

Helped Abbott build an intuitive experiential platform for its users & clients across 30+ countries

Summary

Abbott engaged **TO THE NEW** to replatform and create personalised geo-specific Global Point of Care (GPOC) websites. The platform served Abbott's clients in 32 countries and 16 locales. TO THE NEW also built and manages 8 new sub-brand websites for Abbott and successfully migrated their existing infrastructure to AWS Cloud.

Background

Abbott is an American multinational medical devices and health care company that creates breakthrough products in diagnostics, medical devices, nutrition and branded generic pharmaceuticals. Its clients are mostly healthcare professionals (HCP) who look forward to purchasing healthcare equipment. Abbott's online platform catalogs and maintains all the equipment and sub-brands under Abbott Laboratories. Abbott was facing decreased sales and user interaction on their websites with key information available only in 1 language across the platform. Multiple sub-brands did not receive much attention from Abbott's clients and users as they did not have dedicated pages of information.

Key Challenges and Business Objectives

Abbott was facing many challenges while providing information about their products through their web platform for its users and clients.

- **Abbott** was looking for a partner to build a new and better experiential platform to share region-specific product information, content and disease information
- Many of Abbott's sub-brands did not have the right visibility among users and clients across more than 30 countries
- The on-premise infrastructure and related processes took over 2 months for Abbott to implement any change to the production environment

Industry: Healthcare



TTN helped Abbott realise below business objectives:

- Replatformed Abbott's websites for **Global Point of Care (GPOC)** offering
- Created personalized and relevant content for geo-specific websites for Abbott's users and clients in 30+ countries and 16 locales
- Built sub-brand websites for better visibility among Abbott's users and clients with round the clock availability and Zero downtime
- Helped Abbott migrate to AWS Infrastructure for faster turnaround time
- Developed an effective alerting and monitoring system to unearth any production server issues in advance

Solution implemented and Business Impact

TTN helped Abbott serve location-based content that was personalized and relevant for its users and clients. The solution created more visibility for Abbott's **8 sub-brands amongst its clients in 32 countries**. This in turn helped Abbott achieve better user experience through TTN's Application Development, Cloud and Content creation services.

TTN implemented the solution as below:

- TTN developed Abbott's GPOC websites for 32 countries in that offered personalized dynamic content to users depending on their geography
- New websites built for sub-brands like Rals, Escreen, Test Target Treat, PT INR, Toxicology, etc. through 'mobile first' application development approach
- Abbott migrated from on-premise infrastructure to AWS services provided by TTN within one month
- A customized **Sling Dynamic** Include solution was implemented by TTN to avoid load on servers for dynamic content requests
- Deployment of code was executed through automated jobs
- The solution collated the system logs while checks and analysis were done manually
- Production server concerns like disk space management, memory utilization, etc. were kept in check through monitoring of server and raising alerts in advance Code optimization and efficient cache management without **Content Delivery Network (CDN)** helped in avoiding many production server issues

Business Results

The increase in performance and a better user experience of the replatformed websites showcased the effectiveness of the solution implemented by TTN. Key business outcomes achieved by Abbott were:

- Lighthouse performance score for the new websites went from 25% earlier to 75-80%
- 96% of code was covered in unit testing and automation test suite for quality control and assurance
- AWS migration enabled Abbott to have more control over the deployment pipeline and ensure quick delivery of content

- Deployment of new changes to live environment of the geo-specific and sub-brand websites could be done in 1-2 days as compared to 2-3 months earlier
- Enhanced UI on the new websites met with better customer experience for Abbott
Optimised the page response time to 2 - 4(max) seconds for more than 95% of user interactions

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