

AUSTRIA NON-LISTED 2018

Austria's largest private,
state-owned and family-run businesses

1st edition



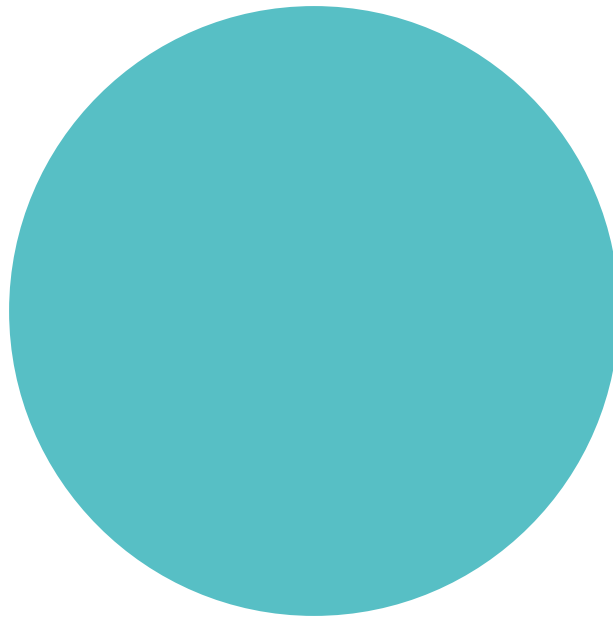
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assessing communications for business

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*'A man I do not trust could not get money from me
on all the bonds in Christendom...
I think that is the fundamental basis of business.'
JP Morgan, 1912*



AUSTRIA NON-LISTED 2018

Private, state-owned and family-run businesses

If a century ago trust was mainly based on personal relationships, today digital plays a fundamental role in the relationship between companies and stakeholders. For this reason, we have chosen to name our research .trust (to be read “dot-trust”). The dot of the digital ecosystem is like a window through which to get to know, understand and engage businesses and brands.

Our ultimate goal is not to measure just the quality of communications but how companies are able to generate trust with customers and consumers, current and potential employees, journalists and local stakeholders. The image we have chosen to represent this concept is the interweaving of threads because we believe that trust is woven together by different strands, day by day. This new research aims to capture the ability of corporate communications to support companies' competitiveness and inspire trust, the “currency” of business today just as it was 100 years ago.



WHY THIS NEW RESEARCH

.trust measures the ability of companies to communicate effectively on corporate topics that matter, from leadership to sustainability, and generate trust with stakeholders. The first edition of .trust focuses on state-owned, private and family-run businesses, a continuation of our research of non-listed companies.

COMMUNICATING TO GENERATE TRUST

.trust stems from 15 years of experience acquired by Lundquist in helping balance stakeholder and company needs through systematic engagement of corporate audiences internationally, from journalists to jobseekers and sustainability experts. The study is an integral part of our structured programme to support companies in improving their corporate communications.

Our objective is to bridge the gap between companies and their audiences by finding the right balance between external and internal demands. Specialists in corporate communications and sustainability, we are independent, international and trusted to make it happen.

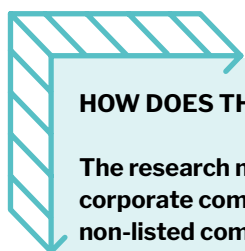
THE RESEARCH POSES ITSELF QUESTIONS SUCH AS:

- Does the company effectively communicate what it does and create trust in the business “behind” the brand?
- Does the company provide a convincing strategy and vision for its future development?
- Does the company respond to changing perceptions and growing expectations in terms of innovation, employee engagement, transparent supply chains and climate change?
- Is an emotional connection made through content to boost engagement with different audiences?



“The results of the first edition of our research are mixed because they show that some Austrian non-listed companies are investing in digital communications, but many are still lacking basic disclosure information. Our goal is for .trust to become a guide for companies choosing to use digital not as a way to present a glossy image but as a communications tool to support the business.”

Joakim Lundquist,
CEO Lundquist



HOW DOES THE RESEARCH WORK?

The research measured the local language corporate communications of 30 of the largest non-listed companies in Austria. Companies were selected by number of employees, brand recognition and annual results.

Parallel studies have been conducted in Italy (81 companies) and Switzerland (35 companies).



Each company’s ability to generate trust in stakeholders and to support the business through communications was assessed by examining their website, corporate social media channels and related Wikipedia article. The evaluation protocol focuses on two aspects:

- **Substance:** Assesses whether the company communicates transparently on topics that matter to stakeholders (commitment to sustainability, leadership, information for jobseekers, values) and presents the most important information clearly (business areas, market positioning, products/ services, geographical location).
- **Distinctiveness:** Assesses the user experience, how the company presents its content and if it manages to convey its corporate narrative effectively. Elements considered here are the presentation of stories and viewpoints, navigation and access to information, and use of social media.



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INSPIRING TRUST THROUGH TRANSPARENCY *page 10*

Context

At the heart of trust lies transparent communications. With the rise in stakeholder expectations showing no sign of abating, the presentation of hard facts and data are key in underpinning corporate accountability.

What our findings reveal

Only half of Austrian non-listed companies are presenting content that meets basic stakeholder needs. For them the challenge is turning traditional disclosure into engaging communications.

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INSPIRING TRUST THROUGH LEADERSHIP *page 12*

Context

Presenting the names and faces behind the leaders of the most well-known companies in Austria – and articulate their commitment to future growth – are key steps to reputation-building and inspiring trust.

What our findings reveal

A lack of openness (or is it unwillingness?) sees most Austrian companies reluctant to share details about their business strategy.

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INSPIRING TRUST THROUGH STORYTELLING *page 14*

Context

Stories, articles, initiatives, videos and blogs: just some of the ways companies today are looking to communicate beyond bare facts and figures. New communications tools create an array of opportunities but remember, storytelling must support business goals.

