

# TeamViewer: Growth means change

Into the future with a new digital experience technology

TeamViewer is a global technology company with its roots in Göppingen, Germany. The company has 1,400 employees worldwide and generated a revenue of 566 million euros in 2022. In 2019, TeamViewer celebrated the largest European stock launch of the year and its inclusion in the MDAX shortly afterwards. With its 18-year success story TeamViewer is now one of the leading providers of remote connectivity software and industrial augmented reality solutions.



Global networking, technologization of all areas of life and more awareness of sustainability: in this context, the goal is to enable limitless connectivity and digital support – for private individuals as well as for companies of all sizes and from all sectors.



## Solutions

Adobe Experience Manager as a part of the Adobe Experience Cloud

- AEM Sites
- AEM Forms
- AEM Assets
- Dynamic Media
- Adobe Commerce
- Adobe Marketo
- Adobe Analytics
- Adobe Target

## Results

-  **SIGNIFICANT SYNERGY EFFECTS** by Adobe platform strategy
-  **REDUCED TIME-TO-MARKET TIMES** for new websites and campaigns
-  **IMPROVED CUSTOMER EXPERIENCE** centralized content strategy
-  **OPTIMIZED DATA QUALITY** by intelligent forms
-  **EXPANDED DATA BASE** by consistent tracking

## TeamViewer relies on new digital experience platform for globalization

In terms of website traffic, teamviewer.com is one of the 5,000 largest websites in the world. The website is one of the most important channels to the end customer for TeamViewer and contains all products and services, a download area, eShop, forms, support, and documentation as well as investor relations and HR.

With the ambitious growth and internationalization goals, it quickly became clear to those responsible at TeamViewer that the existing open-source content management system WordPress would no longer meet the requirements for scalability, maintainability, and personalization in the long term.

The task was to create a new technical basis for a customizable, global digital experience platform at enterprise level - this was the starting signal for a new platform project:

Adobe Experience Manager will replace the previous web content management system WordPress. The stakeholders at TeamViewer wanted to take advantage of the new platform as quickly as possible. Therefore, they decided a hybrid approach and a step-by-step migration from WordPress to AEM during live operations. This meant that content was fed from two systems in parallel over a longer period (WordPress and AEM). The homepage as well as the main navigation were live on AEM from the very beginning and many content pages came – imperceptibly for the website visitor – initially from WordPress. Through the use of so-called AEM Experience Fragments, WordPress can be gradually replaced.

### TeamViewer Germany GmbH

Founded: 2005

Revenue: approx. 566 m. € (2022)

Employees: approx. 1,400 (2022)

Headquarter: Göppingen

[www.teamviewer.com](http://www.teamviewer.com)

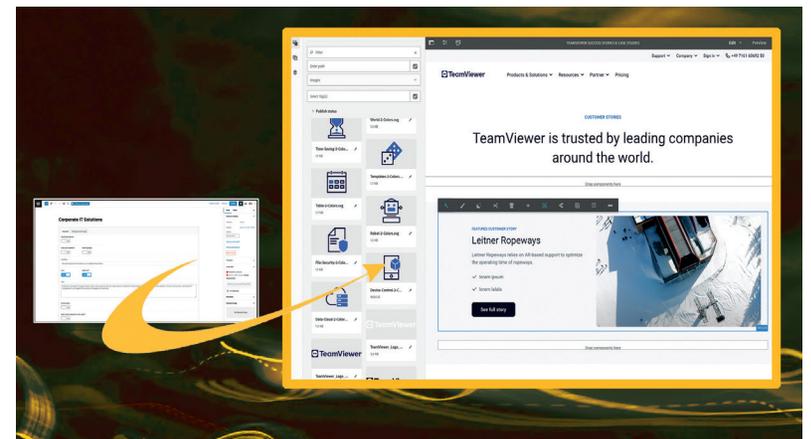
### Partner

eggs unimedia, Munich

[www.eggs.de](http://www.eggs.de)

Marketing automation has been handled by Marketo Engage since mid-2022 and web forms are played out via AEM Forms. Adobe Target will be used as a personalization engine in the future. Adobe Commerce headless will be integrated in a further expansion stage.

*From an input screen to a graphical user interface >>*





## The reasons for switching to Adobe technology were diverse

1. **Better integration** of Adobe Commerce (already used as an eShop solution) into the new Digital Experience Platform.
2. Consideration of a complex CDN infrastructure with **market-specific requirements** and as a prerequisite for a **temporary hybrid mode**.
3. Introduction of **digital asset management** to bring the approx. 200,000 assets into a better structure.
4. Acceleration of time-to-market through **multitenancy** (multi-site management), **automated translation workflows** and support of compliance requirements.
5. **Introduction of a centralized forms management**: Forms are strategic points of contact with customers and are crucial for lead generation. Thanks to AEM Forms, all language versions of a form are derivatives of the master form and are linked to it. Changes to the master are automatically inherited to referenced forms. In the past, TeamViewer used over 600 different „lead generation forms“ – in one language. Today, content authors can choose from 7 intelligent form types that cover all use cases and language versions at TeamViewer.
6. Optimization of **go-to-market speed**: Editors can build complex websites with the help of the already developed components without the support of the developer team. The AEM WYSIWYG authoring UI supports them in this.
7. Increasing **performance** as a success factor: dynamic media, asset renditions, lazy loading and other measures ensure a fast website.
8. Ensuring **maximum availability and security** through Adobe Managed Service in MS Azure.



