

CASE STUDY

TRIUMPH MOTORCYCLES LEVERAGED UNIFORM TO UNLOCK ITS DIGITAL FUTURE



BACKGROUND

FULL BRAND NAME:

Triumph Motorcycles LTD

LOCATION(S):

**Hinckley, Leicestershire,
United Kingdom**

COMPANY SIZE:

1000+

DESCRIPTION:

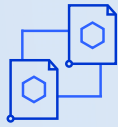
Triumph Motorcycles is the original British motorcycle company. First established in 1902, Triumph Motorcycles celebrated 120 years of motorcycle manufacturing in 2022.

CHALLENGE

In December 2021, Triumph sought to expand online merchandising to include apparel. The existing CMS and commerce products were adequate for handling this addition; however, they were considerably less flexible than composable solutions and the increase in costs associated with staying with the existing technology project was a major obstacle.

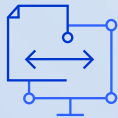
The solution architects would need to choose between reinvesting in less flexible legacy systems or charting a new course in digital composability. Triumph's team embarked on a journey to explore the benefits of a composable architecture that would build the business case for change.

FACTORS:



Greenfield project

Initial implementation would be for the clothing store only, requiring a solution that supports a new architecture and techstack for the store that runs parallel to the existing web properties on the legacy system.



Presentation layer

The chosen solution must serve as the presentation layer, with native tools for composing and delivering digital experiences, or connect to separate products comparable in ability and price.



Technological flexibility

To be fully composable, the solution would need to allow teams to change backend systems seamlessly, including their commerce provider, without needing to rewrite frontend or heavily code the integration.

SOLUTION

Of the solutions vetted, Triumph's architects saw Uniform as the nexus of their new architecture; a technology-agnostic presentation layer that alleviates the complexity and demand of code-heavy backend migrations.

The Uniform Visual Workspace would allow the team to build and launch the clothing store—a new part of the website developed on composable architecture with a completely different technology stack—without interruption to the original website on existing systems.

The Visual Workspace would serve as the all-in-one presentation layer, complete with native personalization and A/B testing features, streamlined to a single platform with visual preview for precision in building digital experiences.

Uniform would also be utilized as the orchestration layer, supporting the composable infrastructure while architects gradually migrated technology in and out of the backend, to avoid rewriting the front-end code when replatforming technology.

RESULTS

The new composable architecture successfully launched in parallel to the existing legacy systems. The clothing store was added to marketing website navigation to provide a seamless experience for visitors interested in browsing apparel from the iconic brand.

The digital team implementing Triumph's new composable architecture were thrilled by the quality and limitlessness of the marketing tools native to the Visual Workspace, the savings from not needing additional solutions, and the overall ease of use—a major benefit come time to hand off management to in-house marketers.

The Uniform Visual Workspace's composability and an agnostic approach to technology allowed for a smooth implementation of the commerce solution, and future-proofs Triumph's store as the digital team deploys to new markets, implements, tests, and replaces systems moving forward.

WHAT TRIUMPH GAINED:



Time to market

Speed of development accelerated through the elimination in migration-related code, providing faster time to delivery.



True customer partnership

Uniform's continual support and proactive and responsiveness to feedback eased the implementation process and gave Triumph confidence in committing to the Visual Workspace long term.



Ease of integration

Triumph's development agency, Kruso, found integrating other systems with the Visual Workspace faster and frictionless compared to other solutions.



Freedom of integration

By adopting composability and the Visual Workspace, Triumph added needed flexibility to welcome new technology partners.



Productivity

In shifting from code-heavy to configuration-based development, the agency team accomplished more quickly with less labor force than with stacks run through CMS-centered architectures.



A developer's solutions

In comparison to competing solutions, Uniform's approach to website architecture saved developers considerable time overall and required less manual logic.



An advantage

The Visual Workspace provided stability to the project and enabled the owners of the website more options than ever before.