moment of interaction and via any communications channel – the web, email, mobile, social and offline. Our customer experience management platform combines proven web content management with customer intelligence to create a single view of a customer that drives meaningful interactions, increases conversions and builds lifetime customers. Brands, including ASOS, British Red Cross, Brother, Cadbury, DVLA, Dyson, easyJet, E.ON, The FA, Heineken, Kia Motors, Lloyds of London, Manchester United FC, Oxfam, Play.com, Virgin Active and Visa Europe rely on Sitecore to get and keep loyal customers who engage more and drive revenue growth.

**About Fusionworkshop:**

Fusionworkshop are Sitecore specialists with a demonstrable track record of successfully delivering complex digital projects using proven approaches, a lot of listening and transparent agile project management. Their drive is to design integrated, robust, extensible Sitecore websites that deliver on time, first time, for their customers. Customers also benefit from full lifecycle management and passionate proactive support ensuring peace of mind and confident evolution into the future.

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