

Web Phase 2

Unifying the Xylem digital landscape under a single, consolidated website

Web Phase 2 focuses on unifying Xylem's digital properties under a single, consolidated website. It increases Xylem's brand equity, as well as improves our ability for our product brands to enter new markets, increases awareness, and opens new sales opportunities by capturing more leads.

The platform is based on EpiServer, a best-in-class content management system. It is integrated with our Marketing automation system (Marketo), which in turn is integrated with our customer relationship management system (Salesforce).

"Web Phase 2 is empowering our marketing and sales teams to deliver our value proposition to our customers."

— Raj Suvarna, Director, Digital Marketing

Features

- **New Contemporary Design:** The modern interface design enables our customers to seamlessly navigate through Xylem's offerings in the most efficient way possible and experience our comprehensive products and solutions.
- **Mobile Device Support:** Customers can now view our offerings through tablet and mobile based devices. With information stored on the cloud, the entire customer base has access to the most current information at their fingertips.
- **Vertical Markets Integration:** Web Phase2 groups our different offerings and services into specific industries and applications to help customers quickly find what they need.
- **Premium Accessibility:** Existing and new customers will be able to find performance curves, spec sheets, brochures, technical information and all other essential product and service information.



Xylem's Commercial Applications

All Commercial Information Technology (CIT) initiatives are part of Xylem's Integrated System (XIS), a comprehensive suite of integrated global business applications enabling Xylem to accelerate growth, reduce costs, and enhance customer satisfaction by creating a common business operating platform.

iScala: Delivering excellent customer service with simplicity and transparency in the order entry process and real-time updates on shipments.

CRM: Providing a single view of our customers and the ongoing activity in the opportunity pipeline across our company.

ServiceMax: Providing a platform for improving service response time, enabling Xylem to improve service growth and drive sales of products, parts and accessories.

Web Phase 2: A new digital ecosystem that optimizes Xylem's brand and country websites, enabling customers to easily find and learn about Xylem products and services.

Xylem Online (XOL): Delivering a simple, fast and universal user experience when selecting, configuring and pricing Xylem products with relevant engineering data and support information.



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