Case Study

22 websites unified on one Digital Experience Platform (DXP)

Parnassia Groep optimizes digital presence with a new web platform – first sites go live in less than six months.

PG parnassia groep
Specialist in geestelijke gezondheid

At a glance

Company
Parnassia Groep
www.parnassiagroep.nl

Industry
Healthcare

Key figures
> 13.500 employees (2023),
about 500 specialized teams
throughout most of the
Netherlands (2023),
77,500 people are reached
with preventive mental health
care every year,
22 websites

Solution
USU Digital Consulting using
Liferay

Challenge

Parnassia Groep offers specialized mental health care through various care brands, with over 22 websites for different brands, audiences, and life situations. These sites, developed individually on a central system, were costly to maintain and develop, had different designs, and resulted in low brand recognition. Changes had to be implemented multiple times across all sites, increasing complexity and cost, especially when updating the Content Management System (CMS).

Solution

USU Digital Consulting migrated the existing websites to the cloud-based Liferay DXP platform. Further USU Digital Consulting took over operations and application management. All CMS elements were redeveloped using standard Liferay functionality. In addition, a modular system was implemented for the rapid creation of individual websites, and a group-wide design system was introduced to ensure both target group orientation and brand recognition. This comprehensive update was completed in less than six months.

Result

The central, cloud-based platform for all Parnassia Groep websites optimizes the creation and maintenance of content through efficient CMS components. This increases the efficiency of editors and keeps content up to date. New websites can be implemented quickly thanks to a configurable modular system. A consistent design system improves the brand perception of the Parnassia Groep and effectively supports the target group-specific approach. In addition, the standardization of previous custom developments reduces operating and maintenance costs.
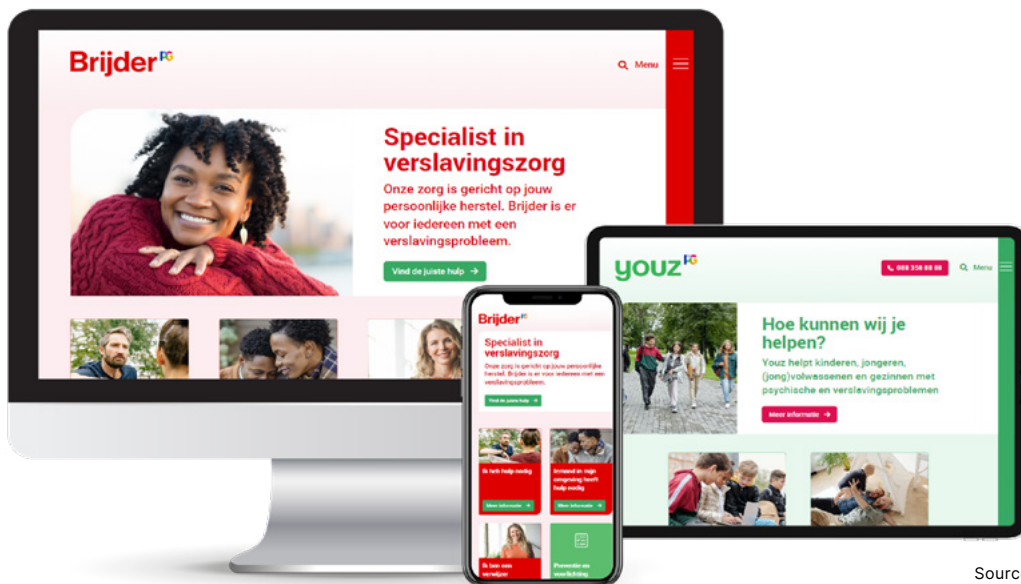
Source: Brijder and Youz websites from Parnassia Groep

Parnassia Groep improves the mental health of individuals by providing specialized services, from short-term assistance to long-term care. They improve mental health care in the Netherlands through professional development, research, and innovative treatments to achieve better outcomes and patient satisfaction.

Numerous Websites, Multiple Challenges

Parnassia Groep offers comprehensive support in specialized psychological services through a variety of brands. To effectively reach different target groups, the organization operates more than 20 independent websites, each tailored to specific brands and life situations. These websites were hosted on a single central system but developed individually, making both maintenance and further development considerably more difficult and expensive.

Over time, this structure led to a patchwork of different designs that weakened the recognition value of the Parnassia Group brand. Necessary adjustments and enhancements affecting several websites required multiple implementation efforts. The increasing complexity of the system resulted in high maintenance and operating costs, especially when updates to the content management system (CMS) were required.

USU Digital Consulting Carries Out Comprehensive Website Transformation

The partnership between Parnassia Groep and USU Digital Consulting has resulted in a major digital transformation, moving Parnassia Groep's websites to the latest version of the cloud-based Digital Experience Platform (DXP) Liferay DXP. This project involved not only a migration but also a complete overhaul and redevelopment of all Content Management System (CMS) components. The aim was to ensure a consistent and target group-specific user experience while maintaining the Parnassia Groep brand identity.

USU Digital Consulting managed the entire process, from analyzing the old system to the turnkey handover of the new platform to the editorial teams. Particular attention was paid to the design and implementation of modular CMS "building blocks" that allow editors to design individual websites quickly and efficiently. Additionally, a new group-wide design system was developed to ensure the organization's recognizability while enabling a target group-oriented approach.

> " We are delighted to have found a way with USU Digital Consulting to comprehensively modernize Parnassia Groep's web offerings and make them future-proof. The joint work as part of the PoC enabled us to identify the required building blocks and thus ensure that the editorial teams receive everything they need for their daily work. The actual implementation project ran safely, efficiently, and within the agreed and tight project schedule.

Jonathan Lagewaard, Parnassia Groep, Project Manager

The strategic implementation of this project began with a carefully executed proof of concept (PoC), which refined and verified the basic concept and led to a seamless transition to development and implementation. The entire project, from start to commissioning, was completed in an ambitious time frame of less than six months. USU Digital Consulting provided all services from conception to operation and application management.

30% less
operating and maintenance costs

Maximum Benefits Through a Central Platform

The introduction of the central, cloud-based platform for all Parnassia Groep websites offers numerous benefits:

- A uniform platform for all Parnassia Groep websites
- Efficiently designed CMS components reduce the effort required for creating and maintaining content, increase the efficiency of individual editors, and lead to more up-to-date pages
- Fast implementation of new websites thanks to a highly configurable modular system
- Improved brand perception of Parnassia Groep through a consistent design system that also supports the target group-specific approach of the individual sites
- Reduction of operating and maintenance costs by transitioning from previous individual developments to a largely standards-based system

Get in touch for further information.

Website

USU DIGITAL CONSULTING