lemonade
Beyond Clicks

ENTERPRISE CASE STUDY / EMPYRION DIGITAL

An extension of the Empyrion Digital team

How Lemonade works alongside Empyrion Digital's marketing team and translation partners to publish regional news, support major releases and maintain the corporate website.



Website showcase from Lemonade's project materials.

Three teams behind one corporate website

Empyrion’s marketing team manages a steady flow of announcements and project updates across Asian markets. Lemonade supports the technical work that helps those updates reach the right audiences.

Empyrion Digital / Marketing

Owns the corporate message and provides the content and timing for announcements, milestones and market updates.

Translation partners / Localisation

Work with Lemonade to prepare language versions for regional audiences. Each market needs the appropriate copy and route, especially when an announcement is coordinated across languages.

Lemonade / Website and operations

Maintains the WordPress publishing setup, coordinates the technical side of regional updates, and provides launch support, security maintenance and priority response under the enterprise support agreement.

THE REBUILD SET THE FOUNDATION

A UI and UX redesign, modular WordPress content types and multilingual routing gave the teams a shared place to manage updates. Asset precaching and script minification supported performance as content grew.

From corporate news to regional editions

The translation work sits inside the publishing process. Lemonade works with specialist partners to prepare and deploy localised content on the website.



English and localised news views from Lemonade's project materials.

Prepare content across languages

Lemonade works with translation partners on the language versions needed for an announcement, then uses the site's multilingual routes to make them available to regional readers.

Coordinate the release

When news needs to go out across markets, the publishing team works to the agreed release time so the regional website updates support the same corporate announcement.

Explore Empyrion Digital's newsroom

View the Japanese website

Hypercare when the news goes live

High-profile releases bring two demands together: the news has to publish on schedule, and the website needs support if traffic rises.

Before release / Align publishing

Coordinate the scheduled announcement and its regional content. The goal is to have each required language version ready for the release window.

During release / Watch the infrastructure

Lemonade's project director and support lead monitor the server infrastructure in real time while the news goes live. This gives the team visibility as traffic reaches the website.

Respond as demand changes

During hypercare, Lemonade can adjust resources as needed. The marketing team can focus on the announcement while Lemonade handles the technical side of the release.

WHY HYPERCARE MATTERS

For major announcements, Lemonade provides focused support around the publishing window in addition to the maintenance work that continues between releases.

Maintain and protect the live website

Lemonade supports the site between announcements through routine maintenance, recurring security checks and priority support.

Monitor and test

A web application firewall and Cloudflare Enterprise CDN support the website's perimeter. Automated vulnerability scans run daily, and annual penetration testing is followed by remediation of findings.

Validate changes before deployment

The support team tests patches in a sandbox before deploying them during planned overnight maintenance windows in Singapore time.

Handle priority issues

Critical and high-priority requests are covered by the enterprise support agreement. Response and resolution commitments follow the terms of that agreement.

Need an enterprise website partner?

Discuss your website with Lemonade

Empyrion Digital's rebrand announcement

Visit Empyrion Digital