

CAPTIVATING ART COLLECTORS WITH AN INNOVATIVE DIGITAL SHOWCASE

Sotheby's

With a global network of 80 offices in 40 countries, Sotheby's is a leading broker of art, jewelry, real estate, and collectibles. Known for its fine art auctions and private sales, the company has been uniting collectors with world-class works of art for over 250 years.

CHALLENGE

In 2017, the team at Sotheby's realized its Adobe (AEM) content management system was inhibiting the organization's digital innovation. The site was out of date and the editorial team was restricted by the types of content they could publish. In addition to SEO concerns, the CMS codebase had become difficult to maintain, especially without significant development support.

For Sotheby's, providing a better digital experience called for a site-wide design refresh and the ability to create and publish a wider array of multimedia content. They also needed a flexible solution that would decrease IT dependency and make it easier to deliver innovative online experiences to its audiences more quickly. Additional requirements included robust localization and translation requirements, as well as business intelligence capabilities. Finally, with such a large library of digital assets, restructuring the organization's internal taxonomy to increase discoverability was critical.

SOLUTION

The project kicked off with Sotheby's Museum Network—a rich, online showcase of the world's best exhibitions, collections, videos, and stories from hundreds of museums across the globe. After successfully replatforming the Museum Network in less than 90 days, Sotheby's decided to migrate its flagship corporate site from Adobe AEM to Brightspot. The Brightspot CMS now empowers Sotheby's to:







- **Create and publish engaging digital experiences faster**, with less obstacles and additional content types, customizable workflows, and multi-channel distribution capabilities.
- **Provide an improved user experience for visitors** with smoother navigation and enhanced personalization capabilities.

“We were under time pressure to get something live that represented a high-quality user experience, which is often a recipe for trouble. That’s one of the reasons why it was very important to have flexible technical partner and platform to work with.”

**JONATHAN PYTELL, SOTHEBY’S
VICE PRESIDENT AND DIRECTOR
OF DIGITAL PRODUCT**

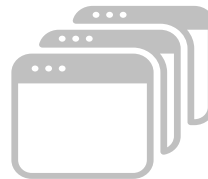
- **Produce and present content in multiple languages** easily, with corresponding URLs and metadata, greatly improving quality of life for the editorial team.
- **Manage thousands of digital assets efficiently** with the ability to access a broad set of content types and organize items by type, group or gallery, or tags within a built-in digital asset manager.
- **Search and find for content quickly** based upon associated metadata, descriptions, and related images with Brightspot’s powerful search functionality.
- **Link related content by attributes** with tags such as the artists that created the item, the museum where it is located, and exhibitions where it is featured.
- **Use Amazon Web Services and the Beam cloud automation tool** to deliver high availability, low latency, rapid infrastructure change, and safe installation of Brightspot updates.

KEY SITE FEATURES

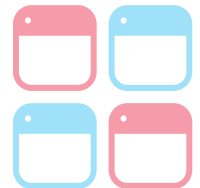
-  Digital Asset Management
-  Over-the-Top Video
-  Flexible taxonomy
-  Content Personalization
-  Robust Localization
-  Multi-channel publishing

IMPACT

14%
TRAFFIC
INCREASE



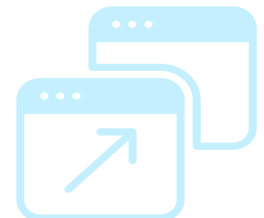
22%
INCREASE IN
PAGE VIEWS



OVER
3 MILLION
ASSETS MIGRATED FROM
AEM TO BRIGHTSPOT



DECREASED
BOUNCE
RATE BY
23%



BRIGHTSPOT | **PERFECTSENSE**
EMPOWERING DIGITAL POSSIBILITIES