# Insurance company boosts website performance and achieves unprecedented agility with Uniform

INDUSTRY:
Insurance

HEADQUARTERS:
United States

COMPANY SIZE:
4,000+

## QUICK STATS

**30-point gains in Lighthouse scores**

**<1 week for page translations**

**Fast migration from legacy to DXCP.**

**Launched second site in half the time**

## Challenges

- Boost website performance to enhance user experiences and customer satisfaction.

- Raise Lighthouse scores and SEO performance, as well as reduce bounce rates.

- Avoid vendor lock-in to gain unlimited technology choices.

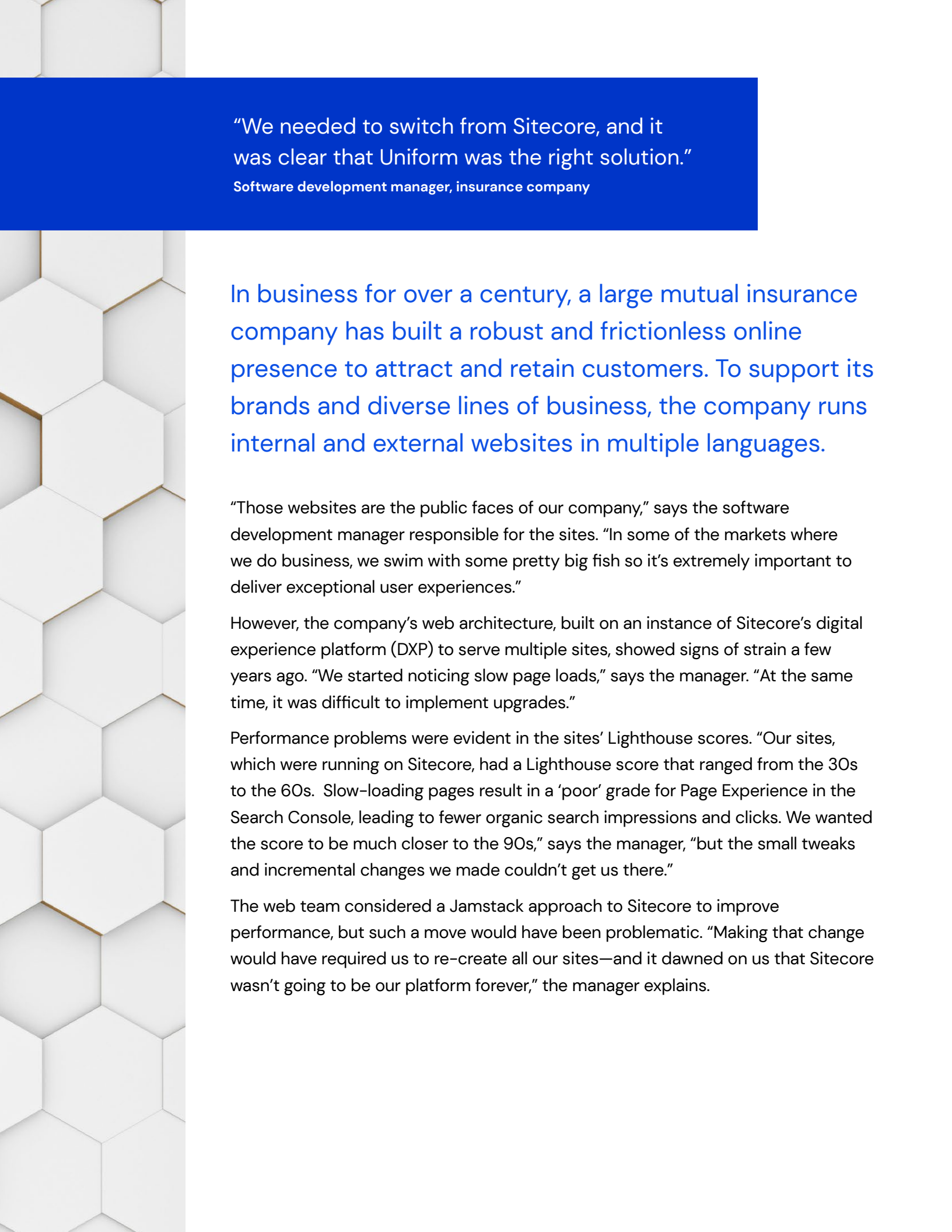- Simplify the process of page creation and site management.

