

# CASE STUDY

Transforming Allison Transmission's  
Digital Experience with Custom  
Sitefinity Implementation and  
Platform Integrations

 Progress® Sitefinity®



## OVERVIEW: ALLISON TRANSMISSION—AN INDUSTRY LEADER

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Allison Transmission is a global powerhouse in the manufacturing of fully automatic transmissions and electrified propulsion systems, serving industries from defense to energy to commercial transport. With a presence in over 100 countries, Allison's reputation for innovation and reliability is second to none. However, as a leader in a traditionally less digitally mature industry, Allison recognized the need to modernize its digital experience to better serve its global audience of customers, partners, suppliers, and employees.

That's where SilverTech came in. Leveraging our extensive experience with enterprise-level large-scale Sitefinity implementations, we partnered with Allison Transmission to design and deliver a transformative digital solution.

## WHY ALLISON TRANSMISSION CHOSE SILVERTECH

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Allison's decision to partner with SilverTech was rooted in trust and expertise. With prior experience working with government and defense organizations, SilverTech's team passed the rigorous background checks and requirements necessary for handling sensitive and complex projects. Unlike many competitors that outsource key components of development, SilverTech was able to ensure a fully US-based team, providing Allison with the reliability and transparency they needed.

SilverTech's project began with modernizing Allison's outdated website on the Sitefinity Digital Experience Platform. This upgrade—from an older Sitefinity version to Sitefinity 15 .NET Core—was the foundation for a broader digital transformation aimed at making Allison a digital leader in their field.

## THE CHALLENGE: MODERNIZING FOR A GLOBAL AUDIENCE

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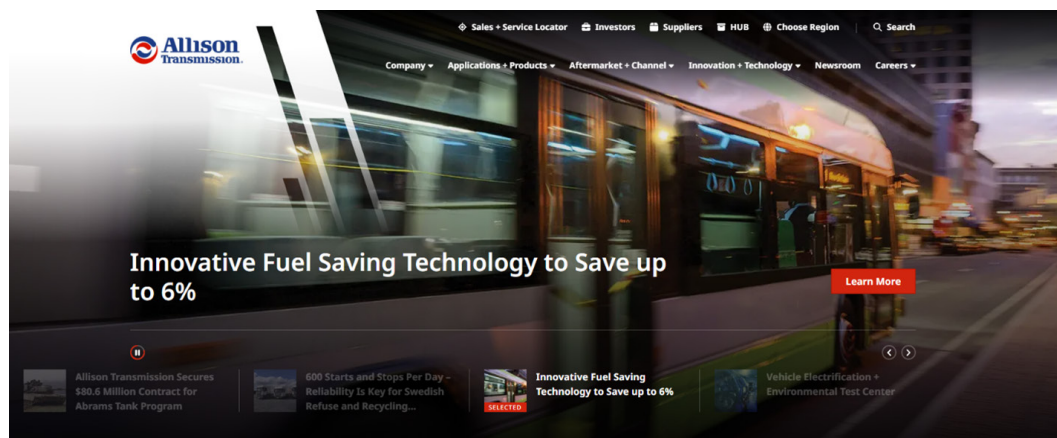
Allison Transmission's goals were ambitious:

- ✓ To lead their industry in digital maturity by creating a global web presence tailored to diverse audiences, including startups, manufacturers, and multinational enterprises.
- ✓ To ensure mobile-first usability, particularly for Western and APAC markets, where much of the business day is conducted on mobile devices.
- ✓ To streamline operations for internal teams, partners, and customers by integrating advanced tools and automation.

To achieve these goals, SilverTech conducted an on-site discovery session, including interviews with 30 cross-functional stakeholders and executives across the organization, including the CEO. This comprehensive process revealed key insights:

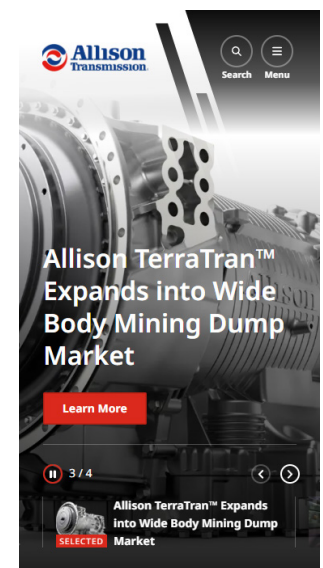
- ✓ The website needed to support localization, eleven languages out of the gate, with the capability to scale easily for more.
- ✓ Customers in the field require fast mobile access to information and product specifications.
- ✓ Internal processes for managing content, documents, and digital assets were ripe for automation and efficiency gains.