Alex Lotz, eggs unimedia,  
Tech Lead for TeamViewer

*„It was clear to me from the beginning, that this was about more than just technical support. Together with my team of eggsperts, we want to work in an agile way and achieve the maximum goal at the end of each sprint.“*

## Decision-making with all parties involved

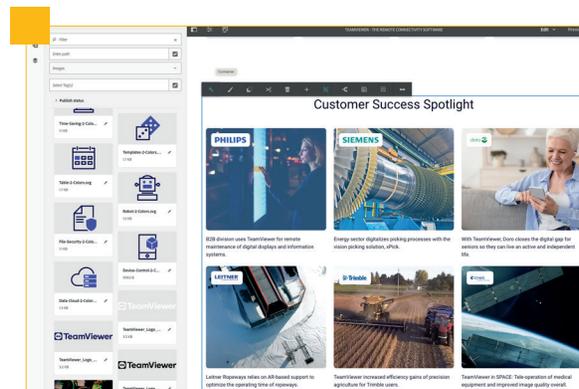
A decision of this magnitude to build a completely new DX platform must be carefully considered. We therefore integrated the first project structures into the pre-sales phase. In our weekly meetings, we discussed the status of the decision-making process with everyone involved in the process from TeamViewer, Adobe and eggs unimedia.

eggs unimedia involved the potential tech lead of the project, Alex Lotz, from the very beginning. Thus, he was able to contribute his know-how from various customer projects and build trust with the customer from day one.

Open points and to-dos for the coming weeks were discussed in the meetings. These included conducting customized demos, meetings with IT security and cloud infrastructure experts, and reference calls with Adobe customers of eggs unimedia.

We also arranged a meeting with the operators of adobe.com, as their business requirements are similar to those of TeamViewer.

A 3-day workshop was also held on site in Göppingen with technical experts from Adobe, TeamViewer, and eggs unimedia. International experts from the global engineering teams (Marketo, Adobe Commerce, Security) were also brought in on a selective basis for detailed sessions.





Tania Sperling, TeamViewer Germany GmbH,  
Director Digital Platforms

*„IT is a matter of trust. Trust is the result of trustworthiness and arises when you show your counterpart competence, reliability, honesty, authenticity and respect. Then the chemistry between the parties is right.“*

## And then you have to „just do it“ – The Implementation

Still a long way from reaching their goal, but certainly richer in experience. The team trusts each other and sees the advantages of the agile approach (Scrum) in working together. Major milestones have already been achieved that triggered the momentum for market growth and internationalization.

The website is available in 18 languages and covers the specific requirements of over 59 markets in the respective language versions.

## Achieving a lot with the right partner

- ✓ Development of a new digital experience platform
- ✓ Development of a dedicated and needs-based roles and rights system
- ✓ Development of components based on the AEM Core Components
- ✓ Development of forms (Contact Us Form, Request Demo, E-Mail Sign Up, Promotion, Trial, Webinar & Event Registration and Whitepaper Download) for easy integration into the website
- ✓ Consistent use of content and experience fragments to set the foundation for headless content delivery at an early stage
- ✓ Integration of web analytics for tracking websites and forms
- ✓ Integration of Adobe Target for personalization on the website
- ✓ Integration of the „Onetrust“ Consent Management System
- ✓ Knowledge transfer: conducting training courses for the team of authors
- ✓ Integration of existing AEM workflows for automation

## Challenges

- Step-by-step migration of the entire content and functionalities in hybrid mode
- Integration of existing solutions and CDN infrastructure
- Organized asset management
- Professional forms management
- Fast implementation options thanks to multi-site management and automated translation workflows
- Performance enhancement
- Maximum availability and security

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## Outlook

TeamViewer is pursuing ambitious growth targets. The website will play a central role in the future digital marketing strategy. With an eShop and DX platform from the same technology provider, TeamViewer is utilizing synergies and thus setting the course for a continued growth. As the project progressed Adobe Analytics was licensed to replace GA3 and to take reporting, tracking and personalization to a new level.

TeamViewer is currently accelerating the knowledge transfer and change process. TeamViewer developers are familiarizing themselves with the new technology „on the job“ and will take over responsibility for the Adobe solution.

In addition, other Adobe technologies are being evaluated in order to get the most out of the existing platform.

The screenshot shows the Adobe Experience Manager (AEM) form editor interface. On the left, there is a content tree with a search bar and a list of fields: First Name, Last Name, Company Name, Number of Employees, Business Email Address, and Business Phone Number. The main editor area displays a form with corresponding input fields and a privacy policy checkbox. The form fields are: First Name, Last Name, Company Name, Number of Employees (with a 'Please select' dropdown), Business Email Address, and Business Phone Number (with a pre-filled value '+1234567'). At the bottom, there is a checkbox for 'I agree that TeamViewer may process my personal data according to our General Privacy Policy for the following purposes: (1) sending me information regarding offers, products, services, campaigns etc.; and (2) tracking open, click and response data in order to provide a personalized experience. I may unsubscribe at any time with future effect.' and a link to 'View privacy policy'.