What our findings reveal

There is still room for improvement since only a few of the Austrian companies that passed into the *Distinctiveness* pillar engage in storytelling of some kind.

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RESULTS OF THE .TRUST ANALYSIS *page 16*

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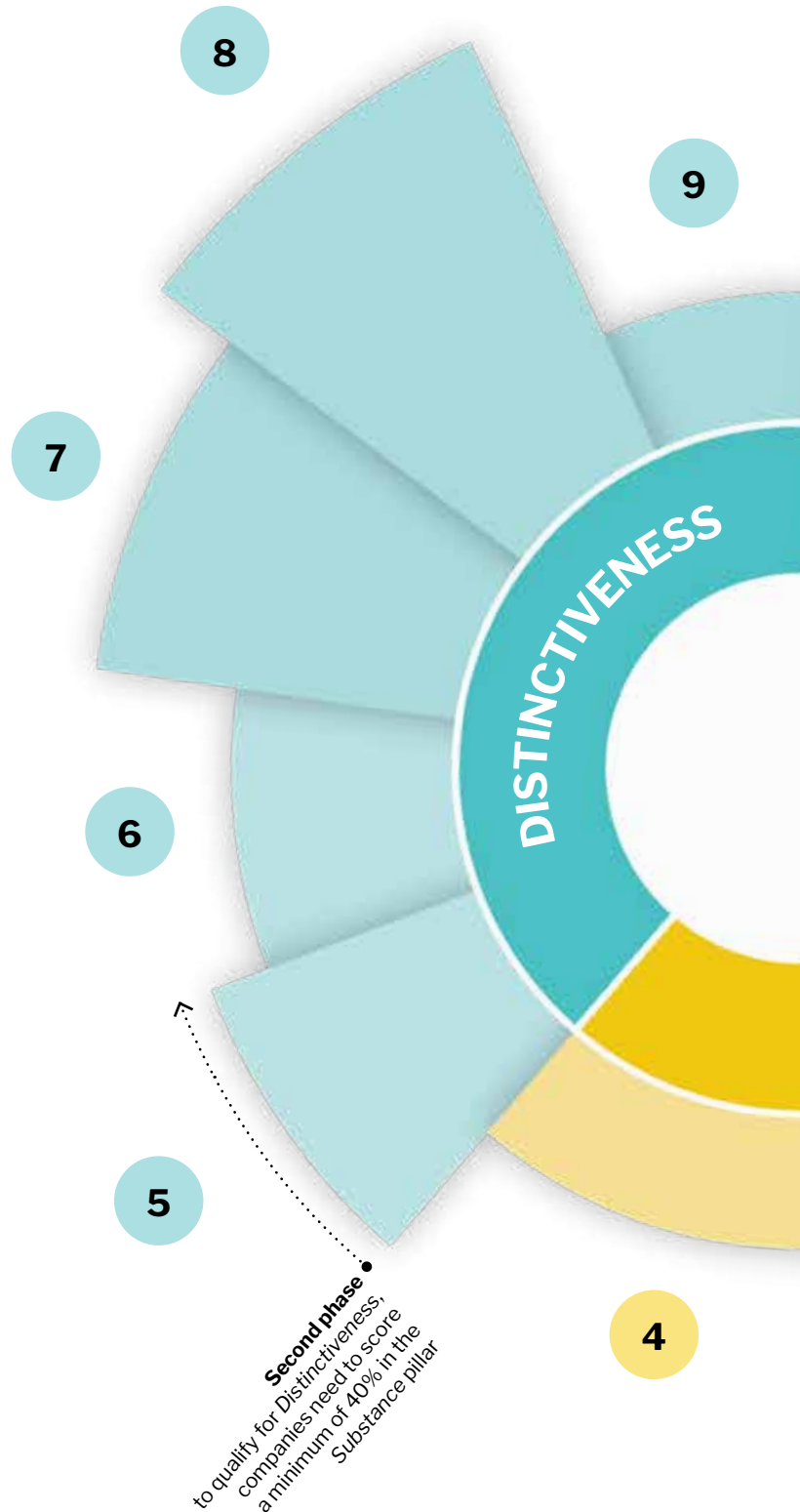
METHODOLOGY

