

CASE STUDY

One site per week: Starkey's 90-day migration to Uniform

QUICK STATS

- 90-day migration
- Six-figure savings
- Zero downtime
- 11 markets



INDUSTRY:
Medical devices



HEADQUARTERS:
Minneapolis, MN



COMPANY SIZE:
5,000

CHALLENGES

- Repeated downtime with .NET-based CMS
- Layers of undocumented customization
- Poor content author experience
- CMS value disproportionate to high costs
- No migration margin for error

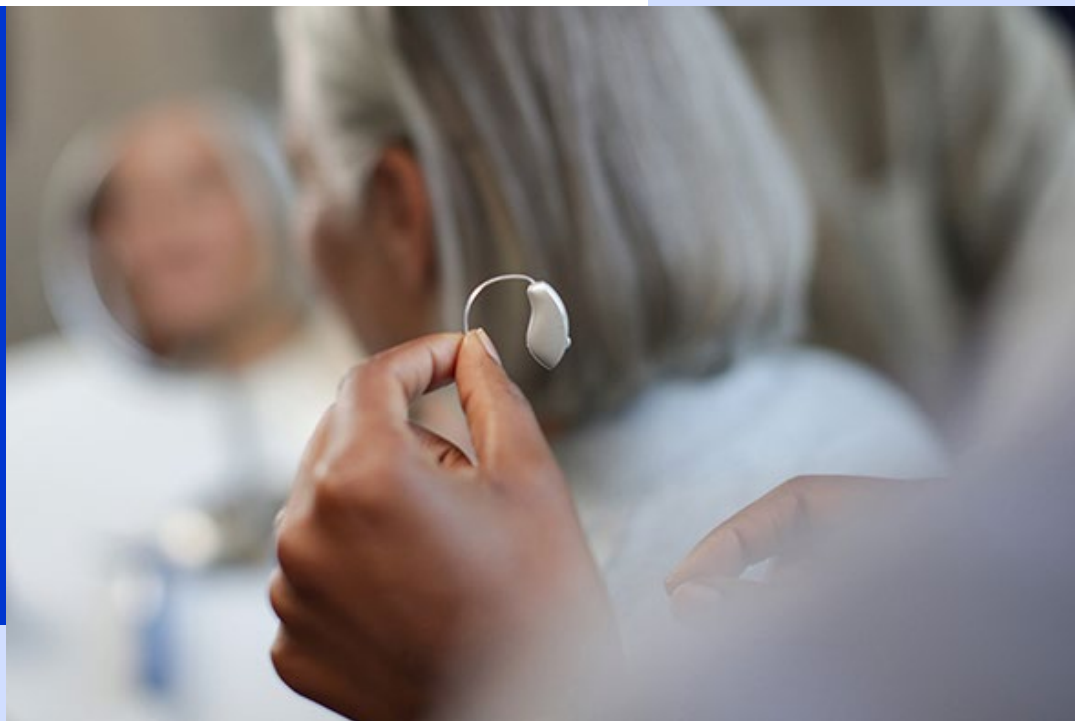
BENEFITS

- Significant annual cost savings
- 90-day zero-downtime migration
- Improved content author productivity
- Architectural extensibility for customization
- Composable architecture transformation
- Front-end modernization for scaled dynamic delivery
- Flicker-free personalization and A/B testing

Introduction

Starkey, a global leader in hearing technology, successfully migrated its robust digital presence from a deeply customized, .NET-based content management system (CMS) implementation to Uniform's modern composable digital experience platform (DXP) in 90 days, with zero downtime or service interruption.

By leveraging Uniform's Siphon migration tool and adopting a repeatable strategy, Starkey modernized its technology stack and achieved six-figure annual cost savings while dramatically improving architectural extensibility and content author productivity.



Challenge

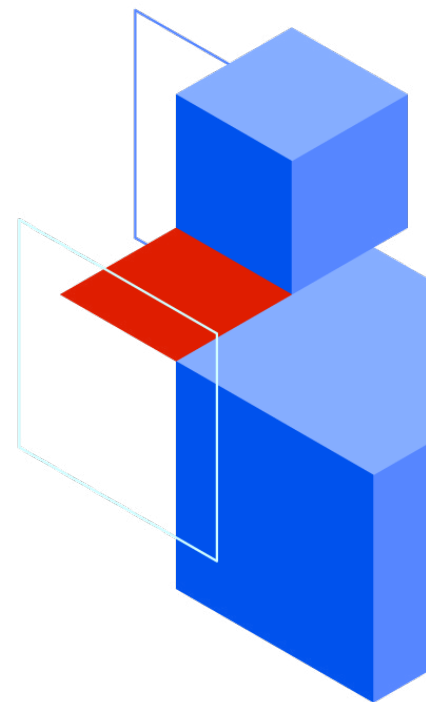
Starkey faced a critical juncture stemming from multiple aging legacy content management instances that had accumulated and compounded customization complexity for over a decade.

The existing CMS suffered from repeated downtime and unreliability, exacerbated by a lack of vendor support, which created operational strain. Additionally, the inflated codebase contained numerous unused features that created an unnecessary cognitive load for content authors.

