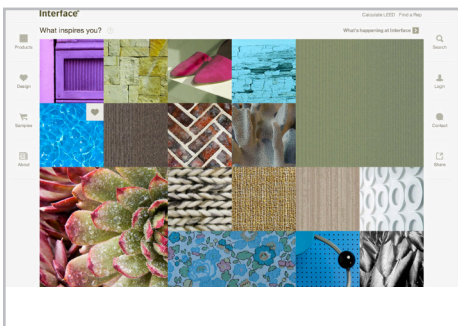


Case Study: Interface, Inc.

“By streamlining our content management and publishing processes with Clickability, we cut our time-to-publish from two days to just two minutes. Our marketers finally have the flexibility they need to deliver a digital experience that truly embodies the Interface brand.”

Santosh Soni, Sr. Manager IT Application Development, E-commerce , Middleware at Interface, Inc.

Interface®



Company HQ: Lagrange, GA

Industry: Commercial Carpet and Tile Manufacturing

Clickability Product: Clickability® Web Content Management (WCM) Platform

Goals:

- Empower non-technical users to create and publish content
- Easy integrations with other marketing systems
- Global translation services
- Scalability and reliability

Advantages of the Clickability WCM Solution:

- Increase monthly page views and website traffic
- Reduction in time spent by IT updating content and templates
- Seamless data integrations between multiple systems
- Increase in number of global websites with multi-site management capabilities and translation services

About Interface, Inc.

Founded in 1973, Interface is the world's largest designer and maker of carpet tile. Its products are designed for a wide range of commercial environments including corporate, healthcare, education, retail, hospitality and government. Since its founding, Interface has grown into a billion-dollar corporation, with sales in 110 countries and manufacturing facilities on four continents.

Content Challenges and Platform Requirements

Before implementing Clickability, Interface was not using a web content management system, making managing and publishing content a very time-consuming, cumbersome process. Its marketing team had no control over publishing content and was forced to rely on IT to make even the smallest changes. This lack of flexibility meant marketers were severely limited in their ability to provide an engaging web experience that represented Interface as a leading design company.

When Interface decided to redesign its website, its top priority was to find a WCM platform that could support the evolution of its brand and its plans for further expansion throughout Europe and Asia. To achieve this, the company had the following requirements for its WCM solution:

- Empower marketers to rapidly create, publish, and re-use content
- Enable nimble and quick integration with existing systems
- Provide the ability to translate content into multiple languages, seamlessly manage multiple global sites, and efficiently share content among regions
- Ensure scalability and reliability

"I was very impressed with the support, open dialogue, and responsiveness of the Clickability team during the sales and implementation process. They took the time to understand what our business needed, and worked with us to ensure a seamless process of integrating Clickability with our other systems. They listened to us, were professional at every step, and were incredibly helpful. Clickability's approach ensured us that they were a partner dedicated to helping us succeed."

Santosh Soni, Sr. Manager
IT Application Development
E-Commerce, Middleware at
Interface, Inc.

Solution:

Empowering Marketers with Clickability

After evaluating several vendors, Interface selected Clickability as its WCM provider. Within one month of Clickability powering its new website, Interface's number of daily site visitors doubled, and the company expects its visitor base to continue to grow. Interface chose Clickability because it gives more control to marketers, improves internal marketing and IT efficiencies, and enables Interface to provide a web experience that ultimately drives revenue. Further, Clickability's dedication to understanding Interface's objectives and helping it address those needs boosted Clickability above any competitive alternatives.

Results

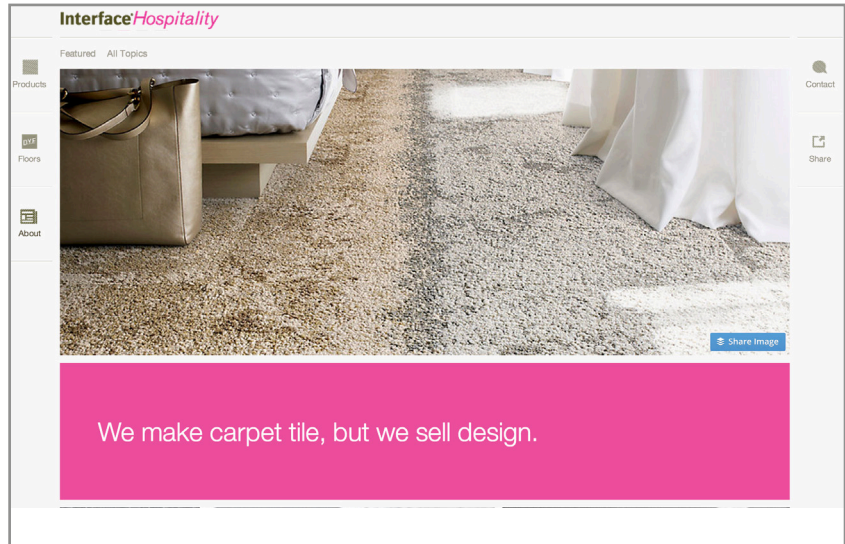
Easy-to-Use for Non-Technical Marketers

Clickability was built with the non-technical user in mind. In fact, non-technical users can typically learn how to publish content using Clickability within an hour or less. The platform is highly intuitive, giving Interface's marketers more control than they've ever had over web content and presentation. They can now quickly publish content without any reliance on their IT team, and because Clickability separates content from presentation, they can easily re-use the same content across multiple pages and sites. As the marketing team creates and edits content, they can see how it will appear on the website, giving them the contextual visualization they need to optimize content before publishing it. Further, Clickability's workflow controls help Interface's marketers ensure that the right people have publishing access to the right content.