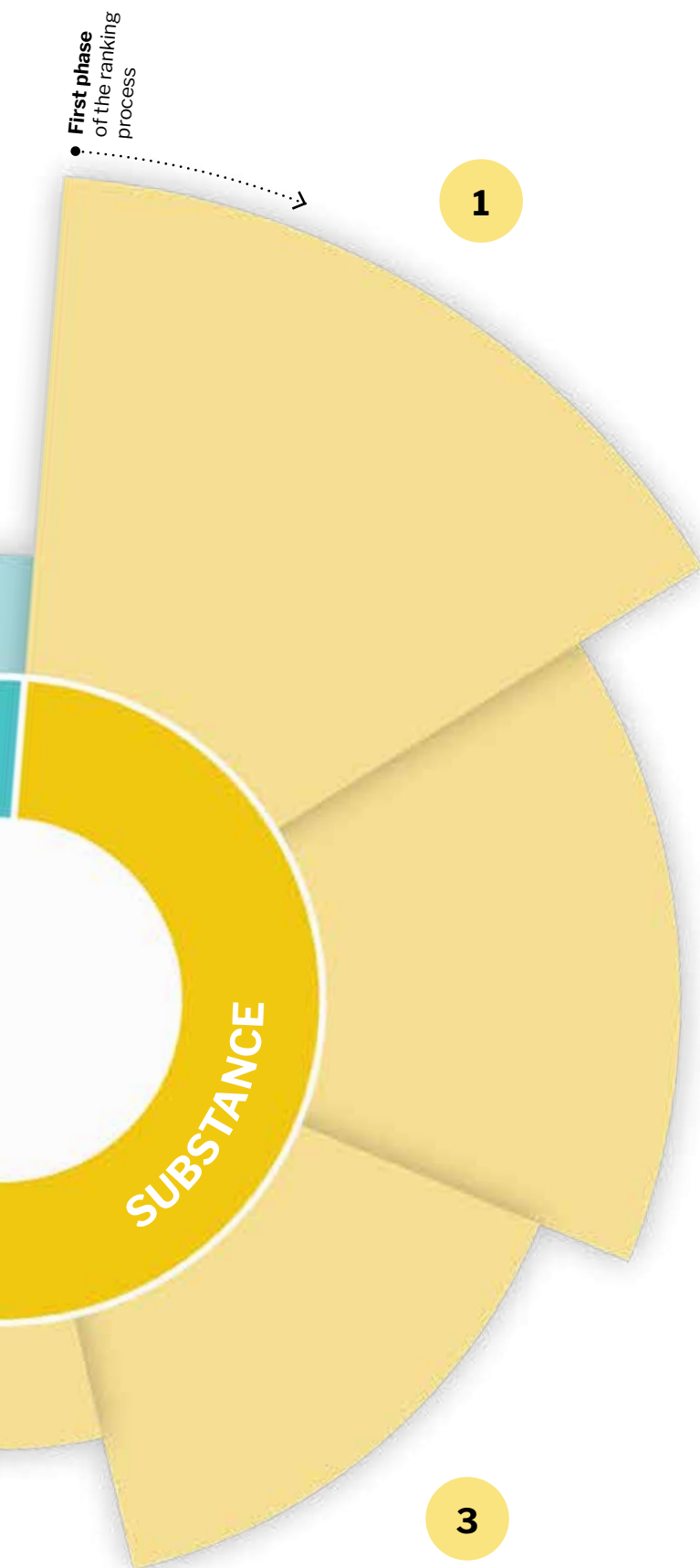
The new .trust research evaluates privately held, state- and family-owned businesses by examining their website, corporate social media channels and related Wikipedia article. Our evaluation protocol has two pillars and nine sections.

A strong and engaging corporate narrative is essential and digital is the primary channel where this needs to be expressed effectively. But it must be underpinned by transparent, relevant information to gain the trust of stakeholders.

For this reason, our protocol measures companies across two separate pillars: *Substance* and *Distinctiveness*. Companies need to score a minimum of 40% of the score available in the *Substance* pillar (24 points out of 60) to qualify for an assessment of *Distinctiveness* (40 points).

Our research considered 30 Austrian companies, 16 of which scored the minimum needed in the *Substance* pillar and as thus were measured also for *Distinctiveness*.





1. PRESENT THE COMPANY AND PERFORMANCE

Key facts are presented that help to define the company (both in the present and in the past) plus corporate information on Wikipedia

2. CONVEY YOUR SUSTAINABILITY EFFORTS

The company presents key information, including: approach, material issues and stakeholder engagement, data, goals and reporting

3. ATTRACT TALENT

An overview of what it is like to work at the company in addition to information on job openings and recruitment

4. CATER TO CLIENTS

Information on products and services, as well as geographical locations

5. VISION & LEADERSHIP

A clear vision of the future of the business is communicated effectively including transparency on leadership team and approach to innovation

6. STORIES & VIEWPOINTS

An engaging and distinctive corporate narrative is conveyed, aided by visual and textual content

7. OPENNESS

The company keeps in touch with its stakeholders via social media, events and contact information

8. USER EXPERIENCE

The website is effective in enabling users to find, access, read and view corporate content

9. NAVIGATION AND ACCESS TO INFORMATION

Efficient navigation aids users in finding their way to the information they're after and helps to define the corporate identity

2

WHAT'S YOUR STYLE?

When it comes to providing information and doing so in an engaging way, it's not a choice of either/or: both are fundamental in explaining the business. To support business needs, communication must carefully balance both aspects.

Because .trust is organised around two pillars that encompass the essential ingredients of effective business communication, it offers a new way to understand how companies are positioned in relation to their peers and competitors.

On the vertical axis (*Substance*) we measure the information that users need in order to understand a company, the facts and figures that define the

substance of what it does. On the horizontal axis (*Distinctiveness*), we measure user experience and engagement, from the presentation of stories and viewpoints, navigation and access to information, and use of social media.

Out of this exercise, we've developed a communications model that positions companies and their peers according to their communications approach. Find out what each quadrant means below.

Four communication styles



THE NARRATORS

This category includes companies that present comprehensive and information-rich content, through stories or viewpoints, which are supported by proactive user engagement and social media. Distinctive elements of the corporate identity are conveyed in both a rational and emotional way, without forgetting to cover topical issues.

Risks and opportunities: digital is driving convergence between corporate and commercial communication. But be careful not to sacrifice important corporate content in the quest to simplify the user experience.



THE GLITTERATI

Companies in this category focus on what is visually striking. While their websites certainly give off a wow factor, the lack of substance and the inability to explore content in further depth creates frustration in users.

Risks and opportunities: a strong attention to digital and its potential is precious because it tends to put the user at the centre; however, the ability to communicate with different stakeholders may imply a need for cultural change within the company.



THE EXPLAINERS

These are companies that have a well-defined identity but lack the ability to engage effectively. The tendency here is to explain and describe the company at a rational level. They tend to have overly lengthy sites, made up of lengthy texts, numbers and documents.

Risks and opportunities: these sites tend to be weighed down by large amounts of information and multiple menu levels, requiring considerable effort from users looking to find out about the company. This will work for users willing to invest time and energy, but they are increasingly rare.



THE TRADITIONALISTS

This is the most dangerous area to be in since it indicates the absence of a culture of transparency and attention to the digital user. These companies tend to focus on technical and compliance disclosure, without demonstrating a distinct corporate identity. Key themes (if any) are treated in a basic way.

