upland
RightAnswers

Case Study

Lely Powers Its Global Field Network with Connected Knowledge

INDUSTRY
Manufacturing

COMPANY
Lely
Maassluis, Netherlands

lely.com

Founded in 1948, Lely focuses on a sustainable, profitable, and enjoyable future for the agricultural sector. With the cow as the center, Lely develops high-quality robots and digital farming systems that increase animal welfare, flexibility, and production in the dairy farm business.

For 75 years, **Lely** has been a global leader in the sales and service of automated systems for successive generations of dairy farmers. With a worldwide network of dedicated Lely Center branches delivering tailored sales and service, the Lely Group operates in more than 50 countries and employs approximately 2,300 people.

Delivering accurate, up-to-date technical knowledge across this global ecosystem is mission-critical.

The Challenge: Scaling expertise across a distributed global network

Before RightAnswers, Lely relied on a series of on-premise file servers to store more than 17,500 files, with no structured way to share HTML or digitally formatted knowledge.

While the layering of access rights provided the company some security, the system created significant operational friction:

- Field technicians, sales, and internal staff would download PDFs and store them locally for several months (sometimes years)

- Updates were difficult to track and enforce

- Knowledge lived in static files, not structured workflows

- Search was slow, inconsistent, and frustrating

- Multilingual distribution was complex

As Lely's product portfolio and global footprint expanded, so did the risks:

- Outdated documentation in the field

- Knowledge gaps between regions

- Compliance and version control changes

- Operational bottlenecks slowing down technicians

Lely realized it needed a solution beyond document storage.

It needed a scalable, connected knowledge ecosystem that could evolve alongside its innovation.
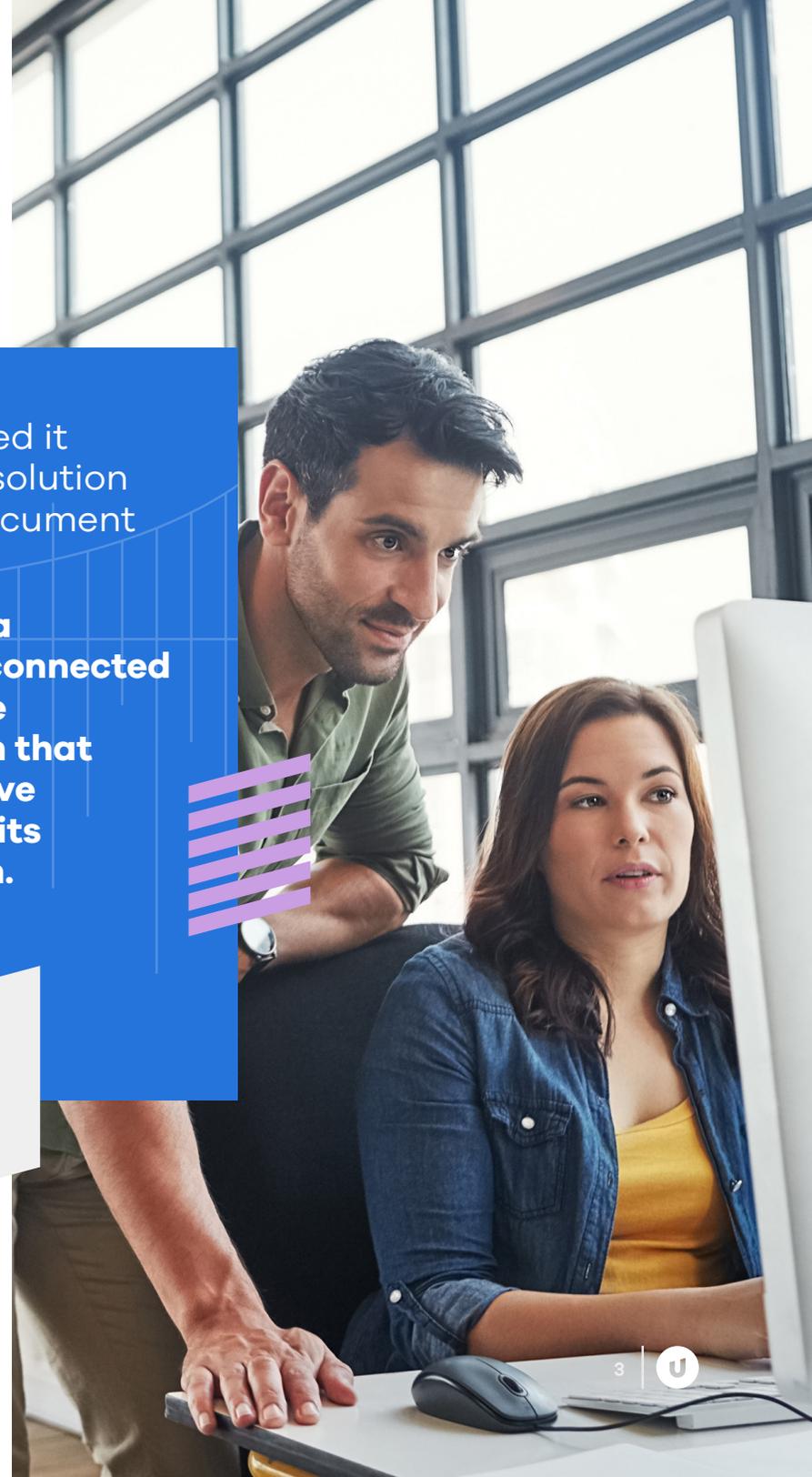
From file storage to enterprise knowledge management

