

HOW LOW-CODE HAS TRANSFORMED STANLEY BLACK & DECKER'S DIGITAL EXPERIENCE STRATEGY

StanleyBlack&Decker

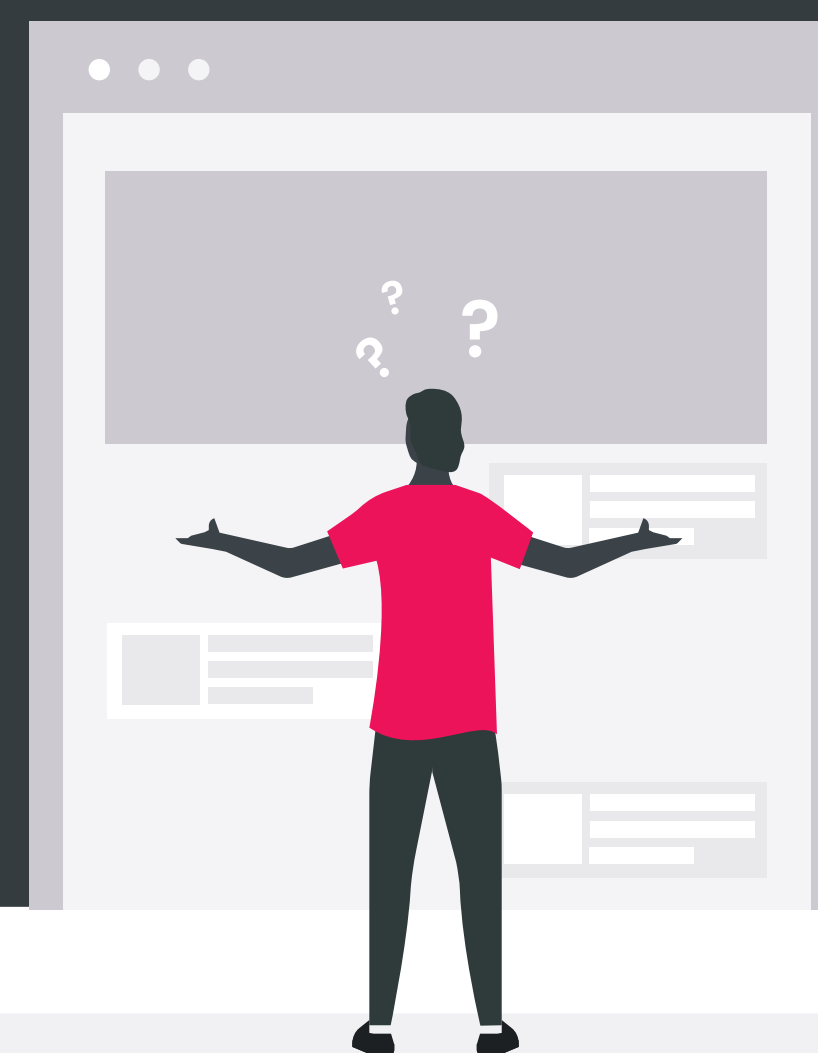
The Client



- › A fortune 500 American manufacturer of industrial tools, household hardware, and provider of security products.
- › Headquartered in New Britain, Connecticut, with brands and local markets across the globe.
- › Had been developing a white label pattern library that they were using as a basis to create their new primary design system.

The Challenge

- › Create a design system that would support the size and scale required.
- › Allow individual sites to look on-brand and have the flexibility needed for their content and users.
- › Ensure the system doesn't get bloated with unnecessary features and is easy to use, maintain and scale.
- › 3rd party integrations, external data, formatting, and how it would integrate into Drupal.
- › Create a technical solution that would support the scaling estate in Acquia Site Factory and allow the platform to operate as expected without surprises.



"You guys have been a key partner in making this happen... so the kudos and recognition goes to Coherence Digital!"

Angel Rondon, Global IT/CX Manager, Stanley Black & Decker Inc

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The Solution

> A proof of concept

Something tangible we could put in front of all major stakeholders. This mainly centred around the creation of the Site Studio components and the Site Factory framework.

> Collaboration

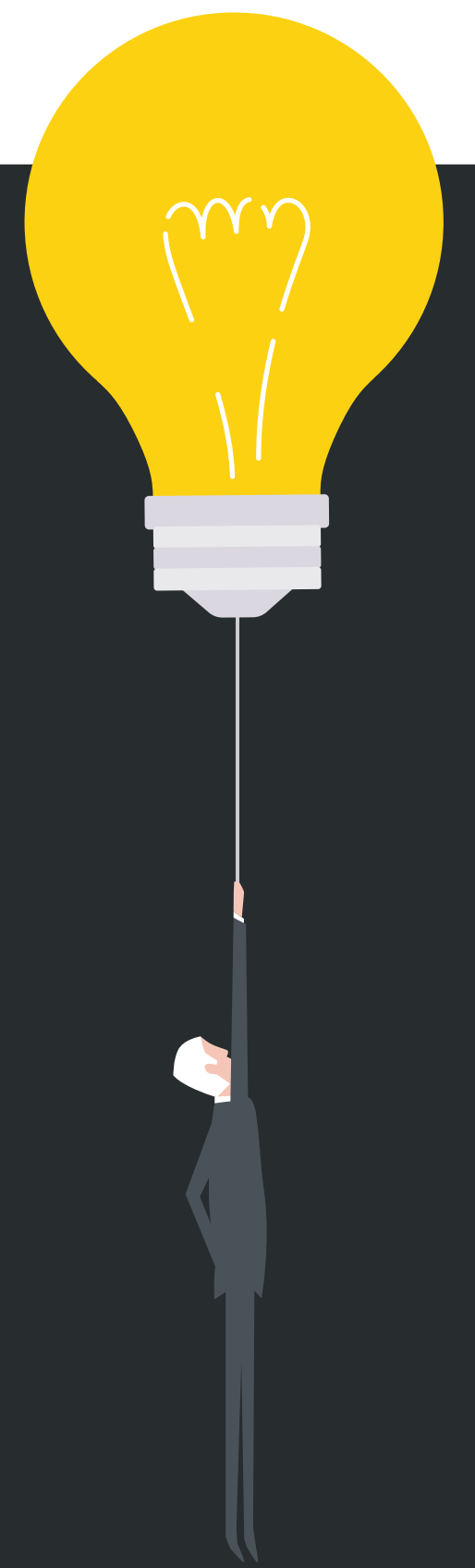
From day one we worked closely with the SBD teams to help identify potential issues and suggest alternative approaches and improvements to ensure the needs of all brands were met.

> Documentation

Working together we documented the entire system in a specification to ensure that all stakeholders were aligned on every decision we took, and to ensure that as the system evolves we can track the changes.

> Future proofing

We developed a CI/CD deployment process that would scale to the number of sites required in Acquia Site Factory and allow the platform to operate seamlessly and predictably.



The Future

> The first live sites were launched in September 2021.

> We agreed on taking a cautious approach to start with, releasing three to four sites per week.

> Much like the design system, we have only just got started.

We are already engaged with Stanley Black & Decker in looking into headless commerce solutions and how we can help them enhance the way they feature products on their site and how this allows them to communicate those stories direct to the consumers in real time.



“Beautiful, amazing, cool, very exciting, above the call of duty and game-changer. ”

A handful of the positive words mentioned in our call with the VP Global Digital Marketing

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