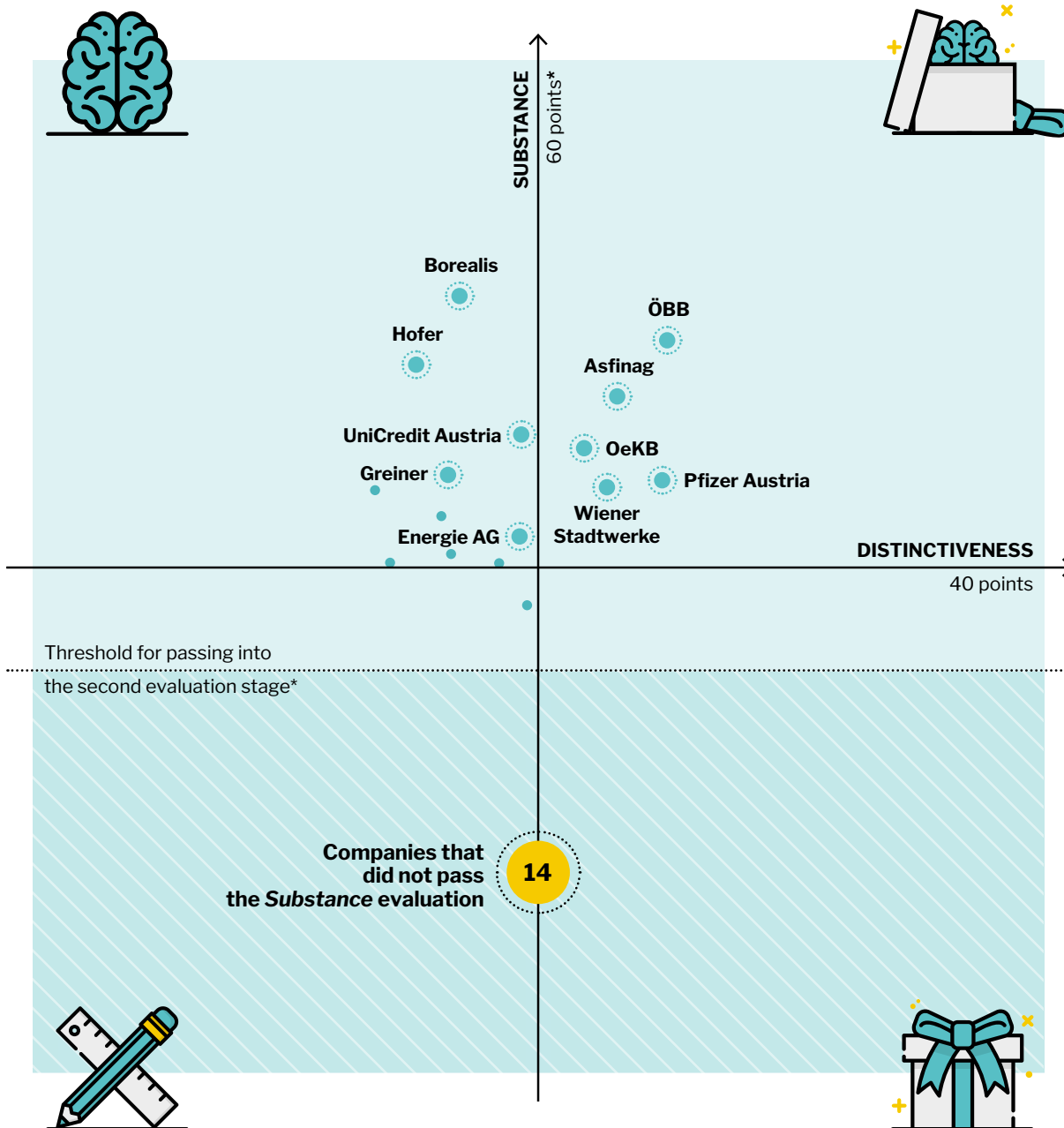
Risks and opportunities: to avoid moving into the "explainers" or "glitterati" categories, these companies should focus on transforming their traditional, dry disclosure into distinctive communications.

THE EXPLAINERS

The explainers are strong on meeting disclosure needs: they are upfront and transparent with their stakeholders when it comes to presenting the company and reaching out to clients. Engaging effectively with their audiences remains an issue, with facts and data taking the place of emotional connection.

THE NARRATORS

Just over half of the companies that qualified for our *Distinctiveness* evaluation find themselves in this category. With a well-communicated corporate identity, these companies also maintain a strong presence in social media, providing informative and engaging content to stakeholders. Areas for improvement include offering a clear presentation of their strategic vision and presenting effective and engaging stories.



THE TRADITIONALISTS

The companies included in this category provide the bare minimum to their stakeholders, lacking open channels of communication and doing little to engage their audiences. Content and messages stick to traditional disclosure and do not convey a distinctive corporate identity.

THE GLITTERATI

Relatively few companies fall into this category. They perform well when it comes to offering a positive user experience but have difficulty in presenting an effective corporate narrative and strategic vision of the company.

* 24 is the minimum score needed to pass to the second phase of the evaluation (*Distinctiveness*)

Positioning of the 10 best companies (ÖBB, Borealis, Asfinag, Pfizer Austria, Wiener Stadtwerke, UniCredit Austria, OeKB, Hofer, Greiner, Energie AG)

3

INSPIRING TRUST THROUGH TRANSPARENCY

At the heart of trust lies transparent communications: hard facts and data underpin corporate accountability.

Expectations towards businesses from the public and corporate stakeholders continues to rise and the trend shows no signs of abating.

Millennials, no longer new to the workforce and now with real spending power, are a big part of the increased interest in corporate accountability and what companies are doing “behind the scenes”. The new EU laws on non-financial transparency is one of the latest examples of this trend.

