

MICHELIN - DIGITAL COMPETENCE CENTER



➤ CONTEXT AND ISSUES

As part of its Digital Transformation, the Michelin Group has created a Digital Factory in charge of managing and building the Group's B2C brand sites and redesigning numerous sites.

The Node.JS platform and the Apostrophe CMS are the technological choices made.

➤ RESULTS

- Plurality of skills offered (Technology and Marketing)
- Ability to adapt to peaks of activity
- Decrease in the cost of benefits
- Decrease in the number of providers to manage
- Improved Time to Market



MICHELIN - DIGITAL COMPETENCE CENTER



➤ OUR SUPPORT

Faced with these challenges, since March 2017, we have been proposing the establishment of a digital skills center where we carry out the development and integration of the new Michelin websites. This device allows us to adapt to the needs and peak loads of the Digital Factory...

In addition, our contract provides, if necessary, for the provision of a panel of resources combining all our digital expertise in a single contract.

- Agence Digitale Wax (Ergonomie, Design, Ux/ui, Analytics, Search,...)
- Development and integration of websites
- Innovation with the Lab

