



ManufacturingGrowthLab.com

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From 70+ Fragmented Websites to
One Scalable Digital Ecosystem:

HOW A MANUFACTURING PORTFOLIO UNIFIED ITS TECH STACK AND MARKETING ENGINE ACROSS COMPANIES

Company Overview

This global holding company specializes in supply chain management, industrial manufacturing, and engineered products across diverse markets. The organization operates a broad portfolio of independently managed business units, each serving distinct customers and markets.

A global holding company had grown through decades of expansion and acquisition, resulting in 30+ portfolio companies and subsidiary brands operating across multiple industrial markets, including supply chain, heat treating, heavy machinery, metal fabrication, forging, foundry, and more.

Operationally, the business was strong. Each division functioned independently, with its own leadership, priorities, and go-to-market approach.

Digitally, however, the organization had no unified system.

Over time, divisions launched their own websites, customer relationship management tools, and reporting standards using different platforms, vendors, technologies, marketing automation tools, and branding. Some outsourced work to agencies. Others relied on legacy sites created years earlier by sales teams or third parties. In total, more than 70 active websites existed across the enterprise, many unknown to leadership.

Left unaddressed, digital fragmentation drives cost, risk, and inefficiency. By consolidating into a unified system, the organization reversed that trajectory — unlocking substantial cost savings, gaining enterprise-wide visibility, and enabling scalable growth through future acquisitions.

Company: Portfolio of Specialized Manufacturing Companies

Industry: Industrial Manufacturing

The Challenge: Excessive digital fragmentation across divisions created waste, brand inconsistency, poor buyer experience, and limited enterprise-level visibility.

The Solution: A systemized digital consolidation initiative focused on governance, standardization, and long-term scalability across the enterprise.

The Results: Hundreds of thousands in annual cost savings, improved buyer experience, enterprise-wide visibility, and a repeatable model for future acquisitions.

The Challenge: Siloed Marketing Operations Across the Enterprise

As the organization continued to grow, digital fragmentation created several compounding issues:

- **Excessive operational waste:** Each division managed its own hosting, licensing, maintenance, and vendors, resulting in high redundant costs every year.
- **Inconsistent brand and buyer experience:** Buyers encountered outdated messaging, broken functionality, and inconsistent design across divisions, eroding trust and confidence.
- **Invisible divisions and missed opportunities:** Some brands had little to no effective online presence, limiting their ability to support sales, recruiting, or market expansion.
- **No enterprise-level visibility:** Leadership lacked a unified view of digital performance, engagement, or contribution to growth, making prioritization and decision-making difficult.

What began as decentralization for speed had actually become a constraint on efficiency, clarity, and scalability.

The Strategy: From Siloed Marketing Operations to Unified System

Manufacturing Growth Lab (MGL) approached the engagement as a marketing and sales systems problem.

The objective was not to “refresh” individual sites, but to establish a governed, scalable digital operating structure that could support the enterprise long term.

MGL worked closely with corporate leadership, divisional stakeholders, and an internal technology council to establish a clear current-state baseline and define what a future-ready digital system needed to support.

The strategy centered on:

- Standardization without sacrificing division-level flexibility
- Centralized governance and shared infrastructure
- Clear ownership, templates, and operating rules
- A repeatable model that could scale with future acquisitions

The Solution: Building a Unified Digital Operating System

MGL partnered with the organization to design and implement a consolidated sales and marketing system that replaced digital fragmentation with structure.

Key initiatives included:

Enterprise Platform Consolidation:

Disparate content management systems, tools, and vendors were consolidated into a single, scalable platform to reduce complexity and simplify oversight.

Standardized Technology and Data Structure:

All divisions were brought onto a shared digital foundation, enabling consistent data capture, reporting, and governance across the enterprise.

Unified Brand Framework With Local Flexibility:

MGL developed standardized templates and design standards that maintained brand consistency while allowing divisions to highlight their specific capabilities and markets.

Governance and Operating Standards:

Clear rules were established for website creation, updates, ownership, and reporting to prevent future sprawl and ensure long-term discipline.

Centralized Operations and Visibility:

Hosting, vendor management, and reporting were centralized, reducing administrative burden and giving leadership clear visibility into the digital ecosystem.

Scalable Integration Playbook:

A documented roadmap was created so future acquisitions or new divisions could be onboarded quickly and consistently without recreating past inefficiencies.

**This wasn't a one-time cleanup.
It was the installation of a system.**

The Results: Efficiency, Clarity, and Scalability at Enterprise Scale

Following the implementation of the unified digital system, the organization achieved measurable, business-level outcomes:



Hundreds of thousands in annual cost savings by eliminating redundant tools, platforms, and vendors



Improved buyer experience through consistent branding, clearer navigation, and more reliable site performance



Enterprise-wide visibility into digital assets and performance, enabling informed leadership decisions



Operational stability across dozens of divisions through standardized systems and governance



Faster, more efficient onboarding of new divisions and acquisitions



Recovered growth opportunities by removing digital barriers that previously limited visibility and engagement

What had once been an unmanaged digital sprawl became a controlled, scalable asset supporting the broader business.



WHY MGL'S STRATEGY WORKED

This outcome was achieved because MGL focused on systems, governance, and long-term operational maturity over surface-level fixes.

Rather than optimizing individual websites in isolation, MGL helped the organization:

- Replace fragmentation with structure
- Trade short-term convenience for long-term scalability
- Create clarity for leadership and autonomy for divisions
- Install a repeatable digital operating model aligned to how the business grows

The result was a digital system that the organization could trust as it continued to scale.

Struggling With Digital Fragmentation Across Divisions?

If your organization has grown faster than its marketing and digital systems, we help bring structure, clarity, and scalability back to the foundation.

[TALK TO THE MGL TEAM →](#)