When it came to modernization, however, the stakes were exceptionally high:

- Starkey's digital presence serves over 1 million sessions per month in 14 different languages across 40+ sites that cater to both B2B and B2C audiences
- Its websites function as the primary driver for both commerce and training operations.
- Starkey provides the #1 search engine-ranked tool for hearing test and hearing aids.

Starkey leaders faced a dilemma: a failed migration would have jeopardized the critical business infrastructure, yet the prohibitive costs of maintaining the legacy system, combined with its poor performance relative to licensing expenses, made the status quo untenable.



"Uniform proved to be a true partner, executing a complex migration with remarkable speed, precision, and success."

– Michael A. Nelson,
Sr. Director of Digital Customer Experience, Starkey



Solution

Faced with the double-edged proposition, digital leadership began vetting potential solutions that would solve primary challenges with minimal risk and change management friction while laying the foundation for enhancing marketing capabilities in the near future.

Uniform was selected over competitors for familiar features that would ease the authoring transition, as well as the expansive opportunities available via composability, most notably Uniform's powerful, simplified personalization capabilities. Additional contributors to Uniform's selection included its willingness to collaborate on customization and provide direct partnership support.

The solution would be centered on a repeatable process powered by Uniform's proprietary Siphon tool, creating a "migration factory" approach that would support both accuracy and scalability. This strategy would enable a parallel lift-and-shift of 11 market sites, including both content and code migration, while simultaneously modernizing the front-end architecture and decoupling the monolithic system into separate services.



Complex technical challenges would be systematically addressed:

- Preserving mobile app API compatibility with zero changes required on the app side
- Implementing multi-market authentication flows with content protection and entitlement-based targeting
- Establishing seamless integrations with third-party platforms, including a translation management system, a video delivery platform, and a modern front-end cloud.

Starkey and Uniform agreed to pursue an aggressive holistic strategy versus a traditional phased approach, driven by a 90-day deadline to exit by the previous CMS's license term.

As the teams began unpacking the existing CMS instance, the complexity of decades of customization, undocumented functionality, and custom integrations added further complexity to the migration; a fitting challenge for a Uniform team armed with a cutting-edge AI approach.

"What set Uniform apart was their commitment to outcomes. Rather than simply providing a platform and expecting us to figure out the rest, they invested in our success from day one. They approached the engagement as a true partner, and that level of support is increasingly uncommon in today's market."

– Nathan Moch, Team Lead, Starkey

Results

The solution strategy achieved remarkable velocity, enabling the onboarding of approximately one site per 2-week sprint. Beyond the initial two market launches, nine additional regional market sites were queued and tracked ahead of schedule.

“The speed of our migration to Uniform was absolutely insane. No disruption to business, no downtime. It’s amazing.”

– Nathan Moch,
Team Lead, Starkey

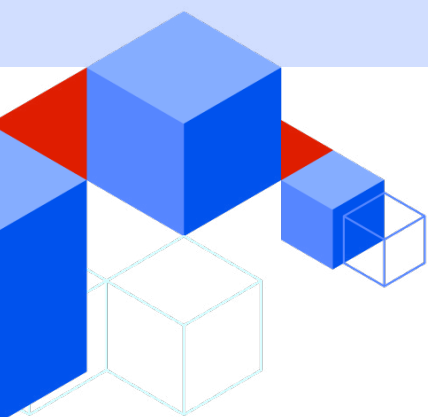
The successful accelerated migration delivered transformative business outcomes across multiple dimensions.

- Starkey achieved projected annual savings, driven by reduced licensing, hosting, and services costs.
- The entire migration was completed in 90 days
- The website experienced zero service interruptions or downtime throughout the cutover process.
- The migration successfully transferred 5,000 content items and 10,000 media assets without data loss or degradation.
- Content authors reported a dramatic productivity boost. Faster content authoring, search, and copy/paste functionality improved daily workflows, while the intuitive page-composition model proved far simpler than managing separate data sources.
- Downtime inquiries that had plagued the development team ceased entirely, freeing personnel for higher-value strategic work.
- Uniform’s partnership commitment delivered tangible value through unparalleled SaaS extensibility, headless CMS for the mobile channel, and an advanced translation management integration.

Looking forward, Starkey plans to expand use of Uniform’s personalization features and leverage its simplified API connections to reduce integration timelines from months to weeks.

“Uniform delivers a clean, straightforward authoring experience that enables teams to manage digital experiences with greater efficiency and confidence. Its flexible approach supports our needs today while providing room to grow in the future.”

– Michael A. Nelson,
Sr. Director of Digital Customer Experience, Starkey



In Summary

Starkey's successful migration to Uniform demonstrates that enterprise-scale digital transformations need not be prolonged, risky endeavors. By combining purpose-built migration tooling, Uniform's enablement of scalable, repeatable processes, and genuine partnership-driven support, organizations can achieve in 90 days what conventionally requires 12+ months—while simultaneously unlocking substantial cost savings and operational improvements.

Furthermore, this expedited transition provides a replicable blueprint for modern enterprises to achieve digital transformation success in record time, proving that what was once thought impossible is now the bar in an AI-driven digital landscape.

"Uniform went way above and beyond what I was expecting. They did more than just take our website and move it into the platform. They said, 'Let's find a better way to do this,' and then implemented it that way. They evolved our architecture just as part of moving to Uniform."

– Nathan Moch,
Team Lead, Starkey

