



## Chiesi

### Case Study

# How Chiesi achieved faster time to market with Crownpeak Digital Experience Platform

Headquartered in Parma, Italy, Chiesi Farmaceutici is an international research-focused healthcare group with more than 85 years of experience in the pharmaceutical industry. Chiesi USA, Inc. is the U.S. affiliate of Chiesi Farmaceutici, S.p.A.

A specialty pharmaceutical company, Chiesi USA is committed to developing and commercializing products that meet the needs of healthcare providers and their patients. With revenues exceeding \$350 million in 2021, Chiesi USA has quickly established itself as one of the top producing affiliates in the Chiesi worldwide group.

## Challenges:

## Delivering quality-based content that's accessible across all regions

Chiesi USA is dedicated to the people they serve in the healthcare community; the people whose lives are touched by their products and services; and to their employees. This commitment includes the organization's ability to offer timely, quality-based website content that is accessible across all regions it serves.

### Overview

#### Goals

- Implement a more agile platform that facilitates faster content publication
- Improve search rankings
- Accessibility compliance

#### Challenges

- Lack of content personalization and content management agility
- Inability to provide UI and design-related accessibility adjustments

#### Solution

- Crownpeak Digital Experience Platform

#### Results

- Better SEO
- Improve website usability
- A more accessible and compliant digital experience

Chiesi USA needed to move beyond the limitations of its CMS and implement a more agile platform that facilitated faster content publication, ensured optimization for each page of every website to improve search rankings, and provided the ability for UI and design-related accessibility adjustments to be digitally compliant.

## Solution:

### How Crownpeak helped Chiesi become more flexible, reliable and integrated

The company underwent a highly vetted vendor selection process. A SaaS solution was part of the requirement, coupled with a platform that was flexible, reliable, and integrated with quality assurance tools.

## Results:

### Transformed content management and SEO capabilities help Chiesi's search rankings

Crownpeak Digital Experience Platform has accelerated Chiesi's ability to speed publication. Previously, a simple update would have required different teams within the company to apply changes. Now changes are handled directly by one or two members on the same team. "Crownpeak has transformed our content management workflow and SEO capabilities," stated Lawrence Bressler, Head of Value and Market Access, Global Rare Diseases at Chiesi USA.

The Crownpeak DQ platform has enabled Chiesi USA to immediately remediate search rankings with better SEO, improve website usability, and offer a more accessible and compliant digital experience.



## Ready for a personalized demo?

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