



Sitecore
Case Study:



Sealy – Improving the customer experience while maintaining brand consistency

Summary

With annual sales over \$1 billion, Sealy is a global leader in the bedding industry. To better integrate their brand across channels, Sealy sought to recreate their flagship site by streamlining the shopping experience for consumers while driving more traffic to their 3000 retail partners.

Challenge

Sealy is the bedding industry's largest global manufacturer with sales of \$1.3 billion in fiscal 2009. The Company manufactures and markets a broad range of mattresses and foundations under the Sealy®, Sealy Posturepedic®, including SpringFree™, PurEmbrace™ and TrueForm®; Stearns & Foster®, and Bassett® brands. Sealy operates 25 plants in North America, and has the largest market share and highest consumer awareness of any bedding brand on the continent. In the United States, Sealy sells its products to approximately 3,000 customers with more

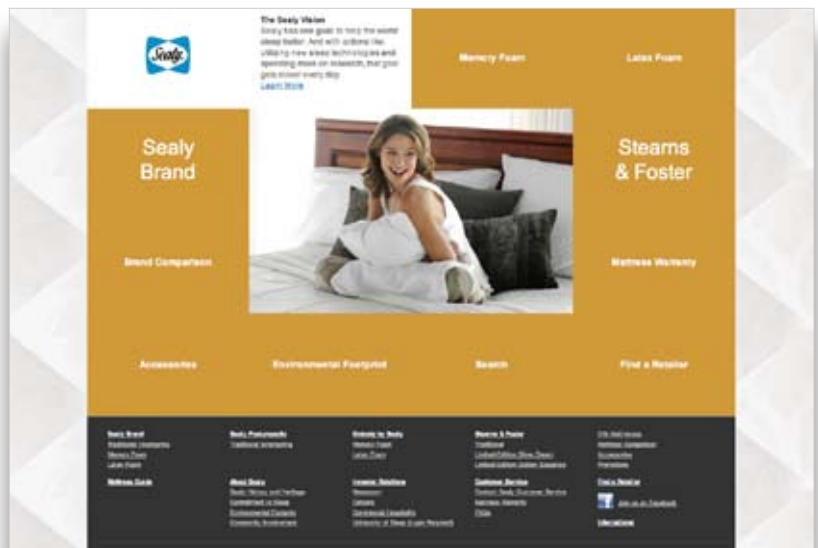
than 7,000 retail outlets. Sealy is also a leading supplier to the hospitality industry.

Sealy's website had some challenges. The CMS was homegrown and site editors could not make quick marketing and merchandising changes to update the site to match the brand and new product releases. They needed a solution that would enable editors to make changes easily and quickly to their site, while being able to track analytics.

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Sealy
Site

www.sealy.com



Sitecore Case Study:



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**— Brian Grady,
Principal, Gorilla**

“We have distinct brand positioning... phenomenal digital assets, intuitive and engaging navigation, and most importantly, a highly productive site that will drive consumers to our retailer partners. Sealy has an exciting new website that far exceeds any other website in the industry.”

**— Margo Borgione,
Director, Global
Marketing, Sealy Inc.**

Solution

Working with Sitecore partner, Gorilla, Sealy chose Sitecore as the platform for their website for the following reasons:

- The Microsoft Windows™-like desktop-style interface was familiar and intuitive
- The powerful integrated publish/versioning feature
- The model of separating data from presentation was appealing
- They felt that the “on page” editor was perfect for the marketing department

Gorilla provided creative design consulting services built around a complete technical discovery and Sitecore CMS integration, giving Sealy unmatched flexibility to connect with their customers. Customers can now search the site by mattress type or brand, check out the “Mattress Guide” to help them with their selection, compare brands, and find a retailer in their area.

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Sealy’s site was integrated seamlessly with Sealy’s custom Warranty Service and Dealer Locator, as well as an advanced version of Google analytics.

Result

Feedback has been wonderful from internal, dealers, executives, investors, customers, partners. Site traffic, time spent on site, and conversions have all increased. The site has more content, leading to more Time on Site (TOS), repeat visitors are spending even more time with the content, and Find a Retailer traffic is up 46%.

As a result of the new site, Sealy:

- Is representing their brand and their products more effectively
- Has improved how they manage the online shopping experience to increase sales
- Can better control the client experience at dealer stores reducing lost sales to in store competition.

According to Margo Borgione, Director, Global Marketing, Sealy Inc., “We have distinct brand positioning...phenomenal digital assets, intuitive and engaging navigation, and most importantly, a highly productive site that will drive consumers to our retailer partners. Sealy has an exciting new website that far exceeds any other website in the industry.”

Technology Description

Solution Special Ingredients:

*Sealy’s custom Warranty Service and Dealer Locator
Google Analytics*



Sitecore’s Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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