

Digital, Drupal and Acquia Help Fujirebio Leverage Acquisition of Innogenetics to Fuel Global Growth

When Fujirebio, an international Japanese in vitro diagnostics (IVD) company, acquired Belgium-based Innogenetics, the company turned to Drupal and Acquia to provide a framework and a sustainable platform to help deliver global success under the new company name Fujirebio Europe.

The Challenge

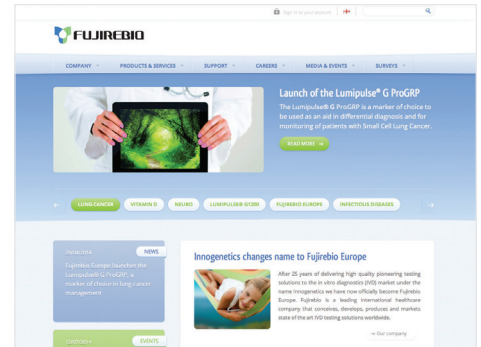
During and after mergers and acquisitions, it's essential to ensure not only cultural integration between the employees, but also retain familiarity for customers across both the organisations.

That was the case for Fujirebio in 2010 when it acquired Innogenetics. The acquisition provided Fujirebio with a strong sales and marketing presence across Europe, as well as enriching R&D activities to develop new products. This acquisition created an international healthcare company that conceives, develops, produces, and markets high quality MD testing solutions worldwide.

The acquisition also created a need for Fujirebio to rethink its business strategies: The new company would need to increase its digital engagement and lead generation activities. The existing homegrown CMS platform wouldn't support Fujirebio Europe's digital initiatives and lacked the integration tools needed for this project. The company sought a platform that would better optimise Fujirebio Europe's digital business with a new, state-of-the-art system that connected with customer relationship management and marketing automation solutions.

How They Did It

Initially, Innogenetics kept its brand name in Europe. However, the formation of a newly-merged company needed to be communicated to current and potential customers. Both Fujirebio and Innogenetics had strong and loyal customer bases, which were fundamental to the future success of the organisation. It was important to demonstrate the new, enhanced setup without alienating audiences who might feel singularly loyal to Innogenetics.



Fujirebio Europe

- www.fujirebio-europe.com
- Leading international healthcare company that conceives, develops, produces and markets state of the art in vitro diagnostics (IVD) testing solutions worldwide
- Drupal user since 2012

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A rebranded website in Drupal was the first port of call for customers, prospects, and partners to increase engagement with visitors, encourage signups on the contact page, and grow lead generation. Google Analytics was installed, and once the tracking of site statistics was in place, work could begin on improving the website performance against clear KPIs. The homepage was updated with new products highlighted and featured, allowing visitors to click through to get further information.

Fujirebio particularly wanted new users of its website to be directed to an eServices area, which provides added value services and information, such as product videos, regulatory information, and technical documentation, against sign up. It was vital for Fujirebio to build and maintain customer relations in what would have been a tumultuous period. Thanks to the flexibility and agility of Drupal, the eServices area quickly became a central resource for customers and prospects, and is today regularly improved in order to meet more user needs and feedback.

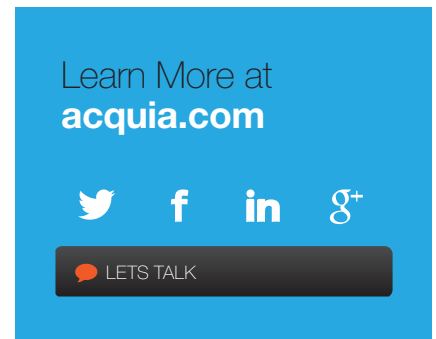
After a comparison with other enterprise systems, Acquia's open-cloud platform was selected because it delivered scalability, security, and high performance for Drupal sites. Acquia, with partner D'M&S, came highly recommended by the majority of agencies in Belgium. Working with Acquia and D'M&S, Fujirebio built a new platform on Acquia Cloud. Acquia also provided Fujirebio with Pro Plus support, a 24x7 critical support service, as it looked to expand its global presence and reach new audiences.

The Results

Together, Acquia and D'M&S combined technical know-how and a deep understanding of web development to create the new website and platform that supports international growth and large amounts of traffic. What Fujirebio liked about Acquia Cloud is that the user interface is very simple and modules can be easily added. In addition, Acquia Cloud can easily integrate with existing software, such as Marketo and Salesforce.com, so this Drupal-tuned platform can optimally support Fujirebio as it continues to grow.

With the flexibility of Drupal and Acquia Cloud, this cross-channel rebranding was applied easily.

Christian Lindknud, Business Manager, eBusiness and Strategic Initiatives, at Innogenetics (now Fujirebio Europe) led this initiative. He felt very strongly that getting the technology and platform right to facilitate this communication was crucial to meeting the new business objectives of Fujirebio Europe successfully.



“Now that we are an Acquia customer, I know that technology will not stand in our way as we continue to grow.”

– Christian Lindknud
Business Manager, eBusiness and Strategic Initiatives, Fujirebio Europe

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