

Migration of Corporate Websites to Acquia Platform

TCS, a strategic IT partner with Bayer, is helping this market leader enhance operational excellence within the Pharma & Consumer Health groups. Bayer entrusted TCS to migrate their corporate websites to Acquia, Enterprise Digital Experience Platform.

The challenge

In 2019, Bayer's existing search engine was nearing end of life due to multitude of limitations. Challenges included inadequacy in search results, non-customizable data, and non integration across websites – resulting in poor end-user experiences for internal and external stakeholders. Bayer was seeking a state-of-the-art and future-oriented search engine. which aligns with business requirements.

The solution

TCS integrated Google Cloud Search on Bayer's corporate website, indexing the content across different websites. This innovative solution provided cross- domain search, allowing users to search information across business domains. The new sites are added to the Google Cloud Search index automatically. Secure search proxy ensures that the search queries come only from authenticated users.

The results

Leveraging TCS' industry and technology expertise and Google Cloud Search, has enabled Bayer to search faster across the various corporate websites which enhanced the end user experience. The result: Cross-domain search offers better visibility and availability of information about Bayer's deliverables to the end users.

TCS leveraged Google Cloud's unified search engine across Bayer's corporate websites to deliver optimal search results, enhancing the user experience for both internal and external stakeholders.

About Bayer

Bayer AG is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world. With more than a 150-year history and competencies in care and agriculture, the Bayer Group is currently comprised of 385 consolidated companies spread across 83 countries.

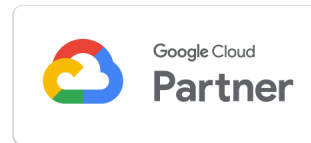
Industry: Healthcare & Life Sciences

Primary project location: Germany



About Tata Consultancy Services LTD

TCS Google Business unit offers full-stack services across the cloud, working with customers to modernize, transform and grow with Google Cloud.



Products

Google Cloud Platform