

Cobham Satcom Multiplies New Leads with Digital Experiences Built on Uniform

Driving communication change is in [Cobham Satcom's](#) DNA; making technology reliable, simple to integrate and easy to use. Being at the forefront of satellite communication technology for over 70 years at sea and 40 years on land, the company has been making it possible for businesses and people to be connected when it really matters.

COMPANY SIZE: 500+

INDUSTRY: Technology

HEADQUARTERS: Denmark

YEAR FOUNDED: 1994

QUICK STATS

4 weeks for new website deployment

3+ weeks saved for new feature delivery

150% increase in qualified leads

Challenges

- Speed and agility to manage internal stakeholders' expectations in a very limited time.
- Respond quickly to shifting customer expectations for new experiences
- Create new digital experiences to engage customers and generate leads
- Simplify technology integration to keep developers focused on customers

Benefits

- Rapidly deployed an engaging site and immediately began generating new leads
- Enhanced agility, significantly reducing delivery time for web features
- Enable streamlined workflows across the company to speed digital delivery
- Transformed the digital marketing team into a first-call internal agency

Tech Info

Uniform Solution partner: Kruso

Tech stack: Strapi CMS, Microsoft Dynamics, Segment CDP

Solutions: Agile ecommerce



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Patricia Kunth,
Global digital marketing manager, Cobham Satcom

Cobham Satcom is a market-leading provider of radio and satellite communications solutions and services for the maritime and land segments, delivering business- and mission-critical connectivity to a broad range of service providers, enterprises, and government customers.

By exploring new technologies, partnerships, and spaces, Cobham Satcom continues to deliver on technology innovation, and designs and manufactures high-performance radio and communication terminals, gateways, and systems solutions under the SAILOR, Sea Tel, EXPLORER and TRACKER brands.

To reach potential customers across multiple industries and develop new qualified leads around the globe, Cobham Satcom requires a robust digital plan. “We can’t reach all of our potential customers, across all verticals, in person,” says Patricia Kunth, global digital marketing manager at Cobham Satcom. “We need an engaging digital presence online that we can use to connect with our target audiences. We want to generate qualified leads that our sales team can use to build new opportunities.”

Those targeted audiences expect a rich website experience. “The times ask that our customers are digitally savvy, and they expect to find in-depth information about our products and our company through our website,” says Kunth. “They want to know who we are, what we offer, what we’ve done before, and what is new.”

Until recently, however, the Cobham Satcom website could not meet those expectations. “We had only a static website. We need to cater to the shifting demands of customers and ensure we are always relevant,” says Kunth. “We needed to refresh our stack in order to speed up our content updates process.”

Building a new, more flexible website could help better engage potential leads while also serving as a catalyst for change internally. “We wanted to create a new digital engine that would help drive agility for the entire company,” says Kunth.



Moving forward fast with Kruso and Uniform

Instead of undertaking a lengthy digital experience development project, the Cobham Satcom team wanted to set up a new website quickly and then make adjustments and optimize over time. “We decided to go live first and adjust as we learned more about our customers,” says Julien Gaimard, digital marketing manager at Cobham Satcom.

The Cobham Satcom team started by engaging Kruso, a technology agency that could help select and assemble the components needed for building the new website. “I met with multiple technical consulting agencies. The team at Kruso understood the importance of speed,” says Gaimard. “While other agencies were still sending presentations, Kruso was already integrating components.”

Kruso integrated those components with Uniform—the foundation for building a composable digital experience platform. “Uniform lets us get up and running quickly,” says Kunth. “It’s as easy as drag and drop. We can incorporate new components in very little time.”



“We are marketing people. With Uniform, we don’t have to get deep into technical issues. We can stay focused on our customers and our offerings.”

Patricia Kunth,
Global digital marketing manager, Cobham Satcom

Using Uniform as the foundation for the new digital experience stack, the Cobham Satcom team deployed Strapi as a headless content management system (CMS). “Uniform was key for enabling us to use this powerful CMS tool,” says Gaimard. Uniform also enabled the team to integrate Microsoft Dynamics 365 for lead generation and the Segment customer data platform (CDP) to handle customer data tracking and segmentation.

With the new stack, Cobham Satcom now has an agile, adaptive Jamstack architecture that can deliver streamlined digital delivery and fast site performance. The team can also implement personalization based on user information coming from Segment as well as A/B testing to enhance engagement continuously.



Deploying fast and staying ahead of the competition

The strategy of building a new site quickly has paid off. “We built a new site in just four weeks, thanks to Uniform. Some companies might still be integrating components—we were gathering leads,” says Gaimard. “We have a distinctive site, and we can continuously optimize to further improve our results.”

In fact, the team is already customizing the digital experience to accommodate customer demands. “We built a unique online newsroom because we discovered that our customers were looking for dynamic content,” says Gaimard. “By using Uniform, we were able to integrate the components we needed for the newsroom rapidly.”

Enhancing agility for evolving business and customer needs

With the new digital experience stack in place, the Cobham Satcom digital marketing team can make changes to the website in little time. “In the past, if a page had to be customized, it could take up to a month to make a change,” says Kunth. “Now we can do it in a few hours, maybe up to a day, depending on the complexity. We can act fast with the solution we have built using Uniform.”

The technology improvements have helped spur process changes that keep the company nimble. “We now have a much more agile mindset within the marketing team and across the company,” says Kunth. “People can see our work online, and they see that it’s working—we’re getting leads. As a result, we can get buy-ins much more quickly and complete projects faster than before.”

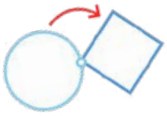
The company is also building and tuning its offerings in step with digital experience changes. “We’re not just building a website,” says Gaimard. “We’re redefining the solutions we offer and strengthening our business.”

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Transforming the digital marketing team into an internal agency

With the success of the digital experience renovation, the digital marketing team has come to be viewed as a first-call internal agency that stakeholders engage for key projects. "Six months ago, there was some skepticism in the company about digital projects," says Gaimard. "Our services were viewed as a commodity. Now our team is seen as a driving force."

The digital marketing team is even offering its services beyond internal groups. "We've now begun working with some of our external partners building mixed digital initiatives," says Gaimard.

Collaborating with agile, proactive vendors

As Cobham Satcom website continues to evolve, the digital marketing team knows that Uniform will provide responsive support. "The Uniform team is very proactive," says Kunth. "They take the initiative in solving problems."

"We need to execute fast, and to do that we need to get even more agile. Uniform is an agile company and we can build together quickly," says Gaimard.

Preparing for a future filled with change

With the Uniform-based digital experience stack in place, the digital marketing team is prepared for changes ahead, digital is moving fast and we need flexibility to adapt instantly, says Kunth. "But we know that Uniform will be there to support us and to help us move forward."



Uniform digital experience composition is making composable digital experiences mainstream by turning headless and legacy stacks into a seamless end-to-end digital delivery pipeline.

A composable orchestration layer for legacy systems and headless APIs eliminates the need for complex custom integration code that doesn't create business value. Powerful no-code tools let marketers, merchandisers and other business users create digital experiences using content from any source - without submitting a developer ticket. And high-performance personalization delivered at the edge improves conversion and CX for every channel.

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