## SILVERTECH'S SOLUTIONS



### Allison Transmission: By The Numbers

These approximate figures reflect Allison's dedication to dynamic innovation and market responsiveness.



## 1. Building a Modernized Web Platform

SilverTech redesigned and rebuilt Allison's website to create a seamless, user-friendly global experience. Key features included:

**Mobile-First Design:** Optimized for fast, reliable access on mobile devices, crucial for customers accessing specifications in the field.

**Customized Tools:** Interactive sales and service locator with click and zoom map functionality, a powerful job searching function for recruitment, live stock ticker, searchable document repository, and more.

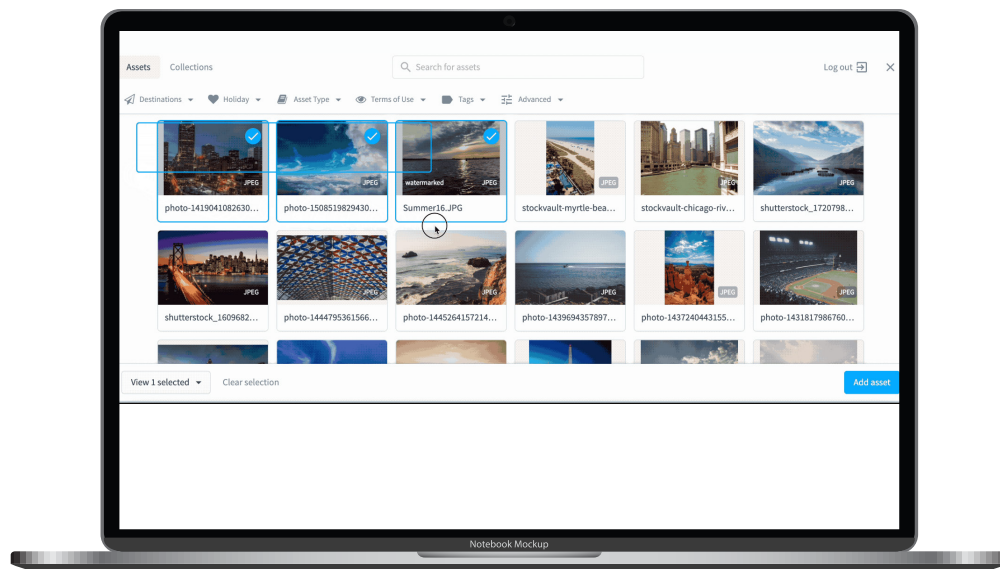
**Enhanced UI/UX:** A completely updated navigation and user interface, designed to highlight Allison's formidable global presence.

**Localization:** Automated language translations for over 11 countries using the XLIFF standard to streamline collaboration with their third-party translation providers.

## 2. Advanced Document Repository with Automation

Previously, Allison's document management processes were manual and labor-intensive. SilverTech solved this by:

- ✓ Integrating Allison's existing document storage with SharePoint and Sitefinity, enabling automated imports. Allison currently has a library of over 1,500 documents. This tool allows them to scale the number of documents without adding any manual intervention.
- ✓ Implementing a robust faceted search powered by Microsoft Azure AI, allowing the use of an advanced faceted search using tags and categories so that users can find the exact document or specification with ease.
- ✓ Automating notifications for document updates based on relevancy and individual permissions. This ensures customers and partners are always informed of critical changes.

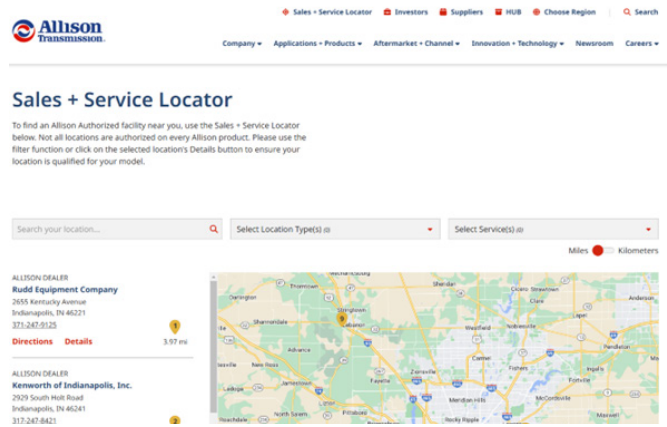


## 3. Digital Asset Management Integration

Allison's extensive library of images and digital assets required a streamlined solution. SilverTech integrated the backend of Sitefinity with a Web Dam and Binder Digital Asset Management (DAM) system, allowing web authors to update content without needing to access multiple tools—significantly improving productivity.