Without a cloud-based knowledge management system (KMS) in place, Lely's reliance on file servers hindered their everyday operational processes and the bottom line. There was no streamlined way to locate the correct information, manage multilingual content, or maintain updates consistently across the organization.

Lely needed to simplify workflows and significantly improve search capabilities to support its growing global network. After evaluating options to resolve its knowledge management challenges, Lely selected RightAnswers.

RightAnswers transformed Lely's fragmented document environment into a centralized, governed knowledge platform.

What began as on-premise file storage evolved into a dedicated cloud environment — enabling Lely to standardize workflows, improve search accuracy, support multilingual content, and consistently deliver knowledge to technicians in the field..

Today, RightAnswers supports:

- 4,000+ global users

- 15,000+ external portal sessions

- 150 Solution Manager licenses and 150 Support Agent licenses

- 15,000 external sessions + 3,000 internal named licenses

- 17,500 structured knowledge articles

- 24/7 support for technicians, sales, and back-office teams

The Solution: A connected knowledge hub for field excellence

For the past ten years, RightAnswers has helped ensure streamlined workflows, enhanced operational efficiency and better coordination between suppliers and distributors for Lely.

1. A single, trusted knowledge environment

With more than 4,000 users requiring weekly access to knowledge to perform their roles effectively, Lely needed a robust and reliable system.

Through RightAnswers, Lely provides real-time access to trusted content, simplifying workflows across its global network. A team of 100+ Solution Managers creates and maintains structured content within the platform. Configurable workflows, scheduled publishing, and version control ensure technicians always access validated, up-to-date knowledge.

Technicians no longer rely on locally stored PDFs. Instead, they depend on a governed, searchable knowledge ecosystem.

2. Clear taxonomy and enterprise-scale bulk management

With thousands of articles spanning multiple regions and languages, structured classification matters.

RightAnswers enables Lely to implement a clear taxonomy and index structure, allowing technicians to quickly navigate:

