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JAMS — Local Solutions. Global Reach.™

JAMS

Case Study

Why JAMS picked Crownpeak's cloud-native DXM platform to empower digital transformation

Bringing flexibility, speed, and ease of use to high-volume content management.

Founded in 1979, JAMS is the world's largest private alternative dispute resolution (ADR) provider. As an industry leader, with global reach, JAMS sought an agile, dependable, and streamlined platform for delivering its digital transformation agenda.

Challenges:
The constraints of a legacy on-premise CMS

As JAMS embarked on a major digital transformation initiative to relaunch its global web presence, the company realized it needed to shed the constraints of its legacy on-premises CMS. "Our previous platform was a nightmare and was holding us back," says Frank Zare, Assoc. Director, Web Development at JAMS. "It didn't give us the speed and flexibility we needed to progress."

Overview

Goals
- Delivering digital transformation

Implementation partners
- NMQ Digital
- Crownpeak Professional Services

Challenges
- Move beyond an outdated content platform
- Need more flexibility and control
- Drive digital transformation

Solution
- Crownpeak DXM
- AWS Delivery Services

Results
- Increased deployment and publication efficiency
- Quadrupled site traffic in just three years
- Doubled mobile site traffic
- Greater agility with faster, on-the-fly site delivery, content publishing and optimization
- Easier site and content management
- Productivity gains through elimination of infrastructure overhead

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In taking the major step to re-platform its web presence, JAMS wanted to modernize and future-proof its approach. "We're the largest mediation and arbitration firm around, so we have to stay ahead. We needed to look to the future and find an agile, cloud-based platform that could keep pace," says Frank.

Solution:
Increased deployment and publication efficiency

JAMS picked Crownpeak's cloud-native Digital Experience Management (DXM) platform for its speed, ease of use, and flexibility.

"Crownpeak DXM makes the job easy," says Frank. "And because it's SaaS, it makes it fast! When we embarked on the relaunch process, we anticipated the changeover to a new website would take a minimum of two years. With Crownpeak, it was accomplished in just seven months. That's incredible."

In moving to a SaaS provider, the robustness of the hosting environment was also a critical consideration for JAMS. "Crownpeak comes with Amazon Web Services (AWS) hosting – it's the gold-standard, so we're confident in the security and reliability of our sites," says Frank. "But Crownpeak is also one of the few AWS partners to have 'Digital Customer Experience Competency' status which means they really know the AWS environment. When it comes to managing our infrastructure, we know we're getting the best from the best."

> "Crownpeak makes us extremely agile. What could have taken hours and hours now happens in 15–20 minutes."
>
> Frank Zare, Assoc. Director, Web Development

Results:
Greater agility with faster, on-the-fly site delivery, content publishing and optimization

DXM has enabled JAMS to speed time-to-market and improve publication efficiency. It has also optimized site performance leading to multiple business gains: Page load speeds have been maximized, boosting search ranking and visitor traffic. "Half our traffic is from search," Frank says, "and, with Crownpeak DXM we have nearly quadrupled it in just three years, which is a fantastic result."

Making sure JAMS' mobile site was robust was a goal, too. Every template is now designed to provide a great mobile experience and the results reflect that: "Mobile traffic now accounts for 20% of our total traffic – this is double the previous year," says Frank.

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With Crownpeak DXM, it's easier and faster for JAMS to build and publish pages. That matters because its small team of staff content creators are tasked with delivering very large volumes of content. Collaboration and innovation with other JAMS departments such as marketing, business development, and legal/compliance has also been enhanced.

As Frank sees it, "The platform's usability is key to managing all our content in-house. Being able to edit things on the fly, super-quick, makes us extremely agile. What could ha ve taken hours and hours now happens in 15–20 minutes."

By eliminating infrastructure overhead, Crownpeak DXM has also enabled JAMS to realize significant productivity gains. "Another huge benefit of SaaS? We don't waste time on upgrades. That's been very, very liberating. Now we can focus 100% of our efforts on our digital transformation projects, rather than on keeping our tech up to date," explains Frank.

Working with Crownpeak:

"With Crownpeak, the customer support stands out just as much as the software – they've been there every step of the way. We really value the attention and the flexibility as JAMS keeps moving forward."

Ready for a personalized demo?

Get Started

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