

# From Complexity to Clarity: Bold Solutions for Nestlé's Digital Challenges

Expertise in Drupal and Agile Team Dynamics Propel Nestlé to New Heights in Digital Marketing



## About Nestlé

Nestlé is the world's largest food and beverage company, owning hundreds of brands and sub-brands and thousands of products. Nestlé's brands are sold in tens of markets around the world, making it a global leader in the industry. The company is known for its commitment to quality, innovation, and sustainability, providing a wide range of products that cater to diverse consumer needs.



Food & beverage



> 275.000  
employees



International



Drupal, React, Twig,  
Vue.js & Co.



12 Team  
member

## Challenge

- **Balancing Stakeholders:** Aligning brand preferences with corporate security, compliance, and commercial viability.
- **Managing Scale:** Standardizing web and mobile apps while customizing for markets (languages, products, promotions, partners).
- **Speed vs. Compliance:** Rapidly launching microsites and apps while meeting corporate security and compliance standards.
- **Technical Complexity:** Developing and maintaining over 100 digital assets with unique requirements and customizations.

## Solution

- **Efficient Team:** K&C formed a nimble team of 15, scaling as needed.
- **Reusable Modules:** Created top-notch Drupal modules for cost and time savings.
- **Extensive Development:** Built 100+ Drupal-powered microsites and apps for Baby&Me, Wyeth, and NNI.
- **Knowledge Transfer:** Enabled smooth transfer of skills and capacity between sub-teams.

## Success Story

The K&C team successfully delivered and maintained over 100 digital assets for Nestlé across 50 markets. They achieved digital asset KPIs in the top 10% for all three brands, including security audit success and the number of digital asset launches per year. The team improved ticket resolution time for Baby&Me by 80% and invested in reusable Drupal modules for easier future maintenance.

The success of their work led to the onboarding of two additional brands, Wyeth and NNI, expanding the team to 15 full-time members covering front end, back end, and QA, augmented by mobile development experts.

## Why K&C?



**Expertise in Drupal:** K&C's deep expertise in Drupal allowed them to create high-quality and reusable modules



**Efficient Team Structure:** K&C's compact and highly efficient team structure ensured quick adaptation to Nestlé's needs and seamless collaboration with Nestlé's internal teams



**Scalable Solutions:** K&C's investment in reusable modules and efficient workflows provided scalable solutions that could be adapted across multiple brands and markets with high security standards

## About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.



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