## Tech Info

**Tech stack:**
Contentful, React, Next.js, Amazon CloudFront
**Solutions:**
Agile Marketing

## Benefits

- Enhanced website performance, hence more compelling user experiences.

- Higher Lighthouse scores with a 30-point gain and 90-point ratings.

- An empowered marketing team that can independently build webpages.

- More flexibility to use best-of-need components on a composable platform.

- Streamlined workflows that reduce translation time from months to a week.

- No migration complexities due to a phased transition.

- Brought team up-to-date, enabling career growth within the company.

uniform

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>
> **Software development manager, insurance company**

In business for over a century, a large mutual insurance company has built a robust and frictionless online presence to attract and retain customers. To support its brands and diverse lines of business, the company runs internal and external websites in multiple languages.

"Those websites are the public faces of our company," says the software development manager responsible for the sites. "In some of the markets where we do business, we swim with some pretty big fish so it's extremely important to deliver exceptional user experiences."

However, the company's web architecture, built on an instance of Sitecore's digital experience platform (DXP) to serve multiple sites, showed signs of strain a few years ago. "We started noticing slow page loads," says the manager. "At the same time, it was difficult to implement upgrades."

Performance problems were evident in the sites' Lighthouse scores. "Our sites, which were running on Sitecore, had a Lighthouse score that ranged from the 30s to the 60s. Slow-loading pages result in a 'poor' grade for Page Experience in the Search Console, leading to fewer organic search impressions and clicks. We wanted the score to be much closer to the 90s," says the manager, "but the small tweaks and incremental changes we made couldn't get us there."

The web team considered a Jamstack approach to Sitecore to improve performance, but such a move would have been problematic. "Making that change would have required us to re-create all our sites—and it dawned on us that Sitecore wasn't going to be our platform forever," the manager explains.

## Evaluating a new platform and making the case for a major change

Given a gratifying experience before with the Uniform team helping optimize the value of the Sitecore implementation, the web team turned to Uniform for advice. "By the time we were ready to consider a replacement for Sitecore, we had already built trust with key people at Uniform," says the software development manager.

Still, the team conducted a thorough proof of concept with the Uniform Digital Experience Composition Platform (DXCP) and a few content management system (CMS) vendors before committing. "We wanted to be sure we understood how the Uniform stack would work in our environment and what tools there we could use. Those were big decisions so we took our time."

Once convinced that Uniform was the right path forward, the web team made the case to the company's leadership. "Beyond sharing the advantages of Uniform, we explained the ongoing challenges of the Sitecore platform. Just making updates—like a shift to a new search engine—had become very time consuming," says the manager. "We needed to switch from Sitecore, and it was clear that Uniform would be the right choice."

## Building a best-of-breed tech stack on Uniform

By selecting Uniform, the insurance company's web team was able to revamp its entire technology stack, selecting best-of-breed components and picking their favorite front end: Next.js. The team also evaluated many CMS vendors and chose Contentful, confident that Uniform could support any choice they made. In addition, the team plans to leverage Uniform's personalization features and deliver through the Amazon CloudFont content delivery network (CDN).

The new, flexible architecture helps the team pivot to new tools easily. "We did a lot of A/B testing with Google Optimize, but Google shut down that product," says the manager. "Fortunately, we can use Uniform for that testing."

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**Software development manager, insurance company**

## Launching an updated website in just four months

Moving off of Sitecore can be a daunting task. However, by migrating to Uniform in phases and focusing on smaller sites first, the web team was able to quickly launch its first replatformed site. Furthermore, while the team was learning all the new technology, such an approach accorded them hands-on experience on a more controlled basis before a wide rollout.

