

Itron Uses Sitecore To Help Cities and Utilities Around the World Better Manage Their Energy and Water

Itron, an American technology company that offers products and services for energy and water resource management, has utilized Sitecore to drive customer engagement for years. When it came time to work with their agency to update their website design, they engaged XCentium to build the new site, upgrade their solution to Sitecore 9, and enhance their security.

Harnessing the Leading Digital Experience Platform to Reach B2B Customers Globally

Headquartered in Liberty Lake, Washington, Itron's products and services include technology solutions that measure and analyze electricity, gas and water consumption while bringing digital intelligence to the utilities industry. Itron has over 8,000 customers in more than 100 countries. It was important to Itron to maximize their B2B customer experience, as well as their solution's reliability, georedundancy and security on a global scale.

XCentium collaborated with Itron and their agency, Atrenet, to enable a smooth hand off from design to implementation. Building on Sitecore 9.1 with advanced Helix best practices, XCentium delivered a robust multi-site, multi-language, fully GDPR compliant solution on time and on budget.

The hierarchical architecture of Sitecore enables Itron's marketing team to control brand content and voicing across all their sites, while allowing regional teams to localize approved components in their native languages. Workflows enable the global team to approve these changes before publishing to ensure governance compliance and a consistent global brand experience for Itron customers.

One of the key benefits of Sitecore is the capability to integrate with many software systems. This was very important to Itron, as their development team had created their own product management system in SharePoint. XCentium's team was able to integrate this homegrown solution with Sitecore to create a seamless internal workflow, as well as an engaging interface for customers.

Another important upgrade for Itron was moving from on prem Coveo to Coveo Cloud. In addition to reduced infrastructure needs, Itron is now able to leverage Coveo's intelligent search platform to recommend the most relevant insights from everywhere directly into the context of customers and employees. Additionally, Coveo Cloud is faster and more scalable, helping Itron do business faster with B2B customers around the world.

CLIENT

Itron

WEBSITE

www.itron.com

INDUSTRY

Manufacturing

SOLUTIONS

Sitecore Experience Platform

Coveo

Azure Cloud

Itron's Homegrown PIM



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Needing a Solution as Secure As Itron's Own Innovative Products

While creating products to lead the world's usage of energy and water, security and innovation are very important values to Itron. Their team challenged XCentium to create a solution that was as "fail safe" as their own products.

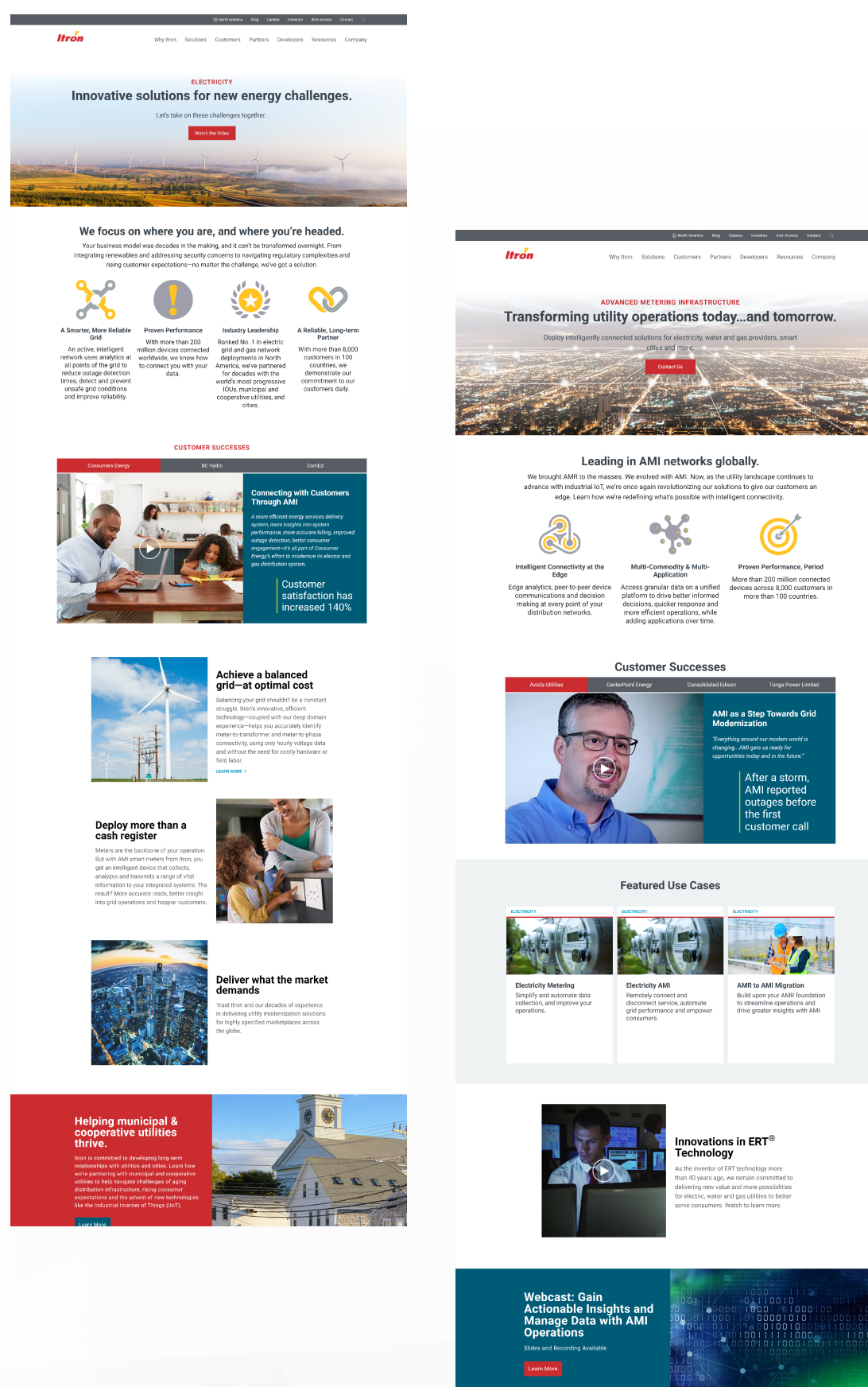
The first step in meeting this challenge was to deploy Itron's Sitecore solution on Azure Cloud, enabling increased scalability, georedundancy and security. XCentium's Managed Services team proactively monitors this solution 24/7/365 to mitigate any minor issue to ensure Itron's site stays reliable. Additionally, XCentium's team provides all security patches for Sitecore, Coveo and Azure as needed.

XCentium's Managed Services team also added increased security layers to Itron's solution to prevent further malicious attacks. With a previous history of getting hit with bad traffic, Itron's new system ensures they have close to none. Additional security protocols were provided to prevent things like DDOS, SQL Injection, and bad bots. XCentium also included a content delivery network to help user experience and site load time.

Delivering Itron's Sitecore Solution On Time and On Budget

In addition to delivering technically exceptional and secure Sitecore solutions, XCentium also strives to hit the mark on time and on budget. Thanks to a great partnership with the Itron team, this project was delivered within the budget and time initially allotted for this project.

Another service XCentium excels at is providing paired programming. The XCentium team worked in tandem with the Itron team, training their internal resources on Sitecore best practices, content creation and global distribution. While their new solution is far easier to use for internal stakeholders, the paired training ensured both marketing and development teams could fully leverage their new solution to engage their customers around the world.



Itron is in the business of bringing order to complex systems. Sitecore was the perfect choice to play that role with respect to Itron's content challenges. The results have been just what was needed and more."

- Dave Stawinski, Vice President of Client Services, XCentium