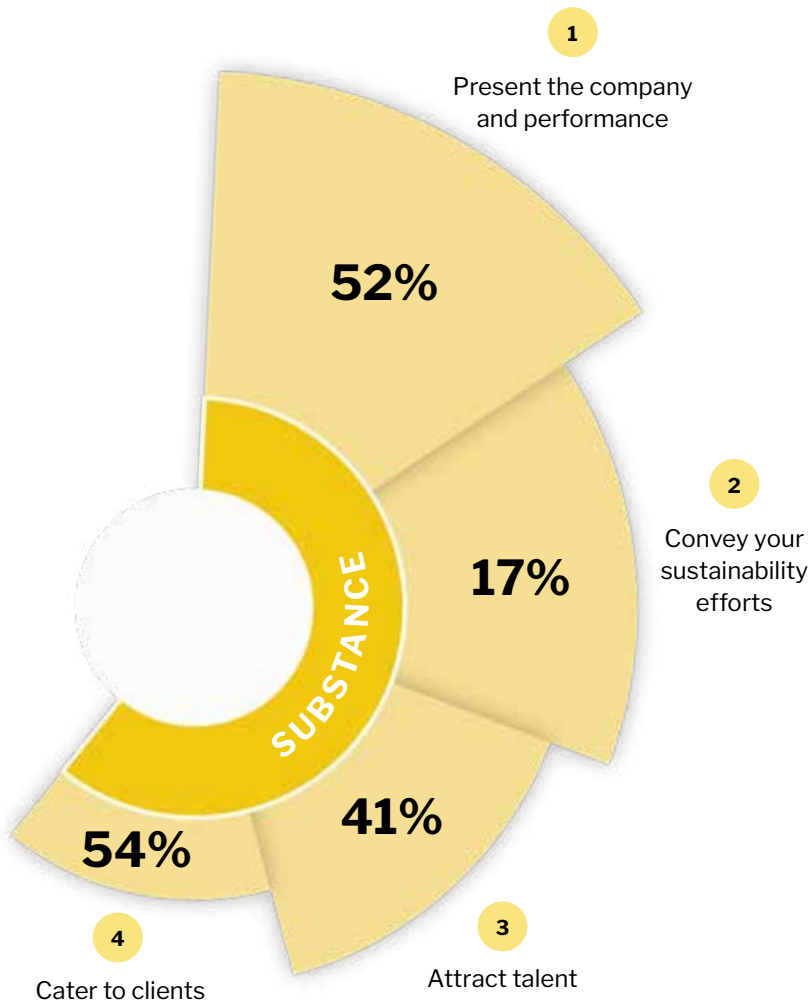
A stronger awareness of what was in the past considered “corporate issues” – sustainability, purpose, mission and values – has in turn led to increased expectations for

convergence across the communications sphere. In fact, nowadays the boundaries between what we commonly refer to as “branding/commercial” and “corporate” communications are increasingly being blurred. This is challenging a silo approach in which different channels are managed in isolation and instead creates a reality where these two worlds are interwoven to meet the same, distinct business needs.

“The key to effectively communicating with audiences lies in breaking down silos,” says **Sara Rusconi**, head of content strategy and partner at Lundquist. “Commercial and corporate messages need to combine to support business goals.”

Performance in the Substance pillar

Average score as a percentage of the maximum score available



TOP PERFORMERS

1. Present the company and performance

- 1 **BOREALIS**
Keep Discovering
- 2
- 3 **Bank Austria**
Member of UniCredit
-
-

2. Convey your sustainability efforts

- 1 **BOREALIS**
Keep Discovering
- 2
- 3

Where are we at?

Only slightly more than half of non-listed companies in Austria are presenting content that meets basic stakeholder needs: 53% of the firms evaluated passed our minimum threshold of 40% of the requirements in the Substance pillar to qualify for the next stage of the research, leaving 14 companies that did not show a minimum level of disclosure.

Strong areas for Austrian companies include “about us” information and integration of brand information within the corporate website. The weakest area by far is sustainability, with 20% of companies providing zero information in this critically watched area, among them international brand Red Bull and state-owned Austrian Development Agency.



WHAT WORKS

(% of companies that fulfill these criteria)

97% Present information about products or services

68% Present job vacancies and information on how to apply

53% Provide information on overall commitment to sustainability



WHAT NEEDS WORK

(% of companies that fulfill these criteria)

37% Publish an updated sustainability report

23% Explain their market positioning

30% Explain why people should work for them

WIKIPEDIA: WHY IT DESERVES ATTENTION

Entries about companies on Wikipedia, the 5th most visited website in the world, are part of the company’s digital corporate identity. For this reason, Wikipedia entries are evaluated within our new research .trust.

Only 24 Austrian companies in the research have a Wikipedia article but we found over half of them present “alerts”, signalling they have issues that go against the Wikipedia community rules, such as using promotional language or an absence of sources to let users verify information.

Only eight entries responded fully to the criteria evaluated in the research. These include **ÖBB, Energie AG, XXXLutz, Red Bull, Kelly and Oebib.**

‘It may seem easy to step in and correct mistakes or fill in missing information but you need to do so correctly. Without full knowledge of Wikipedia’s rules and community etiquette, users risk generating alerts or even having their accounts or IPs blocked, thus provoking reputational damage,’ says **Daniele Righi**, head of Lundquist’s Wikipedia research.

Companies can take part in the content-building process, together with the community, in a productive manner. This is demonstrated by our 10 years of experience working with Wikipedia and supporting companies looking to establish a collaboration with the online encyclopaedia.

Read more: lundquist.it > *Our thinking*



INSPIRING TRUST THROUGH LEADERSHIP

Presenting the names and faces behind the leaders of the most well-known companies in Austria - articulating their commitment to future growth - are key steps to reputation-building and inspiring trust.

It's tough to capture people's attention with a static, impersonal presentation. Despite this, many companies leave their corporate websites to gather dust and stuck in a set moment in time, demonstrating an inability (or is it unwillingness?) to evolve and open themselves up to the outside world.

Just like any organisation, companies are not stuck in time but constantly driving towards future objectives. To inspire trust, it is key that a company conveys via digital channels its **corporate vision and purpose as well as a credible business strategy**. Even better if this is done by the top management in person.

