



# CASE STUDY

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ACG ASAHI GLASS

## Efficient Website Operation System for Global Expansion

(From the left)  
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### Introduced products

ICS  
(I-ON Content Server)

### Company information

**Name:** AGC ASAHI GLASS  
**Establishment:** June 1st, 1950  
**Address:** 1-5-1- Marunouchi  
 Chiyoda-ku Tokyo  
**Business field:** plate glass, automotive glass, display, electronic subsidiary material, chemistry, high-tech glass business

### NOREN Content Server

AGC Asahi Glass (AGC) is the world's biggest glass manufacturer which has various product lineup thanks to their technology and planning ability. They have a world top-level market share in plate glass business, and also specialized in UV-cut glass for cars, light, soft and scratchproof cover glass for smartphone and tablet. Recently they have provided the FIFA WORLD CUP Player's Bench with a glass roof. The following is part of an interview including future expansion plan with the persons who are in charge of PR·IR of a management/planning department.

Enterprise which is doing global business has to manage not only domestic websites but also global websites and each local subsidiary website. So the challenge is how efficiently they can send the information while following the governance of AGC. How do they manage/operate their website as a global business company?

### Challenges

- Websites to be managed including global site and local subsidiary website are massive.
- There are a lot of the people who should manage websites across departments.
- Very few people renew and operate the website. (Practically only one person is operating the website in the organization.)

### Introduction Point

- Upload contents at the right time.
- Usability to deal with the urgent request during the absence of the person in charge.
- Multi-language support for the operation of global websites and large-scale site construction/operation performance.



(left) AGC Site  
(right) AGC Global Site

### ■ About the website which is managed by AGC

How many websites AGC is managing?

**MORINAGA** AGC manages a lot of websites and media contents such as global sites, each local subsidiary website, each product brand website, and Facebook pages in addition to our own website.

### ■ Representative AGC website and operated media

How to manage these numerous websites including local subsidiary websites, brand sites, and many more?

**MACHEUO** I'm in charge of the operation of AGC websites. There are 2 more who are supposed to do it with me but practically I'm doing it alone as they are doing other jobs with higher priority. But we have a plan to assign more staff of PR·IR team who can renew NOREN for consistent operation of the website.

It seems to be very hard working. Are you also managing global sites?

**MACHEUO** Yes. While I need translation and local approval for global sites but renewal and updates are done by me here in Japan.

It must be unbelievable workload for Japan to manage all the global sites. I heard that global site was released in the end of 2013, too. Is it right?

**MORINAGA** Actually we're trying to figure out how we can improve because global website is not being operated in the way we initially planned. We're also expecting to enhance usability.

**MACHEUO** Product information on the domestic website is categorized only by product and department. We want users to get the product information not only by product and department but also by horizontal aspect.

They are seeking additional improvements such as increasing connectivity between global website and each country's website, etc.

### ■ About the operation flow

There are 4 types of website operation in general. Centralized, distributed, semi-automatic, and partner cooperation type. What type is AGC using?

**MACHEUO** Before I was in charge, PR·IR team asked the information system department to renew the website. So the information system department operated the website in a central-intensive way. Because of that, the process takes up too much time and there's not enough time to upload contents. But now PR·IR team renew the website mainly. There is a site administrator called 'Web Master' in each department and sometimes each website owner renews the website as well. Therefore, we are operating the website in a way that both central-intensive and distributed type are combined.

What is site owner's role?

**MACHEUO** As a web master of each department, they create contents, sometimes mediate between a production company and us, and give an approval within the department.

### ■ Requirements

Please tell me your opinions or requirements about NOREN.

**MACHEUO** Now we use a textbox and editor to register contents. Since some people find content upload difficult, we are considering the introduction of 「JIN」 option which enables users to combine blocks to create page.

NOREN user community is also very informative. Users can discuss their problems with each other and community can be a good guide to know how the other companies solve their problems.