



CASE STUDY

Thermo Fisher Scientific Website

BACKGROUND

As a global leader in biotechnology product development, Thermo Fisher Scientific provides a large amount of products that are trusted by workers all over the world. Professionals in such fields as life sciences, health care, industrial/environmental, and safety industries work with Thermo Fisher Scientific products every day.

Working with a widely diverse team of top-tier talent, 6D Global helped deliver a site that uses several state-of-the-art technologies. This harmonious configuration is a one-of-a-kind enterprise toolset befitting an industry giant like Thermo Fisher Scientific.

CHALLENGE

Thermo Fisher has long held a strong market position in the Biotech industry. Over time, the company started falling behind smaller and more agile competitors when it came to a public-facing online presence. Despite their firmly established prevalence in the marketplace, they had not prioritized online accessibility and sales in a way that enabled lab workers to quickly and easily obtain their products.

Assessing the situation, Thermo Fisher decided to act and made investments in top-of-the-line enterprise technology—content management, e-commerce, faceted search, and more. Unfortunately, these software licenses did not work seamlessly, and implementation proved problematic. 6D Global was called in to help solve this challenge, which would require multiple solutions.

Thermo Fisher
S C I E N T I F I C

PROJECT

Biotech giant Thermo Fisher Scientific successfully deploys enterprise-wide solution

SERVICES

ADOBE EXPERIENCE
MANAGER, HYBRIS, ENDECA



SOLUTION

6D Global began mapping solutions during the implementation phase. A Solution Lead was deployed to help gather the business needs and convert them into actionable development for a massive scaled Agile team.

After the client witnessed quality improvements, 6D Global's presence was increased with the addition of an AEM Technical Lead to develop the strategy and implementation of custom multi-lingual content management capabilities for the new site.

The teams leveraged Agile development best practices and problem solving techniques to provide the delivery team with insight on how to best translate business requirements. The multi-site translation experience consisted of Adobe Experience Manager, Hybris, and Endeca, to name a few.

RESULTS

The new Thermo Fisher Scientific website (thermofisher.com) re-launched on the new custom platform in 2013. The result was an enhanced web presence and toolset, which better enables customers' abilities to search, navigate, order, and more.

Implemented to address usability and performance challenges, this new site is designed to help Thermo Fisher Scientific make greater gains in sales and improved customer service. By rebuilding its online presence through enhanced website performance, Thermo Fisher Scientific is primed to hold its position as a leader at the top of the health care sector.