Why? Because our communications context is constantly evolving, forcing business to work to build and protect the trust of stakeholders, not take it for granted. With the pervasiveness of digital, audiences have become accustomed to having direct contact with other people as well as with brands and organisations. As a result, they have less trust in what is perceived to be impersonal or faceless organisations and **look for the faces of the people "behind the scenes" as a way of humanising and establishing a better relationship with businesses they interact with.**

*'The soaring popularity of Instagram is a reminder of the growing importance of more personal and visual communications today,' said **Caroline Becker**, country manager, .trust in Austria. 'Companies cannot get away with a dry disclosure approach. They have to step up their game in terms of reputation, talent and attention to the human dimension, looking to digital to increase engagement.'*

TECHNOLOGY AT THE SERVICE OF THE USER

"User experience" is not only about the technological components of a website, but rather the comprehensive approach to how the company interacts with its stakeholders through digital channels. **Siteimprove's** software provides an important contribution to the UX section of the .trust research, allowing better measurement of the technical aspects of the corporate website.

With the **Siteimprove** platform, we measured three areas:

- **Quality assurance**
- **SEO**
- **Accessibility**

Where are we at?

Few of the non-listed companies we examined have a strong culture of transparency when it comes to presenting their business plan. While we might expect caution from smaller companies with less visibility, it is surprising that even the larger non-listed companies, active not only in Austria but also globally, prefer to keep their future vision and business strategy under wraps, rather than weaving it into their corporate narrative. Our research suggests that companies leave the commercial side of the business – brands, products and services – to speak for them, rather than constructing a cohesive and engaging corporate narrative (or integrating brand and corporate), leaving stakeholders wondering what the company might have planned for its future.

Only a handful of the Austrian non-listed companies we examined explain their business strategy though none actually back this up with specific goals.



WHAT NEEDS WORK

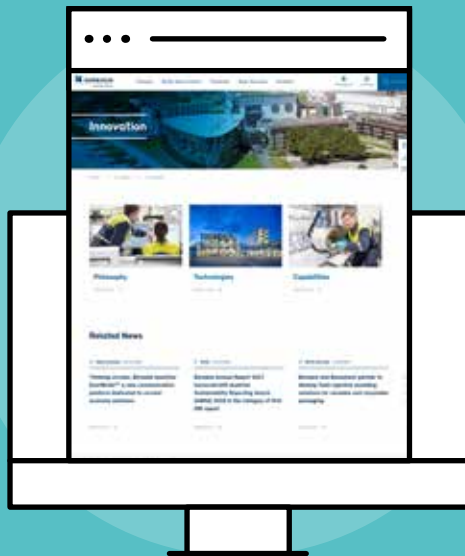
(% of companies that fulfill these criteria)

44% Present information on investments and/or innovation programmes

38% Identify the top management team

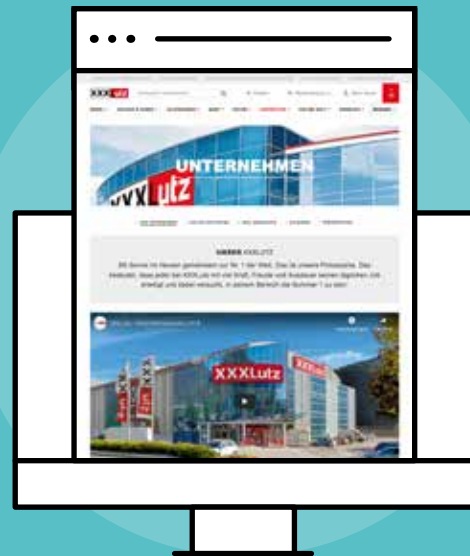
31% Present their business strategy

Ones to watch



BOREALIS

Borealis allocates an entire section of its website to discuss topics of innovation.



XXXLUTZ

XXXLutz presents its strategy for growth through video and together with the business outlook supported by key figures, it provides an explanation of world trends that are influencing its business.

IS YOUR SUSTAINABILITY COMMUNICATIONS READY FOR THE FUTURE?

Our research on sustainability communications is back for its regular biennial appointment. For the 8th edition, we have redesigned the research, bringing it up to date with current trends in sustainability and our method of understanding digital communications for sustainability.

Even the name of the research has evolved, changing from what has been known as the Lundquist CSR Online Awards to become .future. The evaluation protocol has been overhauled so as to be in line with the approach we've adopted in .trust based on two pillars (*Substance* and *Distinctiveness*). The seven sections that we previously used to organise our assessments have been reorganised under these two pillars, together with some criteria that are included in .trust as well. The results of .future will be published in early 2019.

For more information, see: lundquist.it > *Our thinking*



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INSPIRING TRUST THROUGH STORYTELLING