## 4. Custom Functionalities

Additional customizations included:

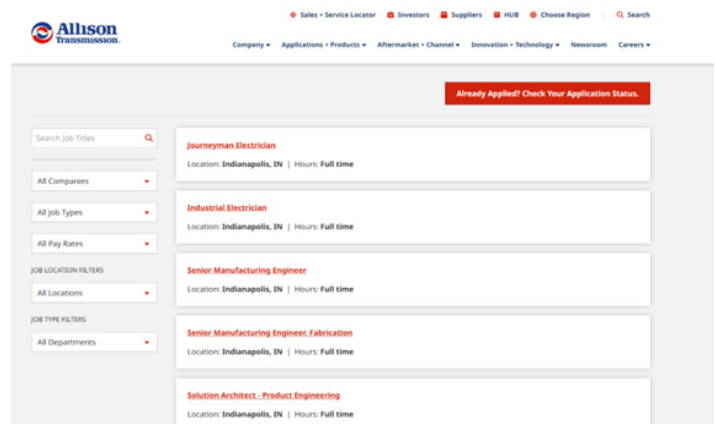


**Interactive Sales and Service Locator:** Helping users easily find relevant services worldwide.

**SpecShare Platform:** Allowing content authors to create user and customer groups for tailored document access, with built-in compliance features like expiration dates and automated notifications.

## 5. Analytics and Reporting

SilverTech implemented Sitefinity Insights for advanced visitor analytics, empowering Allison to track and measure engagement effectively and make data-driven decisions.



**Careers Finder:** A custom-built solution that consolidates job postings into a single interface, eliminating the need for a separate careers site.

**Investor Relations Ticker:** Providing real-time updates for investors.

## THE RESULTS: A DIGITAL TRANSFORMATION

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The results of Allison's digital transformation speak for themselves—delivering a **32% increase** in engagement rate and a **22% boost** in average session duration within just three months. By automating workflows, Allison's internal teams have saved over **2,000 hours** on content migration and translations, along with **20 to 100 hours** per month on ongoing content updates. With a scalable, user-friendly platform built by SilverTech, Allison has not only enhanced its digital presence but also empowered teams to work more efficiently—positioning the company as a digital leader ready to meet the evolving needs of its global customers and partners.

## INTEGRATED SOLUTIONS: A COMPREHENSIVE ECOSYSTEM

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To support Allison Transmission's goals, SilverTech integrated the following tools with a customized Sitefinity 15 solution:

- ✓ **Web DAM and Bynder:** Streamlined digital asset management for images and media.
- ✓ **Workday:** Integrated HR functionalities for seamless careers management.
- ✓ **SharePoint (using Sitefinity's SharePoint Connector):** Automated document storage and retrieval processes.

These integrations work together to ensure Allison's digital presence is efficient, scalable, and user focused.

## CONCLUSION: SETTING THE STANDARD FOR DIGITAL EXCELLENCE

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Allison Transmission's partnership with SilverTech demonstrates what's possible when innovation meets collaboration. By modernizing its digital experience and embracing automation, Allison has positioned itself as a leader in both its industry and in digital maturity.

The success of this project was driven by the close collaboration between SilverTech's digital and technology teams and Allison Transmission's marketing and IT teams. Allison's project managers also played an integral role, often running SilverTech scrums and co-managing alignment, while their IT teams and third-party vendors provided critical support. SilverTech's flexibility was key to the positive

outcomes of this project: when requested, the agency seamlessly transitioned from an internal development environment and native setup to theirs, meeting Allison Transmission where they were and adapting to their needs.

Not only did we build an intelligent, scalable solution, but we also ensured that it supports Allison's global brand as it grows. These features are scaled to meet the increasing demands of customers and partners without requiring additional internal resources to manage a testament to the thoughtful design and collaborative effort behind this digital transformation. SilverTech stands ready to help organizations like yours achieve similar success.

## AN ONGOING PARTNERSHIP

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Since the new website was launched, SilverTech's Strategy and Digital Marketing teams have continued to provide Allison Transmission with a strategic guide and recommendations for the go-to-market digital marketing strategy, including both search engine optimization (SEO) and digital advertising tactics. In December, SilverTech experts carried out those recommendations to generate brand awareness in the EMEA markets.

Following the expansion, SilverTech is continuing to work with Allison Transmission to advise on advanced cookie and private policy implementation to be GDPR compliant and hopes to establish visibility and findability in their current range of products. SilverTech looks forward to continuing its relationship with Allison Transmission for future roadmap and marketing projects.



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SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with national and global brands such as Segway, Actors' Equity Association, Nova Scotia Power, Fulton Bank, Palmer Gas & Oil, State of New Hampshire Travel and Tourism, Allison Transmission and American Dental Association.

## **CONTACT US FOR HELP GETTING STARTED**

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