Iberdrola: Upgrading digital experience with Liferay DXP

The client

With over 170 years of history, Iberdrola is a global energy leader, the first wind power producer and one of the largest electricity companies in the world. Every day, 37,000 employees ensure that they supply energy to more than 100 million people around the world. They have brought the energy transition forward two decades to combat climate change and provide a clean, reliable and smart business model.

Among its values, it shares with Ricoh its commitment to sustainability, and thanks to its dedication to clean energy, today it is one of the companies with the lowest emissions and an international benchmark.

Iberdrola already relied on Ricoh for printing services, with the acquisition of more than 2,000 printers for its offices around the world, videoconferencing support and managed services for collaboration solutions. But the partnership expanded when it decided to upgrade the digital experience through application development and portals migration to Liferay.

The challenge

The Iberdrola.com corporate portal receives 1 million visits per month and 2 million page views. In addition, its internal portal is used daily by more than 30,000 employees.

As a starting point, Iberdrola had to decide on which platform it would carry out the implementation of portals, both for clients and its intranet. The companyconsidered the options of Adobe and Liferay, the latter being the option finally chosen.

After the selection, an analysis of the environments and licenses necessary for the migration of all the portals was carried out. After the bidding process, Ricoh managed to surprise its main competitors with the technical proposal and was chosen as the winner. Ricoh is a Platinum Partner of Liferay, a differentiating fact that, together with the manufacturer's references, were compelling reasons to tip the balance. Iberdrola already knew Ricoh's skills and felt guaranteed of the support it could offer.

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"Ricoh has shown extensive experience in the implementation of similar solutions, efficiently solving any challenge."

Unai Zuazola,
IT Project Manager Iberdrola

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Project details

As part of its modernization process, Iberdrola proposed the migration of its main communication channels with customers and employees, such as the corporate website iberdrola.com and its employee portal, a global multi-language and multi-company intranet, upgrading IBM WebSphere Portal WCM to Liferay DXP 7.2. As a prominent part of the project, Elasticsearch, a powerful new search engine, was incorporated as a replacement for the old obsolete tool. In addition, it included the installation of the infrastructures of all the environments: development, production and post-production. Finally, training and transfer of technical knowledge to current maintenance teams. A second phase of the project will include the development of new components, as well as integration with Analytics Cloud.

Their goal was to modernize the platform and make minor adjustments to take advantage of the increased capabilities offered by the latest version of Liferay. Over a period of 8 months, an experienced team of 8 certified people developed and implemented the migration. All participants from the Ricoh Technology Hub in Asturias, a digital solutions competence center that provides development, integration and maintenance services of applications to the entire Spanish market and the rest of the world.

"The Ricoh team has not only accompanied us, they have led the project with continuous monitoring of the tasks carried out."

Unai Zuazola,
IT Project Manager Iberdrola

Benefits

The key objective was to improve how development, technical and maintenance teams work in a more efficient way. The Liferay capabilities enabled Iberdrola to re-use content and update it in an easy way. The main benefits are:

- SEO improvements, loading speeds, creation of new pages.

- Improvement of contributor user experience, due to simplified tasks.

- Increase in the volume of unique users and page views.

- Improvement in the time-to-market for the launch of new sites and landing pages.

- Reuse of components for the implementation of new functionalities.

- Improved search capabilities thanks to the new Elasticsearch search engine.

"Ricoh has shown deep knowledge of the implementation of Liferay Solutions, efficiently solving any contingency that arose during the project. It is fantastic how we have ended talking the same language - we have understood each other very quickly."

Unai Zuazola,
IT Project Manager Iberdrola

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