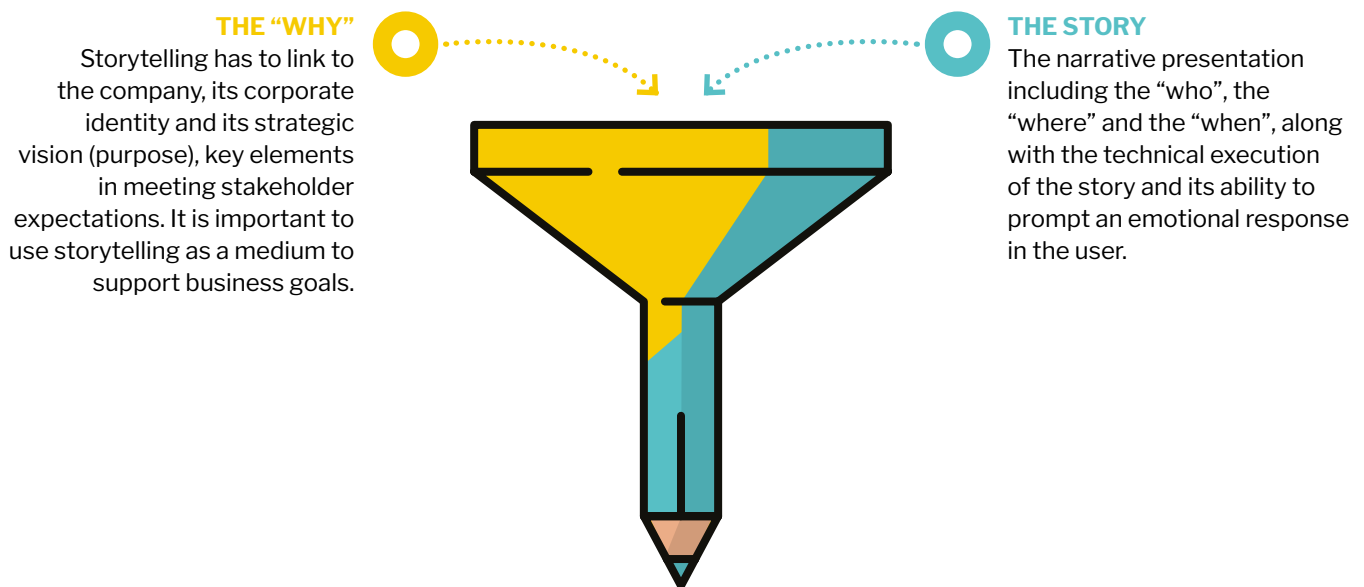
New communications tools have created a surge in the range of opportunities on offer but storytelling must support business goals to be effective.

Stories, articles, videos and blogs: these are just some of the ways companies today are looking to go beyond traditional disclosure in their communications. The Austrian results are encouraging: 10 out of 16 companies that qualified for the *Distinctiveness* pillar are experimenting with these new forms of content.

But as the possibilities grow, we at Lundquist ask ourselves: how can storytelling contribute to a relationship of trust with users and stakeholders? How can stories and articles effectively contribute to projecting the distinctive elements of a company?

Ingredients of corporate storytelling

In our opinion, corporate storytelling is made up of two distinct parts (and this is what, ultimately, makes it different from brand storytelling and content marketing):



CORPORATE STORYTELLING

In .trust, we have combined these two elements so that we can evaluate not only how effective the content produced really is but also the story's ability to depict a company's daily reality, from its strategic commitments to the context it operates in.

Storytelling to support the business purpose

What are the key ingredients needed in stories and articles to build trust?

1

ADOPT A FIRST-PERSON POINT OF VIEW

Does content allow us to understand - and see - the company, its work and people?
Does it reveal its strategy, mission and purpose?

2

SPEAK TO THE CONTEXT AND HOT ISSUES

Does content address industry topics and the business context?
Does it provide a point of view on current issues?

3

THE TECHNICAL EXECUTION

What formats are used for this type of content? How are they integrated into wider corporate communication? Does the digital ecosystem promote this content?

Where are we at?

Judging by our sample of non-listed companies, it is encouraging to see that nearly two-thirds of Austrian firms evaluated for this part of the study invest in stories, articles, blogs and other narrative elements. This suggests that Austrian companies understand the benefit of moving beyond traditional disclosure and engaging in new means to communicate their business.

Of the 16 companies considered, 63% use case studies or describe projects and initiatives to communicate their activities while 44% engage in storytelling via articles, blogs and magazines. Standouts include **Canon Austria**, with a dedicated story section, and **OeKB**, which uses a range of storytelling formats, including a PDF magazine *RELEVANT* and articles inside the News section.

Another one to watch includes **Pfizer Austria**, whose *Get Science Blog* takes on different topics, focusing mainly on the patients' side of health topics – a recent article focused on “the influence of seasons on genes”.

THE BIG PICTURE

The Austrian companies we evaluated for storytelling cover topics like business trends, company activities, employees and products.

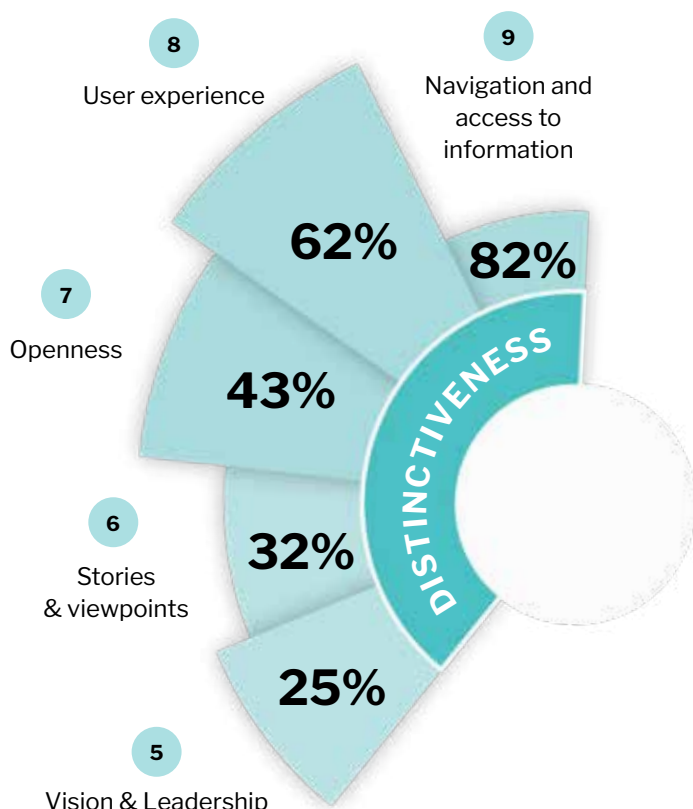
Stories often represent a link between the commercial and corporate world and for this reason, it's important that Austrian non-listed companies are good at ensuring content is easy to find for different kinds of stakeholders. They seem to have gotten the memo on this, with the highest-scoring section in the research at 82% of the maximum being navigation and access to information. Among the most common storytelling themes are:

- Trends and context
- Products/services and business activities
- Innovation
- Careers
- Thought leadership

Most companies tend to focus their storytelling on the external views of stakeholders, with only 27% of companies choosing to communicate about their external context. In all, the section “Stories & Viewpoints” received the third-lowest score (32%) in.trust – after sustainability and strategy. Nevertheless, it remains encouraging to see a third of companies investing in this type of communication.