"We were able to go live with the first small site on Uniform in about four months and spun up a second small site only two months later, speeding up deployments right away," says the software development manager. "The first site helped us see how the stack works in the real world. The second one, a multilingual site, showed us how to work with different languages."

The team also stretched its technical expertise. "We've had Akamai here for a long time but are using it in new ways now," says the manager. "While learning more about what Akamai can and can't do, we integrated S3 and CloudFront as well."

Meanwhile, the team learned modern technologies. "We had zero React experience before but now have a partner with capable React developers who're helping rewrite a site and guiding us through the process," adds the manager, who says the team is now ready for bigger steps. "We'll be deploying our most heavily trafficked site next with more in the pipeline over the coming months. Our goal is to be completely off Sitecore in two years."

## Significantly raising Core Web Vitals

By shifting to Uniform, the insurance company immediately realized site-performance gains, as reflected in higher Lighthouse scores. "One of the first sites we migrated had Lighthouse scores in the 60s before, which rose to the 90s after the move to Uniform," says the software development manager. "That's a huge gain—and it means much more compelling experiences for our customers."

The Lighthouse score jump was indeed a welcome surprise. "We didn't even know that the Lighthouse report would display an animation of fireworks for excellent scores until we tested our first Uniform site," says the manager, "so we took a screen capture and proudly shared it with our leadership."

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## Empowering marketers and streamlining workflows

The insurance company's web team anticipates that the Uniform DXCP will make it easier for marketers to build and manage pages on the visual workspace offered by Uniform for blending content, data, and technology from anywhere. "The team is already building their own pages with Uniform and Contentful," says the software development manager. "As they gain more experience with smaller sites, they can take on the larger ones we'll launch soon."

Managing multilanguage sites is substantially simpler by using Contentful on Uniform. "For the second site we launched, we explored the multilanguage features in Contentful," says the manager. "The marketing team now no longer needs to rebuild individual pages to support multiple languages."

The multilanguage support will shave weeks off of translation work. "In the past, translating pages meant exporting XML files, sending them out for translation, and then adding them back to the site. It was a time-consuming task that we would do only quarterly," says the manager. "We hope to introduce push-button translation soon and complete all the translations within a week. That's something we never could have done with Sitecore."

## Gaining flexibility and freedom with a truly composable platform

By migrating to Uniform, the insurance company's web team is no longer locked in to a particular set of architectural components. "As a company, Sitecore continued to buy and add components to the monolith. They told us we didn't have to use those new pieces, but we felt like we didn't have a lot of flexibility," says the software development manager. "The composability of the Uniform DXCP opens the door to choosing best-of-breed components. It's freeing."

In the times ahead, the web team can be much more agile in addressing evolving business requirements. "As we build the next site, it'll be exciting to see how all the pieces fit together," says the manager. "And, in the future, we'll be able to make changes without tackling a major lift."

## Appreciating the partnership with Uniform

The insurance company's web team is quick to acknowledge the value of working with a dedicated platform vendor like Uniform, whose support meant that the insurance company didn't have to take on the large-scale migration alone.

"The best thing about Uniform is the people," says the software development manager. "Working with the right people makes all the difference—and that's what we've been doing with Uniform. The Uniform team has shown great flexibility, vigilantly integrated our feedback, and worked hard to ensure everyone's success."

## About Uniform

With Uniform Digital Experience Composition Platform (DXCP), you can quickly combine headless services with legacy tools in an intuitive, visual interface on which to create web and app experiences at a speed beyond your competitors' belief.

While doing that, you can eliminate huge amounts of tech debt—the most boring tasks—for developers, simultaneously freeing marketers from waits in the developer backlog and arming those professionals with the tools they need to efficiently and agilely meet their KPIs.

Customers that have adopted Uniform include Cobham Satcom, Sunweb, and Triumph.

Learn more at uniform.dev and follow us on LinkedIn and Twitter.

**Book a demo**