Seamless Integration with Other Systems

Interoperability among digital marketing platforms is critical to creating a holistic visitor experience, enabling visitor data to flow between all marketing and sales touchpoints, and leveraging analytics effectively across systems. That's why Clickability's flexible platform offers a wide variety of integration capabilities.

Clickability's open APIs using industry-standard formats enabled Interface to create a holistic user experience, including advanced functionality like search and shared meta data. Interface easily integrated web content from Clickability into its enterprise-generated search system, allowing it to search for content on its websites and other areas from just one place. The company is also leveraging Clickability to share meta data with other systems. By using the same meta data for content assets, two different systems can operate on the same content, allowing data to seamlessly flow among multiple systems so that they can work together to create efficient internal workflows.



Interface also integrated Clickability with its existing ecommerce and video management systems. This has allowed Interface's marketing team to own the marketing content that is being displayed within Interface's commerce section of its website. Further, the team can easily combine video and web content into a single content workflow, saving them significant time.

Comprehensive Globalization Capabilities

Over the next two years, Interface.com is moving from 5 languages to 20 and expanding its global presence to additional countries throughout Europe and Asia. The ability for Interface's marketers to efficiently execute their current and future digital globalization strategies was a key factor in the company's decision to deploy Clickability. The platform's multi-site management feature enables the Interface marketing team to publish, reuse, and update content from one platform account to multiple online domains, enabling them to save time, reduce chances for errors, and ensure brand consistency.

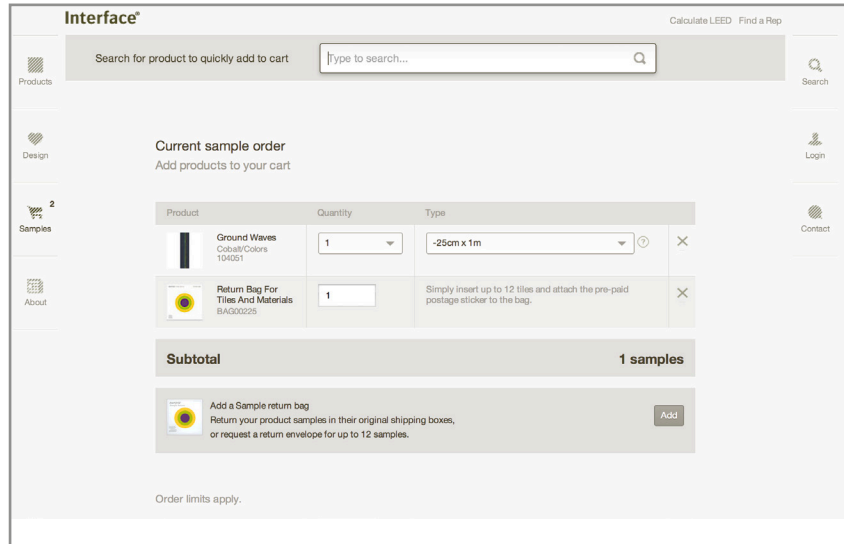
Also, Clickability can support any language, including a variety of character sets like double-byte characters used for Asian languages, and support for right-to-left character entry for languages such as Arabic or Hebrew. Its tool for organizing multiple language versions of specific content together in a single, seamless workflow makes what could be a time-consuming, challenging process a simple, efficient one for Interface – enabling the company to easily scale to more languages. Further, as a SaaS WCM, Clickability is always universally accessible from any web-enabled device, so Interface's marketers from the central and regional offices can readily share and update content.

About Clickability

Clickability, a product line within Upland Software, is a leading software-as-a-service (SaaS) Web Content Management platform (WCM). We enable marketers and online publishers to efficiently create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Our easy-to-use platform offers comprehensive, constantly advancing capabilities that empower customers to successfully execute their digital strategies with agility. As a result, they can rapidly create and deliver dynamic digital content experiences that boost their brand, increase engagement, and drive conversions.

More information is available by calling
+1.888.352.9682 or visiting

www.clickability.com



Reduced IT Costs and Maximum Reliability and Scalability

Interface wanted a WCM platform that would not burden IT and would keep infrastructure costs down. Clickability's SaaS delivery model, therefore, was a perfect fit to meet these needs. Clickability is operated by a dedicated technical operations team that is responsible for the hardware and software and day-to-day operations of the platform, as well as its security, performance, and availability. It performs feature and functionality upgrades on a regular basis that are instantly available to Interface at no additional costs. As a 100% SaaS platform, Clickability allows Interface to significantly save IT time and costs and rest assured that its website maintains optimal performance at all times.