Performance in the *Distinctiveness* pillar

Average score as a percentage of the maximum score available for the 16 companies that qualified



TOP PERFORMERS

6. Stories & viewpoints

1 | **Canon**

8. User experience

1 | **OBB**

9. Navigation and access to information

1 | **BOREALIS**
Keep Discovering







6

RESULTS OF THE .TRUST ANALYSIS

First edition - Austria non-listed 2018



The .trust ranking is made up of the 30 companies examined in the 2018 edition and is composed of two parts. The first 16 positions are attributed to the companies that received the full evaluation against all of the criteria of the research, for a maximum of 100 points.

The companies at the 17th position and below were only evaluated with the criteria from the *Substance* pillar, and were not considered for the full evaluation since they do not reach the threshold of 40% fulfilment of the first pillar.

1		63.3	
2	 Keep Discovering	58.9	
3		58.7	
4	Pfizer Austria	55.6	
5	OeKB	54.6	
6	Wiener Stadtwerke	54.4	
7	Unicredit Austria	53.9	
8	Hofer	53.7	
9	Greiner	49.0	
10	Energie AG	48.2	
11	Spar Austria	46.7	
12	Constantia	46.2	



The max score is 100 points.

-  Companies evaluated in both pillars
-  Companies evaluated solely for the "Substance" pillar

13	Engel	45.9
14	Casinos Austria	45.6
15	Canon Austria	44.8
16	XXXLutz	42.9
17	Öster. Hagelversicherung	22.0
18	Vöslauer Mineralwasser GMBH	20.0
19	Red Bull	19.0
20	Kelly	18.5
21	Oebib	17.5
22	Saint Gobain Isover Austria	16.8
23	Ada	16.3
24	Umdasch Group	15.8
25	Gugler Water Turbines	13.5
26	Kreuzmayr	12.0
27	Gugler	10.5
28	NBG Systems	9.5
29	BONUS Vorsorgekasse	7.5
30	Ringana	7.0



Best storytelling

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How we selected the research sample

The first edition of the .trust research evaluates the 30 largest non-listed Austrian companies per turnover, number of employees, and significance in the national economy.

How the companies were evaluated

The research evaluates the corporate and commercial websites in their local language. In October, each website was evaluated twice by two different professionals in the *Substance* pillar. The companies that scored the minimum amount needed were then evaluated in the *Distinctiveness* pillar.

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Want to be included in the ranking?

The research selects the largest companies by size and significance, though it is also possible to enter the research upon request and at no cost. Please contact: caroline.becker@lundquist.it if you wish to be included.

ABOUT US



Lundquist bridges the gap between companies and their audiences: that's because we get to know both intimately. Specialists in corporate communications and sustainability, we are independent, international and trusted to guide companies towards greater transparency and stakeholder requirements.

Our approach to corporate communications is defined by the international research we carry out. Measuring the effectiveness of sites and other corporate channels allows us to identify communication trends and industry priorities. For more information: lundquist.it

HOW WE CAN HELP

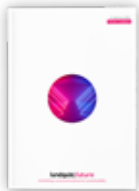
The .trust research is a tool that allows you to better understand the degree of maturity of your digital corporate communications. It measures a company's ability to inspire trust through its digital communications, looking at both transparency of information, stakeholder engagement and distinctiveness. The research provides the basis on which to structure higher-level strategic projects by understanding and establishing where the company's starting point is. The challenge for companies is then to create a coherent and convincing narrative, capable of describing the company's role today, and its vision for the future.

Our goal is to support companies during this phase, as attention from traditional disclosure shifts to turning this into effective corporate communications. For this reason, our new research activities evaluate the level of transparency ("*Substance*") as well as the capacity to create an effective and engaging corporate narrative ("*Distinctiveness*").

Thanks to our understanding of stakeholder expectations and our corporate experience, we are able to support companies not only in improving the effectiveness of their corporate communications but also in defining clear communication strategies and presenting them effectively, engaging in dialogue with stakeholders.

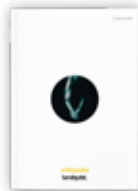
The research at the base of our approach

Our approach is based on more than 15 years of experience, and on our research, which measures the effectiveness of corporate communications.



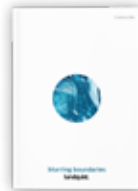
.future

The research investigates how European companies use their digital channels to inform and engage with stakeholders on sustainability issues. It aims to help companies in understanding trends in the field, assess their current situation and provide concrete suggestions for improvement.



Wikipedia

Going back to 2008, we have been monitoring the exhaustiveness of Wikipedia articles about major corporations. Through the study, we defined guidelines for companies to help them engage with the Wikipedia community in a constructive manner.



Blurring Boundaries

New in 2018, the research seeks to guide companies through the transforming landscape of sustainability reporting. It focuses specifically on integration of sustainability themes into the broader reporting ecosystem and provides a benchmark of 50 sustainability leaders in Europe.



Webranking

Since 1997, Webranking monitors corporate and financial communications through the digital channels of the largest listed companies in Europe. It measures the gap between stakeholder expectations and what companies are actually presenting. The research is based on a yearly survey of stakeholders' needs.

Want more information?

For more information, and to request a bespoke, in-depth analysis for your company, contact:

Caroline Becker

Country Manager, .trust Austria
caroline.becker@lundquist.it



For our user experience analysis we collaborated with Siteimprove, a software company which seeks to simplify website management. This intelligent automation software provides the necessary indications for managing a website with optimum performance.

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