

Customer:

CANCOM

As a leading digital business provider, CANCOM accompanies organizations into the digital future delivering tailor-made IT end to end from a single source.

GREYD.

CANCOM uses Greyd to create a scalable multi-website-system with 150 connected sites

The Challenge:

Managing around 150 websites, the German TecDAX group CANCOM faced **growing complexity** in maintaining a consistent digital presence. With multiple teams involved, limited design capacity, and few in-house technical experts, even minor design or content updates became **time-consuming and error-prone**. This led to inconsistent branding, duplicated work, and lengthy coordination cycles. Decentralized feedback and approval processes further delayed updates and made collaboration between internal and external stakeholders cumbersome.

CANCOM needed a way to **streamline website creation and change processes**, while empowering content teams to work more independently from designers and developers.

The Solution:

CANCOM partnered with Greyd to build a **scalable multi-website system** connecting all 150 websites through a shared infrastructure.

A **global library of dynamic templates** ensured consistent design across all sites while allowing localized content.

Using Greyd's Global Content features, CANCOM implemented an **automated synchronization and approval workflow** that enabled marketing teams to create and manage assets independently—without technical barriers—while maintaining centralized control and quality assurance.

Complex components such as **navigation structures, partner listings, references, and related content were fully automated** using query loops and global taxonomies, eliminating manual updates entirely.

The Atarim platform **centralized visual feedback** directly on the website interface, replacing scattered communication channels and dramatically reducing coordination overhead.

The Results:

- Up to **10x faster website creation and rollout**
- **20% less maintenance** effort and **60% fewer coordination** steps
- **Consistent corporate design** across all 150 sites
- Faster, **more flexible marketing operations** without technical bottlenecks
- Excellent **page speed and accessibility** compliance despite system complexity

Voices from the team:



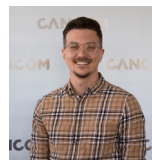
"With Greyd, we achieved what every enterprise marketing team strives for: consistency and flexibility at scale - on a pen-tested, enterprise platform. Managing 150 websites no longer slows us down; it helps us move faster and deliver unified brand experiences globally."

Matthias Gilke,
Senior Manager Marketing, CANCOM



"Before, design changes required endless coordination and manual updates. Now, we can roll out improvements with a few clicks. It's freed up our team to focus on creativity rather than maintenance."

Larissa Engel,
Team Lead Graphics & Design, CANCOM



"Finally we don't have to edit each and every site individually if there's a new partner or event. We edit that content centrally and can be sure it gets distributed automatically."

Arthur Zwirner,
Manager Content & Campaigns, CANCOM