Isover uses Sitecore to improve on-line customer experience

***Sitecore’s latest content management system helps Isover consolidate four web sites and centralise and improve product content management***

**London** – **February 13th 2013** – [Sitecore’s](http://siteco.re/SShWMv) content management system (CMS) software has been implemented by Sitecore partner [Fusionworkshop](http://www.fusionworkshop.co.uk) for [Isover](http://www.isover.co.uk), which is part of the global Saint-Gobain Group.

Fusionworkshop has merged four existing sites into a new Isover website (www.isover.co.uk) which is now running on the latest version of Sitecore version 6.5 CMS. Isover is part of the Saint-Gobain group, who are leaders in the design, production and distribution of materials for the construction, industrial and consumer markets, with a presence in over 50 countries and a global workforce of around 200,000. Isover insulation products warm and protect 1 in 3 homes in Europe and 1 in 5 in America.

Using Sitecore, the new Isover website now boasts a user-friendly product selection mechanism to showcase its sustainable insulation solutions across its target new build, renovation and industrial sectors. The new web site also helps Isover to highlight its extensive environmental credentials. A unique aspect of the product selector is that it now makes use of the object based data structure of Sitecore, which allows products to be managed globally. This has allowed for improved product management with single data entry and user governance in place.

Fusionworkshop had to manage strict brand guidelines and complex stakeholder requirements which Isover as a global brand had to adhere to, and deliver the project in an agile manner to ensure the new site incorporated all of the existing functionality of the previous sites.

Helen Tunnicliffe, Head of Marketing for Saint Gobain Isover, commented:

“Our move to Sitecore 6.5 from our existing platforms has provided Isover with the opportunity to improve the user experience for our visitors. Moving forward, the Sitecore platform will allow Isover to deliver bespoke experiences for each of our customer groups and give us a greater insight into user habits. Fusionworkshop have understood not only our current digital requirements but our future needs. We look forward to working with them in the future to build on the positive work they have already done.”

Chris Vezey, sales director, Sitecore UK, commented:

“Implementing Sitecore brings many business benefits for organisations such as simplifying content management processes which creates greater efficiencies, cost savings and ensures the most relevant, up-to-date content is always available for web site users. We are delighted that Isover has achieved its initial objectives and together with Fusionworkshop can realise its future ambitions for its digital channels.”

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

“Isover is leading brand with a comprehensive product range, and it needed a centralised web platform that made it simple for content editors to keep the product portfolio up to date, and for customers and prospects to find the products they want. With this now in place, Sitecore allows Isover to plan for the future to deliver a customer experience online that will adapt to the needs of its key customer groups.”

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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.

**Media Contact:**Simon Bennett - Content and Communications Manager, Sitecore UK
+44 2030 327 0633
sib@sitecore.net