

Steinway & Sons

Assessing a more holistic approach to managing digital infrastructure for the world's most prestigious piano brand

THE ORGANIZATION

Steinway & Sons was founded in 1853 by German immigrant Henry Engelhard Steinway in a Manhattan loft on Varick Street. Over the next thirty years, Henry and his sons developed the modern piano. Known for their precision and craftsmanship, Steinway instruments have become known for the acoustic superiority and remarkable lasting power. Today, the Steinway has become the choice for 98% of concert pianists. It's unparalleled quality has given it the reputation as a guaranteed investment that can be passed forward generation after generation.

THE CHALLENGE

As an organization, Steinway was looking to improve on their digital maturity. They were in the process of transforming their customer digital experience and wanted a way to better aligning internal operations to keep up with their CX strategies. To do that, Steinway and Icreon embarked on a technology roadmapping & IT assessment that would spot the critical gaps in enabling digital growth.

In an industry that's judged by physical meticulousness, how do you prioritize digital maturity?



THE SOLUTION

Services

- DIGITAL STRATEGY
- IT ROADMAPING
- PLATFORM SELECTION
- RISK ANALYSIS

Tools & Platforms

- AZURE
- HTML5
- MICROSOFT

Steinway and Icreon outlined a number of points of interest, but fundamentally aligned on defining a stronger cloud strategy. Our solution designers & digital strategists charted out a roadmap that invested in key pillars for the future.

DIGITAL ASSET MANAGEMENT

With dozens of presences, showrooms, a global footprint, and a distributed sales model - Icreon saw a gap in the current media & content management capabilities, and recognized the opportunity for centralized asset management across the globe.

CENTRALIZED DXP

Icreon realized the amount of time and effort being spent on legacy infrastructure in storage, email & collaboration management was lacking and built out a roadmap to outline an approach towards Office 365 implementations that would maximize their investments in Dynamics ERP