- Spare parts documentation

- Software configurations

- Maintenance procedures

- Diagnostic support

Bulk editing capabilities allow Lely to update authorship, taxonomy, and content changes across thousands of documents in minutes, not months.
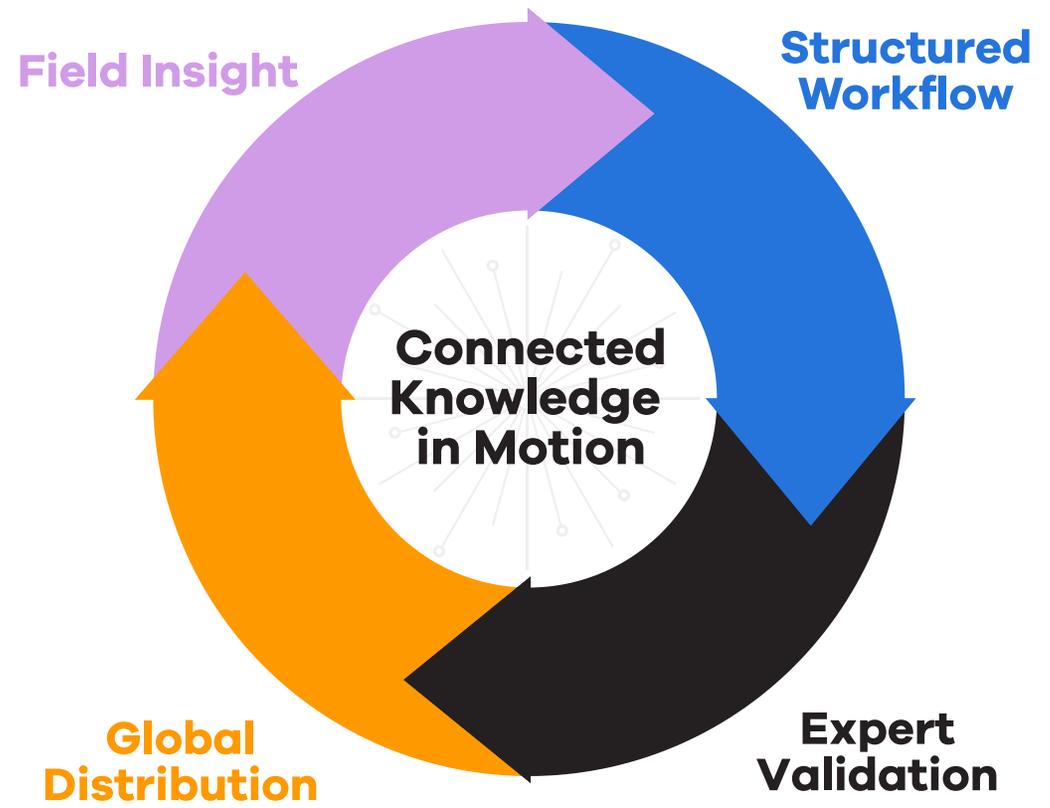
Bulk editing capabilities in the RightAnswers platform allow Lely to update authorship, taxonomy, and content changes across thousands of documents in minutes, not months.

3. Configurable workflows that drive continuous improvement

Using RightAnswers' intuitive interface, Lely established a clear content taxonomy organized through index pages that technicians can easily navigate. Each topic has been viewed thousands of times, becoming a trusted destination for resolving issues in the field.

When technicians encounter an unknown issue, they submit feedback directly into the system, reducing delays and manual communication. That insight flows back to Solution Managers, who refine existing content or create new documentation, effectively closing the knowledge loop.

This continuous feedback cycle drives faster updates, reduces duplication, strengthens governance, and increases confidence in the content across regions.

Field Insight

Structured Workflow

Connected Knowledge in Motion

Expert Validation

Global Distribution

Knowledge That Moves at the Speed of the Field

For Lely, knowledge fuctions as operational infrastructure.

With RightAnswers, Lely has:

- Eliminated offline knowledge silos

- Increased search efficiency across regions

- Standardized technical documentation globally

- Improved collaboration between technical writers and field teams

- Enabled secure, multilingual knowledge access

Most importantly, technicians can resolve issues faster without escalating unnecessarily or waiting for updated documentation.

"Everything you want from a knowledge management system is right there if you want to keep track of what's updated, use the refresh dates and have some workflows in place.

To be able to bulk edit content from one author to another or change taxonomy in one go, it's really good."

– Bartjan Hutten,
Technical Service & Support
Project Manager, Lely

Knowledge with Trust, AI with Purpose.

Upland RightAnswers is the AI-powered, leading KCS v6 verified solution for configurable, scalable knowledge creation and delivery. Tailored for complex enterprises, RightAnswers allows customer service teams to quickly troubleshoot issues and satisfy customers.

upland
RightAnswers

For more information visit: uplandsoftware.com/rightanswers